

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

3, NO. 21

NEW YORK, N. Y., TUESDAY, AUGUST 1, 1944

TEN CENTS

## Petrillo Ignores WLB Edict

### Admits Planning Sue Govt. Service

Washington Bureau, RADIO DAILY  
Washington—Partially smoked out by radio reports of his resignation from the FCC, James Lawrence Fly yesterday issued a statement which is reported here as confirmation of his intention to leave the FCC after the November election did not become definite as to the time of his leaving, but did explain that he would probably remain in government service.  
(Continued on Page 6)

### "Of Time" Back After Month Vacation

"Of Time," returns to the air Thursday at its former time of 10 p.m., EWT over NBC. Formerly be resumed as to world and prominent guests. Thursday program will include Under Secretary of the Navy Ralph A. Bard, Vice-Admiral Russell R. Waesche, Commandant of the U. S. Coast Guard.  
(Continued on Page 5)

### Serial Series Continues With Cross Editing Shorts

Continued in the series of Mutual's serials featuring the web's personalities and titled "G I Sports" goes to production this week with fight promoter, Don Dunphy interview-er, Rocky Gomez and Commander Campbell.  
Carpenter Cross, the net's assistant publicity director, who conceived  
(Continued on Page 4)

### Vacation Plan

That he won't lose touch with important current happenings, H. V. Kaltenborn is vacationing but only a week this summer. The radio sessions of "H. V. Kaltenborn with the News" program heard at 12:45 p.m., EWT are being taken over for the five weeks by NBC commentator Robert St. John. Kaltenborn will be heard as usual on other days.

### Troubadour

Dick Brown, young singer who once was a patient at Halloran Hospital, has arranged to visit the veterans' hospital on Staten Island every Thursday to entertain the wounded servicemen. Brown, who now has a weekly Sunday program over Mutual, sponsored by the Formit Company, was formerly a Lieutenant in the Army Air Force and crashed in the South Pacific after a brush with a Jap zero.

### Network News Staffs Augmented On Coast

Los Angeles—Anticipating the increasing importance of war news from the South Pacific, William F. Brooks, manager of NBC's news and special events, is here to arrange for more comprehensive coverage and Johnny Johnstone, head of Blue's news and special events, will arrive this week-end to re-vamp the Blue's.  
(Continued on Page 6)

### Hearst Radio Seeks Television License

Washington Bureau, RADIO DAILY  
Washington—A commercial television application was received by the FCC from Baltimore from Hearst Radio as well as an accompanying application for an experimental tele relay station.  
FM applications were received at  
(Continued on Page 2)

## Censorship Office Cautions On Coming Drive In Pacific

### Paul Whiteman To Emcee AAF New Haven Concert

New Haven, Conn.—Paul Whiteman will appear here as master of ceremonies with the Band of the Training Command of the Army Air Forces tonight in a concert on the Green which is expected to draw  
(Continued on Page 4)

### AFM Head May Be Brought To Capital To Submit To Show-Cause Hearing; Hubbard Wire Asks FDR's Aid

### Will Repeat Tele Show As An Experiment

A repeat performance of a "live" television show on a New York station with two-hour musical comedy, "The Television Follies of 1944" condensed to a half-hour program will be an experiment of WABD tomorrow at 8:15 p.m.  
"The Television Follies of 1944," was produced as a two-hour presentation on WABD on July 13 by Ray.  
(Continued on Page 5)

### Chester, Pa., Publisher Buying Wilmington Station

Wilmington, Del.—Formal application has been filed with The Federal Communications Commission in Washington, for approval of the purchase by Alfred G. Hill, publisher of  
(Continued on Page 6)

### Station Rep. Changes Announced By Pearson Co.

Chicago—Several important changes in the list of radio stations nationally represented by the John E. Pearson Co. have been announced by  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Representatives of the War Labor Board, which over the week-end ordered James C. Petrillo, president of the American Federation of Musicians, to terminate the musicians strike which he had called at KSTP, St. Paul, yesterday tried in vain to reach the AFM head, who, up to press time last night, had made no move to comply with the WLB directive. The WLB is plainly disturbed.  
(Continued on Page 5)

### Blue Web Plans Salute For KECA, Los Angeles

A special one hour salute program will be aired by the Blue Network on Saturday, midnight to 1 a.m., EWT, in celebration of KECA, Los Angeles, joining the network.  
The first half hour of the show will emanate from New York, and the second half hour from Hollywood with a cut in to pick up artists in  
(Continued on Page 2)

### NABET, Blue And NBC In Platter Confab, Mon.

Washington Bureau, RADIO DAILY  
Washington—A. T. Powley, head of the National Association of Broadcast Engineers and Technicians, said yesterday that he and Martin O'Donohue, NABET counsel, will meet next  
(Continued on Page 5)

### Student Winner

Hollywood — Chandler Harris, student of the NBC-University of California at Los Angeles Radio Institute, will have his script, "Cross Town," a 30-minute play about the Red Cross, aired on NBC Saturday, Aug. 5 at 12:05 midnight, PWT, as the winner of the contest promoted by the students of that institute as their contribution to the war effort.

907,283 responsive customers are in WLAW's daytime primary coverage area.

Blanket New England's 3rd Largest Concentrated Radio Audience with WLAW's 5000 watts. Adv.



Vol. 28, No. 21 Tues., Aug. 1, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**

(Monday, July 31)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/4	162 7/8	163	- 5/8
CRS A	31 3/8	31	31 3/8	+
CBS B	30 3/4	30 3/4	30 3/4	+
Crosley Corp.	21 1/2	21 1/2	21 1/2	+ 1/2
Farnsworth T. & R.	13 3/8	13	13	+ 1/8
Gen. Electric	37 7/8	37 3/8	37 3/8	+ 3/8
Philco	33 7/8	33 1/2	33 7/8	+ 1/4
RCA Common	10 7/8	10 5/8	10 5/8	+ 1/8
RCA First Pfd.	75	75	75	+ 1/2
Stewart-Warner	15 3/4	15 3/8	15 3/8	+ 1/8
Westinghouse	102	101 1/4	102	+ 1
Zenith Radio	41 5/8	41 1/4	41 5/8	+

**NEW YORK CURB EXCHANGE**

	Bid	Asked
Hazeltine Corp.	29	29
OVER THE COUNTER		
Stromberg-Carlson	15 3/4	16 3/4
WCAO (Baltimore)	22	
WJR (Detroit)	37	

**Stork News**

Randolph Russell Smith was born Sunday in New York hospital to Mr. and Mrs. Bob Smith. Father assists Bill Stern, director of sports, NBC.

**20 YEARS AGO TODAY**

(August 1, 1924)

Famous firsts claimed by station KDKA, Pittsburgh, include: First radio church service, first banquet broadcast, first remote pickup, first sports broadcast. Progress of WLW, 500-watt station of the Crosley Radio Company, is noted in the fact that broadcasting studios have been added to the plant at Brighton, Ohio.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KGO is THE Bay Area Buy!

**Coming and Going**

L. J. DUNCAN, president of WDAK, Columbus, Ga., and ALLEN M. WOODALL, manager of the station, are in town for talks with their national representatives and for conferences at the headquarters of the Blue Network, with which the station is affiliated.

WALTER H. LOWY, vice-president in charge of advertising for the Formfit Company, sponsors of the Dick Brown program on Mutual, has arrived from Chicago for confabs with web officials and executives of the Buchanan Company.

RICHARD B. HELMS, co-owner, commercial manager and station director of WHLN, Harlan, Ky., and ROLAND GALLAGHER, vice-president of the station, having completed a series of business conferences at the offices of their national representatives, are planning to leave town some time tomorrow.

WILLIAM MALO, commercial manager and sales promotion director of WDRG, CBS station in Hartford, is back at his Connecticut offices after having been here a few days last week.

MORT GOTTLIEB, free-lance writer and producer, has returned from a brief vacation which took him to the wilds of Liberty, N. Y.

LOU COSTELLO is back in New York. He plans to appear tomorrow on WPAT, Paterson, his home town.

MEL SPIEGEL, CBS producer, is vacationing in Canada with his family.

**Station Rep. Changes Announced by Pearson Co.**

(Continued from Page 1)

John E. Pearson, owner of the rep organization.

Effective immediately, The Pearson Company will represent station KOAM, Pittsburg, Kansas (1,000-watt NBC daytime only on 810 kilocycles); station KCRC, Enid, Oklahoma, (1,000-watt full time Blue affiliate on 1,390 kilocycles); station WSPB of Sarasota, Florida, (250-watt CBS affiliate on 1,450 kilocycles); station WINK, Fort Myers, Florida, (250-watt CBS affiliate on 1,240 kilocycles).

Also effective immediately, The Pearson Company is resigning as national representative of station WJJD, (20,000-watt daytime only Chicago independent recently purchased by the Marshall Field interests); station WQXR, (10,000-watt full-time New York independent recently purchased by the New York "Times"); station KGGF of Coffeyville, Kansas, (1,000-watt Blue affiliate); station WCAZ of Carthage, Illinois, (250-watt daytime only independent); and station KPHO of Phoenix, Arizona, 250-watt Blue outlet.

**Personnel Augmented**

Personnel of the Pearson Company has been increased by the addition of Miss Kathryn Kane and Miss Florence Albus to the New York office staff, and Miss Gloria Miller to the Chicago office staff.

Twelve states, all but one in the Mid-western and Central sections of the country, are included in the list of stations now represented nationally by The Pearson Company. These are Missouri, Arkansas, Kansas, Oklahoma, Illinois, Iowa, Minnesota, Indiana, Texas, Wisconsin, Michigan and Florida.

SHEP CHARTOC, director of press information and special events at WBBM, CBS-owned station in Chicago, has returned to the Windy City following a brief visit at network headquarters in New York.

INGHAM S. ROBERTS, station manager of KGBS, Harlingen, Texas, is expected in New York late this week or early next. He has left the home offices but is making stops en route at Houston, New Orleans and Washington, D. C.

FRANK KING, president and station manager of WMBR, Columbia network affiliate in Jacksonville, is expected to arrive from Florida some time tomorrow.

JERRY LAW, radio director of the Hirshon Garfield advertising agency, left yesterday on a three-day trip to Boston, where he will confer on new show plans with the Kaspar-Gordon organization.

JO LYONS, casting and assistant radio director of B. B. D. & O., has returned to her two-by-four well tanned from a three-week respite at Nantucket.

HUGH FELTIS is in town. He's general manager of KFAB, Columbia's outlet in Lincoln, Nebr.

MAURICE GALANTER, of the sales staff of WFAS, White Plains, N. Y., has returned from a two-week sojourn at Rockport, Mass.

LOLA WOURSSELL, publicity chief at WOV, has acquired an enviable tan while lolling on the sands of the Long Island shore.

**Blue Web Plans Salute For KECA, Los Angeles**

(Continued from Page 1)

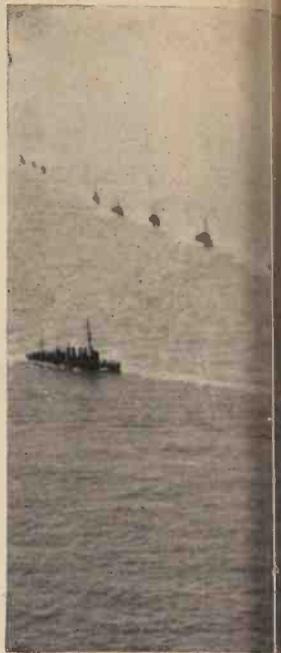
Chicago. Those taking part from Hollywood will include stars from "Scramby-Amby," "Blondie," "Nit-Wit Court," "Stop or Go," "The Falstaff Show," "Glamour Manor" and "Hollywood Star Time." Orchestra music from Hollywood will be arranged and will also be conducted by Ernest Gill.

Paul Whiteman, musical director of the Blue, singers Ilene Woods and Bob Johnston, will be heard from New York, and Don McNeill, emcee of the "Breakfast Club," will be heard from Chicago.

**Hearst Radio Seeks Television License**

(Continued from Page 1)

the FCC yesterday from E. Anthony and Sons, Boston; The World Publishing Co., Tulsa, Okla. and W. O. Pape, Mobile, Ala.



**The Navy Calls "Recognized Ris"**

The Navy will take a chance... if the chance for big enough. In war that so pay off.

But there is no need for an taking in Baltimore radio buying.

You have a safe bet... who choose your station on the way basis so many shrewd buyers are adopting these Choose your station on *Popularity, Cost-per-liste*.

This sound principle prove W-I-T-H produces more lis for less money than any of the other Baltimore stations.

If you have a job to do in the 6th largest market of the co when you choose radio... W-I-T-H, the successful inde ent station.

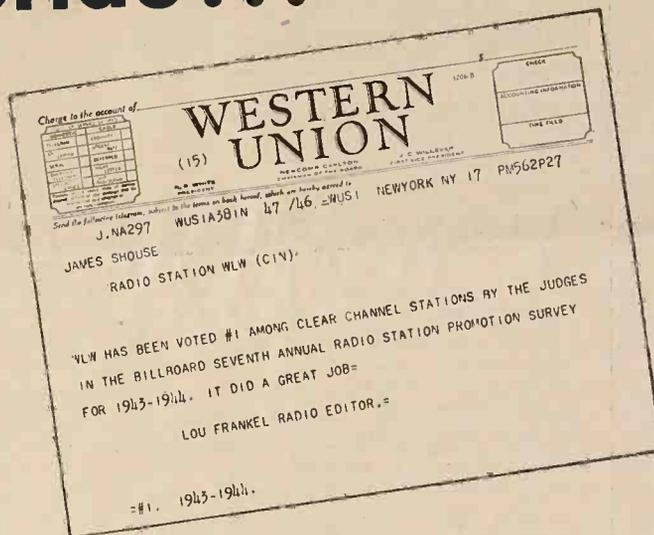


**W-I-T-H IN BALTIMORE**

TOM TINSLEY, President

REPRESENTED BY HEADLEY

# with pride...



following are excerpts from  
*The Billboard* of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, *The Billboard* said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with éclat, thoroughness and dispatch."

... it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved... rather must we accept the honor as an inspiration, and a challenge.

## WLW HONOR LIST

- 1936 • VARIETY  
"Special Citation for Program Originating Station"
- 1938 • VARIETY  
"Special Award for Program Originating Station"
- 1939 • VARIETY  
"Award for Nationally Exploited Station"
- 1940 • BILLBOARD  
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1940 • GEORGE FOSTER PEABODY AWARD  
"For Outstanding Meritorious Public Service"
- 1941 • BILLBOARD  
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1941 • VARIETY  
"For Patriotic Leadership"
- 1942 • VARIETY  
"For Promoting Better Understanding of War Issues"
- 1943 • ALFRED I. duPONT AWARD  
"For Outstanding Public Service"
- 1943 • VARIETY  
"Individual Enterprise on War Issues"
- 1944 • BILLBOARD  
"Outstanding Public Relations"
- 1944 • BILLBOARD  
"Clear Channel Station Promotion Award"

# WLW

The Nation's Most Merchandise-able Station  
DIVISION OF THE CROSLY CORPORATION

# SOUTHWEST

**B**ILL MICHAELS, KABC manager, is mighty happy these days that the FCC has approved his station's jump from 250 watts to 50,000 watts on 680 kilocycles. Paul Wolf, the station's engineer, is busy training extra operators to man the controls as well as supervising technical installation which will be ready for operation in several months. Majority of the operators will be girls.

Leading characters of "Hackberry Hotel" aired on KGKO in Fort Worth and KXYZ, Houston, daily Monday through Friday are Ben McClesky as "Little Willie" and Elmo Baughman as "Hackberry." Programs, aired for Gold Chain Flour, are announced and produced by Eddie Evans of KGKO.

Both sides of the Dallas option election scheduled for Dallas and Tarrant Counties on Saturday, August 5 have been allocated time on KGKO for discussion of the issues. The first of these broadcasts, presented as a public service feature of KGKO at no cost to either side, will be aired today. Regularly scheduled programs will be cancelled in order that representatives of the proponents and opponents of the liquor control issue may be heard.

## Paul Whiteman To Emcee AAF New Haven Concert

(Continued from Page 1)

some 20,000 townspeople and service men studying at Yale. Concert will mark the 37th anniversary of the establishment of the AAF and the purchase of the first 50 military planes.

Whiteman was invited to appear in the New Haven show by Captain Robert G. Jennings, band commandant and M/Sgt. Harry Bluestone, director of the 55-piece crew. Eileen Woods, Blue Network singing star, will also appear. Whiteman will play "Rhapsody in Blue," with Pfc. Stanley Freedman at the piano for featured passages. Whiteman also appears as commentator on the band's Blue Network Sunday morning airings called, "Symphonic Flight."

50,000 WATTS  
DIAL 1050  
SPORTS  
MUSIC  
NEWS  
WHN  
★



## California Commentary!

• • • While Penny Singleton ("Blondie") was handing out cake to hungry servicemen at the Hollywood Canteen party, which marked the "Blondie" show's debut on the Blue, she was surprised when her brother,

### Los Angeles

Pvt. Bernard McNulty, who is stationed at Los Alamitos, Calif., suddenly stepped up and asked for his piece of cake. By the way, Arthur Patrick Lake, 16-months old son of Arthur Lake ("Dagwood") was the youngest spectator at the broadcast, which preceded the party. . . • Mrs. Lettie Farley, office manager of KROD, El Paso, Texas, has returned to her home following conferences here with Edwin A. Buckalew, Columbia Pacific station relations manager, and C. D. Ryder, Jr., Columbia Pacific and KNX auditor. Norman Nesbitt says he and his brother, John, of "Passing Parade" fame have developed scar tissue on their elbows from toasting each other. Norman has just added a third program to his list of ether chores, the new one being to act as commentator for the Musart Theater in Los Angeles, every Saturday, at 4:15 p.m. over KNX. The new show may be called "Names In The News." He is also currently heard Mondays through Fridays at 12:15 p.m. on KMPC, and in addition is heard nightly on KFI on a news analysis.

• • • Buddy Twiss will not forget the Democratic convention for a long, long time. He was standing by on July 20 to start his program at 1:45 p.m., and was given the go-ahead signal by a Blue engineer. Buddy did his stuff for a minute or two until the engineer broke down and informed him the program was cancelled to make way for Democratic convention news. Sam Hayes was much luckier, his "World Wide Review," starting at 1 p.m. was uninterrupted by any convention doings. . . • Frankie Masters, the band leader, took a lot of good-natured "ribbing" at the Tom Breneman "Breakfast At Sardi's" show, when Tom asked a guest seated near Frankie to name her favorite band leader. "Harry James" was the prompt reply.

• Jane Glenn, new fashion editor at KNX, and Doris Mack, secretary to George Allen, of the Columbia Pacific web, have been vacationing at Arrowhead.

• • • Although Ruth Anderson, who is one of the early risers in San Francisco, was vacationing here, she could not resist seeing Hollywood "early birds" in action—or more specifically Glen Hardy, Don Lee-Mutual newscaster, who arrives at KHJ at 8 a.m. daily. Miss Anderson is a newscaster at KFRC and arises at 5:30 a.m. daily. . . • Paul Weston, orchestra leader on the Johnny Mercer "Christfield Music Shop," who has been ill for a week, suffering from a strep throat has resumed his chores on the show. During his absence Gordon Jenkins, who wrote "San Fernando Valley," has been making his "home" at NBC, handling the baton on the Mercer opus twice daily, in addition to his regular work on the "Auto-lite" show.

• • • Dan Golenpaul, owner of "Information Please," is here lining up "name" talent to appear on his program during the Fall season. . . • Ted Mertz, account executive of the H. W. Kastor agency, Chicago, is conferring with Mann Holiner and Murray Bolen regarding the new Rudy Vallee show, which takes to the air Sept. 9 on behalf of Procter & Gamble's "Drene." Holiner will produce the show, but Bolen, who is head of the local Compton agency office, has been retained to act in a supervisory capacity. Les Raddetz, NBC Western division photo editor, has been vacationing at his Toluca Lake home. Bernice Barrett is leaving the KNX press department to devote all her time to radio and screen acting.

Remember Pearl Harbor

# CHICAGO

By BILL IRVIN

**R**OBERT EWING, for 12 years supervisor of E work sales traffic department cago, has been added to sion's research department a ant to G. A. Vernon, the B search manager in Chicago. E Ewing in network sales tra be Gladys Ferguson, in char Blue's local and spot sales ti partment for the past two ye Ferguson will continue wi and spot sales traffic, assiste ence Walling and Marjory M

Due to transmitter alt WBKB has discontinued its schedule for the current we scheduled experimental og will be telecast the latter pat week, with the station retu, the air programs August 1.

Paul McCluer, sales man the NBC central division; Lyon, NBC Chicago announ Walter Wade of the Wade A ing Agency, accompanied t wives, are spending this we next fishing in Canada. Oth vacationers are Carl Simons staff, to Detroit; Frances W advertising and promotion ment, to New York, and John news and special events dep to Arkansas.

## Mutual Series Continues With Cross Editing

(Continued from Page 1)

this unique publicity medium twice monthly brings Mutual mentators before about 15 move-goers, authors scenar, these six-minute shorts dist nationally.

Among the films Cross has are: "For What Are We Fil", "The Netherlands," "What's For War Veterans," "G I Rights," "Nazi Germany, 194 others.

**The SCHOOL of RADIO TECHNIQ**  
(America's Oldest School Devoted Exclusively to Radio Broadcasting)  
SPECIAL SUMMER  
6 Weeks' Day Course  
**AUGUST 2**  
8 Weeks' Evening Course  
**AUGUST 21**  
Taught by Network Professionals, Beginner & Advanced students, include:  
• ANNOUNCING • STATION ROUT  
• NEWSCASTING • AGT  
• CONTINUITY WRITING • DICT  
• COMMENTATING • VO  
Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.  
**R.K.O. BUILDING, RADIO CITY, N**  
CIRCLE 7-0193

# Petrillo Ignores WLB; KSTP's Men Still Out

(Continued from Page 1)  
AFM action. Some decisive expected here momentarily. It is believed likely that Petrillo will be summoned to the Capital for a hearing.

Hubbard, president and manager of KSTP, yesterday H. Davis, chairman of the asking that President Roosevelt requested to use his influence Petrillo and the AFM in bringing a strike to a close. Hubbard's follows:

He continues to defy the WLB. Murk, president of the Minn. Musicians Local 73, announced in the morning papers that he has no intention of complying with the WLB directive that musicians be sent back to work unless ordered to do so by President Roosevelt.

Minneapolis local operates like a business, with a president, secretary and board members. The local also operates a poolroom, and restaurant, and is owned by the Minneapolis City for such operations. Under such circumstances, we feel you should request the President to order these men to work immediately and suggest the President should request to take over this which is continuing to defy orders."

**NWLB Telegram**  
WLB telegram to Petrillo on KSTP strike situation follows: National War Labor Board advised that you have instructed your union employed by station KSTP, Minneapolis, to because of a court action stoppage of work is in pro-

National War Labor Board is not of a wire from the attorney representing station KSTP stating the court proceedings, orders and injunctions of the musicians' union have been dismissed. National War Labor Board calls upon you, as responsible for the musicians' union, to instruct these members employed by station KSTP to return to work at

with Regional War Labor Board go was prepared at the time strike to issue its panel report case. The board, of course, process this case further if stoppage of work continues. The members of your union returned to work the 6th Regional War Labor Board will release all report. Please advise what you take."

**AVAILABLE**  
SCRIPTER. DAYTIME-NIGHT-EXPERIENCE. INTERESTED IN AFFILIATION OR FREE LANCE. DESIRES OF TOP-RATING SHOWS. RADIO DAILY, BOX 852, 1501 BROADWAY, NEW YORK 18, N. Y.

# Censorship Office Cautions On Coming Drive In Pacific

(Continued from Page 1)  
area, editors and broadcasters also have an inescapable responsibility Mr. Price wrote. "The enemy knows it is our intention to liberate the Philippines and all other territory now under Japanese occupation, and to carry the attack also to the Mainland of Japan by land, sea and air. What we must protect at all hazards, is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces and their technical make-up and equipment.

"In every reference to the coming Pacific operations you are especially requested to keep in mind the Code provisions against publication or broadcast, without appropriate authority, of secret war plans; movements of ships and troops, including shifts of high officers or specialized personnel, or the presence of undisclosed units overseas; allied or enemy secret weapons and equipment and counter measures of defense; and international negotiations dealing with military operations.

"Special precautions are necessary regarding information from abroad which bears on military plans and operations and involves any of the subjects listed above. No such information should be published or broadcast in this country if the enemy would be informed thereby. Information in the listed categories coming direct from a neutral or allied country but which might not be generally available in that country, should be

submitted to the Office of Censorship before use. This restriction does not apply to material from enemy countries; material originating in British territory and cleared by British censorship; material cleared by Allied Military Censorship overseas; or material which already has been published, sent by radio, or otherwise generally disseminated in any area abroad. The test should be, 'Does the enemy know this?'

"Speculation about forthcoming operations should be kept strictly within the limits laid down in the Codes and no device of speculation or prediction used to disclose restricted information. It always is hazardous, in connection with future operations, to mention dates, even by month or season; or to point out the likelihood or desirability of an attack in any particular locality; or to forecast how many units will be employed, or the probable sequence of operations.

"Opinion on these subjects should be labeled as opinion, and no attempt made to set forth the actual expectations of commanders except in case of formal official announcement. Appropriate authority within the restricted list must be of unquestioned standing and all cases of doubt should be referred to the Office of Censorship.

"Let it be repeated that hard fighting lies ahead and that only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

# CBC Political Free-Time May Get One-Year Trial

Montreal—The Commons Radio Committee has recommended to fellow members of Parliament that the Canadian Broadcasting Corporation's new political free-time policy of two half-hours a month be given a year's trial and if it proves unsatisfactory a revision be made.

The free time is allotted the Liberal, Progressive-Conservative, CCF and Social Credit broadcasts. The allotments are based on a cycle of five broadcasts, with two of every five going to the Liberals, and one to each of the three other parties.

**Jr. 4. 4A-Agency**  
YOUNG MAN... UNDER 30. GREAT OPPORTUNITY... IF— YOU KNOW EVEN JUST A WEE BIT ABOUT RADIO TIME BUYING... OR, BETTER IF YOU ARE AN ASSISTANT TIME BUYER IN A SMALL AGENCY.  
**FRANK McGRANN**  
Radio Specialist  
**POSITION SECURING BUREAU, INC.**  
(Agency)  
331 Madison Ave., New York, MU. 2-6494

# "March Of Time" Back After Month Vacation

(Continued from Page 1)  
which commemorates its 154th birthday. Both will report of Guam and reveal other progress of the war in the Pacific.

**In Southern New England People are in the Habit of Listening to WTIC**

**WTIC**  
50,000 WATTS  
**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**  
The Travelers Broadcasting Service Corporation  
• Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

# Will Repeat Tele Show As An Experiment

(Continued from Page 1)  
mond E. Nelson, vice-president of the Charles M. Storm Company who has charge of radio and television. Success of this presentation caused Nelson to plan the tabloid repeat version which will be offered Wednesday night.

Agency interest in this experiment centers around whether or not it is practical from an audience viewpoint to repeat "live" talent shows. If so, some television experts believe that the initial costs of production will be justified through the repeat possibilities of tele entertainment.

# NABET, Blue And NBC In Platter Confab, Mon.

(Continued from Page 1)  
Monday in New York with Blue and NBC officials in a move to renew contracts calling for NABET control over platter-turnovers. This move has direct significance in Chicago at the moment, where the AFM head, James C. Petrillo, is seeking to add the turnovers to the rolls of his union. Powley believes that renewal of the contract, however, will discourage AFM moves in that direction in all areas where NABET is in control.

NABET threatened a stoppage last spring when it appeared that Petrillo might be granted his demands by the networks, but held off in response to pressure from the National War Labor Board.

# Wisner Appointment

Harry Wisner, Blue sports commentator, has been appointed a member of the Physical Fitness Committee of the Federal Security Agency. He will act as a radio consultant on means of stimulating greater interest in sports.

**WBAL**  
means business  
in Baltimore  
Edward Petry & Co., National Representative

## Network News Staffs Augmented On Coast

(Continued from Page 1)

shortwave and news coverage set-up.

NBC will establish facilities and personnel in Hollywood and San Francisco to maintain 24-hour-a-day coverage of the Pacific war, Brooks said, after conferring in Hollywood with Sidney N. Strotz, vice-president of the western division, and Joseph J. Alvin, newly appointed manager of news and special events. Brooks left for San Francisco Saturday night (29th) to meet John Elwood, manager of NBC-KPO, where he will be joined by Wally Roe of RCA communications, to iron out problems in connection with the new set-up.

### McCall Going West

Brooks revealed that Francis McCall, operations manager for the news department in New York, who is currently in London where he handled D-Day operations for NBC, probably will come West in the very near future to get the new plan working.

"We have already increased our Honolulu staff," Brooks said, "sending John Cooper from our international division in New York, and Robert McCormick from Washington, to augment the staff of KGU news-men already covering the war from that base."

Brooks said that NBC would increase other news staffs throughout the South Pacific, and planned to improve coverage of the war by tape and wire recorders in those advance bases where there is no point-to-point radio transmission.

"Johnny Johnstone, Blue director of news and special events, leaves for San Francisco aboard the Century today accompanied by Cleve Roberts, Blue Network commentator recently back from the South Pacific, and Arthur Feldman, web analyst who returned a short while ago from London. Both reporters shortly will be assigned to the Pacific theater of operations.

The exact nature of the missions to be filled by Roberts and Feldman will be announced from the West Coast by Johnstone following conferences in San Francisco with Army, Navy and network officials.

## Fulton Lewis Jr. Sets Vacation Substitutes

Marshall McNeil, Washington correspondent for the Houston "Press" and other Texas newspapers, and Ray Henle, Pittsburgh reporter, will substitute for Fulton Lewis Jr. while the latter vacations for two weeks from July 31 to August 14. During the first week, McNeil will broadcast at 7 p.m., EWT, and for the following week, the Pittsburgh newsman will analyze the news at the same time.

## Changes Call Letters

Columbia's affiliate in Fort Myers, Fla., has changed its call letters from WAAC to WINK.

# WOMEN IN RADIO

By MILDRED O'NEILL

The prominent place women are taking in radio today will be paralleled in Chicago this month when the National Association of Broadcasters meets in annual convention—if the expected feminine attendance is any criterion. Among those who will start the trek to the western city from near and far is Mildred Bailey, women's features editor of WTAG in Worcester, Massachusetts. Mildred has a very particular relationship to the convention, for she is Secretary of the Association of Women Directors of the NAB, now serving her second term in this capacity.

★ ★ ★

Long active broadcasting, Mildred Bailey joined the Worcester station in 1940 as editor of the "Afternoon Journal," after a lengthy association with West Coast studios in the musical line. Also prior to 1940, a period devoted to merchandising proved invaluable to her magazine of the air which, besides offering musical entertainment and news, includes advice on the fashion front. But Mildred's activities did not rest here. Her field extended to cookery, and as a result of close association with many food specialists and deep interest in the problems of nutrition, "The Modern Kitchen" came into being for her many listeners. In addition to writing and conducting these two programs five days a week, she still finds time for a thrice-weekly cookery column based on her "Modern Kitchen." And also, she is radio chairman of the Worcester Chapter, American Pen Women, and a charter member of the Worcester Chapter, Beta Sigma Phi.

★ ★ ★

To many of our present-day radio stars, to talk with the President or even European royalty can be somewhat less than a special event, but we've heard of a radio gal who lunched with a president in an era when such an event was practically unprecedented. Precedent was exactly what Trudy Short, one-half of the "Care and Feeding of Husbands" team over KHJ-Don Lee (Hollywood), set when President William Howard Taft, 27th president of the United States, invited her to lunch with him when she was just a little girl actress. It came about when Taft saw her performance in "A Man's World," at a theater in the nation's capitol, and his interest in her uncovered the fact that he and her father had been boyhood friends.

★ ★ ★

The other half of this team of experts on how to take care of the master of the house is Polly Patterson who may not have ensnared a president in her childhood, but who has an equally colorful background. Polly was the Prudence Penny of the Los Angeles Examiner, besides which she has taught and written books on home economics, has acted in motion pictures and still writes two syndicated columns weekly as well as handling two air programs in addition to "Care and Feeding of a Husband." It was expected from her toddling days that Polly'd grow up to have a career in home economics. The first question her mother asked all prospective maids was: "Does it bother you to have a little one around the kitchen?"

★ ★ ★

Have you heard... that WINX now boasts four female engineers, the latest addition being "Tommy" Bowman who was formerly an operator at a Los Angeles police station... that Rosemary Stanger, announcer at WOWO (Fort Wayne), has interviewed men in the Air Corps representing every theater of the war... that Sylvia Brown, food consultant for WCKY (Cincinnati), is looking forward to putting her theories into practice as the wife of Dr. Walter Bernard Devine... that Olive Kackley, WCKY's women's commentator, had a birthday recently and received 1,500 greeting cards from friends in 18 different states... that Fahnya Bean has the only job of its kind in town. She is monitor-ess of WIP's (Philadelphia) short wave transmitter, which is the only one of its kind in town.

## Fly Admits Planning To Quit Govt. Service

(Continued from Page 1)

much longer. He said not a word to his plans upon leaving government, significantly not denying reports he will assume control of the Benton Enterprises.

"In view of the unreliable about my resignation from the said Fly, "I should like to state a matter at rest. I have been government service for a period of 15 years. For some have been conscious of personal considerations which indicate of my returning to the private life of law. However, there are few jobs to finish around here. I propose to see them finished the moment I have no definite except to remain here for some substantial period of time." RADIO yesterday predicted Fly's departure after the election, revealing might come earlier if the House were not so anxious to let him remain. His resignation after the election, it is figured there, be more of a political liability than his remaining at the FCC helm. DAILY's prediction was also on the Blue Sunday night by Pearson.

Fly accepted the invitation of this week-end to address the National Association of Broadcasters' Chicago War Conference this month, in Chicago. It was for some time that he would be invited to speak.

## Chester, Pa., Publisher Buying Wilmington Station

(Continued from Page 1)

the Chester (Pa.) "Times," controlling interest in the radio station WILM which has been operating in Wilmington since 1922. A recent change in the direction of the station has been under the direction of station WDEL, which is operating it on a daytime schedule. In making the application for a license to chase Mr. Hill disclosed that his three interest cost him \$125,000. The remaining one-third interest will be retained by the present owner of the Delaware Broadcasting Corporation. If the transfer of control is approved it is the hope of Mr. Hill to remove station WILM from Chester. Mr. Hill made it plain, however, that he was not expected to make the move for sometime in the future.

The sale of the station was prompted by a recent order of the Federal Communications Commission dividing the ownership of two stations in the same city by one owner's interest.

Mr. Hill further indicated that the event that the sale of station WILM was approved he would be the present operating person of the station and that it would continue to be operated from Wilmington. No changes are anticipated regarding the removal of the station from Chester are completed.

# ★ ★ COAST-TO-COAST ★ ★ ★

### — MISSOURI —

**ST. LOUIS**—KXOK-Blue will broadcast today, starting at 10 p.m., complete results of the city and state primary election; with Aldridge, news editor of the election commissioners and Caray giving his reports from the desk of the St. Louis "Star".

**KMOX**, with war program manager Jerry Hoekstra of the planned and produced an air two-hour Bond Rally before a huge audience of 30,000 men and officers at Fort Leonard, Mo., netting a total sales exceeded a million dollars of E-bonds. KMOX special announcer Jack Sexton emceed the show.

### — TEXAS —

**ANTONIO**—The Fort Sam House-Announcers have rounded out one playing as an ace military dance this area. Group includes conductor T/4th grade) Henry Lifshin; Pvt. Russ Carlyle; saxophonist grade) John K. Schleicher; Pvt. Davis, sax player; (T/4th grade) Toror, pianist; (T/4th grade) Frank, trumpeter; and Cpl. Julius, violinist. . . .

**AUSTIN**—Hardey Har- general manager of KNOW, announces that the Spot Sales Inc. will be sales representative for the sta-

### — PENNSYLVANIA —

**PHILADELPHIA**—Newest member of KYW staff is Marjorie Lees, Ford High School graduate who joined the general service department. . . . WIBG President Paul Iron is the father of a daughter at local Presbyterian Hospital Thursday. . . . Regarding babies, head Benedict Gimbel, Jr. has a new show "Life Begins for" as three-a-week for local for Social Agencies.

### — FLORIDA —

**MIAMI**—WIOD listeners received a surprise with the broadcast from the happenings at the World Monetary Conference as by Dr. Luis Machado, head of

the Cuban delegation to the conference. He stopped in this city on his way to report to Pres-Elect Dr. San Martin Grau, of Cuba, on the session.

### — KANSAS —

**SALINA**—New faces at KSAL are Warren Mowder and Gene Moser as announcers; while newscaster Arthur Gaeth is now commercial, being sponsored by Duckwalls, Kansas variety store chain. . . . Also, announcer Dean Ayres of KSAL has given up radio for the present to accept a scholarship to a Massachusetts dramatics school.

### — LOUISIANA —

**NEW ORLEANS**—This community WWL is planning a program for a happy day in the near future. WWL program and production departments are writing a dramatization to be presented on Armistice Day; length to be one hour and to comprise a dramatic cast, narrators and WWL staff orchestra. It will open with dramatized events leading up the current world crisis.

### — MINNESOTA —

**MINNEAPOLIS-ST. PAUL**—Mayors of this state were guests of WCCO last week when the Minneapolis Aquatennial Celebration invited all mayors and their wives to participate in Mayors' Day. WCCO assumed personal hosting duties five years ago during the first Aquatennial and this year's activities were expanded to include a luncheon at Hotel Nicollet, Minneapolis. WCCO sponsored huge outdoor barbeque at local parade grounds, for 175 mayors and wives.

### — NEW YORK —

**NEW YORK**—Two "First Louies" renewed acquaintances when Louis Prima played his hot trumpet on Louis Sobol's "Bright Lights of New York" program yesterday at 7:30 p.m., on WOR. . . . Constance Bennett, film star, will be Hildegarde's guest on the chanteuse's program tonight at 10:30 o'clock over NBC. . . . Numerous celebrities present at the premiere of Darryl F. Zanuck's "Wilson" at the Roxy Theater today, will be interviewed by George Jessel, now a 20th Century-Fox producer, and emceed in a special lobby broadcast over WNEW at 8:45 p.m. . . . WMCA's international news analyst Johannes Steel resumed his regular Monday through Friday commentaries, last night at 7:30.

### — CALIFORNIA —

**OAKLAND**—KROW aired the first anniversary celebration of the local Regiment, U. S. Coast Guard Volunteer Port Security Force Temporary Reserve, recently in a special broadcast held at Lake Merritt. KROW's Scott Weakley, Seaman 1/c in this outfit, emceed proceedings. . . .

**HOLLYWOOD**—Paintings from the United Seaman's Service art exhibit, now being held at the Los Angeles museum, were shown on the Thomas S. Lee television W6XAO broadcast recently, and during the same show a review of the W6XAO participation in the Television Broadcasters Association's tele symbol contest were made.

### — MASSACHUSETTS —

**BOSTON**—WEEI general manager Harold E. Fellows was awarded a special Certificate of Appreciation by the American Red Cross Blood Donor Service. Alan Morse, chairman of the local Red Cross BDS, presented the award during the broadcast of "Life to the Front." Other officials in attendance were: Wesley Fuller (now 2nd lieutenant), director of the city's Blood Donor Center since its opening Dec. 22, 1941; Lieut. Henry Lundquist, of Navy Public Relations, himself a 12-pint donor; and Anastasia Kirby, radio director for the Blood Donor Center.

### — DISTRICT OF COLUMBIA —

**WASHINGTON** — E. Patterson Forbes, secretary to president L. J. Heller of WINX, left recently for one month's vacation for her home in Truro, Nova Scotia, Canada. . . . And Ernest Simon, chief announcer at WINX, is rejoicing over his election as Junior vice-commander of Silver Spring Chapter No. 4, of DAV.

### — OHIO —

**CINCINNATI**—WLW's "Sunday Evening at Crosley Square" spotlighted interview with a local WAVE, in honor of the WAVES' second birthday, direct from the Naval Air Training Station at Pensacola, Fla. . . .

**MARION**—WMRN additions to its secretarial staff are Donna Myers and Eleanor Planck. . . . And Lou Marsh, former program director, is representing WMRN now at Gulfport, Miss. Naval training station.

### — UTAH —

**SALT LAKE CITY**—Lyle Wahlquist, KUTA chief engineer, is recuperating in Southern Calif. after two-week seige of mumps. Also, LeRoy Yeates, transmitter engineer, has returned after an operation, while Wendell Bell, another transmitter engineer, is mending from minor operation.

### — NORTH CAROLINA —

**ASHEVILLE**—Bill Melia, announcer and member of the production staff of WWNC for the last four years, was named production manager. He will continue to emceed the daily "War Effort Today" and Thursday night variety show from Moore General Hospital. . . .

**RALEIGH**—Leo de Sola, WPTF music director, a native Cuban, became a United States citizen July 12. . . . And Phil Smith, WPTF announcer, has returned from Mary Elizabeth Hospital to resume his duties. . . .

**GREENSBORO**—WBIG is auditioning talent here to select the outstanding quarter of the Magic Circle area to appear at the Annual All-Day Renfro Valley Singin' at Renfro Valley, Ky., Aug 5 and 6.

### — COLORADO —

**DENVER**—KLZ will broadcast a special program dedicated to Cheyenne, Wyoming's famous wild west show at that city August 25 to 29. Called "High-Lights of the Rockies" series, the program will be attended by a large delegation of Cheyenne citizens at KLZ's studios for the show. KFBC, of Cheyenne, will carry it by direct wire.

### — NEW JERSEY —

**NEWARK**—Evelyn Stark, of Morristown, N. J., inspector at Wright Aero Corp., Plant No. 1, in Paterson, was the war worker saluted on Frank Dailey's Bandstand last Saturday afternoon at 4:30 o'clock over WAAT. Each Saturday, Frank Dailey's Bandstand honors a war worker in this area who has done something outstanding to bring victory closer. . . .

**ATLANTIC CITY**—Buddy Brooks, former announcer from WCOP, Boston, Mass., has joined the WFPB staff.



**KIZ DENVER**

560 Kc  
5 KW

Full Henry Kaiser will be 155-mm. and 8-inch shells under contracts totalling \$10 million dollars.

PRESENTED BY THE KATZ AGENCY



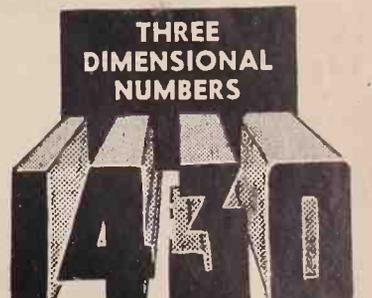
**HAPPY BIRTHDAY TO YOU**

August 1

Alice Frost Margaret Maloney  
Emie Saunders James O'Bryon

**Situation Wanted**

Secretary—Young lady, tall, personable. Age 26. Stenotypist, valuable asset to writer or script department of Radio Agency. Call Co. 5-7740.



**THREE DIMENSIONAL NUMBERS**

**4/30**

- NEWS:** A.P. & I.N.S. flashes every few minutes.
- SPORTS & RACING:** Result reports every few minutes.
- MUSIC:** Continuous all day long for your pleasure.

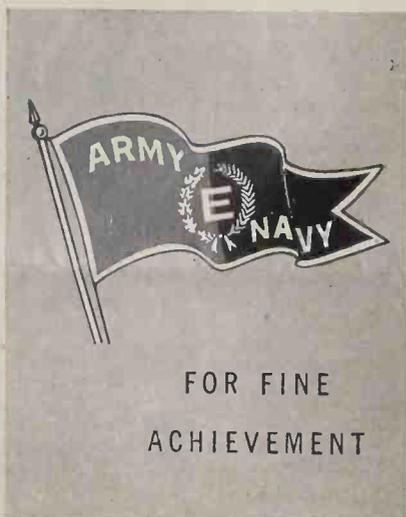
**all on WBYN all the time**

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



INSPECTION ON THE LINE

## MAKING HISTORY IN COMMUNICATIONS



Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy "E" Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary "know how" for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then — BUY WAR BONDS.

**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. 22

NEW YORK, N. Y., WEDNESDAY, AUGUST 2, 1944

TEN CENTS

## Await WLB Strike Action

### Leading Accounts Favored Radio In '43

For the third consecutive year, the leading national advertisers led more advertising in network than any other media, according to statistics of 1943 expenditures compiled by the research department of CBS. Tabulation also reveals that for the 10th straight year, CBS was favored by the greater number of the advertisers.

Leading national advertiser during 1943 was Procter & Gamble which led

(Continued on Page 6)

### 'Army Hour' On NBC To Air Global Call Of Generals

In commemoration of the 37th anniversary of the USAAF, the commanding general stationed throughout the world will answer when Gen. H. H. Arnold will roll globally on the "Army Hour" Sunday, August 6 over NBC at 8:30 p.m., EWT. The broadcast will mark also the second year in a row that an USAAF milestone is observed as an "Army Hour" feature;

(Continued on Page 2)

### WB Assigns Newsmen To Cover Campaigns

Two Columbia network Washington newsmen, Don Pryor and Tris Coffin, to cover the Presidential campaigns for CBS, it was announced today by Paul White, CBS Director of News Broadcasts. Pryor and Coffin will alternate in covering President Roosevelt and Gov. Thomas E. Dewey of the Democratic and Republican

(Continued on Page 2)

### Blackout

Nashville—Power mishap in Nashville the other night necessitated Roy Acuff and the WSM "Grand Ole Opry" to work in the darkness during their broadcast. The artists without benefit of scripts or direction gave "one of the smoothest performances of the current series," according to Harry Stone, who is general manager of WSM.

### Recruit!

Extensive Wave recruitment drive by Margaret Arlen who has appeared on over 50 CBS-WABC programs, will have her first recruit sworn in on her own program on the station at 7:45 a.m., Friday. Recruit is Dorothy G. Leslie of Kenyon & Eckhardt agency radio dept., whose brother, a Navy pilot, will swear her in. Miss Leslie has two other brothers in the service, one each in Navy and the Army.

### Tele Seminar Series Enters Final Phases

Stressing the importance of attending the last four Television Seminars of the Radio Executives Club, Murray Grabhorn, national spot sales manager of the Blue, and chairman of the REC series, urged all members to attend the last four seminars since they are the "essence of the entire seminar period."

Thursday, August 3, the topic to be discussed will be "Public and Press"

(Continued on Page 6)

### Fibber McGee & Molly Sign New 4 Year Johnson Pact

Chicago—Although their present contract still has a year to run, Marian and Jim Jordan, radio's "Fibber McGee and Molly," signed a new four-year pact with their sponsor, the Johnson Wax Co. of Racine, Wis.,

(Continued on Page 3)

### Artist Leaves Shubert Show In Tiff Over Radio Contract

#### Station Buys Mountain Top For Television Location

Springfield, Mass.—The entire top of Mount Tom, rising 1,200 feet to rank as the highest landmark in Western Massachusetts, has been purchased by radio station WHYN as the

(Continued on Page 3)

747,051 responsive customers are in WLAW's prime-time primary coverage area.

### KSTP Minneapolis Musicians Still Out; AFM's Petrillo Remains Defiant; Plan Show-Cause Hearing

#### Okay Station Sales; Other FCC Activities

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday approved the sale of WEEU, Reading, Pa., from Clifford M. Shafee, Harold O. Landis, Harry Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton J. Hinlein. All stock was transferred for \$210,000. Hinlein is licensee of KDRO, Sedalia, Mo.

Sale of WBTH, Williamson, W. Va.,

(Continued on Page 5)

#### NAB Research Group Confers On Standards

Research Committee of the NAB, held a meeting yesterday at the Waldorf-Astoria Hotel, in which progress was made toward a crystallization of a standard measurement setup to be presented at the NAB wartime meeting

(Continued on Page 5)

#### Four New Sponsors Signed By WBBM Show

Chicago—Four new sponsors have signed WBBM contracts for participation in Paul Gibson's "House Wives"

(Continued on Page 3)

Spokesman close to James C. Petrillo, president of the AFM, believed yesterday that the union head would "go along with the War Labor Board," in the dispute with KSTP in St. Paul-Minneapolis and possibly today would formally inform the WLB of his decision. Spokesman stated that it was the intention of the AFM to abide by the WLB directives, but that court action instituted by Stanley Hubbard of KSTP had disrupted the works.

It is presumed that Joseph A. Pad-

(Continued on Page 7)

### Morgenthau Praises Radio Bond Drive Aid

Washington Bureau, RADIO DAILY  
Washington—Effectiveness of radio and film work in the Fifth War Loan was testified to yesterday when Treasury Secretary Henry Morgenthau Jr., announced that "more individuals bought bonds in the Fifth Loan than in any previous loan." He also announced that July sales brought the drive total to \$20,639,000,-

(Continued on Page 3)

### Sanford Named Manager Coast Office Of N. W. Ayer

Hollywood—Herbert C. Sanford has been appointed manager of the Hollywood radio office of N. W. Ayer & Son, Inc. Sanford and H. L. McClintock

(Continued on Page 2)

### Mike Fright Myth

The myth of mike fright in the early days of broadcasting was as common as your Aunt Nell's habit of swooning her way through a courtship in the gay nineties. Prof. William G. Hoffman, and Ralph L. Rogers of the Boston university staff, explain in their new book now on the market, "Effective Radio Speaking."

To reach the "top drawer" market North of Boston, you need WLAW.



Vol. 28, No. 22 Wed., Aug. 2, 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, August 1)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crucible Corp., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio.

OVER THE COUNTER

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

'Army Hour' On NBC To Air Global Call Of Generals

(Continued from Page 1) further interest in this feature is that the generals will include up-to-minute news in their reports.

20 YEARS AGO TODAY

(August 2, 1924)

Radio Broadcast Central, situated in Aeolian Hall, New York City, is one of the most unusual broadcasting stations in the world. It has one pair of antenna towers, one transmitting house, one control room; but it broadcasts two distinct programs on two different wave lengths from two separate studios.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

WSAY ROCHESTER N. Y.

Coming and Going

JACK ROURKE, who directs the "Heidt Time for Hires" program for N. W. Ayer agency, arrived in New York last night from Hollywood via Milwaukee, Chicago, Detroit and Cleveland, cities in which the Heidt entourage appeared during the course of their trip East.

DOROTHY LEWIS, co-ordinator of listener activity for the NAB, leaves tomorrow morning for Boston, where she will address the Boston Radio Workshop in the evening. While there, she will also confer with the Association of Women Directors and the Boston Radio Council.

H. H. HOLTHOUSE, national sales and promotion manager of WAPI, CBS affiliate in Birmingham, Ala., in town this week for confabs at the headquarters of the network.

WALTER TIBBALS, assistant account executive of B B D & O, has returned from a two-weeks vacation, which he spent at Ray Block's Hollybrook Farm, in the western part of New York State.

GLENN MARSHALL, JR., commercial manager and sales promotion director of WMBR, Columbia network outlet in Jacksonville, who has been in New York for a few days on business, left town on the return trip to Florida last night.

AL DURANTY, right hand man to Wick Alder, publicity chief of J. Walter Thompson agency, leaving on a three-week vacation to avert, according to his chief, a nervous breakdown. Destination of Duranty's sojourn has not been disclosed.

Web Assigns Newsmen To Cover Campaigns

(Continued from Page 1)

Presidential candidates go on important speaking tours.

Initial assignment for Pryor will be to report the conference of Republican Governors in St. Louis, August 2 and 3.

Pryor joined CBS as editor of the network news bureau in San Francisco in 1941. Previously he was with the United Press, as assistant Michigan manager, and was editorial director of Philadelphia Suburban Newspapers, Inc. With CBS, Pryor has been heard as reporter and analyst from the Coast, New York and Washington.

Coffin before joining CBS Washington last fall served with many important Washington wartime agencies, including the Office of Production Management, Office of Agricultural Defense Relations, and with the OWI as assistant to Elmer Davis.

DAVE DRISCOLL, director of WOR news and war services, has left for a two-week vacation at a seashore bungalow without a telephone. Reported he may even go for days without reading the "World-Telly."

EDWARD D. CLERY, general and commercial manager of WIBG, Philadelphia, conferring yesterday at the New York offices of the station's national representatives.

HUGH K. BOICE, JR., sales manager of WMBD, CBS station in Peoria, has arrived from Illinois for a short visit in network business.

GAIL MEREDITH, vocalist on the "Swing Fever" program of modern music on Thursdays over the CBC Dominion Network, is en route to Hollywood. She will be replaced on the program by Frances Cramer.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is back at his desk following a three-week vacation at Lake Tarleton, N. H.

BOB BURKE, commercial manager and sales promotion director of Columbia's affiliate in Springfield, Mo., KTTS, arrived at network headquarters yesterday and will remain the rest of the week for conferences with web officials.

MITZI KORNETZ, publicity director of WTAC, Worcester, Mass., is vacationing for two weeks at Martha's Vineyard.

DAVE BANKS, formerly of WGN-Mutual in Chicago, has arrived in Jacksonville, Fla., where he will take over his new duties as a member of the announcing staff of WHIP.

Sanford Named Manager Coast Office Of N. W. Ayer

(Continued from Page 1)

ton, vice-president in charge of radio for Ayer, will leave New York for the coast August 4.

Sanford was production chief of the agency prior to his joining the Navy. He saw service in the Pacific and several months ago was medically discharged.

Charles Herbert, CBS producer, has been named producer of "The Electric Hour" starring Nelson Eddy with Robert Ambruster, orchestra and chorus, which debuts on September 20 from the Hollywood studios of Columbia, H. C. Sanford, head of the Hollywood office of N. W. Ayer, announced yesterday. Herbert has been directing and producing such shows as "Fun with Dunn," "Colonel Stoopnagle," "Here's to Romance" and "It's Maritime." He leaves for the West Coast August 9th.



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS



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
W-I-T-H leads Station B 25 to
W-I-T-H leads Station C 25 to
W-I-T-H leads Station D 17 to 1
W-I-T-H leads Station D 25 to 1 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-RE...

# Morgenthau Praises Radio Bond Drive Aid

(Continued from Page 1)  
 four billion better than the goal. The goal for individuals had been \$1 billion but was exceeded by \$330,000. Likewise, the three-billion-dollar E Bond total—on which radio films concentrated mainly—was exceeded "slightly."  
 was believed throughout most of the loan period that the sales to individuals would fall far short of goal, but special efforts by the operating media toward the end of the drive—extra bond shows, etc.—seem to have turned the trick.

# Fiber McGee & Molly Sign New 4 Year Johnson Pact

(Continued from Page 1)  
 ing their brief week-end visit to Chicago. The Jordans left Monday for the West Coast. Details of the new pact were not given, although it is understood to give Jordan greater scope over talent and production. No change in format is contemplated. The lineup for the fall has not yet definitely decided. Fibber and Molly came on to Chicago from Peoria where they had attended the funeral of Fibber's older brother, Leo, 55.

# Stork News

Charles Hammond, director of advertising for NBC, and Mrs. Hammond, are the parents of a daughter, Sarah, six pounds, eight ounces, born July 31st at Harkness Pavilion, Peoria, by the Peoria City Hospital.

Mr. and Mrs. Lewis Titterton announce the birth of a second son on August 30th. He will be called Lewis after his father, who is the chief of the radio department of the National Advertising. Mrs. Titterton is with Jordan, copywriter at William

# Guesting

Lucy Russell, New York editor of "Magazine Digest," will be guest chair detective on the West Coast program of "Ellery Queen" on Thursday night and on August 10th will be reviewed by Adelaide Hawley on the WEAF show.

olly sez—  
**SELL WASHINGTON AND YOU SELL THE NATION**  
 Sell Them on **WOL**  
 Affiliated with Mutual Nat'l Repts. SPOT SALES, INC. New York, Chicago, San Francisco

# ★ AGENCY NEWSCAST ★

**A** PLAN for compiling standardized information on the volume of war theme advertising carried by major media and coordinating such data under the auspices of the War Advertising Council, has been worked out jointly by representatives of the newspaper, magazine, radio and outdoor industries, the Council has announced.

Included in the general recommendations offered by the committee were these: (1) That the Council compile the figures submitted by the respective media and issue them only in terms of home front information campaigns, and not by media. (2) That reports be made quarterly. (3) That in all compilations furnished the Council by the media, the value of editorial contributions in support of war themes be specifically eliminated.

CAROL DAVIS has joined the publicity department of Benton & Bowles, Inc. Miss Davis, who will be in charge of all publicity in Benton & Bowles' Hollywood office, was formerly with Tom Fizzdale, Inc. and NBC.

# Four New Sponsors Signed By WBBM Show

(Continued from Page 1)  
 Protective League" and "Sunrise Salute" programs, and two companies have renewed their sponsorship of these shows. New participants are G. N. Coughlin Co. for "Chimney Sweep," for 13 weeks, starting Sept. 11, through Roche, Williams and Cleary, Inc.; Grocery Store Products Sales Co., for Fould's Macaroni, for 13 alternate weeks, starting Sept. 18, through Campbell-Ewald Co., Inc.; Omar Inc., for Ranch House pancake flour, for 26 weeks starting Sept. 11, through Macfarland Aveyard and Co. and Good Foods, Minneapolis, Minn., for Skippy Peanut butter, for 52 weeks starting Sept. 4, 1944, through Garfield and Guild Advertising, San Francisco. Sponsors renewing are Stewart & Ashby Coffee Co. for 13 weeks, effective August 4, through Roche, Williams & Cleary, and Beatrice Creamery Co., for Meadow Gold Butter for 52 weeks, through Foote, Cone and Belding. "House Wives Protective League" is heard over WBBM Monday through Friday, from 4:00 to 4:30 p.m., CWT and "Sunrise Salute" Monday through Saturday from 6:00 to 6:55 a.m., CWT.

# Guest Moderators Set For "Listen—The Women"

A new policy will be inaugurated with the Sunday, August 6, performance of "Listen—The Women," Blue Network feature. The role of moderator, heretofore filled by Janet Flanner, will be taken over by a guest each week. This procedure will be followed at least while Miss Flanner is on vacation. Ester Arthur will act as guest moderator August 6th and Dr. Margaret Mead on August 13.

DOUGLAS SAUNDERS, former director of J. Walter Thompson Company's London office, has been made a Lieutenant Colonel, A. U. S. At present he is in Washington serving as a liaison officer to the British Embassy.

BROOKE SMITH, FRENCH & DORRANCE, INC., Detroit and New York advertising agency, has added Leonard F. Hyde to its Detroit organization. His immediate responsibility will be a continuing study of trends bearing on likely post-war marketing conditions in the 147 key market centers of the country. Hyde was associated with J. Sterling Getchell, Inc., for a number of years before the war. He comes to BSF&D from the Detroit regional office of the War Production Board, where he had executive responsibilities in connection with the Controlled Materials Plan.

W. E. BALCOM has been named assistant eastern sales manager of the Pepsodent division of Lever Brothers Company.

# Station Buys Mountain Top For Television Location

(Continued from Page 1)  
 site for a television transmitter, it was revealed today. Announcement of the purchase was made by Mrs. Minnie R. Dwight, publisher of the Holyoke, Transcript-Telegram, and Mrs. Harriet W. DeRose, publisher of the Daily Hampshire Gazette of Northampton, principal stockholders in the Hampden-Hampshire corporation, owners of the radio station. The corporation announced it had made formal application to the Federal Communications Commission for permission to construct the television transmitter.

**HERE THEY COME!**  
  
 All the excitement of watching a race by "Remote Control" when you keep your dial daily on 1430... 12 to 6:30... exclusive track reports. instantaneously.

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

# WHY PORTLAND, OREGON PEOPLE PREFER KGW



NORA MARTIN and EDDIE CANTOR

# JACK MATLACK MANAGER OF PORTLAND'S BROADWAY THEATER...

**SAYS...**"I'll say KGW puts showmanship in its public service programs... and in my book that means entertainment plus! The KGW "620 Time" series of war-bond, war-industry shows, presented from the Broadway theater stage, has proved conclusively to Portland audiences that public service programs CAN be tops in interest and entertainment."



JACK MATLACK

Winner of the Quigley Showmanship Award for 1942, was picked from 16,500 motion picture exhibitors as the one contributing the most to the war effort

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 WILK

**G**ENE GRANT, for the past several years Blue Network sales representative in San Francisco, has been transferred to the Hollywood offices in the same capacity. He succeeds Myron Elges, who has resigned to join the staff of the Hillman-Shane-Breyer advertising agency on the West Coast.

Radio's "Arkansas Traveler" Bob Burns, left Hollywood this week on a "secret" mission for the USO camp shows. Bob took along his Bazooka and—although his schedule of appearances has not been announced—it is no secret either military or civilian, what his assigned duties probably will be.

Peter Dixon, radio writer and producer since 1929, has joined the staff of the Blue Network as a summer replacement producer. Dixon comes to the Blue after two years in the Merchant Marine.

Starting August 14 for six weeks, "Love Affair," will be heard as a radio dramatization for "Star Playhouse" with Gale Page as narrator, NBC. No cast is yet named for the production which will be directed by Les Mitchell. Marvin Mueller is announcer.

Jack Edwards, Jr., for the first time in 12 years sang a number on the air at the Press Club, and the song requested was "Danny Boy." In the middle of the number, he nearly broke down with emotion, but managed to finish—the reason was that only a few days before he had received word that a very dear friend of his, Lt. Dan Lloyd was shot down over France and was reported missing.

Renzo Cesana, of the BBD&O Agency, who is producing a new show titled, "Music and the Monster" for Dubonnet, starting August 1st, has set Tom Hargis as the director of the show, and Hargis, in turn, has set Joe Reichman and his orchestra to furnish the music on the program.



## Midweek Radiomemos ! ! !

● ● ● With William Bendix in New York, it was interesting to note how the show "Life of Riley," on the Blue, was going to get along without him with a Hollywood origination. . . . How he was written out of the script yet considerable suspense created, was a clever example of scripting and a builder-up for future stanzas of the comedy. . . . "Riley" it seems was suddenly picked to be the war-worker representative on a trial trip of a new bomber and it does so well the general decides to keep going on a transoceanic trip. . . . but "Riley" never had a chance to notify the family first. . . . to make sure there was no cheating on the talent end, it sounded to us like two prominent comedians took roles sans billing, to help Bendix out. . . . ● Hal Davis, petty officer in the Navy, has left his berth at 90 Church Street to board a destroyer escort headed out to sea. . . . Davis, formerly in CBS press and his own office, has the B B D & O boys rooting for him, since he obligingly helped out on the Squibb program "To Your Good Health," by getting Waves to appear in recruitment plugs. . . . ● Lou Costello, vacationing in N'Yawk will appear on WPAT tonight on a youth program. . . . station at Paterson, N. J. is the locale of Costello's boyhood and with his partner Bud Abbott, Walter Lindell of the YMCA the comedian will do a show based on his youth in the hometown.



● ● ● When the cast of "The Thin Man" assembled at NBC studios the other night ready for rehearsal, who should be sitting in corner reading the script over, but Les Damon, the original "Thin Man," up on a 10-day furlough from Camp Sibert, Alabama. . . . Damon said he was not only returning to "the scene of his crime," but was just curious to see how the new Nick Charles (David Goddard), captured the killers. . . . ● The Bob Johnstons (the lesser half sings on the Whiteman-Philco show) are expecting a second addition to the family any day now. . . . ● "Winged Couriers," a Grantland Rice short subject now at the Paramount Theater, N. Y. was narrated by Russ Johns, CBS shortwave production supervisor. ● Quin Ryan, having had enough of the stodgy weather in the city, is currently touring New England with the missus. . . . his last post card showed him at the port of entry near Calais, Maine, about to enter Canada. . . . ● "Acting in Television," will be the subject matter under discussion tonight at the Television Guild rooms at 7:30 p.m. . . . on West 45th Street. . . . non-Guild members wishing to attend are supposed to leave their names a day or two before.



● ● ● Blue network will broadcast the All-American Boys baseball game from the Polo Grounds next Monday. . . . and the web will entertain and transport some members of the press whom they've invited to attend. . . . ● CBS "Plattercats," the name of the web's softball team, won a game the other day and knocked itself out in the process, there being no subs to fill in for the willed ones. . . . game at Macombs Dam Park, (near Yankee Stadium) was won 27 to 3. . . . and the opposition was even weaker than their big-league associates who recently lost to the trade press. . . . the guys with three runs were none other than NBC, the team culled from the heavy-industry departments such as sound-effects, engineers, etc. . . . ● Stacey Harris, now with the American Field Service, overseas, writes that he has to stand for considerable ribbing now and then because. . . . he used to play the role of "Jack Armstrong" back home. . . . and too much is expected of him now, in the ribbing manner. ● James L. Stewart, Columbia Chungking correspondent for five years who did a first-hand job in telling about the B-29's and their base, arrived on the Coast the other day and was interviewed by Harry W. Flannery.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**T**ENA and TIM" a daily which has been heard WCCO, Minneapolis, since makes its debut over WBBM-CE August 7, under sponsorship of Cudahy Packing Company, for Dutch Cleanser. Serial is scripted Peggy Beckmark, who is also the of the show. Program will originate in the studios of WBBM, Chicago with Clare Baum, Gladys Heen Arthur Young in the principal in addition to Miss Beckmark, plays the part of "Tena."

WLS news editor Julian Be is interviewing outstanding service personnel on his quarter-Saturday night news period, beginning with Major Meraj-Ud-Din, officer in the Indian army who seen active service in Burma. August 5 Bentley will interview Commander Anthony Kimmins of the fish Navy, who has arrived in United States direct from the beach of Normandy.

Shepard Chartoc, WBBM director of publicity and special events spending a week in New York.

Dr. William H. Johnson's address to graduates of Chicago Summer Schools will be heard on August over WJJD-WBEZ, from 10:15 to 10:25 a.m., and over WIND-WI from 11:05 to 11:15 a.m.

NBC's 50-week course in technical television, which was launched in New York for engineers in the eastern division last January, will be extended to engineers of the central division of NBC, Chicago, starting next week. The course will be taught by Clarence Radius, former chief instructor of RCA Institute's Chicago school and now head of the audio video engineering department at school's New York branch.

Frances Finnigan, secretary WBBM's publicity director, will be home to Burlington, Iowa, for week's vacation and to see her brother, who was home on furlough after eight years in Alaska with the Army.

## New RCA Appointments

Camden, N. J. — Appointment of Edmund A. Laport, builder of broadcasting transmitters here and abroad as staff engineer for international communications systems and speech apparatus here was announced yesterday by Dr. C. B. Jolliffe, chief engineer of the RCA Victor Division. Also, announcement was made of James B. Knox filling Laport's position as chief engineer for engineering products at RCA's Canadian Subsidiary, RCA Victor Ltd.

## Ziv Shows On Air

Current transcriptions of Frederick W. Ziv Co. being broadcast include Korn Kobbler, Songs of Good Cheer, Eye Witness News, Manhunt, Calling All Girls, Parents Magazine on the Air, Barnet Nover, and Say It with Music. The last-mentioned show will be released early in the fall.

# CHATTANOOGA

IN THE  
HEART OF  
TVA

POWER EMPIRE

WDOD  
CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.

# Research Group Focus On Standards

(Continued from Page 1)  
ago late this month. Today will meet with the Sales or further setting up of the package.  
ter, research director of led the group which is led by Hugh Feltis, who suc Harold Ryan to the post was appointed NAB presi however, was in attend- ers of the Research Com- the meeting were: Roger WFIL; Edward F. Evans, Bennett Larson, WWDC; Rumble, NBC; Frank N. BS, and Jack Williams, ly absentee was John Mc- KTBS-KWKH.  
Committee also met with committee technical group of John Churchill, of CBS; iff of Mutual and Kenneth NBC. The last mentioned attendance.  
g the meeting today of the Committee and the NAB agers headed by Lew latter committee will hold of its own tomorrow.

# The Buyer Named Schwimmer & Scott

Resignation of Joseph F. the appointment of Evelyn ploog as radio time buyer nced by Schwimmer and week. Timlin has res ned arge of the radio dep- e Branham Company wi ers in New York City. Miss g recently resigned from ickson, Inc., of Minneapo- icago, where she was em- radio time buying. Prior to tion, she was with Buch- company in media, copy- office management.

# ations in the nation al KOA's Dominance:

- Dealer Preference
- Gener Loyalty
- 10 Top Programs
- Watt Power
- Coverage

**KOA** FIRST IN DENVER  
30,000 WATTS  
830 KC  
TIONALLY BY SPOT SALES

# Washington Front

By ANDREW H. OLDER

**A**BOUT a year ago we did a story telling about the importance of radio to the morale of Norwegian patriots, its use in keeping the underground informed and organized, and the numerous ways in which Norwegians deceived their conquerors in order to listen in on verboten broadcasts. We told also of the ways Norwegians managed to circumvent the order to register and turn in all radios. Last week the Stockholm press carried a yarn which indicates that the practice is as strong as ever . . . The Nazis are running "radio raids" in Norway, with the Gestapo tracking down listeners and, incidentally, several German soldiers of occupation. Several soldiers and Norwegian civilians, including one woman, were sentenced to death for selling 11 radios to "non-Nazi Norwegians," the Stockholm story said, following a radio raid organized because "the Germans let the Norwegians use their radios for listening to London." The sets themselves were taken from the huge store of Norwegian radios confiscated by the Nazis in 1941.

A new Spanish international station was opened this month, to serve as "the mouthpiece of Spanish thought before the world." The quotes are from General Franco. The layout was built by a German firm. Talking about publicity, broadcasters will be interested to know how their Spanish counterpart gets in the press. Official instructions to the press said that "all Spanish papers will publish the commentary stressing the importance of the new broadcasting station of Arganda, opened today by Franco."

Indication of the power of radio is the defeat of Representative Richard Kleberg in the Texas primary July 22. Kleberg is the man Drew Pearson revealed over the air to have accepted kick-backs from two page boys and a house doorkeeper. Not a word of this got into the press in Kleberg's district, but plenty of people heard it on the air. The Congressman trailed by about two to one, after having had no trouble at all in staying in Congress since 1931.

Signal Corps had an interesting statement the other day about batteries—a story that explains very understandably why some listeners and even some broadcasters have found the battery market very tight indeed. The statement spoke first of the importance of batteries in mine-detectors—how if the battery does not function, the sapper stands an excellent chance of being blown sky-high. Chief Signal Officer General Ingles spoke at length of the difficulties in keeping batteries functioning in tough climates and of the extreme shipping difficulty. He pointed out also that batteries are used, among other things, for mine detectors, military radio receivers and transmitters, telephones and switchboards, handie-talkies, walkie-talkies, guidons in jeeps and landing boats, etc., direction finders for detecting enemy radios and for aiding planes to get back to base and for a dozen other instruments which we know about and plenty of others which we'll learn about only when the war is over.

One of the slickest publications to come off the press in a long time is the new brochure NBC put out on the GI radio shows—mainly, of course, the Army Hour. It's really a terrific job and one which is not likely to be consigned to many wastebaskets. The cover is particularly attractive, with the Coat of Arms of the United States embossed in gold, standing out in bold relief from the white background of the cover proper. Paper is excellent, illustrations attention—compelling and layout an example of artistry in that field.

# Okay Station Sales; Other FCC Activities

(Continued from Page 1)  
was approved also, with \$26,000 changing hands as the station passed from George W. Taylor, William Booker and William B. Hogg to Louis Clark Tierney and his wife as the new owners.

The Commission set for consolidated hearing four applications for new stations in Nashville, Tennessee—those of the Nashville Broadcasting Co.; Tennessee Broadcaster, Inc.; J. W. Birdwell and the Nashville Radio Corp.

Applications for new standard stations were received from Altoona, Pa.; Broadcasters, Inc., for operation on the 1,240 band with 250 watts, and from the Capital City Broadcasting Co., Des Moines, Ia., for operation with 250 watts on the 1,600 channel FM applications were received from Scranton Broadcasters, Inc., Scranton, Pa., and Missouri Broadcasting Corp., St. Louis.

# Lieut. Robert Peterson

Mankato, Minn.—Killed as a result of a plane crash near Elgin Field, Florida, was Second Lieutenant Robert Peterson. Peterson was formerly chief studio engineer for KYSM in Mankato.

WHEN  
YOUR  
PLANS  
CALL  
FOR  
SPOTS  
CALL FOR  
A JOHN  
BLAIR  
MAN

**JOHN BLAIR**  
& COMPANY

REPRESENTING LEADING RADIO STATIONS

# 100 Leading Accounts Favored Radio In '43

(Continued from Page 1)

with \$10,825,222 on the networks, which sum is more than half of its total ad budget. Two of the next three top advertisers General Foods and Lever Bros. reveal that the former spent about two-thirds of its budget on radio and the latter about half. These expenditures do not include talent costs, they include facilities only.

Figures also indicate that in 1943, four out of the five leading advertisers placed more radio time on CBS than on any other network, and out of a total of the first 100, CBS had 48 on its web. Of these 21 were exclusively on CBS, which has held true for the past 10 years.

Tabulation of the expenditures will be found in an adjoining column.

## Kasper-Gordon Sign With Hillman Periodicals

A contract was signed today between Hillman Periodicals Inc. and Kasper-Gordon studios (of Boston) which calls for the utilization of the material (stories) with Hillman's Real Romances magazines for a series of recorded radio programs.

Jerry Law, radio director, will supervise the making of the recorded dramatizations for the new series at Kasper-Gordon headquarters in Boston. The agreement which will extend for two and a half years calls for 15-minute programs, the basic stories being selected by Mary Rollins, editorial director and Ruth Taylor, editor of Real Romances magazine.

Kasper-Gordon will sell the Real Romances show as another in its schedule of syndicated programs; it is the first romance-or-love story series they have had.

## Ryan Succeeds Logan As News Chief At KRNT

Des Moines—Joe Ryan, KRNT farm editor, has been named director of News and Special Events, replacing Charles "Chuk" Logan, who has been commissioned a Lieutenant in the Marines, and stationed at Quantico, Virginia. Ryan came to KRNT in February this year, direct from special assignments on the Milwaukee Journal. Previous to that, he was Chief of Information for the War Food Administration over a region of 12 mid-western and north central states. Ryan retains his post as KRNT farm editor.

## C. W. Robinson

Montreal—Senator C. W. Robinson, 77, of Moncton, N. B., a director of the Moncton Broadcasting Company, president of the Moncton Transcript Ltd., former mayor of that city and former premier of New Brunswick died in Royal Victoria Hospital, Montreal.

# 100 LEADING NATIONAL ADVERTISERS 1943

Total Expenditure and Radio Expenditure by Networks

ADVERTISER	TOTAL	COLUMBIA	NBC	BLUE	MUTUAL
Procter & Gamble Co.	\$18,770,236	\$3,866,722	\$6,958,500		
General Motors Corp.	12,635,358	450,854	385,030		
General Foods Corp.	12,087,980	4,868,710	3,633,831	\$ 5,224	
Lever Brothers Co.	10,151,607	4,524,100	1,270,470		
R. J. Reynolds Tobacco Co.	9,840,030	2,262,210	1,158,681		
Sterling Drug, Inc.	9,509,751	2,141,801	4,586,957		937,868
General Mills, Inc.	8,156,893	1,114,666	2,368,361		1,927,013
Coca Cola Co.	7,821,643	508,160			3,519,851
Liggett-Palmolive-Peet Co.	7,757,563	1,158,415	1,327,052		
Liggett & Myers Tobacco Co.	7,422,589	1,528,780	2,492,840		
American Tobacco Co.	6,533,176	1,024,971	1,935,659		857,658
Seagram's-Distillers Corp.	6,011,510				\$ 388,462
American Home Products	6,038,482	2,839,573	1,375,672	55,341	418,420
General Electric Co.	5,719,615	1,299,255	717,612		
Phillip Morris & Co., Ltd.	4,954,158	1,388,259	729,456		
Schenley Distillers Corp.	4,932,122	890,435			234,080
Kellogg Co.	4,760,814				1,495,559
Standard Brands, Inc.	4,616,228	168,912	2,449,510		708,325
Bristol-Myers Co.	4,454,521		1,810,956		842,050
Andrew Jergens Co.	4,242,995		716,481		697,693
Miles Laboratories, Inc.	4,081,153		2,271,764		1,534,958
P. Lorillard Co.	4,017,579		327,800		
Chrysler Corp.	3,643,384				828,083
Texas Co.	3,548,201				884,949
Quaker Oats Co.	3,483,345	832,266			
National Distillers Products	3,462,785				
Ford Motor Co.	3,368,572				2,497,845
Socony Vacuum Oil Co.	3,054,624				1,364,481
Goodyear Tire & Rubber Co.	2,971,620		462,384		
Swift & Co.	2,903,669				985,227
Campbell Soup Co.	2,833,395	1,540,680			
Win. Wrigley Jr. Co.	2,769,437	2,657,483			
National Dairy Products Co.	2,684,028				1,405,815
Brown & Williamson	2,672,186		2,212		2,122,846
Westinghouse Electric & Mfg.	2,623,003				537,402
Lambert Co.	2,379,427				
Armour & Co.	2,241,358				
B. F. Goodrich Co., Inc.	2,229,905	784,298			
American Telephone & Tel.	2,139,301				711,228
H. J. Heinz Co.	2,014,956				648,944
Viel Chemical Co.	2,027,492	34,882			144,461
Lehn & Flok Products Co.	1,965,978				787,155
Wulker, Hiram-G. & W.	1,942,387				99,672
National Biscuit Co.	1,849,508				341,493
U. S. Rubber Co.	1,782,388	796,731			
Firestone Tire & Rubber Co.	1,777,990				
Corn Products Refining Co.	1,745,282	182,253	704,508		
Carter Products, Inc.	1,711,694				
Ralston Purina Co.	1,677,926				769,534
Studebaker Corp.	1,666,961		86,601		
Nash-Kelvinator Corp.	1,645,610				5,880
Lamont Corliss & Co.	1,641,451	18,252			
E. I. DuPont de Nemours	1,638,865		608,400		
Best Foods, Inc.	1,633,753				30,715
Canada Dry Ginger Ale, Inc.	1,596,918				
Owens-Illinois Glass Co.	1,591,034	1,047,467			
Pabst Sales Co.	1,581,773	536,555			
Gospel Broadcasting Assn.	1,566,432				1,566,132
Phileo Corp.	1,511,559	541,568			50,251
Johnson & Johnson	1,497,905	239,949			
Wander Co.	1,467,717				503,332
B. T. Babbitt, Inc.	1,446,766	128,842	1,312,459		
Pepsodent Co.	1,425,659		728,748		
F. W. Fitch Co.	1,424,139		881,136		152,316
Cudahy Packing Co.	1,415,058	114,703	626,428		
Borden Co.	1,392,569				
Continental Baking Co.	1,385,921	705,421			
Pepsi Cola Co.	1,377,090				
Sun Oil Co.	1,313,207	3,121			837,146
Mennen Co.	1,337,509	206,232			
Lewis-Howe Co.	1,331,531	487,731	693,210		28,560
Standard Oil Co. of N. J.	1,331,392				
Park & Tilford Co.	1,281,115				
Loew's, Inc.	1,268,521				219,664
International Cellulose	1,232,378				123,669
Radio Corp. of America	1,253,728				295,725
Chesebrough Mfg. Co.	1,228,339	643,755			
E. K. Squibb & Sons	1,214,838	754,384			
R. B. Semler, Inc.	1,214,573				919,438
P. Ballantine & Sons	1,170,651	220,191			
Libby, McNeil & Libby	1,160,991				
Doubleday Doran & Co.	1,148,045				
Jos. Schlitz Brewing Co.	1,143,036				
Eastman Kodak Co.	1,140,622				
Consolidated Vultee Aircraft	1,117,527				
Gulf Oil Corp.	1,116,341	524,230			
Union Carbide & Carbon Co.	1,105,273				
Shell Union Oil Co., Inc.	1,099,891				
Lady Esther Ltd.	1,084,341	779,568			
California Fruit Growers	1,079,493	187,429			
Carnation Co.	1,073,830		572,208		
Zonite Products Corp.	1,061,631				583,556
Parker Pen Co.	1,061,070	490,899			
Eversharp, Inc.	1,038,054	752,695			
Prudential Insurance Co.	1,030,192	574,697			
California Packing Co.	1,027,521				
Pillsbury Flour Mills Co.	1,023,363				
S. C. Johnson & Son, Inc.	1,013,110		779,960		
Emerson Drug Co.	1,003,500	676,380	314,856		
U. S. Steel Corp.	1,001,869				
<b>TOTALS</b>	<b>\$298,447,527</b>	<b>\$19,061,952</b>	<b>\$19,900,514</b>	<b>\$21,794,009</b>	<b>\$5,341,051</b>
Number of Advertisers	76	18	36	26	11
Number of Exclusive Advertisers	42	21	10	7	4

# Tele Seminar S Enters Final

(Continued from Page 1)

Relations of the Television and "Selling the Public" The speakers are C. Young & Rubicam; and Le

editor of "Communication" "Television Sets and th" tors' Problems" is the p taken up at the August 1 in which J. H. Carmine, dent of merchandising of Thomas Joyce, general R Radio Phonograph and T department of RCA, will ps

Jack Miller, advertising promotion manager of the Oil of New Jersey, and Ca are the speakers scheduled 17. Their topic will be

of Television on Advertisi The fifteenth and last o vision Seminars will have speaker O. B. Hanson, vic of the National Broadcas pany. Hanson will dem modern television receive cuss its post-war possibili

Attendance Uniformly 1 Despite the hot summer and in two particular cases rains, attendances at the have been most gratifying, announced. Although the o tendees figured 400, the n tending has never been l 250, he pointed out.

Grabhorn reiterated the and importance for adverti tend the subsequent sessio larly if they have attende four or five seminars, be closing sessions will be ch erned with the post-war o aspects—a matter of great advertisers.

In designing this series people of the various meda parments interested in Grabhorn declared that emphasis was given to enlig pective and potential merc in this new medium. "W tempted to cover the phase to Z, and we feel that with specialists who have appea this has been accomplished."

## Kelley Joins Motor

Paul H. Galvin, president Mfg. Co. makers of Motor products, announced the ment of Wm. H. Kelley, as sales manager of the cor. Kelley is well known in manufacturing and selling ing been an RCA sales exc 20 years. He joins Motorol 1. Move is attributed to the preparing for post-war rad tribution, both for the ho automobiles.

## Engaged

Toronto — Dick Gluns, senior producer, and Diana secretary to CJBC's station S. W. "Spence" Caldwell, h nounced their engagement.

# Believed Ready to Sue WLB Edict

(Continued from Page 1)  
 for the American Fed-  
 labor and special counsel  
 AFM in its dispute with the  
 companies, also pending  
 WLB, would represent the  
 court proceedings insti-  
 STP. This was not con-  
 ver.  
 Defiance By Petrillo  
 Petrillo is in the posi-  
 ing both the WLB and  
 Minnesota, with KSTP mov-  
 the dispute into the juris-  
 of the Federal judges. Min-  
 Petrillo has already found the  
 ment in contempt of court  
 Petrillo is liable to seizure  
 within the jurisdiction  
 out in question.  
 decides to order the  
 his Minneapolis local  
 rk, it will clear up the  
 to both the court and the  
 station's St. Paul studio  
 ed by the strike order but  
 neapolis studios are the sub-  
 ckout. This does not mean  
 at the very same musi-  
 nn work for the station out  
 Hubbard claims that the  
 the studios caused the can-  
 at least one commercial

Case Order Expected Today  
 Bureau, RADIO DAILY  
 men—Issuance of a show-  
 for immediate hearing on  
 St. Paul strike in Wash-  
 expected here this morn-  
 on Monday and yesterday  
 AFM head James C. Petrillo  
 not successful. Petrillo  
 Monday for New York,  
 WLB officials nor highly  
 bers of the American Fed-  
 of labor reached him, it ap-  
 The AFL office here was con-  
 with WLB in an attempt to  
 r difficulty.  
 antime, the musicians are  
 sike in Minneapolis, dis-  
 VB wire of last Friday to  
 tering a resumption of  
 The has been no move on  
 rt to call off the stoppage.  
 Decision Deferred  
 pered for a time yesterday  
 earing order would be is-  
 e afternoon, but it was  
 ded to hold off until today.  
 eantime, the opinions on  
 Recording Company case  
 t been handed down, al-  
 majority opinion was writ-  
 e weeks ago. These are ad-  
 ing held up for possible  
 on. It is reported now that  
 may be forthcoming to  
 various Petrillo disputes  
 come before the board,  
 ort coming forth which  
 ean more of Petrillo and his  
 an upon the individual  
 hough it will cover the cases  
 This report has not been  
 ed by any member of the  
 ver.

# ★ WORDS AND MUSIC ★

BY HERMAN PINCUS

(By Contributors)

## P. A.'s Paradise!

● ● ● As Exhibit A of the Hollywood technique as applied to radio artists publicity we quote from a recent release:

"Composer David Broekman, whose works are performed over 2,000 times a day, on the air, with a minimum listening audience of 6,000,000 sits in his Sutton Place apartment these hot days, working on a Symphony to be performed before a gala audience of perhaps 1,700 persons. He is now on the Fourth Movement of his Second Symphony, devoting hours daily to complete his opus for an October 15th deadline."

★ ★ ★

● ● ● And as though the foregoing was not enough, we quote further from the closing paragraph of the Broekman classic hand-out: "... but if the Fourth Movement of Broekman's Second Symphony doesn't emerge from the throes of his compositions as fluidly as he wishes, the ordinarily docile composer grows temperamental and unhappy. At such times his wife, Faith, has only to smile at him, and Broekman remembers the symbolism of her name and begins on a fresh page of music paper."

★ ★ ★

● ● ● As Exhibit B in our parade of press agents we offer this tid-bit which indicates that radio audiences are going wild over the singing commercials. It reads: The "Sing A Sentence" program, starring Lanny and Ginger, sponsored by Royal Scarlet, and heard on WOR each morning at 9:25, has set a mail response record for five-minute programs—14,000 letters during the first 13 weeks."

★ ★ ★

● ● ● For Exhibit C of today's press agency we recommend the following under the caption "Everything For the Boys": "Although he isn't superstitious, Dick Haymes always turns his handkerchief inside-out before starting rehearsals. ... isn't comfortable until his pants cuffs are turned up a couple of notches. ... Because Haymes likes to keep time with the orchestra by wagging his index finger, orchestra leader Gordon Jenkins calls Haymes his 'finger man.'"

★ ★ ★

● ● ● And for Exhibit D we offer: "Annamary Dickey, pin-up girl of the Metropolitan Opera Association, will give a repeat performance on the 'World of Song' broadcast on Sunday, August 6, over the Blue Network. Among her numbers will be Hoagy Carmichel's perennially popular "Stardust"—one of her favorites as it is the favorite of other millions of young romantics."

★ ★ ★

● ● ● Credits in the order named are Exhibit A—Hope Associates; B—Les Zimmerman; C—Steve Hannagan Associates and D—Dorothy Meyers of Austin Wilder office.

## Not Unanimous

Montreal—Douglas G. Ross, Progressive-Conservative member for Toronto-St. Paul's, told the Canadian House of Commons that the report of the Parliamentary radio committee of which he is a member was not unanimous, as had been reported. Certain portions of it were unacceptable to some members of the committee, he said.

## All-American Broadcast

Gene Krupa and his band have been chosen to appear on the Blue's broadcast of "Esquire's" All-American Boys Baseball game when it originates from the Polo Grounds of New York, August 7. The broadcast will be sponsored by Esquire magazine in cooperation with 28 newspapers. Time scheduled is 3 p.m., EWT.

# Leaves Shubert Show In Radio-Pact Tiff

(Continued from Page 1)

day evening. Called the "Morgan Case" about Radio Row, it was pointed out that the "Thin Man" was a Sunday night show when Miss Morgan signed her contract with Shubert which had no provision for a slot change to Friday. The change to Friday came as a complete surprise to Miss Morgan while she was "on the road" with the stage play prior to its Broadway premiere. At her own expense, in the sum of \$800, Miss Morgan had the radio program transferred twice to Quaker City in order to facilitate her stage engagement. While the play was in Washington, she paid out an extra \$500 to have another actress take her place in the New York radio program.

## Curtain Time a Factor

It was pointed out that Shubert didn't want to cooperate with Miss Morgan despite reports to the effect that the 8:40 curtain time on all other evenings was never dependable. Miss Morgan's contract with Shubert also called for one trial performance of the stage play out of town. The play had more than one, as newspaper notices will verify, and due to these breaches, Miss Morgan was put to the expense of "taking her radio show wherever she went."

Miss Morgan has been playing on this radio program for approximately five years. And although Benton & Bowles handles "The Thin Man," Miss Morgan is contracted to Hi Brown, the show's producer. Her contract with Brown stipulates that she may cancel her arrangements with him providing she gives him four weeks' notice; however, Miss Morgan chose not to exercise that clause.

Beverly Roberts, stage and screen actress, has been announced to replace Miss Morgan in the play.

## Temple, Pickford Air Guests On American R. C. Show

Los Angeles—Shirley Temple will appear with Mary Pickford for the American Red Cross over the Blue Network on the weekly "Since Pearl Harbor" program which will originate at KECA Thursday afternoon, August 3, at 4:30 o'clock. Written by Alice Scott, radio chairman for the Red Cross, the broadcast will feature also a talk by Mrs. Leland D. Blanchard, wife of the officer in charge of the local naval recruiting district.

## Alexander, USMS, Back In Col. Pix Radio Position

Sidney G. Alexander has been released from his duties as Lieutenant in the United States Maritime Service to inactive duty and returned to his former position with Columbia Pictures Corporation. He is in charge of national cooperative advertising and radio for Columbia Pictures and was formerly vice-president of Weiss & Geller Advertising Agency.

# ★ ★ ★ COAST-TO-COAST ★ ★

## — MASSACHUSETTS —

**BOSTON**—Louise Morgan, popular WNAC commentator for women, left last week for the Oyster Harbor Club in Oysterville on Cape Cod for a week of sailing and swimming to be followed by a second week at Magnolia on the Bay State's North Shore. . . Yankee Kitchen "Ken" is another vacationer, enjoying the current week with a long canoe portage at Mooselookmeguntic Lake, Maine. . . Combining vacation and honeymoon plans, Anna Coppinger, secretary to WEEI chief engineer Walter Stiles Jr., married Guido Dinozzi, an electrical engineer at the local Navy Yard recently. . . **WORCESTER**—WTAG announcer Herbert Edman, 31, died at his home last Wednesday, July 26.

## — MISSOURI —

**ST. LOUIS**—Harry "Pappy" Cheshire and his Gang of KMOX sold nearly \$3,500,000 worth of bonds at 10 rallies in Missouri and Illinois during the Fifth War Loan Drive. . . And another gay event were the marriages of Marguerite Moorman, assistant publicity of KMOX, to Sgt. Harold Miller of Louisville, Ky.; and of Marguerite Schneider, KMOX receptionist, to Edward Argo of this city, in June.

## — SOUTH CAROLINA —

**COLUMBIA**—Lila Ward, graduate of the University of South Carolina and member of Phi Beta Kappa honorary fraternity, is the new member of WCOS continuity staff as assistant writer. . . **SPARTANBURG**—James Morgan, discharged from the Army for medical reasons, was appointed merchandising and art director of WSPA. Before enlisting in the Army, he did portrait painting and commercial art work at his own studio in Charleston, S. C.

## — NORTH CAROLINA —

**CHARLOTTE**—WBT is supporting the local Junior Chamber of Commerce Paper Salvage Campaign very actively with programs already scheduled for the duration of the drive, begun July 26 and to terminate Aug. 18. Besides five minute talks every day, Monday through Friday at 5:45 p.m., WBT will air a series of

15-minute round-table discussions each Monday night at 9:45 p.m. . . **RALEIGH**—Leo de Sola presents Doris Funderburk, pianist, in a program arranged for console and keyboard on his 6:30 p.m. program four days a week.

## — COLORADO —

**DENVER**—In behalf of blood donations for the Red Cross, KOA broadcast over last week-end a quarter hour program featuring Jackie Coogan and his party. Airing took place in front of Denver "Post," largest daily newspaper in this region. . . On Monday, Coogan participated in a 10-minute broadcast on KOA for increasing WAC recruiting in Denver and vicinity. Sgt. Raymond Keane, former ad agency man here, directed the program.

## — WASHINGTON —

**SEATTLE**—KIRO took listeners back through the last 25 years of recordings showing advancements of the past quarter century in a special recent broadcast titled "By Transcription"; aimed at acquainting them with the meaning of the phrase "by transcription," and with the fine music available now through the new Associated Transcription Library. . . **YAKIMA**—Johnny Williams, graduate of a California announcer's school, began at KIT recently. . . And KIT plans its annual picnic in August.

## — NEW YORK —

**NEW YORK**—Lee James took over management of WMCA's twice-daily "Air Theater" (Mondays through Saturdays, 12:03 to 1 p.m. and 8:03 to 9 p.m.) during maestro Jerry Lawrence's vacation which began Monday, July 31 and will end Monday, August 21. . . Frankle (WNEW) Froeba's new book entitled "Five Blue Ribbon Piano Solos" is published by the Leeds Music Corp. and contains his original composition. . . WHN will air during this week three special events from the American Bridge League National Championships at the Hotel Astor. . . Bobby Capo, South American Frank Sinatra, will appear as guest on the voice of Fighting Spain program on WBYN at 8 p.m., Friday, August 4.

## — CALIFORNIA —

**OAKLAND**—Howard R. Cuyler, general sales manager of Standard Oil Co. of California, was speaker at the local Chamber of Commerce luncheon meeting last week broadcast over KROW. . . **HOLLYWOOD**—Three local judges, Robert Freeman, Andrew Loomis and Clifford McBride, selected for W6XAO participation in the tele symbol contest, have had actual experience in tele shows.

## — NEW JERSEY —

**NEWARK**—New feature on "Beauty Goes to Work," women's program heard daily on WAAT at 9:05 a.m., is weekly summary of news from the OPA received directly from the Newark branch of OPA concerning national and local points of interest. . . **PATERSON**—WPAT will broad-

cast tomorrow morning at 10:30 "Contract Termination Conference," with importance on post-war reconversion, between the commanding quarter-master corps officers of Army and Navy whose depots are located in this State and ranking civilian officials of New Jersey industries engaged in war work. Broadcast will come from war industrial city of Passaic, where the board will meet.

## — OHIO —

**CLEVELAND**—Joe Fribley, graduate of Kentucky Military Institute this year, comes to WJW as announcer from WCOA, Pensacola, Fla., and KTUC, Tuscon, Ariz. Although he is a local boy, his radio career has taken him everywhere except Cleveland. . . **DAYTON**—Highlights of the ceremonies paying tribute to civilian employees at Wright Field here were broadcast over WHIO last Wednesday; with many high ranking officers of the Army Air Forces participating in the program. . . **MARION**—Henry J. Taylor and Martin Agronsky ride on the WMRN airwaves under local sponsors Marion Reserve Power Co. and Frank Brothers, respectively.

## — MISSOURI —

**ST. LOUIS**—"It don't take book larnin' to git rich" is cue on KMOX's new promotion piece for Joy May Creasy, or as the St. Louis station refers to her, Cousin Emmy. Before we say anything about this laugh provoking brochure, our hat off to John Averell, whose clever caricatures put the idea across to the readers.

The whole slant of the brochure is twangy—including the copy which goes like this: "Her reg'lar sponsor went off vacationin' fer the summer an' some other eddicated advertiser who knows the sellin' value of authentic maountain shoutin' an' slap-pin' an' thugpin' can step in an' grab Cousin Emmy an' Her Kinfolk fer a series of programs. An' who know what can be arranged fer him to go on sponsorin' Cousin Emmy come fall, too?"

Time magazine once said about this program, "They listen, too—for such is the power of KMOX—from Canada to Guadalcanal. They also buy the cough drops and hair dye she plugs, as is eloquently testified by the \$850 a week which Cousin Emmy usually takes in."

## — PENNSYLVANIA —

**PHILADELPHIA**—KYW announcer Stuart Wayne is steadily improving in the Lanckenau Hospital from an attack of influenza that forced him to withdraw from his "Morning Salute" program last Wednesday, July 26. . . WPEN sold \$10,375 in bonds during a 45-minute Victory Bond Parade last Friday night, starring Frankie Carle and his orchestra, for the Fifth War Bond Drive.

## — GEORGIA —

**ATLANTA**—Rich's, Inc., Atlanta department store, is sponsoring a spe-

cial series of new programs "Back To School," dealing with student problems, ambitions, and civic activities. Writer and radio-playwright, Gene Saenger, presented by Rich's own presenter, Ted Anthony, these are heard 10:00 to 10:15 p.m., Wednesday and Friday, WGST, Atlanta.

## Prince Rupert Station Linked With CBC

**Toronto**—The Canadian Broadcasting Corporation announced today that it will immediately, radio station at Prince Rupert will be linked to the land telephone line with the CBC center in Vancouver. CFPR will be by the CBC to furnish entertainment and news to the civilian forces personnel engaged in the construction of the great h Alaska.

Programs were recorded in the States and Canada and played over the station. At the time telephone lines available required for official use. Re Armed Services in the area the Prince Rupert transmission to the CBC to improve service by relaying programs by wire lines of The Pacific Communications Services instead of slower, recorded method. pointed out that these programs are important to the morale of the stationed in this isolated out-ter successful tests this has ranged and for the present, of these special relay broadcasts: 8:00 to 9:15 a.m.; 12:30 p.m.; 7:00 to 9:00 p.m.; 10:00 p.m. (all times PDT).

## Stations Get Bond Award For 'Breakfast Club'

Award of a \$500 war bond prize in promoting the recent drive charter members in Don "Breakfast Club" on the El work was announced yesterday prize of \$100 bond prize. WAGA, Atlanta, Ga., and in way tie for third place, bonds will be awarded to WBSB, Springfield, Ill.; WOW, Wayne, Ind.; KSO, Des Moines, WTCN, Minneapolis-St. Paul, and WROK, Rockford, Ill.

Ten dollars in war stamps stations WMPS, WJTN, KGO, WJBO, WCOS, WKIP, WREN, and KXEL. Five dollar award stamps were won by KABC, KFBK, KTKC, WMFL, WBTM, WBCM, WING, KOME, WGH, WMFG, WMOB, WDSM, WCHV, WSGN, KCM, KSCJ.

**HAPPY BIRTHDAY TO YOU**

August 2

Bob Burns	John Kieran
C. Henry Nathan	Doris Rising
Clark Ross	Mary Eaton
Jim Berry	

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 23 NEW YORK, N. Y., THURSDAY, AUGUST 3, 1944 TEN CENTS

## Plan Touring Tele Unit

### ons Want Share WAC Budget—NAB

Washington Bureau, **RADIO DAILY** Washington—There is still no action in the WAC advertising budget, War Department officials await presentation for the full program for the first four months of the fiscal year Young & Rubicam. In the meantime, replies to the NAB question continue to pour in, indicating that nine out of ten broadcast stations throughout the nation are willing to accept paid copy for the WAC publicity drive.

12 replies received by yesterday afternoon, 90 per cent—or 407—

(Continued on Page 3)

### Communications Head Honored Posthumously

William A. Winterbottom, who died last week was this week posthumously awarded the Signal Corps' Certificate of Appreciation for "services of immense value" to the United States Signal Corps, in his capacity as president and general manager of RCA Communications, Inc. Col. B. Lattin, Signal Officer of the

(Continued on Page 2)

### Station Covers Transportation Strike

Philadelphia—Throughout the first week of the city-wide transportation strike the WFIL mobile unit covered the city thoroughly in an effort to keep listeners abreast of developments in this, the first transit emergency walkout since 1911.

Members of the WFIL special

(Continued on Page 2)

### Topper Topic

Women's hats will be the subject for discussion on the CBS television program, "Opinions on the Hat" which will be televised on CBS, New York, tomorrow from 8:30 to 9 p.m. Women fashion authorities and male radio artists will take sides on millinery questions. Fashions generally is a subject particularly adaptable to television presentation.

### Screen Door?

On a recent broadcast of the Blue's "Appointment With Life," the sound effects man, carried away perhaps by the anger which imbued the hero, slammed the door just before the hero said "good-bye." The next day a letter from a listener coyly inquired if "that was a screen door."

### Political Sales Dept. Set Up By Blue Web

Formation of a political sales department to handle the coming presidential year business was announced yesterday by the Blue Network.

Gordon Vanderwerker, assistant sales service manager, has been named manager of the department, with C. Nicholas Prialux, vice-president in charge of finance, and Charles E. Rynd, treasurer, supervising all

(Continued on Page 6)

### G.I. Joe's Pop Song Pref. Rated By Overseas Unit

London — Radio observers of SHEAF and BBC report that American soldiers in Normandy have shown a preference for "A Lovely Way to Spend An Evening," "I Couldn't Sleep a Wink Last Night" and "San Fernando Valley My Home" among the currently popular tunes. British troops favorites are "We Don't Know Where We're Going Till We're There," "Journey's End" and "All's Well, Mademoiselle."

## Decca Recording Profits Up; Other Firms Wait On WLB

### Forecasts Many Changes In Radio In Post-War Period

Winnipeg—Dr. Augustin Frigon of Montreal, acting general manager of Canadian Broadcasting Corporation said yesterday in an interview here that the post-war period will bring

(Continued on Page 3)

## NBC-RCA Will Inaugurate Video Hour At Baltimore, Md., On August 20; Oklahoma City To Follow

### New Texaco Contract For Met. Opera Rights

Joint statement yesterday revealed that contracts have been signed for the Texas Co. to again sponsor the Metropolitan Opera Co. on the Blue Network, the pact being signed by the opera association, the sponsor and the network. The contracts, following lengthy negotiations and long-term planning, were signed by E. J. Noble chairman of the Blue Network Co.; W. S. S. Rodgers, president of

(Continued on Page 6)

### Lum 'n' Abner Renewed Over Keystone Network

Miles Laboratories, Inc. of Elkhart, Indiana, manufacturers of Alka-Seltzer and One-a-Day Vitamins, have renewed Lum 'n' Abner for another 52-week period on the Keystone

(Continued on Page 2)

### Poogachs Get Together; Thanks to Chi. Radio Show

Chicago—WBBM was instrumental in uniting two cousins who had never seen each other yesterday. Corporal Mischa Poogach, of the Army, was

(Continued on Page 3)

Baltimore—An ambitious plan to educate agency executives and advertisers in the post-war potentialities of television will be launched here on August 20th when NBC and RCA in co-operation with radio station WBAL will stage a 10-day tele demonstration.

In announcing the television clinic, Harold C. Burke, manager of WBAL, revealed that 100 advertisers and agencies in the Baltimore area have been invited to start rehearsing some

(Continued on Page 3)

## AFM Counsel, WLB Meet Today Re KSTB

Washington Bureau, **RADIO DAILY** Washington—Advised by AFM head James C. Petrillo to "see my lawyer," War Labor Board officials expect to discuss the strike of musicians at KSTP, Minneapolis, today with Judge Joseph Padway, AFM counsel. Padway has been on the West Coast but is expected here today. Petrillo wired in response to the

(Continued on Page 3)

## J. P. Williams Named WING Vice-President

J. P. Williams has been elected vice-president and general manager of WING, Dayton, Ohio. He succeeds Ronald B. Woodward, whose resignation

(Continued on Page 2)

### Eulogy

The Office of War Information has requested Royal Arch Gunnison, commentator for the Mutual network on Wednesday and Saturday evenings, to devote his next broadcast to Manuel Luis Quezon, the frail, indomitable president of the Philippine Commonwealth, who died at his summer home yesterday at the age of 65, following a long illness.

Spot your North of Boston sales message at 680 ke . . . WLB's preferred position! Advt. WLBW gives your North of Boston sales message a 5000 watt punch. Advt.



Vol. 28, No. 23 Thurs., Aug. 3, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Wednesday, August 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163 1/4	163 3/8	- 1/8
CBS A	31	31	31	
Crosley Corp.	22 1/2	22 1/4	22 3/8	- 1/8
Farnsworth T. & R.	13 1/4	13	13	- 1/8
Gen. Electric	37 5/8	37 1/4	37 1/4	- 3/8
Philco	34 1/2	34 1/8	34 3/8	+ 1/8
RCA Common	11	10 3/4	10 7/8	+ 1/8
RCA First Pfd	76 1/4	76 1/4	76 1/4	+ 1 1/4
Stewart-Warner	16	16	16	+ 3/8
Westinghouse	103	102 3/4	103	+ 1 1/4
Zenith Radio	41 3/4	41 3/4	41 3/4	

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6 1/2	6 1/4 + 1/4

OVER THE COUNTER

Stromberg-Carlson	15 1/2	16 5/8
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	37	

# 20 YEARS AGO TODAY

(August 3, 1924)  
Grindell Matthews, recently arrived from Europe, will be interviewed tonight at the Vanderbilt Hotel, New York, on the subject of his startling invention, the "Death ray." Station WJZ will broadcast the interview directly from the hotel.

5000 WATTS 1330 KC.

# WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

# Coming and Going

J. LEONARD REINSCH, radio director of the Democratic National committee, in from Washington, has established an office at the Biltmore Hotel.

ROBERT E. BAUSMAN, commercial manager and sales promotion director of WISH, Blue Network affiliate in Indianapolis, is spending a few days in New York on station and network business. Paid a call yesterday at Rockefeller Center.

CARL HEATH KOPF, whose series, "Window on Beacon Street," is heard over WEEL, CBS-owned station in Boston, has left on his vacation. Rev. Walton E. Cole is conducting the program in the interim.

G. W. "JOHNNY" JOHNSTONE, director of news and special features for the Blue Network, left Chicago yesterday for the West Coast, where he will confer on special assignments for Cleve Roberts and Harry Feldman, network commentators.

HOMER FICKERT, radio writer and producer for Batten, Barton, Durstine & Osborn, Inc., has left for the West Coast, where he will supervise the agency's Fall shows.

LOUIS VYNER, executive director of WSBA, York, Pa., is making a tour of the eastern seaboard as guest of National Radio Features, Albany. He'll also visit the General Electric plant in Schenectady.

LOUIS J. F. MOORE, of Radio Advertising Company, national station representatives, is back from a short trip to Philadelphia.

F. C. EIGHMEY, station manager of KGLO, the CBS affiliate in Mason City, Iowa, has returned to the home offices following a visit to network headquarters in Gotham.

## Philly Station Covers Transportation Strike

(Continued from Page 1)  
events staff arrived before noon at offices of the Philadelphia Transportation Company but company officials declined to make public statements. Special events crew next sped to Transit Workers Union headquarters where they arranged a special broadcast by George Craig, CIO spokesman, who urged strikers to return to their posts immediately. Station recorded this broadcast and played it intermittently throughout the day and evening.

WFIL newsmen obtained a statement from the office of Mayor Bernard Samuel, which was also given repeated airings. Supplementing spot coverage of the transit situation, the station interviewed striking employees at car barns and other strategic points, recording the interviews for continuous presentation on "This Week in Philadelphia," the station's weekly digest of local events, broadcast every Sunday afternoon.

## J. P. Williams Named WING Vice-President

(Continued from Page 1)  
tion from the station was accepted at the same time. A native of Cincinnati, Williams for the past three years has been associated with both WIZE in Springfield and WING in Dayton.

DONALD DWIGHT DAVIS, president of WHB, Kansas City, Mo., in New York on an extended business trip.

MORGAN BEATTY, NBC's Washington commentator, is back in the Nation's Capital following a week in New York, during which his program emanated from WEAF.

PAUL B. GALE, West Coast traffic manager of NBC, and C. DANIELSON, program traffic manager for the network's central division out of Chicago, are in town conferring with Harry E. Woodman, general traffic manager for the web. Both will leave for the West Coast over the week-end.

JOEL STOVALL, program director for WKRC, Cincinnati, has left with his family on his annual vacation. Having a nostalgia for St. Louis, where he formerly was on the staff of KMOX, he will spend his holiday in that city.

LITTLE JACK LITTLE, who is appearing at Fan and Bill's, near Lake George, will originate his Blue Network program during that period from WTRY, Blue outlet in Troy.

ELEANOR ROYSTER, of WPTF, Raleigh, N. C., is spending a month at Virginia Beach.

STACY HARRIS, radio actor who served for more than a year as ambulance driver in the Mediterranean theater of war, is back in the States and has been added to the cast of "Young Widder Brown," broadcast over NBC.

HILDEGARDE and ANNA SOSENKO, her manager, leave today for Washington, D. C., where the chanteuse is booked for an engagement at the Statler.

SAMMY KAYE has returned from a theater date in Boston.

## Lum 'n' Abner Renewed Over Keystone Network

(Continued from Page 1)  
Broadcasting System's coast-to-coast network. July marked the start of the fourth consecutive year for this program on the wax web, establishing it as the longest continuous transcribed program on a coast-to-coast network. Wade Advertising Agency of Chicago handles the Miles account.

## RCA Communications Head Honored Posthumously

(Continued from Page 1)  
2nd Service Command, presented the award to the son of Winterbottom, Arthur W. Winterbottom, manager of the Plant Valuation Division of RCA, at the RCAC offices, 66 Broad Street, New York City.

## Gracie Fields' Guests

Roy Rogers, cowboy movie star, and Marlin Hurt who created the character "Beulah," will be guests of Gracie Fields on the Chase & Sanborn show Sunday, 8 p.m., over NBC. Lou Bring and his orchestra will provide the music.

## Joins WTBO Staff

Adele Sabbagh, copy girl in NBC newsroom, has joined WTBO, Cumberland, Md., as a script writer. Miss Sabbagh had been assistant to Robert St. John in preparing his daily newscasts.

# A Radio Dollar Goes Farther In Baltimore

What does a listener cost in the country's 6th largest market? It's pretty easy to find the answer to that.

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 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...

### Video Education Plan by NBC-RCA-WBAL

(Continued from Page 1)

skit for presentation of a... or service over television. Video presentations already set... a fashion show and a sales... on fur coats. The television equipment which... brought to Baltimore for the... will include one camera, recording equipment and several re... Staging of the demonstra... will be patterned after the re... in New York at a sales... representatives meeting.

#### Reaction to Be Watched

officials of NBC and RCA are to watch with interest the Bal... reaction to the television show... gained at this television... will be utilized in subse... showings which include a pre... on under WKY auspices at... ma City at the conclusion of... Baltimore showing.

#### Show Moving East

Le Tremayne and his guest, Alfred... will present the final Old Gold... from Hollywood on August 6th... NBC and beginning August 13... half-hour show will originate in... York with Jackie Gleason, ... as the star.

## NAB Finds 90% Of Stations Want Share Of WAC Budget

(Continued from Page 1)

were "yes" replies, with 43 broad... casters having indicated their unwillingness to participate. Replies have been received now from well over half the country's commercial broadcast stations. Of those replying in the affirmative 341 listed availabilities, which will be turned over to Young & Rubicam. NAB broadcast advertising director Lewis H. Avery plans to send a letter this week to broadcasters who have not yet replied to his questionnaire, in an attempt to marshal figures for Young & Rubicam which will be as nearly complete as possible.

#### Preferences Outlined

Of the program preferences expressed in the replies, 26 are for half-hour shows once weekly, 87 for three weekly quarter-hour shows, 212 for five weekly quarter-hour shows, 42 for dramatized announcements, 26 for station-break announcements and 14 express no preference. This is striking evidence that radio can and will schedule WAC recruitment copy for plenty of good time.

There are likely to be no further developments aside from piling up of these returns for another week. No

definite date has been set for submission of the prospectus by Young & Rubicam, although it is expected later this week. Although two Young & Rubicam representatives chatted briefly with War Department and OWI officials late last week, the controversy was barely mentioned and nothing of any importance concerning it was agreed upon or proposed.

In New York, Lew Avery, attending a meeting of the NAB Research and Sales Managers meetings, stated that when 600 questionnaires have been completed a breakdown will be made, and a special presentation made to Young & Rubicam agency. Presentation will be entirely new and on the merits of the case.

## AFM Counsel, WLB Meet Today Re KSTB

(Continued from Page 1)

"return to work" message he had received from the board last Friday. From New York, he advised the board to discuss the matter with Padway.

In the meantime, the threatened "show cause" order which would have brought Petrillo down here for another hearing on the strike has been held up pending the Padway confab. It will probably come today if Padway is unable to offer satisfaction to the board.

#### Thomas Renewed

Thomas L. Thomas, Metropolitan Opera Company baritone, has been renewed by another year on "The Manhattan Merry-Go-Round," NCAC announced.

### Poogachs Get Together; Thanks to Chi. Radio Show

(Continued from Page 1)

one of the contestants on WBBM's "Sinclair Quiz Club." Harriet Poogach, Chicago housewife, was listening to the program, and, when she heard the corporal's name, put in a call to the station. As far as she knew, she was the only Poogach in the United States.

It turned out that 22-year-old Corporal Poogach, who has been in the U. S. for five years, is her second cousin—son of a cousin whom she hasn't seen for 33 years.

### Forecasts Many Changes In Radio In Post-War Period

(Continued from Page 1)

great changes in broadcasting, changes on the technical side now were being studied and would begin to come into use within the next year, the first would be "frequency modulation" which would eliminate static and give high-fidelity reception.

### 'Sweet Leilani Time' Aired On 16 West Coast Stations

"Sweet Leilani Time," a five-minute transcribed radio program featuring Harry Owens and his Royal Hawaiians, is now heard daily over 16 western stations. Sponsored by Owl Drug Co., the program marks a return to the air for Owl in promotion of its 153 West Coast stores. Ruthrauff & Ryan, Inc., San Francisco, is the agency.



ATOP A FIGHTING TANK, CORRESPONDENT BAYLOR CATCHES VOICES OF FIGHTING MEN FOR THEIR LOVED ONES BACK HOME

## WAR CORRESPONDENT

### David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

WHEN David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly, starting Sunday, July 9th, Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over Radio Station WGAR. By prearranged notice to the families of men who will be interviewed, scores of homes now are hearing the voices of their fighting

men for the first time in many months. And, with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGAR.



Free-Speech Mike

**YOURS FOR THE ASKING**

UNIVERSAL MICROSCOPE CO.

**UNIVERSAL STROBOSCOPE**

phograph turntable speed indicator, with instructive folder, is now available in all phonograph and recorder owners through their local dealers and jobbers. As a result the Universal Stroboscope will assist in obtaining pre-war quality of recording and reproduction equipment in true pitch and tempo.

Microphone Co., pioneer manufacturers of microphones and home recording components with Professional Recording Studio Equipment, has this means of rendering a service to owners of phonograph and recording equipment. For victory is ours—dealer shelves will soon stock the many new Universal recording products you have been waiting for.

**UNIVERSAL MICROPHONE CO.**  
INGLEWOOD, CALIFORNIA

LOS ANGELES

By RALPH WILK

**T**HE story of the Hollywood Guild Canteen was presented in a special Blue Network program, Saturday, 29th, titled "The Heart of Hollywood." Mary Pickford, first vice-president of the world-famed servicemen's center, made one of her rare radio appearances on the broadcast, written and produced by Leonard L. Levinson. The program combined comedy, romance and music in telling the story of servicemen who come to the film city, and the hospitality that is shown them at the Ann Lehr Hollywood Guild Canteen. Mrs. Lehr was also heard on the program.

Enlistment of workers for the impending War Chest campaign will be given a boost next week by KFVB. Every news broadcast on the Warner station will include a brief list of new volunteers signing for War Chest work and an invitation to listeners to join the ranks of campaign workers. Arrangements for the plan were worked out by KFVB manager Harry Maizlish and War Chest Radio Chairman, William B. Ryan. Fifty thousand workers are needed for the big fund raising appeal, a combined campaign for our armed forces, for our home front, and for assistance to our suffering Allies.

Telma Kirchner, manager of KGFJ, is having a special chair built for the station announcers booth, large enough to fit 265 pound Jack Rietzen, newest addition to the announce staff of KGFJ. "Big Boy" Reitzen moves up from KFI, where he was a sound technician. Jack will carry on his free-lance stage and radio acting, and is at present appearing in the annual Hollywood "Pilgrimage Play" as the "Money Changer."

**n  
o  
w  
BYN**

This very minute an advance in France has been flashed over the wires...It's immediately on your dial, "1430"... minute spotting of news, sports, racing makes quicker reporting the rule on...

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



Radio Vitamins For Thursday!!

●●●●● Usual "reliable" report has it that Johnny Mercer may bow out of the Chesterfield series shortly. ● Edgar Bergen, in New York for a short visit following a tour of the Purple Heart Circuit..... he is not accompanied by Charlie. ● Seems like a little trouble relative to the forthcoming Ed Wynn format, but there remains plenty of time to iron it out. ● Frank Sinatra's Fall program will probably be completely revised..... Wick Crider of JWT is not talking however. ● Bing Crosby can't travel by air due to an allergy..... at least he has dodged it in the past..... now in order to fulfill commitments to entertain the servicemen and women overseas, he will hop into a plane notwithstanding and take his medicine gladly, as it were. ● With all of the yelping about an intelligent radio show for women, "Broadway Matinee" on CBS is an expensive proposition costing about \$1,000 a minute, yet the rating is way down..... never received the recognition it is entitled to, for a five-a-week effort. ● When Philip Gordon gets through playing the role of Sammie in "The Goldbergs" serial, he goes to the theater and plays another kind of "Sam" in "One Touch of Venus." ● Jay Flippen gagged over the air that Jack Shilkret was a proud papa..... but there's no way now of stopping the presents that arrived, plus the many congratulatory notes.



●●● "Finders Keepers," breezy and refreshing half-hour on NBC Monday through Friday (10:30 a.m.) is not only going like the proverbial house-a-fire, but shapes up like a natural for television as well..... borrowing a word from the title, it's a "find" from the commercial standpoint. ● Though Shep Fields abandoned his "Rippling Rhythm" style almost three years ago, he still gets requests at the Copacabana for such numbers, and once a night obliges with the all reed orchestra. ● Dick Brown, romantic singer on Mutual, was screen-tested by Paramount the other day. ● Lowell Thomas, guest editor on "Radio Reader's Digest" offered this from a headstone up Massachusetts way: Here lies the body of Susan Lowder who burst while drinking a Seidnitz Powder; Called from this world to her Heavenly rest Who should have waited 'till it effervesced. ● Boys at Deshon General Hospital at Butler, Penn. not able to join the throngs at the Pirates' home games, enjoy the games when WWSW re-creates the games played out of town, direct from the hospital auditorium..... two men handle the plays at the mike and one remains at the ticker..... home games are broadcast direct of course. ● Major Edney Ridge is back on the job aiding the local peach crop.



●●● Theater Guild is negotiating for the services of Burl Ives, radio troubador, not long out of Uncle Sam's service..... Musicraft on August 20, is releasing four numbers made by Joan Brooks and Jerry Bit-tick orchestra. ● "Saipan Invasion," a recording of interviews with Marines under fire, will be broadcast tonight over Chicago's WBBM..... Edgar Twamley, director of WBBM, Buffalo, has been informed that an aunt and uncle in London were killed by a robot bomb. ● Aside to Edgar T. Bell, WKY, Oklahoma City..... sorry, but cannot accept your kind invite to attend inaugural dinner of WKY's Farm Service Dept. at the Skirvin Tower Hotel next Tuesday evening, although we know it will be an outstanding event. ● Lee Davis is the new emcee on the "Keeping Ahead" show on MBS effective tomorrow..... he replaces Jackie Gleason. ● "Look" Magazine will have a new type biography of Fred Allen in the next issue, out next Tuesday.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

**W**BEBZ, frequency modulation station of the Radio Council Chicago Public Schools, will broadcast the full series of WBBM's educational feature, "Young People Platform," via transcription starting Wednesday, Sept. 20, from 2:30 to 3:00 p.m., CWT. The program, which is presented in co-operation with the Radio Council and the Chicago Conference, features discussion by young people of solutions to the 100 lems of juvenile delinquency. The WBBM series started in June and was heard Saturdays from 1:30 to 2:00 p.m., CWT.

Gil Hix, who for nine months has been employed part time by the news department, is now a full member of the station's news staff and handles a complete schedule of newscasts. Hix is co-author with Ren T. Kingsbury of "Toward a Better World," published by Scribner last year. Before beginning his career, he taught in the White Oak Park and Evanston, Ill. schools and was an assistant professor at Northwestern University.

Talent will be the same as in the past, with Francis Powers, sports writer for the Chicago "Daily News," as emcee assisted by Lynn Walcott, Northwestern University football coach, and a guest coach each week.

Gum Laboratories, Inc., of Allentown, Pa., sponsors of "Sweetheart," heard each Saturday on the Blue Network, will use the facilities of the network, effective Saturday, Sept. 16, it was announced this week by F. K. Hartenboer, central division sales manager. The program is heard each Saturday 4:45 to 5:00 p.m., CWT, and features songs of Nancy Martin. McJunkin, advertising company, Chicago, handles the account. Ivoryne Chewing Gum is the product.

Paper Troopers Honored

Henry Sylvern, musical conductor on Mutual's "Screen Test" show, composed a theme song entitled "Paper Troopers" honoring the juvenile commandos on the home front who have been conducting war paper collections.

Larom Resigns

Hank Larom, television writer and producer of BBD&O, has resigned from his position because of ill health. However, Larom will write television plays on a free-lance basis, as he was learned.

AVAILABLE

RADIO SCRIPPER. DAYTIME-NIGHT-TIME! EXPERIENCE. INTERESTED IN AGENCY AFFILIATION OR FREE LANCE. 5 YEARS OF TOP-RATING SHOWS. WRITE RADIO DAILY, BOX 852, 150 WEST BROADWAY, NEW YORK 18, N. Y.

# PROMOTION ★

## Tele History

Department of information of cooperation with the National Broadcasting Company, has a brochure which describes in detail the progress and of these organizations in

page booklet is a striking of artwork and thought. of blue and yellow, the decorated almost every a series of electronic in which symbolize the era medium, "the age of radio

ward to the booklet tells it concisely why it was published. There's no shrugging-of- attitude to be taken here addicts and sympathizers milestones that have been ever since Baron Jons Jacobs discovered selenium in 1817. brochure does make one at Television isn't as young sions. And although every in country is aware of the reason medium's tardiness in reach-scale measure, this booklet why, and goes on boldly its own predictions.

tion to an over-all picture television situation today and the center of the booklet a two-page map which shows East and West may be linked first American Television network existing A. T. & T. cable routes, existing coaxial and proposed coaxial routes for consideration.

## It's Strictly Pre-War

ing the slogan "It's Strictly wa In a July Fourth display of KOY, of Phoenix, Ariz., the Arizona "Farmer" sold more \$3,000 worth of "E" War Bonds and 8,000 persons attending the show in Phoenix during the

## Radio Award

In an official ceremony of the broadcast of "Fashions in Rations" CBS Saturday morning show, Geo. S. Jones, Jr., vice-president in charge of sales for Servel, Evansville, Ind., sponsor of the program was given an award last week by Dr. W. C. Oakey, chief of civilian food requirements branch office of distribution War Food Administration, Washington, D. C. This presentation was incorporated as part of the regular zany 30-minute show that features Billie Burke on food rationing. In presenting the certificate of merit Dr. Oakey said of Servel "it is with great pleasure that the War Food Administration takes this opportunity to thank Servel for the outstanding job they have done in forwarding the cause of "Nutrition in Industry" not only in their own plant but in all of American as well."

## War Bond Rally

WCED, of DuBois, Pa., assisted in the observance of Patriotic Week recently and the Fifth War Loan Drive with the promotional idea of having the cast, entirely of WCED personnel, of "Happy Valley" regular Sunday night feature, participate in the parade and sell \$80,000 worth of bonds during a 30-minute broadcast.

Program, written and produced by Les Ryder of WCED, presents a story of the everyday happenings of the simple folks of Happy Valley. The cast includes Virginia Wade Ryder director of women's activities; Pres Roper, chief announcer; Mal Johnson emcee of WCED's Barn Dance; Welch Williams, announcer; Helen Slotta announcer, and Myrtle Swanson WCED's organist.

recent Fifth War Loan. This pre-war exhibition recalled memories for the old-timers they haven't seen since the advent of Pearl Harbor.

## Don Goddard Vacations

Vacationing on a week-end basis, Don Goddard, WEAf newscaster, will take off alternate Mondays and Saturdays on both his 7:30 a.m. and 12 noon programs. Having begun July 24, he will continue this sked until Dec. 25. In his absence, Bob Denton will cover the morning news period on Mondays for Manhattan Soap and Saturdays for S. B. Thomas; and the noon program will have Clyde Kittell before the mike for Mueller Macaroni on Saturdays and for Sweets Company on Mondays.

## To Honor Workers

Kate Smith, who has been saluting war plants on her noon-time (Mon.-Fri. CBS) broadcasts, will honor the workers of the Timken Roller Bearing Company of Canton, Ohio, on her August 10 broadcast. This firm has been a pioneer in the employment of blind and disabled workers, and boasts an outstanding record in war production.

# Month after Month

for the past six months

# 10 of the 15

highest-rated\* local programs have been

# WOR programs..

NOTE—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 the facts mentioned above.

For you can rest assured that a station which creates shows that ring up audiences like these, has also proven repeatedly that it is equally successful in building unusually high sales for the advertisers who sponsor a majority of the shows.

WOR now has available a wide selection of dramatic, personality, variety, news and participating programs which are skillfully tailored to entertain, inform and sell thousands of people in the most densely-populated territory on the Eastern Seaboard.

\* according to the Crossley Continuing Study of Radio Listening in New York.

# WOR

that power-full station • at 1440 Broadway, in New York

**NEW!**

The OKLAHOMA RADIO AUDIENCE OF 1944

A Study by DR. F. L. WHINN University of Oklahoma

**OUT SOON!**

**WKY—Oklahoma City**

## New Texaco Contract For Met. Opera Rights

(Continued from Page 1)

the Texas Co. and George A. Sloan, president of the Metropolitan Opera Association, Inc.

Terms provide for the exclusive broadcasts of the operas over the Blue for a period of six seasons beginning with the 1944-45 debut at the usual Saturday matinee period. According to Rodgers, the pact also provides for the Texas Co. to obtain the rights to the opera program as long as Blue holds pact with the Met.

Forthcoming season will be the fifth consecutive year in which Texaco has sponsored the programs and the 14th season in which they have been a Blue Network feature. Milton J. Cross, will continue as announcer and commentator. Broadcasts the coming season will again feature the "Victory Rallies" during intermission. Also being retained is the "Opera Forum Quiz."

It is pointed out that the success of the opera broadcast is indicated in the numerous awards and citations received from various organizations.

## CAB New Analysis Plan Gets Trade Acceptance

CAB, the Cooperative Analysis of Broadcasting, released a review of advertiser-agency reaction yesterday two months after its announcement of the first 81-city program report made on a two-fold sample expansion throughout the nation. Despite the increase in budget expenditures required by the enlarged plan, every advertiser and agency, as members of the CAB, renewed voluntarily at the new membership rate. A 100 per cent renewal endorsement was also received from the program producers and station representatives who were CAB members.

Greatest approval from members and from advertisers in general was the willingness of the CAB to break with the past, resulting in following changes: 1. The 160 per cent increase in the interviewing sample (now over 7,000,000 calls a year); 2. The new list of 81 interviewing centers which have given advertisers the first continuous check in a large number of cities outside the standard 33 since CAB began 15 years ago; 3. The distribution of the new 81-city sample according to the population of all cities 50,000 and over. The latter innovation is considered by many the most significant advance made in radio research in the last 10 years.

CAB is a cooperative membership research organization directed by a Board of Governors nominated by the Association of National Advertisers and the American Association of Advertising Agencies.

## WJLS General Manager

Beckley, W. Va.—Mrs. Virginia N. Cooper has assumed the responsibilities of general manager of WJLS, the position having been vacated by Herbert Kendrick's resignation.

## Indiana Educational Series Covered In Annual Report

Terre Haute, Ind.—Annual report of the Radio Division of Indiana State Teachers College, covering the year just ended, reveals that the school presented over station WBOW a total of 371 broadcasts in the 12-month period, representing 5,565 minutes of radio time that would have cost the college approximately \$15,000. The entire time however was donated to the college by the station, and is the 10th consecutive year of broadcasting by the school.

Programs, according to Dr. Clarence M. Morgan, director of radio for the college, were organized into 13 regular series presented at definitely scheduled times throughout the year. Special attention was paid to the fact that military units were stationed on the campus and broadcasts took them into consideration at certain intervals, which at times used Naval units on the shows. Staff of the Radio Division for the academic year 1943-44, in addition to the director, consisted of Miss Wanda Ramsey, studio assistant and Miss Virginia Harrell, secretary. Analysis of the broadcasting activities is briefly as follows:

Series For Parents: 29 broadcasts of 15 minutes each, by Wenonah Goshorn; material is based on that supplied by Parents Magazine and planned to aid the home in changing wartime conditions.

Guidance For Victory: 27 broadcasts of 15 minutes each, by Helen Ederle; these programs were devoted to guidance of youth. Other series that ran as many as 73 broadcasts down to seven or eight were: Inter-American, by guests; Navy News, Ed Bontoms, A. S.; also by Joe Young,

A. S.; Piano Melodies, Dr. Lawrence Eberly; Places in the News, Dr. David Koch; Reading For You, by students; Science Series, Dr. William P. Allyn; Story Princess of the Music Box, by Wanda Ramsey, Mary Nelle Nickless and Mary Daniel; Studio Orchestra, professor Will Bryant; The Sailors Sing, by John Rider and David McIntosh of the Navy.

"We the Students," by Dr. Dewey Annakin and students; and Special Broadcasts by guests. Most extensive series which had 73 broadcasts during the year, was the Workshop in which students took part who were enrolled in the field of radio production.

Special broadcasts other than those mentioned above, included Armistice Day Forum, Inter-American Day, Interviews, Piano and vocal Quartettes.

Due to Navy personnel on the campus and general wartime conditions, the Radio Division included new courses such as: Radio Code, in audible and blinker systems to prepare trainees for Mid-shipmen's School; Advanced Communications; Radio Rambling, to keep men and women in the service informed of the activities of the Radio Division; Ground School Instruction; FM and the part it is playing in the war; also to start a statewide FM program series, and programs for the public explaining the work of the trainees.

College worked with the cooperation of WBOW through the courtesy of Lt. (j.g.) Martin Leich, manager who is on leave serving with the Navy and George Jackson, head of the station and Leo Baxter, program director.

## Cafe Songstress Signs For Tele Film Production

Marcia Dale, chanteuse and currently in Billy Rose's Diamond Horseshoe Review, was signed by the newly formed Telecolor Pictures Corp. for the feature role in its first film production tentatively titled "Hello America" and to be designed specifically for tele, it was announced by Benjamin A. Green president. The script has been prepared with cooperation of television, film and radio technicians, and production is scheduled for cameras at the 20th Century-Fox east coast studios in early September.

## Double Celebration

July 31 marked not only the end of a quarter to WOR sales manager Eugene S. Thomas but also the 10th year with the station. One year after he joined the sales promotion staff in 1934, Thomas was named head of that department. In 1937 he became the sales manager of WOR. Of particular pleasure is that sales for the period ending July 31 doubled those of any quarter-year period during his first years as sales manager with the station.

## Winchell Leads Ratings In Summer Show Survey

Upon the eve of leaving for a summer vacation period, Walter Winchell continued to lead the evening national shows, according to the Hooper ratings, the columnist having a 14.5 figure with Lux Radio Theater in second place right behind him. "Mr. District Attorney," dramatic series is third and "Take It Or Leave It" in fourth place.

Others in succession in the first 15 are: Bing Crosby, also vacationing soon; "Aldrich Family," Screen Guild Players; "Your Hit Parade," Phil Harris (first half); Album of Familiar Music; Gracie Fields, Edward Everett Horton, "Mr. and Mrs. North"; Phil Harris (second half-hour, estimated) and Jimmy Fidler.

No ratings were made for the week before due to cancellations because of the Democratic Convention.

## "Hymn Time" Rights

The entire rights to "Hymn Time" starring Smilin' Ed McConnell transcription series has been taken over by Charles Michelson Radio Transcriptions, who are marketing this feature on a nation-wide basis.

## Political Sales Dept Set Up By Blue

(Continued from Page 1)

activities relative to the sale on both a network and local. Working with Vanderward was assistant manager of political sales department during 1940 campaign, will be Doris secretary; Elinor O'Connell, representative; Marjorie Tietz, Dorothy Bauer, sales service Wood, estimates and billing; Andrew Keay and Zenia traffic clerks.

Tom Clark will handle sales for the Blue in Chicago; Hudson in Hollywood; and Tom mashes in San Francisco.

## Kaye's New York Show

Sammy Kaye, "Sunday Serenade" (1:30 p.m., EWT, Blue) opens an engagement at the Astor Roof on Wednesday. It will mark Kaye's first appearance at the famous New York Hotel. He will be heard over several works. Incidentally, for the first in several months, he will have opportunity to air rhythm and blues tunes, because the format of "day Serenade" calls for sweetening music exclusively.

## Stork News

Announcer Charles B. Hart, WDRC, Hartford, is the father of a baby girl, Coreen Anne, born July at St. Francis Hospital, Hartford.

## AGENCIES

WILLIAM TYLER has been named as copy chief of the new Doherty, Clifford & Shuman, Inc., as copy chief of the new firm. He formerly was with Kenyon Eckhardt and prior to that had been key writer at Foote, Cone and Blanding. He also headed the copy department at McCann-Erickson in Cleveland and was with Young Rubicam for several years. At present he is conducting the "Copy Critic" in the magazine, "Advertising Selling."

WALTER BETZ, controller of Airadio, Inc., Stamford, Conn., has been elected secretary-treasurer of the Bridgeport Control of the National Institute of America, and Vaughn of WHO, Central Broadcasting Company, Davenport, Iowa, has been elected secretary-treasurer of the Quad-Cities Control of the national organization. The Institute is a technical and professional organization of controllers devoted to improvement of controllership procedure.

MITCHELL-FAUST ADVERTISING AGENCY, Chicago, has been elected to membership in the American Association of Advertising Agencies.

**DRAM REVIEWS**

**STORY OF THE WEEK**

...sustaining, on WEVD  
 Today 9:45-10 p.m., EWT  
 ...show starring Bena Shaw  
 Producer Ed Ludlum  
**SHORT STORY OF THE WEEK**  
 BY JUDGES AND ABLY DRA-

...of "The Best Short Story  
 ...week," culled from leading  
 ...publications, reveals excel-  
 ...commercial possibilities since ex-  
 ...material is available at all  
 ...a competent producer can  
 ...finders at comparatively low  
 ...costs are chosen by a panel  
 ...of writers, radio produc-  
 ...ers and newspapermen.  
 ...tion heard Tuesday night  
 ...from Cosmopolitan Maga-  
 ...zine, "I Doris Take Thee,"  
 ...by S. Campbell, and tells the  
 ...of a romantic gal with two  
 ...guys in tow; at the last minute,  
 ...the Lieutenant who was  
 ...her best man. Narration and  
 ...and portions move along  
 ...hand swiftly, resulting in the  
 ...error period seeming to go  
 ...by at all. Interest was held  
 ...right and both the work of Bena  
 ...the femme lead and producer  
 ...both is to be commended.  
 ...such as such story material is  
 ...available, there is some that well  
 ...a half hour in which to un-  
 ...derstand the romance or meller, as the  
 ...format should be, and the format should  
 ...be suitable for future productions.

**FOR THE RECORD**

...sustaining, On WEA-FBC  
 ...11:30 p.m.-Midnight EWT  
 ...Orchestra with Benny Goodman,  
 ...Perry Como, Carmen  
 ...and Quartet. Deems Taylor,  
 ...emcee.

**STUDIOS PERFORMANCES**  
**W-D-K CUTTING IN LIVELY START.**

...the nod given by the unions  
 ...to pick its choice of talent,  
 ...is primarily in giving these shows  
 ...to cut V-Disks and under-  
 ...the names which will take the  
 ...result of the talent's perform-  
 ...using an audience. These  
 ...are along the same lines as  
 ...the recently by CBS' and  
 ...Kate Smith. However CBS  
 ...not broadcast the shows. Pro-  
 ...Ross Filion and directed by  
 ...Hurdle, the entertainment  
 ...listener standpoint is cer-  
 ...the programming. Plenty of  
 ...titled crammed into a half hour  
 ...ly paced.  
 ...the recordings which are  
 ...for the benefit of servicemen's  
 ...entertainment, there should be plenty  
 ...from. There was no effort  
 ...under all brand new tunes.  
 ...table setup of favorites us-  
 ...herd by the respective artists.  
 ...to Army Service Forces is co-  
 ...tinued in the making of the disks,  
 ...presumed they know what they

**WHO'S WHO IN RADIO**

**HENRY RUTHERFORD TURNBULL**

**H**E is the man who told Governor Thomas E. Dewey of New York how much time he had to say it in—and now Henry Rutherford Turnbull has taken a leave of absence from his duties as chairman of the planning board of Duane Jones Company to serve in the capacity of radio director for both Gov. Dewey and the Republican National Committee.

No. Turnbull wasn't always a radio director, but the following gives one an idea how he was channeled into his present job. Turnbull became a junior copywriter for the Joseph Katz Company in Baltimore in 1926—21 years after his birthday which is August 19, 1905. He obtained his education at St. Paul's School, Baltimore, the Baltimore City College and Johns Hopkins, where he received his AB degree in 1926. Incidentally, the Baltimore City College is a misnomer, as the institution is really a high school.



GOP radio director

Early stages in Turnbull's career found him to be an impressionable young man. The unavoidable result was his eagerness to work on the Baltimore Sun because the life of a reporter looked "glamorous" to him. However, he soon learned that one cannot live on glamor alone; this led to his accepting a job which could offer both. That is why he became another advertising man.

After a few years with Katz, and ditto with Van Sant, Dugdale & Company, Turnbull felt confident enough to take poltuck in the nation's number one advertising market, New York. Here he became an account executive on A & P coffee for Paris & Peart. In 1937, he became associated with Blackett-Sample-Hummer. This ultimately led to the organization of Duane Jones Company, following his association with Maxon, Inc.

After a most varied background of experience with Bab-O, Tetley Tea, grocery store products, etcetera, etcetera, Turnbull was no longer a fledgling in radio advertising; he had learned about rehearsals, familiarized himself with control rooms, sponsors and their idiosyncrasies, and audiences and theirs.

The foregoing is by way of announcing that Turnbull is the man for the appointed job of helping Dewey to hurdle it. In 1942, Turnbull combined affiliates of two major networks into a state-wide hookup that guaranteed over-all coverages of New York for Dewey's important messages. That campaign, and a similar one in 1943 for Joe R. Hanley for lieutenant governor, with Turnbull at the radio helm, was the stepping stone for "things to come."

Turnbull announced that spot radio will be bought locally by the state, county and city Republican Committees and will be utilized in a salesmanship manner.

In closing, and in addition to these activities, Turnbull is a family man. His wife is the former Ruth White of Baltimore, and they have two children, Henry, Jr., 7, and John, 3½. He resides with them in Bronxville of Westchester County. Hobbies? Yes, chess and music recordings. Clubs? He shies away from them. His only affiliate is the Johns Hopkins Club.

**'Those We Love' Bought On NBC Starting Oct. 8**

"Those We Love," dramatic show, will be sponsored by General Foods Corporation starting Sunday, October 8, 2:00 to 2:30 p.m., on a 63 station NBC network for Sanka coffee, Young & Rubicam, Inc., announced yesterday. Contract is for 52 weeks.

want. Needless to say that the Goodman clarinet solo is still tops, not to mention the fast "jive" by Senorita Miranda, South American style. Miss Bailey was unusually good, which also goes for Como. Both Bailey and Como are more or less CBS artists. There is a timely plug en route to keep the home-front production going and Deems Taylor did less of his gabby stuff then usual. Little more on the gag side would probably do no harm.

All things considered, it is a worthy gesture,

**Ladies Slip Maker Plans First Campaign On Radio**

Miss Swank, Inc., manufacturer of ladies slips, will make its debut as a radio advertiser in September with a quarter-hour program to be broadcast in major markets. It will be a musical and will star Barry Roberts and Jean Tighe. Jerry Law will produce. Hirshon-Garfield is the agency.

Through the same agency it is announced that Edith Lances Bassieres also is readying its first radio advertising campaign, a series of five-minute programs to be aired in Detroit, Chicago, Los Angeles and Dallas.

**Cecil Mack**

Richard C. McPherson, Negro song writer, professionally known as Cecil Mack, who composed, "Please Go 'Way and Let Me Sleep" died Tuesday at his home in New York City. He was 60 years old.

**NEW BUSINESS**

**WHEB**, Portsmouth, N. H.: Syl-  
 vania Electric Products, Inc., Dover,  
 N. H., 21 announcements weekly, 26  
 weeks, direct; Fairmount Hotel, York  
 Beach, Me., six announcements week-  
 ly, 13 weeks, direct; Durkee-Mower,  
 Lynn, Mass., three announcements  
 weekly, 26 weeks; Scott Furriers, Bos-  
 ton, Mass., 76 announcements, four  
 weeks, direct; Clearweave Hoslery,  
 Boston, Mass., one quarter-hour week-  
 ly, 52 weeks; Ogunquit Playhouse,  
 Ogunquit, Me., three announcements  
 weekly, till forbid, direct; Salisbury  
 Beach Associates, Salisbury, Mass., six  
 announcements weekly, 12 weeks, di-  
 rect; Ralston-Purina, St. Louis, Mo.,  
 renewal of two quarter hours weekly,  
 52 weeks; Plough, Inc., Memphis,  
 Tenn. (St. Joseph Aspirin), renewal  
 of three announcements weekly, 11  
 weeks, through Lake-Spiro-Shurman,  
 Inc., Memphis, Tenn.; Plough, Inc.,  
 Memphis, Tenn. (Mexsana), renewal  
 of seven announcements weekly, 11  
 weeks, through Lake-Spiro-Shurman,  
 Inc., Memphis, Tenn.; Van Camp, Inc.,  
 Indianapolis, Ind. (Tenderoni), re-  
 newal of one quarter hour weekly,  
 approximately 13 weeks; Hotel Roose-  
 velt, New York, renewal of six an-  
 nouncements weekly, 13 weeks, Kelly-  
 Nason, Inc.

**New KBS Affiliates**

The Keystone Broadcasting System has added the following stations to its affiliated station list: WHBU, Anderson, Indiana, operating on a frequency of 250 watts—1,240 kilocycles; KXOX, Sweetwater, Texas, operating on a frequency of 250 watts—1,240 kilocycles; and KTSW, Emporia, Kansas, operating on a frequency of 250 watts—1,400 kilocycles.

**Chotzinoff's Tour**

Samuel Chotzinoff, manager of the NBC music division, leaves New York next Sunday for a three weeks tour of NBC branches for the purpose of making a survey of the local music scene in each division. First stop will be Hollywood. Upon his return journey, Chotzinoff will visit NBC studios in Denver, Chicago, Cleveland and Washington.

**Army Promotion**

Fort Benning, Ga.—Promotion of Wallace B. Ruggles, son of Mrs. C. G. Ruggles of San Francisco, Calif., to First Lieutenant was announced recently. Graduate of Galileo High School and student at the University of California, Wallace was a radio writer and producer for the National Broadcasting Co. and OWI prior to his entry into the Army.

**Honored**

Dr. Edward U. Condon, associate director of the Research Laboratories for the Westinghouse Electric and Manufacturing Company, has been elected to membership in the National Academy of Sciences, membership in which is based upon outstanding contribution to the field of science.

## Pitched Battle Set For Portable Biz

Chicago—Pitched battle for post-war business in portable radio transmitters is forecast as result of the successful use of "handie-talkies," "walkie-talkies" and pack transmitters at the Republican and Democratic National conventions here.

Already manufacturers have begun to beat the drum for their products with press releases, photographers and advertising schedules. NBC, however, found their pack transmitters, a two-man unit, perfect for crowd pickups and will continue to use this equipment until something more efficient comes along.

Wide usage of the portable units are forecast in the post-war period with many of the perfections now utilized by the Signal Corps available for commercial use. These sets, according to reports, will not alone be used in radio but will be used extensively by announcers covering outdoor and indoor sporting events.

And as the manufacturing battle looms, veteran "hams" point to the fact that a unit which they called the "trans-ceiver" was in use five years before the war. These hams regard the present equipment as the old unit with some refinements and question who controls the basic patents.

### Temporary Substitution

Due to wartime travel difficulties, Donald Voorhees has requested Robert Armbruster to conduct the Bell Symphonic orchestra when the Telephone Hour goes to the Pacific Coast for four consecutive broadcasts, beginning August 7 through the 28th. Guest artists to appear on these programs will be James Melton, Helen Traubel, Jascha Heifetz and Nelson Eddy. The Telephone Hour is heard Mondays at 9 p.m., EWT over NBC. N. W. Ayer is the agency.

### Joins WTOP Staff

The appointment of Claude Mahoney to the WTOP news staff, effective August 3, has been announced by Carl J. Burkland, general manager of Columbia's Washington station. For the past two years, Claude Mahoney has been heard in Washington over WMAL, from which he resigns August 2.



August 3

Ray Block                      Johannes Steel  
Paul Carson                    Rosemary Lyons Jones  
Gaylord Carter                John S. Young  
Robert Emmet Dolan  
Schaffer Goodrich

## COAST-TO-COAST

### —NEW YORK—

NEW YORK—WOR's news broadcaster Tro Harper was commissioned a 2nd Lieutenant in the U. S. Marine Corps Reserve; reporting to the Marine training base at Quantico, Va., August 17. . . WNEW's "Combat Correspondent" will observe the second anniversary of the American landing on Guadalcanal tonight at 9:45. . . WMCA's "This Is Our Town" Saturday afternoon at 1:45 will have discussion by Mortimer Ritter, principal of the Needle Trade H. S., about opportunities open to talented students in dress designing as a career. . . WNYC will air the first of series "Vacationing in New York" tomorrow afternoon at 1, with Betty Garde, musical comedy and dramatic player, the speaker.

### —CALIFORNIA—

OAKLAND—For a special War Bond promotion, record "auction" was conducted on "Record Collector" program over WROW. Listeners submitted "bids" by way of pledges to purchase bonds from the Home Interest Station in order to be given free their choice of collector's item recordings, both popular and classical. As high as \$50 was pledged to obtain a rare disc.

### —CANADA—

TORONTO—Popular programs of the Dominion network being recorded by CJBC and flown across the Atlantic for broadcast to invasion troops in France are: "Clary's Gazette," stag-party show with sportscaster Clary Settell; "Reminiscing," with original music of Russ Gerow and his orchestra and Joan Green, songstress; and "Latin-American Serenade," starring Don Miguel and his orchestra and Alys Robi.

### —NEW YORK—

TROY—Following changes in personnel were announced by WTRY vice-president and manager William A. Rippe: W. Woodbury Carter Jr., known more familiarly as Nick Carter, new assistant manager; Deac Rossell, WTRY's assistant program director, promoted to program director; and Ed Walker, WTRY staff announcer, handling publicity and promotion. . . With these announcements have come the release that Deac Rossell is father of a baby boy; and Nick Carter is vacationing for two weeks at Lake George.

### —OHIO—

CINCINNATI—Charles H. Kuertz, formerly sales representative for General Mills in the Cincinnati area, joined the WLW sales staff of specialty sales on August 1, working in the local and Northern Kentucky territory. . . MARION—Robert Mason, manager of WMRN, and his son Robert form the first father-son team at WMRN, with Junior a member of the engineering staff. . . STEUBENVILLE—Kieran Balfe, experienced Pittsburgh radioman, has joined the staff of WSTV; and another newcomer to WSTV is Dorothy Nelson to the office personnel.

### —PENNSYLVANIA—

PHILADELPHIA—WFIL's months-long search for a good hillbilly act to enter-

tain the metropolitan audience has culminated in signing of Jesse Rogers, "Texas Blue Yodeler," for a daily early morning program. He has been featured on the Don Lee, Columbia and Mutual networks. . . KYW's women's commentator Ruth Welles intends to visit her hometown, Rockford, Ill., for the first time in seven years during week of Aug. 6; before heading for Chicago on business trip.

### —NORTH CAROLINA—

ASHEVILLE—WWNC is mailing "Fact Folio No. 1," the two-color 3 3/4 by 5 inch folder that ties in with the current trade paper advertising campaign being run now and shows number of network programs, network quarter hours, number of net, national spot and local accounts and total active contracts on the station presently. . . RALEIGH—WPTF is airing daily spot announcements of special attractions offered at various civic centers followed by a "City Almanac," in cooperation with Department of Parks and Recreation. . . GREENSBORO—New voice on WBIG is Jerry Smith of Asheville, N. C., while oldtimer Gil Hutchinson, WBIG commercial chief is vacationing with his family in Virginia.

### —CONNECTICUT—

HARTFORD—Murray O'Neil, formerly with WTIC's commercial department, and now training at the United States Army Proving Grounds at Aberdeen, Maryland, was promoted to Lieutenant Colonel last Wednesday, July 26. On the same day, he became the father of a baby girl. He joined the Army in December of 1940 as First Lieutenant.

### —GEORGIA—

ATLANTA—Miriam Dixon, assistant to Fred Bell, chief mogul of the Atlanta Katz Advertising (National Representatives), has been hospitalized, having undergone a major operation a little while ago.

### —INDIANA—

FORT WAYNE—Newcomer to WOWO announcing staff is Dave Lee, formerly of WRJN, Racine, Wisconsin; while veteran newscaster Fred Holt returned to the mike after a siege of the flu. . . Another veteran of WOWO, Madge Roemer, continuity writer, was hostess recently for the annual picnic of WOWO-WGL.

### —IOWA—

DES MOINES—New additions at KRNT and KSO are: Charles Mowat, formerly on New York stage and film player in Hollywood, to the announcing staff; and R. J. Nash, ex-manager of WBRW, Welch, West Virginia, to the news and announcing staffs. . . As another staffer of KRNT and KSO, Don Miller of the news department, has reported for service with the U. S. Marines.

### —LOUISIANA—

NEW ORLEANS—WWL music director Irving "Pinky" Vidacovich has returned to his duties at WWL after two weeks of vacation and another seven days of illness. He is also the popular emcee of "Dawn Busters" program heard over WWL each morning, six days a week.

## ET Firms Mark T As Decca Profit

(Continued from Page 1)  
this year while the other companies have confined their records to re-issues.

The net profit of Decca Inc. for the first half year was \$504,620 (unaudited) a vision of \$613,141 for all income and excess profits accordance with 1943 tax law amount is equal to \$1.30 per share, 388,325 shares of capital stock standing at June 30, 1944. . . Decca's net profit of \$428,000 to \$1.10 a share on the same number of shares outstanding during similar period of 1943.

### Bob Bright Fete

Paterson—Three hundred men and women representative members of the "Briteliter" from five states, New York, New Jersey, Connecticut, Pennsylvania and Delaware, tendered Bob Bright, WPAT disc jockey, a dinner-tin's Hawaiian Paradise last night, July 28, which the local club had designated as "Bob Bright Nite" in their honor. This occasion was begun six months ago, several of the "bobby sox" admirers the youthful Southerner's presentation of his 3 to 4:30 p.m. musical program on WPAT, "Bright's Bandstand." The fete has served as a morale builder for the soldiers here and in the areas abroad.

### Release News Progr

Frederic W. Ziv Co. has announced for individual city sponsorship by "Washington Views and Interviews" conducted by Barnet Nover of the Washington "Post" and featuring an outstanding list of guests. Interviews accorded any time show. Democratic vice-presidential nominee Sen. Harry Truman head the list. The 15-minute show will have Barnet Nover view his opinions on national and international news and then allow his guests to discuss for their own discussions.

### KPHO Joins Blue

Effective August 15, station KPHO, Phoenix, Arizona, will become affiliated with the Blue Network. The addition of KPHO will increase the total number of Blue Network affiliates to 195. Owned by Phoenix Broadcasting, Inc., KPHO operates full time with 250 watts power, frequency of 1,230 kilocycles. Hix is the manager.

### A 4-F FEMALE But An A-1 Writer

An allergy makes the West Coast necessary for successful radio and television writer-producer. 5 years experience: network dramatic, guest quiz, etc. Box 853, Radio Daily, Broadway, New York City.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 24

NEW YORK, N. Y., FRIDAY, AUGUST 4, 1944

TEN CENTS

## New Tele Network Plans

### Chicago Meeting Necessity—Ryan

Chicago Bureau, RADIO DAILY  
Washington—Apparently stung by the fact that both within and without the association could be held in the face of requests from the ODT that conventions be called off, President Harold Ryan said yesterday that a Chicago meet is necessary for the radio's continuing wartime work. "The tremendous technical development of radio in recent years," said Ryan, "has created prob-

Continued on Page 6)

### Myers Co., Set Sked Half Hour Web Shows

The resumption of their fall winter broadcasting schedule with Bristol Myers Company, the five half-hour evening shows of the networks, three on NBC and one on the Blue.

On September 15, the Ed "Duffy's Tavern" show, formerly on the Blue, will be switched to NBC.

Continued on Page 3)

### IBM" Organization To Aid Press and Radio

Washington Bureau, RADIO DAILY  
A new non-combatant organization bearing its own uniform, is expected to join the British Empire's overseas theaters of war for the front on Europe and the Far East.

Known as "Telcom" and composed of men and women from various fields.

Continued on Page 6)

### Annah In Lunnon

Annah has been received here from the South Shore arrived in London earlier this week, it being her first trip overseas to entertain serenades and in fact, her first trip to the U. S. Her destination is unknown to her until the plane lands an hour out of New York. Other artists she will make a week-long tour of European cities.

### Padway Too Busy

Washington — Another full day was lost yesterday in the WLB consideration of the AFM strike against KTSP, Minneapolis, as the AFM counsel, Joseph A. Padway, phoned from Milwaukee to say that he was conferring with strike leaders there and will have a report for the board today. It was not known here whether Padway intends to return to Washington or will telephone again from Milwaukee today.

### Gillette Sets Mutual For Fight Each Week

New pact between Gillette Safety Razor Co. and Mutual, calls for a commercial broadcast of a prize fight every Friday night at 10 p.m., EWT throughout the year. Prior to this arrangement, the agreement called for a minimum of 26 fights a year. Most of the bouts are expected to originate from Madison Square Garden. Blow-by-blow descriptions will be broadcast.

Continued on Page 2)

### Franco—Winner Address 15th Television Seminar

Fifteenth in the series of Television Seminars conducted by the Radio Executives Club of New York, last night heard Carlos Franco, speak on "Selling the Public On Television," and Lewis Winner, on "Public and Press Relations of the Television Industry."

Continued on Page 6)

## NAB Code Fair To Labor, Says Ryan, Answering CIO

### Telepathic Test in Music For Dunninger Program

As a special telepathic test for Dunninger on his program over Blue Network, Wednesday night, August 9 at 9, Nick Kenny, radio editor of the Blue Network.

Continued on Page 3)

### FCC Approval Asked For Web Linking Washington, N. Y. C., Schenectady; G. E. And I. B. M. Participants

### G.E.-IBM 'Boosters' Out Of A.T.&T. Range

Washington Bureau, RADIO DAILY  
Washington—Joint general electric and international business machines plan for experimenting in tele and FM relay involves use of extremely wide bands which will permit simultaneous transmission of two tele programs in each direction as well as FM, facsimile and business printer copy. The six bands, each 60 megacycles wide, will be between 1,900,000 and 2,000,000.

Continued on Page 3)

### Radio Advises Montreal Of Transportation Tieup

Montreal—Radio brought citizens of Montreal definite news this morning that a strike of Montreal Tramways Co. conductor motormen and bus drivers went into effect at 2:00 p.m.

Continued on Page 2)

### NBC Sets Daily Pickups From Normandy Fronts

Augmenting its news coverage of the armed forces NBC has scheduled daily pickups from the Normandy battle zones, Adolph Schneider, acting director.

Continued on Page 2)

Plans to construct a chain of experimental radio relay stations linking Washington, New York and Schenectady are being worked out by General Electric and the International Business Machine Corporation subject to the approval of the Federal Communications Commission, RADIO DAILY learned yesterday;

Continued on Page 3)

### CBC-Chairman Move Draws Commons Fire

Montreal—Hon. L. R. LaFleche, War Services Minister, moving a resolution in the Canadian House of Commons this week amending the Broadcasting Act to provide a full-time, salaried chairman of CBC, said he was of the opinion that some of CBC's troubles in the past had resulted because the chairman was not available at all times. Asked for an opinion.

Continued on Page 6)

### Press-Radio Sports Writers Here For Boy's Ball Game

Twenty-eight of the nation's top flight sports writers, many of whom are regional radio sports commentators as well, are in New York as guests of the press.

Continued on Page 4)

### Lost And Found

Johnny Morgan, star of CBS' "Showtime," gave a too realistic performance last Monday night. Seems Morgan's scrippler filled the time full of gags around somebody in the cast losing a wallet. And before 11 p.m., EWT, it was "found." Came Tuesday's mail, and Morgan received the following: "Lost wallet at 168th and Amsterdam Ave. Please return."

11.97% of Massachusetts' retail sales are concentrated within WLAB's daytime primary coverage area. Advt.

WLAB's 5000 watts . . . plus CBS shows . . . make it the popular outlet North of Boston. Advt.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Thursday, August 3)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 <sup>5</sup> / <sub>8</sub>	163 <sup>3</sup> / <sub>8</sub>	163 <sup>3</sup> / <sub>8</sub>	
CBS A	31 <sup>1</sup> / <sub>4</sub>	31	31	
CBS B	31	31	31	+ 1/4
Cresley Corp.	22 <sup>3</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>4</sub>	- 1/8
Farnsworth T. & R.	13	12 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	- 1/2
Gen. Electric	37 <sup>3</sup> / <sub>4</sub>	37 <sup>3</sup> / <sub>4</sub>	37 <sup>3</sup> / <sub>4</sub>	+ 1/2
Phi'co	34 <sup>5</sup> / <sub>8</sub>	33 <sup>3</sup> / <sub>8</sub>	33 <sup>3</sup> / <sub>8</sub>	- 5/8
RCA Common	10 <sup>3</sup> / <sub>8</sub>	10 <sup>1</sup> / <sub>4</sub>	10 <sup>3</sup> / <sub>8</sub>	+ 1/2
RCA First Pfd.	76 <sup>1</sup> / <sub>2</sub>	76 <sup>1</sup> / <sub>2</sub>	76 <sup>1</sup> / <sub>2</sub>	+ 1/4
Stewart-Warner	16	15 <sup>3</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>	- 1/2
Westinghouse	103	102 <sup>3</sup> / <sub>4</sub>	102 <sup>3</sup> / <sub>4</sub>	- 1/8
Zenith Radio	41 <sup>3</sup> / <sub>4</sub>	41 <sup>1</sup> / <sub>4</sub>	41 <sup>1</sup> / <sub>4</sub>	- 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 <sup>3</sup> / <sub>4</sub>	28 <sup>1</sup> / <sub>2</sub>	28 <sup>1</sup> / <sub>2</sub>	- 1/2
Nat. Union Radio	6 <sup>3</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>4</sub>	

## OVER THE COUNTER

Stromberg-Carlson	Bid	Asked
WCAO (Baltimore)	15 <sup>3</sup> / <sub>4</sub>	16 <sup>3</sup> / <sub>4</sub>
WJR (Detroit)	21 <sup>1</sup> / <sub>2</sub>	37

## Authors Book

Tom Treanor, recently-added NBC correspondent covering the invasion, has authored the book "One Damn Thing After Another" which has been published by Doubleday Doran this week.

# 20 YEARS AGO TODAY

(August 4, 1924)

According to yesterday's New York "Times," the rise of radio is creating new church problems. Rev. Wilbur Caswell, of St. Thomas's, says clergymen complain that radio is stealing some of their hearers. In the opinion of Rev. William B. Miller, Secretary of the N. Y. Federation of Churches, radio is beneficial to religion. The Catholic Church is reported not to oppose radio, regarding it as a great scientific achievement. E. H. Felix of station WEAJ believes that radio spells the death of long-winded sermons and that it will improve radio as a "sales product."

# Coming and Going

**WILLIAM S. HEDGES**, vice-president of NBC in charge of stations; **EASTON C. WOOLLEY**, assistant to Hedges; **SHELDON B. HICKOX, JR.**, manager of station relations, and **ELMORE C. LYFORD**, of the station relations department, go down to Trenton today to attend the ceremonies which will salute WTTM's affiliation with the network.

**JOSEPH B. CARRIGAN**, president of WKFT, Wichita Falls outlet of CBS, who has been visiting in New York at network headquarters, has been called home to Texas because of the death of his father.

**C. W. BAKER**, station manager and chief engineer of KLPM, Minot, N. D., was a visitor yesterday at the headquarters of the outlet's national reps.

**BEATRICE KAYE** and **MARY BALLON**, her manager, left yesterday for Hollywood, where the vocalist has a role in the forthcoming film based on Billy Rose's Diamond Horseshoe.

**WYTHE WALKER**, of the Walker Company, national station representatives, is expected today from Chicago and the west. With his arrival, **FRED LAKE**, of the New York office, ceases for two care-free weeks at Nantucket.

**ERADLEY ERICKSON**, radio director of Procter & Gamble, who has been in town for several days, leaves today for his post in Cincinnati.

**TED FIO RITO** and the members of his band are in St. Louis for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network from the Jefferson Hotel as a salute to the U. S. Coast Guard.

## NBC Sets Daily Pickups From Normandy Fronts

(Continued from Page 1)  
ing head of NBC News and Special Events, announced yesterday. The broadcasts will be heard Mondays through Saturdays during the 8:45-9:00 a.m., EWT, news period and on Sundays, 4:55-5:00 p.m., EWT.

## Gillette Sets Mutual For Fight Each Week

(Continued from Page 1)  
by Don Dunphy and Bill Corum. The Don Lee network will carry a playback of the broadcasts every Friday night at 8 p.m., PWT.

## RCA Six Months' Net Down

Recent report of the net income for the first half year of 1944 for Radio Corp. of America and subsidiaries amounted to \$4,440,214, equal to 21 cents a common share, compared with \$4,918,794, or 24 cents a share in the same period of 1943. The second quarter of 1944 was \$2,038,980, or nine cents a share, against \$2,323,883, or 11 cents a share in the 1943 quarter. Half-year gross increased from \$141,001,336 last year to \$156,166,600.

## MBS Fetes Nichols, Franke

Leslie Nichols, in Cairo for seven years, and Ed Franke, first technician to return from the Normandy battlefield since D-Day, will be guests of honor at a luncheon to be given them by Mutual today at the Netherland Room of the Sherry-Netherland Hotel.

**JUDY CORTADA**, erudite trade news editor of the Blue Network, who has been brushing up on her Joseph Conrad and sea chanteys during the past month, shoves off at eight bells tonight for Camden, Maine, where she will ship aboard a romantic old windjammer to spend two weeks before the mast.

**TOM KELLEHER**, recording director of WOR, who returned recently from the Coast, left yesterday for Washington, D. C., where he will confer with Robert Moolman, representative from the Union of South Africa.

**DIETRICH DIRKS**, general manager of KTRI, Sioux City, Iowa, in town on NAB business and for conferences with the national representatives of the station.

**RUSH HUGHES**, disk emcee at KWK, St. Louis, is back with his mike and records following a vacation spent in the Canadian woods.

**MURRAY BOLEN**, head of the Hollywood office of Compton Advertising, Inc., is in Gotham on an extended stay.

**JACK WILLIAMS**, president of WAYX, Waycross, Ga., left yesterday for the home offices after having been in New York for a few days on business.

**FAY E. BIGGS**, publicity director of WPTF, Raleigh, N. C., has returned from Washington, D. C., where she greeted old friends and made new ones at WRC.

**JEAN COLLINS**, vocalist heard on NBC, opens an engagement today at the Atlantic City Theater.

## Radio Advises Montreal Of Transportation Tieup

(Continued from Page 1)  
a.m. When most people retired for the night there was still hope that the dispute called to establish the principles of a closed CIO shop might be settled but citizens slept uneasily, awoke early and turning on their radio sets heard the bad news which thus reached them ahead of belated delivery of morning newspapers. Most people walked to work but motorists gave lifts where possible. Business was badly disrupted by late arrival of staffs.

## Post-war Planning Session Slated For Commodore

A post-war planning meeting and smoker for all metropolitan New York, northern New Jersey and Fairfield County radio, tele, refrigeration and electrical appliance dealers will be held in the grand ballroom of the Hotel Commodore, Aug. 16, at 8:30 p.m. Many of the post-war models will be on display and several prominent manufacturers will reveal their plans for the post-war period.

## Olsen's 'Rumpus Room' On Blue

Johnny Olsen's "Rumpus Room," recording-audience participation show, will be heard over the Blue Network five times a week, 12:05 to 12:30 p.m., Monday through Friday, beginning August 7. Olsen, who originated the "Rumpus Room" at WTMJ in Milwaukee, is a staff announcer on the Blue.



# Buoys get out line, too

Yes, those channel markers to be checked time and time again.

There's a tip for radio time buyers in that Coast Guard service. We did you last check the facts directed your time buying in Baltimore?

The channel has shifted direction here. To find out how to get most results for the dollar you spend for a client . . . you need some channel markers.

They are available. Down black and white. We'll be glad to show them to you—any time.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-ROBERTS

## Network Planned Link Eastern Cities

(Continued from Page 1)

Proposed relay stations will be used to carry as many as three quality television programs at a time and will also be used for carrying business documents from one city entirely through the use of video.

Part of the application for permission to construct and operate such stations came from FCC in Washington yesterday. In New York, Wallemmon, general manager of the GE type division of International Business Machine Corporation, will explain that this is not a purely new idea, but an augmentation of the pioneering that was done at the New York World's Fair in 1939. During that period, IBM carried business documents from the building at 57th Street and Avenue, New York, to the grounds. At an ultra high frequency radio type machine was used to send 300,000 words a week,

### E. Developing Plans

Working prints for the collaboration between G-E and IBM are still in the sketching stages, consequently Lemmon said he couldn't elaborate further. However, he did divulge that he will take complete charge of the experimental project, which will include development of relays and other apparatus for the future.

### Post-War Venture

The experimental network is projected for post-war, Lemmon said, and he pointed out that it perhaps marks the first stages of an eventual extension throughout the country, and is designed to connect terminal printing machines of many different organizations.

Proposed stations will be, if approved by the FCC, of the type known as "Class 2," or experimental, used for relaying messages.

Lemmon said the relay stations, except for terminal depots in large cities, could be installed atop high buildings about 30 miles apart. The type desired are in the very high frequency channels, six bands in all, with at least 20 megacycles wide, which would be as wide as the ordinary present-day television channels.

### Other Companies Interested

It is also known that RCA, Philco and Bell Telephone Company are experimenting with radio relays and the entrance of G.E. and IBM into the field may result in a competitive post-war development of television via the relay stations. Coaxial cables, too, is regarded as a possible transmission solution for television. However some experts believe that the relays or stations will be less expensive than the development of regional televisions.

## ★ AGENCY NEWSCAST ★

**DOHERTY, CLIFFORD** and **SHENFIELD, INC.**, has announced the appointment of Helen Wilbur as radio time buyer. Miss Wilbur formerly was with Pedlar, Ryan and Lusk, where she served in the same capacity for five and one half years. Prior to that, she had been with the New York "Times."

**ARTHUR LINGE** has joined the media department of Benton & Bowles, Inc., it has been announced by Clarence B. Goshorn, agency head. For the past several years Linge has been head of the media department of the Wendell P. Colton Company.

**ALLEN & REYNOLDS, INC.**, Omaha, Nebraska, has been elected to membership in the American Association of Advertising Agencies, as has Kane Advertising, Bloomington,

### Bristol-Myers Co., Set Sked Of Half Hour Web Shows

(Continued from Page 1)

the 8:30-9:00 p.m. Friday spot on NBC.

The Eddie Cantor "Time to Smile" show will return to its regular place 9:00-9:30 p.m. Wednesday on NBC. This will be followed on the same network 9:30-10:00 p.m. by "Mr. District Attorney."

Two new Bristol-Myers shows will appear on the Blue from 8:00 to 9:00 p.m. on Tuesdays. One of these will be the Alan Young show, currently being aired as a summer replacement for the Cantor show on Wednesday night over NBC. The second Blue show will follow on the same evening from 9:00 to 9:00 p.m.

"We are, of course, firm believers in the efficacy of radio as an advertising medium for our products," said Lee H. Bristol, vice-president of Bristol-Myers, in discussing the new lineup. "We have been on the air constantly since the days of the 'Ipana Troubadors' back in 1925 and we value the franchises we have built up. We shall use the radio to advertise Sal Hepatica, Ipana, Trushay, Vitalis, Mum, Minit-Rub, and Ingram's Shaving Cream."

### Tele Workshop Presents Thriller Sunday on WABD

"Crime in the Clubhouse," one act play by Hal D. Stewart, is the second of a series of video dramas that will be presented by the Television Workshop over WABD-Du Mont this Sunday, August 6. The play will be produced by Tony Ferreira and staged by Sanford Meisner, with Irwin A. Shane, executive director of the Workshop, directing for tele.

The Television Workshop includes in its cast the following radio and Broadway players: Mason Adams, Bill Browder, Robert Harris, Jack Bittner, Donald Keyes and Ross Matthews.

**NATIONAL REPRESENTATION** of station KECA, Los Angeles, has been taken over by Blue Spot Sales effective August 1, the date on which the Blue Network formally acquired the station, it has been announced by Murray B. Grabhorn, national manager of Blue web's Spot Sales. Coincident with the taking over of KECA, Blue Spot Sales has opened an office in San Francisco with Lewis Lacey, widely known in advertising circles in the Bay area, placed in charge.

**DAVID CHRISTIANSON** joins the merchandising department of Compton Advertising in an executive capacity. He comes to Compton from the S. M. News Company where he held the position of merchandising manager. Prior to that, he was president of the Audit Bureau of Sales, Inc.

### Telepathic Test in Music For Dunninger Program

(Continued from Page 1)

New York "Daily Mirror," will write a song and will leave the Master Mentalist to ascertain the words and the exact notes of the music. If Dunninger gets the song, Dick Todd, youthful baritone, will sing it. Appearing as judges with Kenny and Todd is "Aunt Daisey" Bashem, radio commentator from New Zealand. Dunninger's programs are sponsored by Kem-Tone.

### Renewal And New Biz Reported By WOR Staff

WOR sales department has announced one renewal and two new contracts. The renewal is that of General Motors' employee program "Victory Is Our Business" with Quentin Reynolds as emcee, for another 13 weeks. Campbell-Ewald Co. Inc. handled the account with John Shelton of WOR's Western office as account executive.

The new agreements include the sponsorship by the Can Mfg. Institute of Martha Deane's women's program on August 7 for 39 weeks handled through Benton & Bowles Inc., and WOR account executive George Schmidt; and the United Wallpaper Factories Inc., for their products, for Bessie Beatty's program, effective August 15, for another 39 weeks. MacFarland, Aveyard and Co., of Chicago, handled the account with Gene McCarthy as the WOR account executive.

### Stork News

Robert Swezey, secretary and legal counsel, is the father of a third child a boy, born last Thursday at the Lenox Hill Hospital. He has been named William Denny Brereton Swezey. Swezey's other children are Bob, Jr., five, and Maria, two. He is with the Blue Network.

## G.E.-IBM 'Boosters' Out Of A.T.&T. Range

(Continued from Page 1)

and 2,300,000 kilocycles. Twelve bands from 11 to 23 megacycles wide were assigned to the American Telephone and Telegraph Company in June, for experimental work along the same line.

A. T. & T. plans operating in much higher frequencies, however, with the assignments ranging from 1,914,000 to 12,511,250 kilocycles.

The Commission has not yet acted upon the GE-IBM application, but it is expected that it will permit the experimentation, with a proviso as in the case of A. T. & T. that no commercial carrying be accepted on these facilities.

GE has applied for eight transmitters, of which six will be located at New Scotland, New York, a suburb of Schenectady, and two in Schenectady itself. Facilities of the GE tele station WRGB will be used extensively in the development of these boosting testers.

IBM seeks nine transmitters—six to be located in New York and three in Washington. Initial research will be confined to the New York-Schenectady link, however. Expansion to the west is proposed for after the war.

Plans call for thorough study on relay for all types of radio service, with relay stations probably to go up at intervals of about 28 or 30 miles.

### Mutual Add Three Outlets Making 232 Affiliates

Mutual network with the acquisition of three additional stations, will have 232 affiliates. One of the new outlets is WGA, Gainesville, Ga., operating on 1,240 kc. and 250 watts power. This station joined this week as a full time affiliate.

KTHT, Houston, Texas, and KLUF, Galveston, join the network on Sept. 1. Both have 250 watts power, with the former on 1,230 kc. and the latter 1,400.

### To Direct Pageant

Hu Chain, former production director of radio for the Wm. H. Weintraub agency, and now head of his own organization, has been named the associate producer of the Weirton Steel Mills pageant which takes place in West Virginia, Sept. 3. The Mutual network carried a portion of this production over the entire web last year, and is expected to duplicate the presentation. Chain will operate in cooperation with Adelle Nathan and Blevins Davis, the executive producers of the pageant.

### Joins "Quiz Kids" Show

Chicago—Floyd Gardner, 14-year-old Chicagoan, now working on a farm, will make use of his profound knowledge of radio, electronics and electricity as a member of the "Quiz Kids" beginning Sunday, August 6, at 7:30 p.m., EWT, over WJZ-Blue.

LOS ANGELES

By RALPH WILK

OVERHEARD in Brown Derby by Les Tremayne: "Wearing clothes like that, it's no wonder she's been in all the best places."

E. C. Edwards, Universal Microphone Co. factory representative at Cleveland for Ohio, Kentucky and West Virginia made his annual trip to the home office in Inglewood (Calif.) the last two weeks of July. He was present July 26 at the Army and Navy "E" award ceremonies to the employees of the plant.

Bill Goodwin, announcer-actor on the Gracie Fields Sunday night show over NBC-KFI, is making one of the most unique training films to date, a short for fliers destined for Arctic duty, showing them how to make faces to prevent the exposed features from freezing if forced down in sub-zero regions.

One of Bob Crosby's final stints before reporting to the Marines was to make a dozen home recordings of the Gannon-Kent tune "Come Rain, Come Shine" to send former members of his band now in the South Pacific.

Three has always been "Cookie" Fairchild's favorite number. He originated the first piano trio; he was in London for three years during which he won great musical acclaim; now he has been signed to a Universal contract based on his triple qualifications to be musical director, voice coach and composer. Currently he is scoring the film "In Society."

Carnegie-Upton Close Renewed Over MBS Web

Upton Close and Dale Carnegie, have been renewed by their respective sponsors over Mutual, the former effective August 27, for 52 weeks, by Lumbermen's Casualty Insurance Co. Leo Burnett & Co. is the agency.

Carnegie is renewed by Frank W. Lee Co. hat makers, effective Sept. 7, for 52 weeks. Agency is Castleman, Birmingham & Pierce.

CBS Pays 40c Dividend On Class A & B Stock

The Board of Directors of CBS has declared a cash dividend of 40 cents per share on the present Class A and Class B stock of \$2.50 par value. The dividend is payable September 1, 1944 to stockholders of record at the close of business on August 18, 1944.

'Iced Coffee' Guestings

Constance Moore, Republic Pictures actress, is among the guests scheduled to appear on Charlie Ruggles' "Maxwell House Iced Coffee Time," CBS, this evening, at 8 p.m. EWT. Others are Jack Gilford, of the Hollywood stage production "Meet the People" and Vera Vague. Benton & Bowles is the agency.



Windy City Wordage!

Marian and Jim Jordan (Fibber McGee and Molly), old friends, before they left Monday for California with a new four-year contract from their wax sponsor tucked in their collective pocket, that they were interested in further motion picture work as a preparatory school for the forthcoming television era.

Chicago

Fibber revealed that both he and the missus were actively interested in video and were making plans to train themselves for it. Their new four-year pact, incidentally, coming as it does a year before the termination date of their present one, may very well carry their program into the era of television. It does carry Fibber and Molly well into their second decade for the same sponsor, who first put them on the NBC airwaves from Chicago in April, 1935. Jackie Kelk, the Homer of the Aldrich Family, begins a week's engagement at the Oriental Theater today. Mr. and Mrs. Frank Bering (he's the well-known hotel man and she is the former Chicago radio actress and now a Red Cross worker) were host and hostess at a luncheon Tuesday in the Pump Room of the Ambassador East for George Burns and Gracie Allen, who were in town on their way from New York back to California. Gracie has signed with NANA to write a daily syndicated column. Shep Chartoc, WBBM space-grabber, is back from Gotham, unchanged by the big city. Ade Hult, Mutual's western sales manager, and Carl Haverlin, station relations manager for the network, attended the recent meeting of the North Central Broadcasting System in Walker, Minn.

Newest comer to NBC's Ma Perkins cast is the kind-hearted Judge Brooks, with veteran William Green in the role. Sherman H. Dryer, producer of the Thursday night WGN-Mutual series, "The Human Adventure," dramatized the Einstein theory several months ago. So terrific was the response to the broadcast that he is planning a repeat on Aug. 17. One of the letters Dryer received was from a staff sergeant in Australia asking for a copy of the script. He reported that he and his buddies were interested in Einstein but had been unable to hear the broadcast "down under." Urban Johnson, WBBM sound effects chief, leaves Sunday for a three-week respite at Delavan Lake, Wisconsin. Highest ranking officer in the armed forces from the NBC Central Division is Lt. Col. Frederic C. Shidel, an engineer, who is attached to the supreme headquarters Allied expeditionary force. Parks Johnson will air his Vox Pop CBS show Monday night from the American Can Company's Amertorp plant in Forest Park, Ill. ("Torpedo Town"), the largest armament factory in the western hemisphere devoted to the production of torpedoes. Breakfast Club emcee Don McNeill will be Parks' guest co-interviewer, pinch-hitting for vacationing Warren Hull.

NBC is boasting that its commentator, Alex Dreier, has batted over .800 in 18 months of prophesying. The net claims Dreier has been right 82 per cent of the time as prognosticator, his most sensational bull's-eye being his prediction a week before it happened that an attempt would be made on Fuehrer Hitler. After that one a fan who could restrain himself no longer wrote that he had kept a record of the commentator's forecasts over the past year and a half and that he (Dreier) had called the turn 82 per cent of the time. Jack Brickhouse, WGN newscaster-announcer, and tenor Wayne Van Dyne, are among the first members of the WGN staff to make regular appearances on a television station. They each appear once a week on WBKB, Chicago. Only score on which NBC concedes a point to CBS in the matter of preparedness for coverage of the political conventions is the fact that the latter net had its own coke dispensing machine.

Remember Pearl Harbor

SOUTHWEST

HALF hour of nightly news under way next week with the first quarter hour by Corwin Riddell and his 10 p.m. cast followed by another 15 of commentary by John W. 10:15 with his "Analysis News."

A recording made by respondents Lt. Larry Ha Technician Keene Hepburn the invasion of Saipan is scheduled for broadcast on KTSA. This is being heard in behavior San Antonio Blood Donor Col. Howard L. Landers, U.S. (retired), WOAI commentary is heard over the Texas Q work twice a week, has now his syllabus to volunteer his to those in the large military hospitals in and around San Antonio doing a series of articles. War Expert Views the New publication in the Brooke Hospital "Blubonner Broad" monthly publication. Wildro Tonic sponsors his bi-weekly periods on WOAI.

Dress-Radio Sports Here For Boy's Ball

(Continued from Page 11) courts of youthful baseball players will participate in the Esquel American Boys baseball game at Polo Grounds on Monday. The which will be broadcast by the Network, brings together the sandlot players gathered in parts of the nation.

Among the sports writers in the game are: Omaha—Florence Omaha World Herald; Des Moines—Sec Taylor, Des Moines Register; Cheyenne—Abe Krash, Wyoming; Los Angeles—Braven Los Angeles Times; Portland—Bertz Portland Journal; Minneapolis—Dick Cullum, Minneapolis; Oklahoma City—Hal Middleton Daily Oklahoman; San Francisco—Bill Leiser, San Francisco Chronicle; Seattle—Royal Brougham Seattle Intelligencer; Denver—Chester son, Rocky Mountain News; Jere Hayes, Times Herald; Rock—Orville Henry, Arkansas Gazette; Kansas City—Clive F. Bride, Kansas City Star; St. Louis—Ed Wray, St. Louis Post Dispatch; Also: Cincinnati—Nixon Cincinnati Times-Star; Birmingham—Zipp Newman, Birmingham; New Orleans—Fred Digby, New Orleans Item; Nashville—Ray Johnson, Nashville Tennessean; Memphis—Wilson Murrah, Memphis Commercial Appeal; Detroit—Dale Ford, Detroit Free Press; Pittsburgh—Chester Smith, Pittsburgh; Charlotte, N. C.—Jake Wade, Charlotte Observer; Atlanta—Ed Atlanta Journal; Philadelphia—Philadelphia Inquirer; Columbus, O.—Bob Hooey, Ohio Journal; Chicago—Clark Shady, Jr., Chicago Daily News.

PROGRAM REVIEWS

STORIES FROM LIFE

Sustaining  
 Mon. Through Fri.,  
 3:3:15 p.m., EWT  
 Produced in cooperation with  
 Hillman Periodicals  
 Mary Rollins, executive editor of  
 women's group  
 Writer: Frank Daum  
 Director: Joe Ripley  
 Narrator: Frank Lovejoy

new series, produced by Mutual in cooperation with Hillman Periodicals, has something new to offer a sponsor who is quick to recognize the merchandising possibilities of a five-times-a-week program. This is what it is.

Instead of the usual soap opera that tells the women along from day to day for weeks and usually years, Real Life sets a precedent by telling a complete story during the allotted 15 minutes. Some will argue that a venture may cause the program to fluctuate in suspense angle is lost in the dispersion of serializations. Our guess is that the women will be happier; and for Dr. Paul Field's interest (he's the radio director of Columbia U) and the women who have given up the great Mutual's feminine listeners will find a story in one episode rather than a matinee worshippers. Yes, the matinee worshippers are convinced by a program's content could be completely contented with this format. It's a guess that such contentment is the purpose of the commercial.

The first story of this series was "Selfish For Love." Packed with plot, it told the story of a young man who wants to get into the Air Force but can't because he's obliged to continue in his civilian occupation in order to keep his folks in bread and shelter. Complications arise when a young, pretty girl comes into the scene. When he realizes she's in love with him, he decides to marry her for the sake of relieving himself of his obligatory burden. The proverbial plot thickens with exaggerated misunderstandings, which a death can mend. Of course, the inevitable death takes place—which is in the inevitable reconciliation of the young couple. However, it's what the American hausfrau and it's what this program

Frank Lovejoy, who plays the narrative and young man who's "too selfish for love," has the voice and the technique for putting across this particular semi-juvenile role. We'd also throw a corsage in Jay Meredith's direction, too. Joe Ripley's direction was good, and particularly so when one realizes that he was undeciphered by the lack of music as part of the program. Scripter Frank Daum provided a concise piece of writing for the production. It looks like a good start.

NAB Code Fair To Labor,  
 Says Ryan, Answering CIO

(Continued from Page 1)

the CIO Political Action Committee, which termed the NAB Code outmoded. In a handbook on use of radio for political purposes the PAC urged the ignoring of the Code and said most broadcasters pay little attention to it anyhow.

Ryan called upon broadcasters to keep in their own hands responsibility as to what goes on the air. "Doubtless all station managers are by now familiar with the critical comment on the NAB Code contained in the radio handbook issued by the CIO," said Ryan, and added, "The decision as to what material is broadcast over the air must rest with someone. Congress placed this responsibility directly upon the licensee of the radio station. This responsibility cannot be shared with anyone whether it be the CIO or any other individual or organization.

"To act as a guide in solving the many problems that naturally arise in the exercise of this responsibility, the broadcasters of the country, through the NAB, have adopted a Code. This Code may not be perfect, but it is an honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest. In intent and in practical application the Code assures labor a fair allocation of radio time. It is the result of many years of experience by the broadcasters in meeting conflicting demands. The association has a Code Committee which is constantly giving attention to matters arising under its provision. Thus additions or deletions may be made from time to time as circumstances may seem to dictate. This

gives flexibility to the NAB's Code. "Without the guiding hand of the Code chaos would result. There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code."

The CIO handbook is written as a primer to inform union groups of their rights regarding radio time, and the best and most effective ways to use radio. Labor has not yet taken full advantage of radio, it says, although "radio has done marvels for business, radio has done marvels in offering the people good entertainment, radio has been wonderful in bringing good music and plays to the people, radio has become a great educational force. Radio is making a great contribution both on the home front and the fighting front to help us win the war."

Then follows a discussion of license rights and responsibilities. PAC will aid in fighting unjust censorship, it says, and will demand time to answer anti-labor programs both on the nets and on local stations.

Discussing the Code, CIO says it is a "private document put out by some broadcasters, and has no standing whatever in law or before the FCC; indeed, it may be seriously questioned under the anti-trust laws. This Code contains many provisions which violate the most fundamental rights of free speech, and in practice the Code has become a dead letter—except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air."

General Foods Sponsors  
 "Hop Harrigan" On Blue

General Foods, Inc., will present "Hop Harrigan" on the Blue Network beginning Oct. 2. The juvenile adventure serial will be heard Monday through Friday from 4:45 to 5 p.m., EWT, with repeats for the Central, Mountain and Western time zones, on the complete Blue daytime network of 190 stations. Young & Rubicam, New York, is the agency. Now heard on a sustaining basis at 6 p.m., EWT, "Hop Harrigan" will move to 4:45 p.m., EWT, on August 7.

WNEW To Air Gershwin  
 Songs On Musical Program

George Gershwin's compositions from his "Porgy and Bess" and musical comedy hits will feature the "America and Music" program over WNEW, New York, Sunday, August 13, at 2 p.m., by the WNEW Orchestra under the direction of Merle Pitt, and a guest soloist. This broadcast is titled "Troubadour of Manhattan," and a commentary on Gershwin by John Tasker Howard, curator of American music of the N. Y. Public Library, is part of the program.

Ekins Back On WSYR  
 After Covering Front

Syracuse, N. Y.—H. R. Ekins, is back at WSYR as commentator after spending a full month in battle areas and flying 2,400 miles of combat missions getting first hand information. Tonight he will resume his 6:05 p.m. nightly commentary on the news over the station, his recent trip having bolstered his experience of 20 years as a correspondent during which he covered the Chinese-Japanese and Ethiopian war fronts. While abroad Ekins cabled back daily reports to E. R. Vadeboncoeur and when the latter was overseas and in the Pacific, Ekins handled his dispatches on the air.

WSYR claims the distinction of being the first U. S. station to send its own correspondents to both the Pacific and European fronts.

Chicago Actress In N. Y.

Maybelle Prindaville, former NBC actress in Chicago, is the latest of the midwest artists to join the New York colony. Miss Prindaville has been featured in "Backstage Wife," "Helpmate" and "Sweet River" and other programs.

PROMOTION

Army-Navy "E"

The Army and Navy printed an attractive souvenir for the presentation ceremonies of the "E" award to the employees of the Universal Microphone Co. of Inglewood, Calif. for their production excellence, last Wednesday, July 26. The cover contains a picture of the "E" pennant with the title in mid-page of "Award of Honor."

Within the folder are letters of commendation and appreciation by the Army-Navy and the firm respectively, program of the occasion, a "Significance of Award" article, followed by "A Tribute to All Universal Employees," and a "History of Progress and Service" of the firm. The national anthems, "America" and "The Star Spangled Banner" complete the souvenir.

Window Display

In promoting their new program "Food for All" over KROW, Oakland, Calif., the Standard Brands Inc. and the Red Cross have distributed large window cards to all bakeries and grocery outlets in the Oakland-San Francisco area, and all banks and department stores in the same region respectively. The weekly quarter-hour feature will be heard on Tuesdays at 6:15 p.m. for nine weeks. It is a three-way arrangement in which KROW with the Red Cross and Standard Brands Inc. is airing the show in cooperation with the National Wartime Nutrition program.

GI's Legal Rights

So overwhelming is the demand for more copies of the booklet titled "Legal Rights of Service Men and Women" offered listeners to the "Betty and Bob" program heard over KYW during the last week, that the station has printed additional booklets. Christian E. Paxson, war worker at the Baldwin Locomotive Works, was so impressed with the booklet that he requested 100 copies for fellow workers now in the armed forces. With his request granted, Paxson is very busy forwarding the booklet to his former "buddies" stationed now all over the world.

Races On CBS Web

Two outstanding races of the Saratoga-at-Belmont meeting, the Merchants' and Citizens' Handicap, and the Travers for the 75th time, will be described by Ted Husing and his assistant Jimmy Dolan over the Columbia network the first and second Saturdays of August, from 4:30 to 4:45 p.m., EWT.

Tufts Subs For Bing

Sonny Tufts will guest during the month of August on the Kraft Music Hall program during the absence of Bing Crosby who is making a tour to the South Pacific to entertain our armed forces. Sonny's first program will be Thursday at 9 p.m., EWT, over NBC.

## CBC-Chairman Move Draws Commons Fire

(Continued from Page 1)

explanation of the resolution by Gordon Graydon, Progressive-Conservative leader, he said the suggestions to have full-time chairman had resulted from personal experience by himself and the board of governors and had been adopted by the Parliamentary radio committee.

"Lack of a full-time chairman has given the CBC set-up certain weakness," he said, "The CBC needs a real head and not a nominal head." The resolution was adopted and the bill based on it was given first reading.

Graydon and M. J. Coldwell, CCF leader, said they doubted that the appointment of a full-time salaried chairman would be a step in the right direction. Graydon said radio had suffered in the past because there were "too many bosses." The bill based on the resolution would call for the appointment of another boss and a salaried one at that," he said.

### Criticizes Radio Tax

Graydon considered that CBC should decide now to keep its advertising revenue down to the ceiling fixed a few years ago, or to abolish the annual license on private receiving sets. A ceiling of \$500,000 had been placed on advertising revenue which the CBC could collect. That revenue today totals \$2,000,000 or \$3,000,000.

"No one likes to pay \$2.50 every year for a license for a private radio receiving set," said Graydon, and added, "It cost more to collect the radio license than to collect any other tax. About \$536,000 was spent last year to collect license fees."

Coldwell said that division of powers between the general manager and the chairman would lead to friction within the organization. The chairman might take on the stature of a dictator, he said. He would have preferred to see a strong board of governors and a general manager. There were men on the board today who could fill the functions well, Coldwell declared.

### American Debut

Robert Kitain, Russian violinist, will make his debut on radio in the U. S. A. next Saturday, August 5th, 5-5:45 p.m. over WJZ the Blue, playing the Paganini Concerto and Hora Staccato with the orchestra under the direction of Josef Stopak. This internationally-known violinist has been heard many times on radio throughout Europe and the Orient, including the Philippines.

### Guest On Own Program

Janet Flanner, as a request of her listeners, will be her own guest on her program, "Listen the Women," over WJZ-Blue this Sunday afternoon at 3, August 6. Guest mistress of ceremonies will be Mrs. Chester Arthur.

## Franco—Winner Address 15th Television Seminar

(Continued from Page 1)

dustry." Franco is manager of the station relations department of Young & Rubicam, Inc. and Winner is editor of "Communications."

Both speakers stressed the necessity for giving the post-war public a true picture of the television situation, of giving the purchaser the unvarnished facts concerning the limitations as well as the possibilities of the receiver which he buys.

Winner pleaded for a realistic approach, for the putting of all cards on the table, for the entire industry to make known all the facts in order that the public be not misled by ambiguous statements or advertisements. Television on a sound network basis, he feels, is not a probability until three to five years after the war.

Winner treated the general situation and declared that manufacturers and those in other branches of the industry can improve relations with the public by starting off this new and vital industry on a firm and truthful basis. He emphasized the decision which must be made concerning television reception in large apartment buildings, a choice of individual sets as compared with the installation of a master installation serving all the people of the building.

## Tele Broadcasters Plan First Annual Meeting

First annual conference of the Television Broadcasters Association, Inc., will take place in New York City on December 7 and 8, Will Baltin, secretary-treasurer of TBA, announced yesterday. O. B. Hanson, vice-president and chief engineer of NBC and a director of TBA, has been named chairman of the conference committee. Jack R. Poppele, chief engineer of WOR, will be conference coordinator. Site of the conference and its program will be announced later.

### Air Bond Bout

The Bob Montgomery-Beau Jack fight, arranged by the Treasury Department and the Fifth War Loan Drive Sports Committee, will be described over WOR-Mutual by Don Dunphy and Bill Corum from the ringside of Madison Square Garden, tonight. Gillette will sponsor match as its first event in the August Cavalcade of Sports. Admission will be by purchase of war bonds.

### Spurred "V" Buying

Oakland—Joe E. Brown, film star and the original "Elmer the Great," caused Frank Arthur, KROW baseball sportscaster, to sell himself on his own propaganda announcements to the extent of a \$500 war bond. Through his convincing pleas at the "Million-Dollar Baseball Game" between Oakland and San Diego, where the price of admission was purchase of a bond, for more bond buying by the spectators as an aid to sooner Victory, Arthur talked himself into his purchase in order to secure the ball autographed by Joe E. Brown.

## "Telcom" Organization To Aid Press and Radio

(Continued from Page 1)

the United Kingdom on the staff of Cable and Wireless, Ltd., serving in certain operational zones. Their task will be to carry the cableheads and advanced wireless stations of the Empires telecommunications network into enemy occupied territory close on the heels of the advancing armies. When the advance begins, Telcom men will go forward with the troops into the battle areas and their places will be taken in the backward areas by Telcom girls.

The men are already at their posts at Gibraltar, along the North African coast, in Italy, in Malta, and in Ceylon. The first contingent of the girls who are to follow them will leave Britain shortly. Their work will be to:

(1) Help the Services to provide operational and administrative communications.

(2) To carry to and from the forward areas messages for Government Departments and the Press; and

(3) Handle social telegraph services between the troops and their families at home.

Telcom has been created to give them the protection of Article 81 of the International Convention Relative to the Treatment of Prisoners of War in the event of capture by the enemy, and to resolve problems of rationing and accommodation in the forward areas. Like war correspondents, whose status they will share, they will be subject to military law when accompanying troops on active service and will be accorded the courtesies of commissioned rank, but will retain their civil employment and pay.

## Goodman To Represent Fox Features Syndicate

Harry S. Goodman, of 19 East 53rd Street, has been appointed radio representatives by the Fox Feature Syndicate Inc., of 60 East 42nd Street, and creator, owner and publisher of over 140 comic strip features. Through this office, the following programs are being offered: The Bouncer, a story based on the mythological Antea from the monthly magazine of the same name; The Green Mask, also from the publication of similar title; and The Rocket Kelly, a heroic aviator, from the magazine "The Bouncer."

Also, The Blue Beetle, one of the popular comic magazines, and heard previously on the radio, is being offered in 27 half-hour stories with each arranged in 15-minute episodes.

### New Appointments

Charles R. Wexler, formerly assistant chief engineer for Emersor Radio has been named chief engineer, and Homer R. Denius, formerly chief production engineer for the radio division of the Crosley Corporation, named plant manager of the Electronic Division of the John Meck Industries, Plymouth, Indiana.

## NAB Chicago Meet War Necessity—

(Continued from Page 1)

lems that must be solved if to continue to contribute to toward the winning of the war.

"There is every indication," Ryan, "that our conference will contribute constructively to iron some of our current industry ills and laying the foundation for more helpful coordination of part in the war effort and period to follow. While broadcast has performed a most important role in both the military and technical fields in the war period, tremendous strides in technical development have created problems which must be solved."

Important Government officials including Army and Navy people he pointed out, have indicated their interest in the conference, and will be in Chicago for the war conference.

FCC Chairman James L. Fly has accepted an invitation to attend the conference at one luncheon.

While definite acceptances have not been had from other principal radio stations, they are trying to clear up their schedules so that they will be able to attend. Ryan stressed that effort has been made to curtail the length of the conference so that only those essential to the discussions will be present. A first step in this end the board of directors has limited attendance to the personnel of NAB active and associate members. Personnel of other stations or firms eligible to either active or associate membership at the time of such membership will not be invited to the conference.

### CBS "Service" Series

CBS will inaugurate Monday, August 7, with the cooperation of the armed services, a new series of programs titled "Service Time" dedicated to the men and women in uniform and the work they are doing. The times-a-week schedule will spot the various branches as follows: Mondays, U. S. Coast Guard; Tuesdays, U. S. Army Service Forces; Wednesdays, Women's Army Corps; Thursdays, U. S. Marines; Fridays, Navy. The sustaining program, "The Columbia's present schedule of sustaining shows and will be from 4 to 4:25 p.m., EWT.

### Tele Mystery Thriller

"The Eighth Step," an original mystery thriller by John Hugh, producer-director-writer at Donahue Coe, will be presented over television station WABD-Du Mont on Sunday, August 23rd in cooperation with the Television Workshop. The one play will be prepared for television by Hugh, with the assistance of Sanford Meisner and Tony Ferrera. The production will be under the supervision of Irwin A. Shane, director of the Workshop.

● **I**F YOU WANT YOUR POSTWAR ELECTRONIC MESSAGE TO REACH THE GREATEST NUMBER OF INTERESTED READERS\*\*—PLACE YOUR COPY IN THE ACCEPTED VOICE OF VIDEO—

# TELEVISION DAILY

(Monthly Supplement of RADIO DAILY)

● **F**OR YOUR CONVENIENCE TELEVISION DAILY WILL PUBLISH A CONVENTION EDITION ON AUGUST 24th. THIS EDITION WILL RECEIVE ADDED CIRCULATION THROUGH DISTRIBUTION TO MEMBERS OF N.A.B. ATTENDING THE WAR CONFERENCE IN CHICAGO, AUGUST 28-31.

# ★ ★ ★ COAST-TO-COAST ★ ★

### —OHIO—

**CLEVELAND**—The boys are still arriving at WJW. With the manpower shortage making an announcer shortage, WJW announcer Dick Hatton is about to break in his new son on the early hours soon. Raymond Ernest tipped the scales at seven pounds eight ounces on July 15.

**TOLEDO**—With the desire to give listeners programs of merit, WSPD presents as a public service a series of programs titled "The Concert Hour" each Saturday night at 7. Produced by Bill Meyers, concert and light concert music from WSPD recording library is featured; and a guest vocalist from this area is presented on each broadcast.

**MARION**—Eloise Coffman, speech instructor at Harding H. S., joined WMRN as announcer for the summer months.

### —OKLAHOMA—

**OKLAHOMA CITY**—KTOK's "Passin' the Buck," 30-minute GI show, is proving very popular in this territory. The question and answer, audience participation show emanates from Tulsa's Air Transport Command and Oklahoma City's Tinker Field alternately. Frank Lynch, local "old buck passer" and popular emcee, conducts the program sponsored by Zales Jewelry Stores.

### —PENNSYLVANIA—

**PHILADELPHIA**—Besides his war job at the Kellett Aircraft Plant here, Norman Black, WFIL's violin-playing maestro, prepares and presents five half-hour shows each week over WFIL and conducts Sunday popular concert at the USO-Labor open-air canteen in the downtown district. Other WFIL orchestra members engaged in war work include Isadore Schwartz, violin; Irwin Groer, viola; and Ted Riccardi, bass viol. Starting next Wednesday night at 10, the first program in a series of weekly "salutes" to great local industries titled "Gimbel's Victory Caravan" goes over WIP.

## PICTURE OF THE WEEK



*Fony Kehl, Navy radioman second class injured in the South Pacific, participated in the Army and Navy "E" Award ceremony at Universal Microphone Company, Inglewood, Calif., last week when he presented pins to his former associates at the plant.*

### —TEXAS—

**EL PASO**—KROD, which advertises itself as "the friendly voice of Columbia in the Southwest," has issued a four-page leaflet urging the six million families who have yet to purchase bonds or war stamps to do it. A drawing of the KROD building is on the cover page while the inside spread contains this week's schedule of programs.

### —RHODE ISLAND—

**PAWTUCKET**—In an announcement this week, Sergeant David W. Brooks, former announcer of WFCL, will transfer his talent to the theater in the Army's latest blue-print soldier-show, "Hi Yank." He will burlesque his old profession as announcer in a stage take-off on John J. Anthony's famous "Good Will Hour" in a skit titled "What's Your Problem?" with Sergeant John J. Agony.

### —DISTRICT OF COLUMBIA—

**WASHINGTON**—WTOP-CBS newsman Robert Lewis celebrated his second anniversary with Bob Wood's Washington newsroom during the early part of this week. Before the end of this month, he will become Ensign Robert Lewis. Replacing him will be Joe McCaffrey, who has been pinch-hitting for various newsmen on vacation. Stuart Gray will join the announcing staff at WOL on Monday, August 7; he was formerly with WMAL of the same area.

### —WASHINGTON—

**YAKIMA**—Johnny Williams, graduate of a California announcer's school, began at KIT a short while ago. While another staffer who has begun a new phase of life is Noretta Donahue, bookkeeper at KIT, who married announcer Cal Barlow recently.

### —NEW JERSEY—

**NEWARK**—The 32nd consecutive with the WAVES' program, her WAAT at 10:05 every Thursday directed from Frank Dailey's Room, in this city, included a unexpected plug for another brand service recently. Announcer Jerry ended an enthusiastic appeal WAVES with the following remark: "your Navy, join the MARINES."

### —NEW YORK—

**SYRACUSE**—WFBL covers the base shows in one day. Last Sunday a shortwave broadcast was aired from the Syracuse Air Base in the morning and a transcription was cut from the Rome Air Depot for delayed broadcast in the afternoon. Both programs were in connection with the anniversary celebration of the Army Corps. **ELMIRA**—With this community the center of one of the nation's most serious outbreaks of infantile paralysis since late WENY has inaugurated a "ground of the Air," on which Pope, sportscaster, and Sally, wards, women's editor, entertained children with appropriate stories in serial form each morning at 10. Program is appealing to children from five to 10 and 10 to 16.

### —CALIFORNIA—

**OAKLAND**—"Hello, America is Australia" introduces to KROQ the daily 8 a.m. program, Monday through Friday, direct from "Down Under" rebroadcast through the KROW wave listening post, located in the land Hills. Broadcast, consisting of reports from South Pacific and communications from Gen. MacArthur's headquarters have been arranged by KROW producer-director Bert Winn through cooperation of Australian News and Information Bureau.

## Recording Company Plans Expansion On Nat'l Basis

Washington Bureau, RADIO DAILY—Washington—The U. S. Recording Co., of this city, has announced recently plans to expand its work on a national basis which, according to Joseph Tait, manager, will include offering to radio stations, advertising agencies, and advertisers to themselves services like full air facilities, remote pickups in all parts of the nation's capital, the taping and dubbing of all types of announcements and programs, and an advisory service on all recording problems.

Organized in 1928 on a local basis, Tait conceived the idea for national expansion after handling work for such national figures as Raynor Gram Swing, Fulton Lewis, Jr., and other Government officials. This expansion will include display space in business and trade magazines. Agency is H. Kaufman, of Washington, D. C.



### August 4

Floyd Holm            Frank Luther  
Odette Levett        Carson Robison  
Harry Dupre         Earle Tanner  
Allan Kent            June Travis

### August 5

Arthur B. Church     Malcolm Claire  
Wilbur Evans

### August 6

Jim Ameche            Louis K. Sidney  
Arthur Fields         Jack Armstrong  
Peg Moody             Jackle Kelk  
Louella Parsons     Walter Valentine

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

3, NO. 25

NEW YORK, N. Y., MONDAY, AUGUST 7, 1944

TEN CENTS

## I. & R. Answers Industry

### Treasury Announces New Radio Division

Washington Bureau, RADIO DAILY  
Washington—Formation of a new Information Service of the War Finance division was announced Friday by Robert J. Smith, chief. The service will have headquarters in Washington and New York, and will be headed by Barney Molloy, who came to Treasury from the Federal Administration in May. An important function will be the coordination of local broadcasters with the agency which they may use exclusively in their own areas.

Details of the plan were revealed (Continued on Page 8)

### Station Guides Liner In Mpls. Storm

St. Paul—Twenty-one passengers and the crew of a Northwest transport plane flying from Chicago to Minneapolis in last Thursday's storm which reached cyclonic proportions, lost their lives, at least one at radio station KSTP. When the plane, which, at times, exceeded 100 miles an hour at Wold-Chamberlain field, crashed (Continued on Page 4)

### Service Role During Phila. Strike

Philadelphia—Radio played an important role in the Philadelphia strike with special programs emanating from studios and mobile units. A special broadcast of the Army's band, which the government is taking over the transportation of the band on Thursday. (Continued on Page 8)

### Birthday Serenade

WOL Charlie Oppenheim, WOR publicity director, attended a Mutual luncheon for returning correspondents at the Sherry Hotel last Friday he didn't know was going to be the recipient of a birthday serenade. Requests sang "Happy Birthday" with Jim O'Bryon and Chris Cross of Mutual carrying the vocal leads.

### Soundscraper

Los Angeles—Soundscraper, a new portable development which cuts a 15-minute talk on a seven-inch plastic disc will be given a tryout in the South Pacific war zone by Fleetwood Lawton, war correspondent. The mechanism weighs 24 pounds complete and is about the size of a portable radio.

### Siling Leaves FCC For RCA Exec. Post

Philip F. Siling, assistant chief engineer in charge of broadcasting for FCC, has been appointed engineer-in-charge of the Frequency Bureau of the Radio Corporation of America effective October 1. O. S. Schairer, vice-president in charge of RCA Laboratories, announced Friday.

In his new post, Mr. Siling, who has been associated with the FCC for nine years, will handle matters pertaining to frequency allocations and licenses for RCA, its subsidiaries, and services. These activities cover the (Continued on Page 4)

### Mexican Radio Congress Called For October

Mexico City (UTPS)—Hundreds of members of the radio industry from throughout the hemisphere will attend the Radio Congress to be held in Mexico City this October.

The inter-continental meeting will be sponsored by General Maximino (Continued on Page 2)

### Agency On Budget For WAC Recruiting Defends Its Choice Of Advt. Media; Blames NAB For Situation

In a lengthy statement defining their position in the administration of the \$5,000,000 WAC recruitment budget authorized by the War Department, Young and Rubicam, Inc., Friday, charged "it was not invested in radio because the radio industry under the policy adopted at the National Association of Broadcasters' convention in April, 1941, declared its desire to continue its present practice of making its facilities available at no cost to the Government."

Officials of NAB in Washington declined to comment on the agency statement Friday until they had an opportunity to

thoroughly digest its content. The NAB spokesmen, pointed out however, that out of 500 broadcasters who have completed questionnaires on the WAC recruitment matter, 90.4 (Continued on Page 6)

### Kintner Joining Blue As Vice-Pres. Sept. 15

Robert E. Kintner, has been elected a vice-president of the Blue Network Co. and effective Sept. 15, will join the network in a supervisory capacity over general public service and public relations activities. Announcement to this effect was made by Edward J. Noble, chairman of the Blue (Continued on Page 4)

### Buffalo Fake Peace Rumor Causes Radio-Press Crisis

Buffalo—A switchboard choked with telephone calls from downtown office workers wondering if Germany had collapsed and asked for peace Thursday afternoon prompted station (Continued on Page 2)

### Find Few Big Clients Passing Up Networks

Of the 23 national advertisers among the leading 100 clients who did not use radio in its expenditures during 1943, several were liquor accounts not acceptable and the rest a mixture of accounts engaged in war (Continued on Page 7)

### Ryan Asks Law To Guard Freedom Of Radio, Press

Washington Bureau, RADIO DAILY  
Washington—NAB President J. Harold Ryan on Friday called for a legislative safeguard for press and (Continued on Page 7)

## ★ THE WEEK IN RADIO ★

### KSTP Strike Still Unsettled

By CHARLES MANN

ANOTHER week went by and the strike at KSTP, called by James C. Petrillo, president of the American Federation of Musicians, remained unsettled. Early in the week, the AFM chief ignored the National War Labor Board's telegram which ordered him to instruct the KSTP strikers to return to work immediately. A spokesman for Petrillo later

disclosed that the AFM chief couldn't comply with the WLB's directives because KSTP was trying to bring the dispute into the jurisdiction of the Federal judges. Meanwhile issuance of a show-cause order for a hearing in Washington is expected momentarily.

Tele Web: General Electric and the (Continued on Page 5)

53.44% of New Hampshire's retail sales are consummated within WLAW's nine-time primary coverage area. Advt.

WLAW is ready to show what it can do for you—North of Boston. Advt.

### For Posterity

Transcriptions of nearly 16 hours of news programs broadcast by CBS on D-Day, have been placed in the National Archives of the U. S. in the Capital. Earl B. Gammons, director of the web's Washington office, made the presentation on behalf of Paul W. Kesten, CBS executive vice-president. There are 67 sixteen-inch disks comprising the programs.



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JOHN W. ALICOATE : : : Publisher

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

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**FINANCIAL**

(August 4)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	163 3/8	163 1/8	163 1/4	- 1/8
CBS A	31	30 5/8	31	—
CBS B	30 7/8	30 7/8	30 7/8	- 1/8
Crosley Corp.	22 1/4	21 3/4	21 3/4	- 1/2
Farnsworth T. & R.	13	12 1/2	12 1/2	- 1/4
Gen. Electric	38 1/8	37 1/2	37 5/8	- 1/8
Philco	33 3/8	33 3/8	33 3/8	- 3/8
RCA Common	10 1/2	10 1/8	10 1/4	- 1/8
RCA First Pfd	76 1/2	76 1/4	76 1/2	—
Stewart-Warner	16	15 1/2	15 1/2	—
Westinghouse	103 3/4	103	103	+ 1/8
Zenith Radio	41 3/4	41	41	- 1/2

NEW YORK CURRENCY EXCHANGE

Hazeltine Corp.	28 1/8	28 1/8	28 1/8	- 3/8
Net. Union Radio	6 1/4	5 7/8	5 7/8	- 3/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	37	

**20 YEARS AGO TODAY**

(August 7, 1924)

An interesting commentary on current trends in radio can be noted in the fact that the Radio Corporation of America which derives its chief sales profits from vacuum tubes, has voluntarily reduced the price of radiotrons to \$4, making the second \$1 reduction for the year. Herbert Hoover, Secretary of Commerce, has expressed the opinion that broadcasting eventually will be organized into six or seven great national circuits.

**W M F F** BLUE NETWORK  
Plattsburg, N. Y.

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

**Coming and Going**

C. P. JAEGER, national sales manager of the Blue Network, leaves today on a business trip to Boston. He expects to return Thursday.

ART THOMAS, manager of WJAC, Norfolk, Nebr., is expected in New York today for conferences with the national representatives of the station.

JEAN BAER, press news editor of the Mutual network, who was sporting herself during the past fortnight at East Hampton, with an incidental pilgrimage to Annapolis, returns to Broadway and 40th this morning. BLANCHE WOLFFE, magazine editor of the web, left on her vacation Friday. She has elected to spend it in Chicago.

INGHAM S. ROBERTS, station manager of KGBS, Harlingen, Tex., arrived yesterday for a short visit on station network business.

VICTOR BEST, formerly announcer at WHLD, Niagara Falls, and WFBL, Syracuse, has arrived in Burlington, Vt., to take up his duties as a member of the staff at WCAX.

LOUIS A. RUBEN, inventor of "Compos-A-Tune," has left for Chicago, where he will confer with advertising agency officials.

M. H. SHAPIRO, managing editor of RADIO DAILY, leaves today on the second lap of his Summer vacation. Could be Old Sol's persistence had something to do with the sudden decision.

PAUL J. SENFT, of the George P. Hollingbery Company, folded his tent like the Arab last Friday and as silently stole away for the shore, where he will invite the soul for the next two weeks.

ED BROWNE, publicity director in the popular division of National Concert and Artists Corp., off to revel for two weeks amid the pastoral surroundings of Brookfield, Conn.

LEE KIRBY, entitled to a vacation from his duties as announcer on WBT, Charlotte, N. C., is spending a portion of it fishing in the mountains and the remainder of it wandering aimlessly around the station's studio.

LILLIAN GRIFFIN, informational oracle and general factotum of The Katz Agency, national station representatives, takes the helm again today following a holiday of two weeks.

ARTHUR AUSTIN, musical supervisor of Compton Advertising, Inc., has left on a two-week holiday, which he will spend at the Tanglewood Festival.

**Buffalo Fake Peace Rumor Causes Radio-Press Crisis**

(Continued from Page 1)

tion WBNY to issue a special announcement vigorously denying the insidious rumor.

Press association bureaus and newspaper offices were similarly besieged with telephone inquiries. WBNY followed up the special bulletin with a news story after the rumor began to demoralize work in defense plants, and officials telephoned to the station for authentic information on the subject.

**Mexican Radio Congress Called For October**

(Continued from Page 1)

Avila Camacho, Mexican Minister of Communications, and Javier Rojo Gomez, head of the government of the Federal District.

It is planned to invite leading radio technicians, artists and owners of broadcasting stations from every country in the Americas.

**FCC Receives Application For WLIB Sale To 'Post'**

Washington Bureau, RADIO DAILY

Washington—Application for the sale of WLIB, Brooklyn, to the New York "Post" for \$250,000 was received last week at the FCC. Sellers are Erwin Steingut, Elias I. Godowsky, Aaron L. Jacoby, Arthur Fiske, William Weisman and Louis W. Berne. Weisman is believed to have been lawyer for some time for Donald J. Flamm, erstwhile owner of WMCA and present licensee of WPAT, Paterson, N. J. The station operates on the 1,190 band, with one kilowatt limited to WOWO, Fort Wayne, Ind.

**RCA Declares Dividend**

In an announcement following the meeting of the Board of Directors of the Radio Corp. of America held last Friday, August 4, in New York, Gen. J. B. Harbord, chairman, stated that a dividend of 87 1/2 cents a share was declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the third quarter of this year, July 1 to Sept. 30. This dividend will be payable to holders of record at the close of business Sept. 8, on Oct. 2.

**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."



**A cat can look at a King**

Big name radio call letters mean a thing in some markets. Audience often can look at the... and look away, too.

Take Baltimore. Down to independent station... W... gets the look and listen to audience that delivers more results per dollar spent.

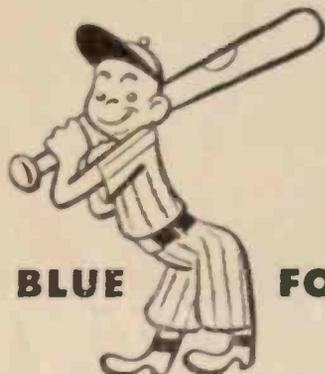
That's not a bit of advertising puffery. You can pick up the... and hold them in your hand.

If you want to do a sales Baltimore... get big results lowest cost... you'll want radio station W-I-T-H.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLINE



**IT'S THE BLUE FOR YOUTH**

*in keeping with its progressive approach to the  
youth of America and physical fitness*

## THE BLUE NETWORK

*will broadcast the*

### ALL-AMERICAN BOYS BASEBALL GAME

*at the Polo Grounds — Monday, August 7, at 2:45 P. M. (EWT)*

*which is being played for the benefit of*

### COMMUNITY WAR MEMORIALS COMMISSION

*The National Committee on Physical Fitness*

*to help create*

### “LIVING WAR MEMORIALS”

*to the Heroes of this war*

Once again the Blue Network turns the spotlight on youth with the broadcast of the East-West All-Star Baseball Teams made up of players of pre-draft age.



EAST TEAM coached by CONNIE MACK • WEST TEAM coached by MEL OTT

*Special Messages by*

General GEORGE C. MARSHALL

PAUL V. McNUTT • Mayor FIORELLO H. LAGUARDIA

*The Blue Network*

AMERICAN BROADCASTING SYSTEM, INC.

# Kintner Joining Blue As Vice-Pres. Sept. 15

(Continued from Page 1)

Network Co. in a statement Friday. At present Kintner is a Lt. Colonel in the Army of the United States, with the War Dept. Bureau of Public Relations. He was recently given a medical discharge and will revert to inactive status before joining the web.

According to Noble, Kintner will work in close cooperation with all departments and in particular will be associated with the department charged with publicity, promotion and programming. His headquarters will be in New York, but he will visit all studios and offices of the Blue around the country.

On active duty with the Army of the United States since July 28, 1941, Kintner, before being commissioned was co-author with Joseph Alsop of a nationally syndicated Washington newspaper column. He was graduated from Swartmore College in 1931, and, before forming his association with Alsop, was a financial reporter and Washington correspondent of the New York "Herald-Tribune." In addition to writing their daily column, Alsop and Kintner were authors of numerous articles in national magazines, and of several books, among which was "American White Paper," considered an authority in its field and long a best seller.

## G. I. Radio Roles

Cincinnati—Two former members now serving Uncle Sam in the armed forces, of the WLW continuity staff, have merely changed from civilian clothes into the uniforms worn by members of the United States Army. Bill Meredith and Bob Maley are serving as continuity chief and assistant respectively for the radio department at Camp Crowder, Missouri.

## Pianist's Debut

Mariana Sarica, 22-year-old pianist, whose letter was "read" by Dunninger on his program recently, will appear as a soloist on the Blue Network's gateway to fame program "On Stage Everybody" in a coast-to-coast broadcast Saturday, Aug. 5, at 11 p.m.



"Maybe after the war I can sing over WFDF Flint?"



## Radio Wattnotes! ! !

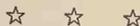
● ● ● Mutual had two eminent returnees last week, both of whom were guests of honor at a luncheon Friday at the Sherry-Netherland Hotel. . . . One of them, Leslie Nichols, has been in Cairo and other Middle East points for the past seven years, the last two and a half years of which he acted as MBS correspondent. . . . Originally, Nichols went over to develop an Egyptian staff for the Journalism Dept. of the American University at Cairo. . . . since then history was made right under his eyes. . . . as it were. . . . "Radio is becoming increasingly important in the Middle East," he says. . . . and National radio is symbolized by the Egyptian State Broadcasting, controlled by the government. . . . the two transmissions are in English and in Arabic. . . . shortwave from American does not lend itself to good reception there, but the BBC makes up for it. . . . Nichols told of the trials and tribulations at the Teheran conference when radio men were herded into a small room, drawing lots and otherwise wary of each moment. . . . with the returned correspondent was his wife and two children, the better half is French and neither Ma nor the kids can speak a word of English, just Arabic or French. . . . but Nichols feels that all will be remedied after a stay at his parent's home in Yakima, Washington.



● ● ● Second Mutual man to return from abroad was Edmund Franke, the first combat radio technician to return to the U. S. from the invasion front. . . . gone since April 6, when he left aboard an American battleship, Franke, assistant supervisor of the WOR transmitter, returned by plane. . . . for two months prior to D-Day, Franke experimented with the new type film recorder which broadcasters utilized for the invasion coverage. . . . it was good equipment he said and easy to handle. . . . "the channels were so well marked, Franke said, the invasion trip was like crossing Broadway, insofar as the route was concerned. . . . but the subsequent efficiency of the invasion forces, amazed everybody, Franke stated. . . . Franke returned to England after a few days but later went out in a PT boat while Cherbourg was being bombarded. . . . he returned to London during the heat of the buzz-bomb blitz. . . . after nine days of terrific bombardment by the silent robots, Frankie shoved off for more peaceful atmosphere. . . . above all he said, too much praise could not be showered upon the Army and Navy, plus airforce for their huge job in carrying out the invasion of France.



● ● ● Social flash! Paul W. White, director of news broadcasts for CBS, was married Saturday to Margaret Miller of New York, daughter of Mr. and Mrs. William B. Miller of San Diego, Calif. . . . nuptials took place in Washington, at the Georgetown home of Mrs. Franklyn Roudybush, and ceremony was conducted by the Rev. Mr. Dorsey K. Sturgis, pastor of the Congress Street Methodist Church. . . . Miss Miller, both a Wellesley College and Pulitzer School of Journalism graduate, joined the CBS news department in 1940 and subsequently became a well-known script writer, her shows including "Dateline" and "Report to the Nation." . . . Amusing but rather plaintive epistle via V-Mail came to Johnny Johnstone of the Blue Network the other day. . . . from Ted Malone, on the network's staff in London. . . . Malone quipped, quote. . . . we all worked here on the fourth of July, also the third and fifth. . . . and we haven't had a fifth of anything here in a month. . . . why don't you do the Noble thing for us and be a Life Saver. . . . and don't find a hole in the argument. . . . unquote. . . . But fortunately the gang had already sent over some cartons of Lifesaver candies.



— Remember Pearl Harbor —

# Siling Leaves FCC For RCA Exec.

(Continued from Page 1)

fields of sound broadcasting, international point-to-point communications, marine communications, and experimental operations.

Mr. Siling will maintain office at the RCA Building, 30 Rock Plaza, New York, and at 1000 Street, N. W., Washington, D. C. Duties of the engineer-in-charge of the RCA Frequency Bureau have been administered by Dr. B. E. Sherkford since the post was vacated two years ago by Dr. J. J. Joliffe, former chief engineer of the FCC, to become chief engineer of the RCA Victor Division, Camden, N. J.

Dr. Sherkford will retain general direction of the Bureau's activities. C. E. Pfautz is manager of the New York office of the bureau.

## WNYC Marks 20th Year With 4-Day Celebration

Municipal outlet WNYC, only commercial station in New York, mark its 20th anniversary beginning August 11, with a four-day series of special programs. Three of them will be music and soloists and the fourth will be a dramatization of World War services.

Many outstanding musical organizations are heard each season at the station which started broadcasting on August 11, 1924. It is owned by the City of New York.

## NBC Sec. Joins WAVE

Marita Littauer, former secretary to Richard Spencer, NBC press photograph editor, left NBC following her induction into the WAVES. Littauer reports to WAVES Midwestern school, Smith College, Northampton, Mass., on Aug. 24 for indoctrination training.

**WCBM** *blue*

A QUALITY STATION with MASS APPEAL in a RICH MARKET

**WCBM BALTIMORE**

THE BLUE NETWORK STATION

JOHN ELMER President GEORGE ROSEN Gen. Mgr.

FREE & PETER EXCLUSIVE NATIONAL

PROMOTION

Passport

...hure in the format of a pass-
...just rolled off the WBNX
...this city. In fact, "Pass-
...ME 5-5522" is the name of
...otion piece.
...nically prepared, it gives the
...advertisers an idea of what
...ion accomplishes with its
...language broadcasts. The first
...es the "facts and figures" as
...many listen, etc. The next
...tells graphically how these
...react to the commercials.
...chapter, but most important,
...ist of the "satisfied custom-
...sponsor programs over this
...Advertisers looking for an-
...rket should find this passport
...ful.

Music For Listeners

...ugust issue of the WQXR
...Booklet, just published,
...ean article by Fabien Sevitzky,
...er of the Indianapolis Sym-
...chestra. In stressing the im-
...ance of recordings as a medium
...duce and popularize good
...the average American, the
...elder commends WQXR for
...ing the best music on records;
...entertainment to millions
...ght otherwise miss the joy
...to it. The rest of the
...laborates on music for listen-

Circus Tieup

...ve bond promotion stunt was
...out by KYSM in Mankato,
...nd the Cole Brothers Circus
...ulted in the sale of \$50,000
...ar bonds for the Fifth War
...ar bond sections were set
...ing the circus' run in Man-
...number of tickets for each
...denomination were given
...by KYSM to the bond pur-

Book Gets Series
WABC Starting Aug. 14

...book, famed as the man of
...voices, will star in a new
...ariety program titled, "Cook
...beginning on WABC, Mon-
...August 14. Program which will
...Monday through Saturday
...5 to 8:30 a.m., EWT, is being
...available to participating spon-
...Continental Baking Com-
...med as the first advertiser.
...ll replace three five-minute
...Music For Today," "Odd
...the News" and "Have You
...h?"

...AN FRANCISCO RADIO
...RE HAS CHANGED!
...KGO is THE Bay
...Area Buy!

THE WEEK IN RADIO

KSTP Strike Still Unsettled

(Continued from Page 1)

International Business Machine Cor-
poration have jointly applied to the
Federal Communications Commission
for permission to construct a network
of experimental radio relay stations
linking Washington, New York and
Schenectady.

To Quit: FCC's Chairman James
Lawrence Fly said that he will leave
his position after he has "finished up
a few jobs around here." Fly is ex-
pected to leave the Commission after
the November election.

WAC Budget: Replies to the NAB
questionnaire continued to pour in,
revealing that nine out of ten broad-
casters throughout the nation are
willing to accept paid copy for the
WAC recruiting drive. Young & Rubicam
is the agency in charge of the
\$5,000,000 which the War Department
has allotted for the campaign.

Warning: President J. Harold Ryan
reminded all broadcasters to carefully
and faithfully observe the code dur-
ing the campaign months. Ryan's an-
nouncement followed an attack made
by the CIO Political Action Commit-
tee, which criticized the NAB Code
calling it "outmoded."

Finances: While RCA-Victor and
Columbia Recording companies con-
tinue to wait for the National War
Labor Board's final decision on the
AFM-Recording strike, Decca, one of
the major signers of an agreement
with AFM to employ musicians under
the union's terms, has been produc-
ing huge quantities of popular
records. The result: a net profit of
\$504,620 (unaudited) for the first half
of 1944.

Book: FM Broadcasters, Inc., and
manufacturers of FM equipment are
jointly publishing an FM book which
is being designed for layman con-
sumption.

Preference: The 100 leading national
advertisers placed more advertis-
ing in network radio than any other
media for the third consecutive year,
according to statistics of 1943 expendi-
tures compiled by CBS. Total figure
for 1943 was \$298,447,527, which
includes the four major networks.

Expansion: Mutual has brought the
number of its affiliates up to 232. The

New Red Cross Show

"The Red Cross in Action," a new
series of programs about the activi-
ties of the "Angels of Mercy" over-
seas, is being presented over Mutual
each Wednesday afternoon of August,
from 12:15 to 12:20, EWT. Sponsored
by the Dubonnet Co., the broadcast
was inaugurated August 2 with a talk
by Claudius B. Webster, assistant to
director of the American Red Cross
Services in the Armed Forces.

For your convenience
BERNARD DUDLEY

Now listed with
Telephone Exchange LEX. 2-1100
and
Radio Registry LA 4-1200

three new stations are: WGGA, Ga.;
KTHT, Texas; KLUF, Galveston.

Citation: The late William A. Win-
terbottom, who died July 8, was post-
humously awarded the Signal Corps'
Certificate of Appreciation for "ser-
vices of immense value" to the U. S.
Army Signal Corps, in his capacity
as vice-president and general man-
ager of RCA Communications, Inc.

Tele Tales: The motion picture in-
dustry evinced great interest in Tele-
vision as word from the Coast re-
vealed that it was checking into and
obtaining television copyrights on the
possessions it now has . . . NBC and
RCA, in cooperation with WBAL, will
stage a 10-day tele demonstration be-
ginning August 20, for the purpose
of educating agency executives and
advertisers in the post-war potential-
ities of the new medium . . . WHYN,
Springfield, Mass., purchased the en-
tire top of Mount Tom, highest land-
mark in Western Massachusetts. It
rises 1,200 feet, and is to be used for
the construction of a tele transmitter.

People: Herbert C. Sanford has
been appointed manager of the Holly-
wood radio office of N. W. Ayer &
Son, Inc. . . . WLW has been notified
that James Cassidy, director of special
events and international broadcasts
for the station, has arrived in the
European Theater of Operations . . .
J. P. Williams has been elected vice-
president and general manager of
WING, Dayton, Ohio . . . Gordon
Vanderwarker, assistant sales service
manager, has been named manager
of the Blue's newly formed political
sales department.

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

THORO-
BREDS
ON THE AIR
12 TO 6:30 DAILY
Results of the races of
the nation's finest horses
are broadcast every few
minutes via 1430 on the dial
WBYN

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

It could
Only
Happen
Here

--and Now!

There are 270,042 Fed-
eral employees in Wash-
ington. 5.05 per cent
more than in 1942.

They and their families
come from every city
and state.

They eat, smoke, use
cosmetics, buy clothes
just the same as they did
back home.

Where else can you get
this National coverage
but here--and now?

The Best Test Market at
MINIMUM COST



WINX

Washington 1, D. C.

Represented Nationally by

FORJOE & COMPANY

New York · Philadelphia · Chicago

## Statement By Young & Rubicam, Inc.

Following is the complete text of the statement issued by Young and Rubicam, Inc.:

"On June 20th, Mr. Avery of the National Association of Broadcasters addressed an open letter to Young & Rubicam, Inc., requesting that the entire appropriation for WAC advertising for the coming year be devoted to radio.

"This letter was released to the press, without consultation with Young & Rubicam, Inc. No member of our staff received a call from the National Association of Broadcasters or from any individual broadcasting stations relating to the subject discussed in Mr. Avery's letter. The letter was given wide circulation by the National Association of Broadcasters and attracted comment in the trade press.

"The radio industry knows Young & Rubicam's open door policy. Media representatives know that at Young & Rubicam they can secure a complete and thorough hearing for their claims at any time. Media representatives know that we welcome their aid and their suggestions.

"The radio industry knows Young & Rubicam's record of expenditure for radio time. The industry is familiar with our pioneering in the radio field, and our belief in the effectiveness of radio advertising. It, therefore, seemed entirely unnecessary to treat this matter as a controversy or to present it in such a way as to imply that either this agency or the War Department was discriminating against radio as a medium.

"Because it has been treated as a controversy and because the National Association of Broadcasters has so acted as to question the advice given by this agency to the War Department, we wish to review the recommendations we made to the War Department, and our reasons for making those recommendations.

"Young & Rubicam administered the WAC advertising appropriation for the fiscal year 1943-44. As stated in Mr. Avery's letter, that appropriation was spent almost entirely for newspaper advertising; none for radio time.

"It was not invested in radio because the radio industry under the policy adopted at the National Association of Broadcasters' Convention in April, 1941, declared its 'desire to continue its present practice of making its facilities available at no cost to the Government.' Radio facilities were freely available to the Government under that policy.

"At no time in the year 1943-44 was any inkling given of a desire to change this policy, neither was any question raised by the National Association of Broadcasters or by any group of broadcasters. Newspaper advertising money was being invested, radio facilities were being donated under the policy of the industry itself.

"The non-purchase of radio was not based on any underestimate of the

value of radio. Great reliance was placed on radio industry cooperation by both this agency and the War Department.

"The use of radio was discussed by the Young & Rubicam Plans Board in June immediately following the award of the WAC account to Young & Rubicam for the year 1944-45. Hope was expressed that ways could be found to develop special shows and special appeals for radio use without violating the expressed policy of the radio industry regarding paid government advertising.

"However, because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the need for more WACs is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Department a program calling for the use of those media through which we could immediately purchase national coverage.

"We were familiar with the resolution of June 3, 1943, which the National Association of Broadcasters had passed with reference to the Bankhead Bill. We did not regard it as a reversal of the policy of the Spring of 1941. Neither did the National Association of Broadcasters up until June 20, 1944, for during the entire period money was being invested for newspaper advertising for the WAC's and other military recruitment without comment by the National Association of Broadcasters.

"Shortly after Mr. Avery's letter of June 20th was received we talked to him on the telephone. Mr. Carlos Franco of the Young & Rubicam staff called him and offered to come to Washington immediately to clarify our understanding of radio industry policy and to describe the basis upon which our selection of media had been made and our hopes for special cooperation. He proposed to come to Washington for consultation on June 27th.

"Mr. Avery found it impossible to consult on June 27th. He did not find it possible to meet with us until July 7th in New York.

"On July 7th he was given an opportunity to present his position fully to key executives connected with the WAC account. He confessed that he did not know how many stations would accept Government advertising. At our request, Mr. Avery agreed to canvass his membership and clarify the policy of the industry on that point.

"During the next two weeks we queried Mr. Avery twice on this matter, but despite our inquiries he did not send his inquiry to the broadcasters until July 20th, a full month after his public letter to Young & Rubicam.

"It should be reiterated that the need for the recruitment of WACs was urgent; that it was desirable to get WAC advertising before the public as quickly as possible. This statement is being prepared on the third

day of August. Three newspaper advertisements have already appeared. Although the National Association of Broadcasters has released some information to the trade press, it has given us no information whatsoever to date as to the number of its member stations which will or will not accept paid Government advertising.

"Our own independent inquiry indicates that some radio stations will accept paid Government advertising and some will not. Public statements which have been made recently also reveal that there is a difference of opinion within the industry as to what the policy should be. We hope that these differences can be speedily resolved and a unified industry policy declared.

"Never at any time has Young & Rubicam left radio out of its calculations on the WAC campaign or on any other account which it serves. The radio industry knows this. Not until Young & Rubicam is informed that the radio industry has changed its policy and what coverage it can provide on a paid basis are we in a position to determine what percentage of the appropriation should be spent in radio.

"Meanwhile we are prepared to act immediately whenever efficient coverage can be purchased.

"Mr. Avery requested that the entire WAC appropriation be devoted to radio. We question Mr. Avery's ability to exercise sound and unprejudiced judgment as to the expenditure of any advertising appropriation.

"Until a policy decision is reached by the radio industry, a decision that will enable us to evaluate the time and coverage available—we are unable to judge what portion of the WAC advertising appropriation might wisely be invested in radio.

"It has been our policy to select media according to our judgment as to what is the best investment for our clients. We propose to continue to operate this way.

"In conclusion, it should be clear that the War Department has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Department accepted our recommendations.

"We have proceeded on the assumption that Congress made this appropriation because it believed that WACs were important to the war effort.

"Our own close association with the War Department during the past 15 months has convinced us of the vital contribution the WAC is making to final Victory. Furthermore, it is our belief that the campaign to enlist more WACs deserves the support of all media.

"It is with regret that we have seen some discussion in the trade press which suggests that broadcasters might withdraw their contributions

## Agency Defends A Re WAC Advt. M

(Continued from Page 1)  
want the WAC advertising, "no" and the remainder was decided. There are 398 broad- casters still to be heard from and they were sent to them last Thursday completion of their question- ing at once.

### President's Comment

The Young & Rubicam staff accompanied by a personal letter from S. S. Larmon, president of the agency, was issued late last week. Larmon declared in the letter: "In sending you this statement I wish to make it clear that the War Department has relied completely on our professional judgment. The plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Department accepted our recommendations. This statement is for immediate news release. For your information it has also been mailed today to radio stations in the United States."

### Midwest Executive Critical

Milwaukee—Voicing the opinion of many midwest broadcasters, a current WAC recruitment battle, C. J. Lamphier, Wisconsin consultant of OWI and general manager of WEMP, Milwaukee, yesterday directed an open letter to Joe Hymes, chief, station relations division, OWI, Washington.

"We feel strongly that the plan of Young & Rubicam and the War Department, combined, regardless of responsibility, has placed radio in a very unfavorable position, Mr. Lamphier wrote. "Their decision in this case, and no doubt will, be to use competitive media as a strong support against radio in the future. Paying tribute to the "courtesy stand" of OWI on the issue, Lamphier wrote:

"The points in your memo of June 26th are well taken, and I appreciate your courageous stand on the issue of the WAC campaign.

"I would like, however, to emphasize the important point which I believe most broadcasters would like to have publicized. We are commercial broadcasting stations. We have turned over not only the best of our facilities, but also we have injected our finest talent into the OWI campaigns.

"WAC recruiting has been one of the biggest of these campaigns in the history of the OWI.

(Continued on Page 7)

to the WAC campaign until the issue is resolved.

"As we see it, the issue must be solved by the industry itself. Pending a decision by the industry we do not believe broadcasters will stop contributing for the WAC's.

"There can be no let-up, no stoppages in any part of the effort. Based on the splendid record of the radio industry to date in the war effort we believe there will be none by broadcasters."

# RADIO DAILY

## 100 LEADING NATIONAL ADVERTISERS 1943 Network Radio, Farm Paper, Magazine and Newspaper Expenditures

ADVERTISER	NETWORK RADIO	MAGAZINE*	FARM PAPER	NEWS PAPER	TOTAL
Procter & Gamble Co.	\$10,825,222	\$4,676,014	\$ 8,000	\$3,261,000	\$18,770,236
General Motors Corp.	835,884	7,944,207	1,281,267	2,571,000	12,635,358
General Foods Corp.	8,507,765	2,771,813	468,372	337,000	12,087,980
Lever Bros. Co.	5,794,570	2,453,087	187,450	2,016,500	10,451,607
R. J. Reynolds Tobacco Co.	3,420,891	2,458,166	432,170	3,528,500	9,840,030
Sterling Drug, Inc.	7,666,626	1,012,412	92,213	828,500	9,599,751
General Mills, Inc.	5,110,910	1,665,281	358,572	1,023,000	8,456,893
Corca Cola Co.	1,028,011	1,009,132		2,781,500	7,821,613
Colgate-Palmolive-Peet Co.	2,485,467	2,805,096		2,467,000	7,757,563
Liggett & Myers Tobacco Co.	4,021,620	1,826,073	8,896	1,566,000	7,422,589
American Tobacco Co.	4,206,745	1,116,431		880,000	6,533,176
Seagram's Distillers Corp.		3,162,010		2,579,500	6,011,540
American Home Products	1,689,015	1,012,892	1,075	305,500	6,038,482
General Electric Co.	2,016,867	2,856,618	229,600	616,500	5,719,615
Philip Morris & Co., Ltd.	2,117,715	1,197,613	92,300	1,246,500	4,951,158
Schenley Distillers Corp.	1,292,531	2,735,137	151	901,000	4,932,122
Kellogg Co.	2,293,884	1,231,270	35,660	1,200,000	4,760,811
Standard Brands, Inc.	2,618,422	754,236	147,070	1,126,500	4,616,228
Bristol-Myers Co.	2,053,600	2,201,119	109,296	87,500	4,451,521
Andrew Jergens Co.	1,411,177	1,876,318		952,500	4,242,995
Miles Laboratories, Inc.	3,806,722	251,235	12,516	11,500	4,081,973
P. Lorillard Inc.	1,093,818	713,211		2,310,500	4,017,559
Chrysler Corp.	697,721	1,227,515	190,145	1,528,000	3,613,384
Texas Co.	1,026,056	1,715,586	238,059	568,500	3,548,201
Quaker Oats Co.	1,717,215	516,951	89,179	1,130,000	3,483,345
National Distillers Products		1,977,285		1,485,500	3,462,785
Ford Motor Co.	2,497,845	361,412	157,785	351,500	3,368,572
Socony Vacuum Oil Co.	1,361,181	1,293,099	130,511	266,500	3,054,624
Goodyear Tire & Rubber Co.	462,384	1,960,611	303,325	215,500	2,971,820
Swift & Co.	985,227	1,740,219	12,693	135,500	2,903,609
Campbell Soup Co.	1,540,680	1,271,215		21,500	2,833,395
Wm. Wrigley Jr. Co.	2,657,483	14,954	26,500	10,500	2,769,437
National Dairy Products Co.	1,405,815	931,713		316,500	2,684,028
Brown & Williamson	2,125,058	387,128		160,000	2,672,186
Westinghouse Electric & Mfg.	537,102	1,597,501	153,100	335,000	2,623,003
Lambert Co.		1,751,127	31,800	596,500	2,379,427
Armour & Co.		1,450,734	91,624	699,000	2,241,358
B. F. Goodrich Co., Inc.	784,298	1,107,695	162,112	175,500	2,229,905
American Telephone & Tel.	711,258	1,305,600	121,967	500	2,139,304
H. J. Heinz Co.	793,408	896,248	23,800	331,500	2,011,956
Vick Chemical Co.	822,637	595,380	19,575	676,500	2,027,492
Lehn & Fink Products Co.	441,765	1,111,923	25,890	381,000	1,965,978
Walker, Hiram-G. & W.		1,211,887		730,500	1,942,387
National Biscuit Co.		880,348	52,560	916,500	1,819,508
U. S. Rubber Co.	796,731	567,919	105,208	312,500	1,782,388
Firestone Tire & Rubber Co.	704,598	662,771	279,711	131,000	1,777,909
Corn Products Refining Co.	182,253	1,037,506	91,023	131,500	1,745,282
Cartier Products, Inc.	760,534	298,609	5,051	617,500	1,711,694
Ralston Purina Co.	86,601	625,229	250,093	716,000	1,677,926
Studebaker Corp.	5,880	820,038	183,543	657,500	1,666,961
Nash-Kelvinator Corp.		1,086,610	14,100	559,000	1,645,610
Lamont-Curtiss & Co.	18,252	1,275,299	193,141	333,500	1,611,451
E. I. DuPont de Nemours	698,400	595,821	7,074	211,500	1,638,805
Best Foods, Inc.	30,715	566,964		1,029,000	1,633,753
Canada Dry Ginger Ale, Inc.		878,118		718,500	1,596,918
Owens-Illinois Glass Co.	1,047,467	491,467		50,000	1,591,934
Pubst Sales Co.	536,555	538,718		509,500	1,581,773
Gospel Broadcasting Assn.	1,566,132		48,500	379,500	1,511,559
Phileo Corp.	391,819	491,740	118,019	132,000	1,497,005
Johnson & Johnson	239,949	1,007,907		91,500	1,467,747
Waunder Co.	503,332	872,915		1,416,766	1,416,766
B. T. Babbitt, Inc.	1,441,301	5,465		89,500	1,425,659
Pepsodent Co.	728,748	503,040	51,371	89,500	1,424,139
F. W. Fitch Co.	1,033,452	178,967	27,720	184,000	1,415,056
Cudahy Packing Co.	741,133	256,425		417,500	1,392,599
Borden Company		1,038,010	42,029	312,500	1,385,921
Continental Baking Co.	705,421			680,500	1,385,921
Pepsi-Cola Co.		383,090		991,000	1,377,090
Sun Oil Co.	840,267			503,000	1,343,267
Mennen Co.	206,232	969,262	130,515	31,500	1,337,509
Lewis-Howe Co.	1,209,531			122,000	1,331,531
Standard Oil Co. of N. J.		227,832	41,070	1,062,500	1,331,392
Park & Tilford Co.		469,115		812,000	1,281,115
Loew's, Inc.	373,324	725,237	22,960	147,000	1,268,521
Radio Corp. of America	295,725	627,303	37,200	158,500	1,263,728
International Cellulotton		1,203,378		29,000	1,232,378
Chesebrough Mfg. Co.	613,755	196,081		388,500	1,228,339
E. R. Squibb & Sons	751,384	393,024	57,130	10,000	1,214,838
R. B. Semler, Inc.	919,438	288,135		7,000	1,214,573
P. Ballentine & Sons	226,191	496,960		453,500	1,170,651
Libby, McNeil & Libby		987,991		173,000	1,160,991
Douglas, Doran & Co.		579,362	1,183	565,500	1,148,045
Jos. Schlitz Brewing Co.		674,536		468,500	1,143,036
Eastman Kodak Co.		1,123,122		17,500	1,140,622
Consolidated Vultee Aircraft		617,262	146,765	353,500	1,117,527
Gulf Oil Corp.	524,230	180,151	92,160	319,500	1,116,341
Union Carbide & Carbon Co.		697,623	175,650	232,000	1,105,273
Shell Union Oil Co., Inc.		740,104	17,787	372,000	1,099,891
Lady Esther Ltd.	779,568	33,564	19,709	251,500	1,081,311
California Fruit Growers	187,429	615,957	59,107	217,000	1,079,493
Carnation Co.	572,208	235,429	4,193	262,000	1,073,830
Zonite Products Corp.	583,556	310,798	24,777	142,500	1,061,631
Parker Pen Co.	490,899	548,171		22,000	1,061,070
Eversharp, Inc.	732,695	196,369		89,000	1,038,054
Prudential Insurance Co.	574,697	431,795		21,000	1,030,492
California Packing Co.		795,021		232,500	1,027,521
Pillsbury Flour Mills Co.		413,608	106,255	503,500	1,023,363
S. C. Johnson & Son, Inc.	779,960	81,150		152,000	1,013,110
Emerson Drug Co.	991,236	11,264		1,000	1,003,500
U. S. Steel Corp.		573,286	201,583	224,000	1,001,869

TOTALS \$126,097,616 \$103,163,285 \$7,887,126 \$61,299,500 \$298,447,527

## Find Few Big Clients Passing Up Networks

(Continued from Page 1)

work or making foodstuffs, with magazines their preference for a limited display series, with some going to newspapers. In some cases however, while an account is not down for network radio, some spot radio time was bought.

Compiled by CBS

At least one advertiser spending over \$1,000,000 in magazines and newspapers manufactures a product not sought by radio networks, or spot.

Complete list of the 100 leading advertisers and their media preference and expenditures will be found in adjoining columns. List was compiled by CBS research department and shows network advertising leading any other individual media. In the listing, expenditure figures for American Weekly and This Week are included in the magazine totals and deducted from newspapers.

### Vocalist on Benny Tour

Sharing the spotlight with Jack Benny on his four of the Army bases in the Southwest Pacific is vocalist Martha Tilton who has scored as a singer on the Fibber McGee program, and on her own network broadcast, "Campana Serenade" on CBS on Saturday mornings.

it's  
cheaper  
to  
sell  
Durham  
with  
WDNC CBS



COLUMBIA NETWORK  
★ NORTH CAROLINA  
Represented by Howard H. Wilson Co.

## West Radio Exec. WAC Budget Battle

Continued from Page 6)

us have handled. Here at for example, we had actual auctions broadcast. Personal were recorded and mailed stations in the home towns ductees for a personal touch. shows have been prepared; vents have been arranged adcast; many activities far above the OWI allotments an carried out by this and every other station out the nation. ere happy to try at least to ll-out job for WAC recruit- only compensation we want have wanted is the results be obtained to further the rt. We do not want monetary ation, nor have we ever re- it. We do, however want to our prestige and position in orting field. ew of radio's complete, un- cooperation, I sincerely urge Yang & Rubican clarify their and dispell the opinion that not do the job."

## Asks Law To Guard Freedom Of Radio, Press

Continued from Page 1)

freedom. Observing the anni- s of press freedom Friday, declared: "On this day, August e year 1735, freedom of the s was established when John enger, publisher, was tried quitted libel on charges of ighting the Government, antedat- many years the Constiution of Uted States. Free speech was oed as a principal of liberty. e time principle persists today, eir: it be in conduct of the press radio or in any other medium plic information. Th let us write them into the the land and keep on writing m new forms of mass commun- are created so that the prin- al free speech may never be auld or ever questioned."

## South Pacific Trip

Wood Lawton, NBC Pacific ammentator, will leave August h for a two months' tour of the Pacific bases.



August 7  
Florence E. Dunley Al Goodman  
W.C. Garland Hildred Price

# New Radio Info. Service Set By Treas. War Finance Div.

(Continued from Page 1)

exclusively in RADIO DAILY three weeks ago.

Additional functions of the service will be close liaison with nets, locals and agencies to provide information on query and to help line up guest stars. All this is to be done during drive periods as well as between loan drives.

### Commercial Radio-Trained

Molohon, who had been radio chief at WFA, came to Washington after eight years in commercial radio, both in New York, and Hollywood, he was New York manager of Viking Radio Corporation, and on the coast handled radio publicity and wrote "Reporters of Odd Facts," "The Plainsman" and other successful radio shows. He has had five books published, one of which is on the book-of-the-month club recommended list.

Assisting him will be Tech. Sgt. Norman H. Agathon, on loan from General Lear's headquarters. Before going into the Army, Sgt. Agathon

was with the Washington Bureau of Transradio Press, and previous to that with the INS in Chicago and Des Moines and with Associated Press in Chicago and Milwaukee. Sgt. Agathon will handle the radio news bureau of the information service.

A station's relations chief, yet to be named, will be brought in from the radio industry.

### New York Office Plans

New York office will be in charge of Miss Shirley Burke, for several years identified with the theater. Miss Burke worked with Russell Janney producer of "Vagabond King" and many other hit shows, and for some time was in the casting department of the Theater Guild. In the early days of War Finance, Miss Burke assisted William S. Rainey, former production chief of NBC, who had come over to the Treasury. She also assisted William Bacher, producer of the early treasury "Star Parade" and "Bond Wagon Shows."

## Radio Station Guides Airliner In Mpls. Storm

(Continued from Page 1)

airport, blew down the field radio range tower, the airliner flying through the storm had no way to guide it into Minneapolis. The airport dispatcher called KSTP and asked the station to remain on the air, to provide a signal for the pilot to follow. Station continued to air its "Overseas Special" program, with which it normally signs off at 2 a.m., for an additional 45 minutes. Plane reached Minneapolis safely, but, unable to land because of terrific winds and low ceiling, was kept circling for 45 minutes using the KSTP signal to fix its position. Finally, dispatcher sent it to Madison, Wis., where it effected a safe landing.

## Public Service Role During Phila. Strike

(Continued from Page 1)

transportation strike broke stories in all local newspapers when they gathered together in the studios. Mayor Bernard Samuel, Frank L. McNamee, regional director of the War Manpower Commission, Rev. E. A. Palmquist, secretary of Federation of Churches, officials of the National Association of Advancement of Colored People, representatives of the President's fair Employment Practice committee and eight other officials of the transport workers union CIO, all were heard in a concerted appeal to the wildcat strikers to go back to work.

### General Hayes Heard

These strikers, former members of the PTC company union, went out because they refused to comply with the Government FEPC ruling allowing Negroes to become motor men and conductors. The special event mobile unit of WCAU toured the city on Thursday as the Army prepared to take over and recorded the official proclamation announcing the Army had moved in on Thursday at 9:25 p.m. Ten minutes after the announcement of the Army moving in to take over the transportation facilities Major General Phillip Hayes chief of the Third Service Command read the Government's order and spoke from the studios of WCAU in a broadcast that was pooled to every Philadelphia radio station at the same time.

WIP mobile unit claims getting exclusive transcription of James McMenamin speech Thursday night at PTC employees rally following take-over of operations by Army. This transcription was broadcast within an hour. McMenamin speech was not broadcast direct by anybody.



"BLONDIE" The laugh getting "Blondie" (how many on the BLUE reads left to right: "Blondie" (Penny Singleton); Dagwood, Blondie's husband (Arthur Lake). Don't miss it... 7:30 P. M. Friday on KECA... The Blue Network.

JOE E. BROWN

...takes the words right out of your mouth as Master of Ceremonies, or rather as top cop, on the new global quiz show—Step Or Go! Thursday, 10:00 P. M. Stay tuned to KECA... The Blue Network.

# FINER PROGRAMS OUT OF THE Blue

## FROM KECA TO YOU



PAUL WHITEMAN

The BLUE Network's director of music, and America's beloved "King of Jazz," brings you the Philco Summer Hour, 10:00 P. M. Sunday Yes "Every Program on the BLUE from KECA TO YOU."

Radio is Life!—and the life in radio is the BLUE... Better Livelier Unexcelled Entertainment! The BLUE Network is proud to announce they now own and operate Radio Station KECA... your own familiar Los Angeles station. People are in the habit of turning to KECA... the outlet for BLUE programs—great music, complete accurate news, great ringing forum, pure drama, adventure, variety, comedy. Today, KECA is "The BLUE"... a great station... a great network. So, tune in 790 on your dial... listen to KECA... The Blue Network.



Now OWNED AND OPERATED BY THE Blue NETWORK 790 ON YOUR DIAL

# WDRC

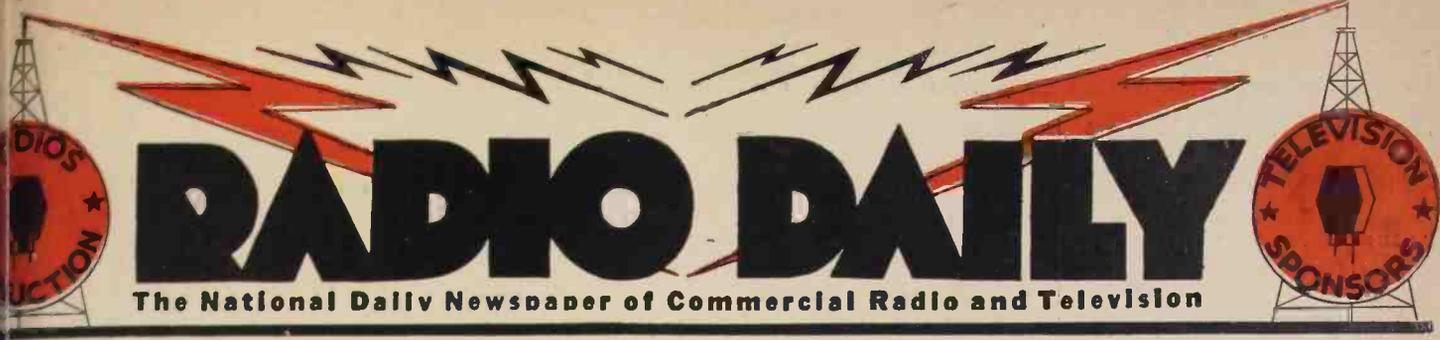
HARTFORD 4 CONNECTICUT  
WDRC - FM

### 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

USE WDRC TO CONNECT IN CONNECTICUT.





The National Daily Newspaper of Commercial Radio and Television

28, NO. 26

NEW YORK, N. Y., TUESDAY, AUGUST 8, 1944

TEN CENTS

# Union Must Show - Cause

## "Double Talk"

Young and Rubicam's statement on why they excluded WOR from the media appropriation of the \$5,000,000 WAC recruitment budget is a masterpiece of copywriter double talk. Their explanation sound a bit like the small boy who is reluctant to admit error in judgment but veils his misjudgment by blaming someone else.

Wanting their point that WOR might have been slow in reaching the agency with a complete breakdown on the time available, it seems creditable that an agency so familiar with radio would completely ignore this media.

RADIO DAILY still believes the broadcasters' complaint is not one. Our belief has been strengthened by the growing feeling of resentment from the broadcasters.

This issue is not a matter of money, it is a matter of principle. \$5,000,000 or a portion of it wouldn't buy a spark of patriotism already demonstrated by the industry in the effort. The broadcasters get only the media prestige goes with being included in the WAC budget. And this prestige, based on their patriotic service, is rightfully theirs.

BURKE.

## Public Service

At the height of the 90 degree heat wave over the week-end, the Garden City Chapter of the Red Cross phoned WOR, New York, requesting a couple of spot announcements to the effect that the wounded soldiers at Mitchell Field, Long Island Air Base Hospital needed electric fans. Station Manager Theodore Streibert O. K'd the request and presto—from every section of WOR's area coverage came electric fans by the dozens, topping the quota needed.

## New Tele Producers Group Formed In N. Y.

Television's first cooperative production organization, known as "Televideo," has been formed, with the group currently preparing its first program for presentation in the near future.

Televideo, according to Kenneth Whatmore, chairman, proposes to write, direct and produce monthly television shows, experimenting in

(Continued on Page 5)

## International Series Set For 'People's Platform'

Leading authorities of the United Nations will tackle important international problems during a series of six special broadcasts of CBS' "People's Platform" on alternate Sa-

(Continued on Page 3)

## Stations Asking WAC Advt. Continue In Ratio Of 10 To 1

## Radio Engineer Future Seen Bright By Angle

Rochester, N. Y.—Wesley M. Angle, president of the Stromberg-Carlson Co., in this city, expressed an optimistic outlook for the nation's radio engineering-minded youth in the article

(Continued on Page 5)

## AFM's Musician Strike Against KSTP Brings Order To Murk From WLB For Capital Hearing Tomorrow

## DeForest Elaborates On Mexican Prospects

(Mexico City Bureau, RADIO DAILY) Mexico City—Mexican-made radio and television sets will in the future largely displace those of American origin on the Latin-American market if Dr. Lee de Forest has his way.

The "father of radio," who has been in this capital working out details of a giant program for the manufacture of radio equipment in Mex-

(Continued on Page 6)

## Agency Announces Weekly Auditions For Television

First advertising agency to set up regularly weekly auditions for commercial television talent is Ruthrauff & Ryan with auditions scheduled for every Friday at the WABD, Du Mont studios in New York City. Announced

(Continued on Page 3)

## MBS Bond Committee Set For Sixth Loan Campaign

Makeup of the MBS Network Bond Committee, which will work with Treasury and the OWI on bond matters hereafter, has been announced;

(Continued on Page 6)

(Washington Bureau, RADIO DAILY) Washington—After trying unsuccessfully for a week to work things out with the AFM for the calling off of the musicians strike against KSTP, Minneapolis, the War Labor Board yesterday set a show-cause hearing for 11:30 tomorrow morning, in Washington. George Murk, president of AFM Local 73, St. Paul, was notified yesterday by wire from WLB Chairman William H. Davis to appear here and show cause why the strike should

(Continued on Page 5)

## ODT Asks Alteration In Audience Programs

(Washington Bureau, RADIO DAILY) Washington—"Breakfast At Sardi's," Blue's "Breakfast Club," and other network shows calling for audience participation are the subject of a new move by the Office of Defense Transportation looking toward the cessation of on-the-air discussion of tourist visits. Aid of the NAB has already been enlisted in an effort to cause

(Continued on Page 6)

## West Canada Must Defer Airing Of Election Returns

Montreal—Radio stations in Alberta will not be permitted to broadcast Quebec election results tomorrow night until the polls in Alberta close at 9 p.m., EDT, Canadian Broadcast-

(Continued on Page 3)

## Two In One

Kenneth Whatmore, account executive for J. D. Tarcher agency, parked his car in front of a client's premises and left it for about a half hour. When he returned, everything in it was gone. When he got home that evening, he noted that his apartment had been ransacked. In his effort to find a suspicious-looking person, he found himself accusing a detective.

## Familiar Voice

When WOR picked up a program from Guam describing the Marines' landing last Saturday night staff members heard the voice of an old associate. It was none other than Alvin Josephy, former assistant to Dave Driscoll, director of news and special events, doing his job as a sergeant in the Marine Combat Correspondents.

WLAW's daytime rates are based on 907,283 people . . . but there's a bonus coverage, too! Advt.

North of Boston the voice of CBS is WLAW . . . 680 on your dial! Send for coverage map! Advt.



Vol. 28, No. 26 Tues., Aug. 8, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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FINANCIAL (Monday, August 7)

Table with columns: Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Bid, Asked. Includes stock prices and exchange information.

20 YEARS AGO TODAY

(August 8, 1924) George Lavel Chesterton, eminent journalist, is making a host of friends among radio fans for his wealth of witticism on topics of human interest... Highly recommended to dog lovers are the broadcasts over WJZ every Monday by Frank Dole, kennel editor of the New York "Herald-Tribune." Mr. Dole's dog lectures are highly interesting.

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

Coming and Going

H. ALLEN CAMPBELL, secretary and general manager of the Michigan Radio Network, is in town from Detroit on general business. He visited yesterday at the headquarters of the Blue Network.

CHARLES ZURHORST, director of publicity and promotion for WOL, Washington, D. C., is in Gotham for conferences with officials of Mutual.

THAD HOLT, president and general manager of WAPI, Birmingham, is here from Alabama for confabs at the headquarters of CBS.

JOAN BEL GEDDES, supervisor of new programs for Compton Advertising, Inc., is spending her annual holiday at Marblehead, R. I.

W. C. BOCHMAN, WCOS, Blue Network station, is in New York. He's general manager of WCOS, the Blue Network's station in Columbia, S. C.

FRANKLIN M. EVANS, announcer at KYW, Philadelphia, has returned from his vacation with a genuine seashore sun-tan.

HAROLD HUTCHINS, advertising director of the Hillman Women's Group of magazines, left yesterday on a three-day business trip to Baltimore.

SUSAN LITTLE, conductor of the "Friendly Homemaker" program on KROW, Oakland, Calif., is vacationing. Meanwhile, her duties on the show are being taken over by Barbara Poole, home economist for the Pacific Gas and Electric Co.

Tele Talent Announced For Wednesday Program

The Bunin puppets, Martha Stuart, songstress, and Russell Patterson, noted illustrator, will be added features in the series of three commercial television fashion shows being presented by Aldens Chicago Mail Order Company over the Du Mont station, WABD Wednesday evening. Nine Conover girls will model a line of fur trimmed coats depicted in the Aldens Catalogue.

The shows are being produced by Buchanan and Company, advertising agents for Aldens' Chicago Mail Order Company under the direction of Richard Hubbell. The series will be climaxed Wednesday, August 16, with the selection of "Miss Television 1945" who will be chosen from the famous models of Harry Conover in the cast, including Pat Geoghan, Mary Ducey, Jean Harper, Marilyn Sable, Eileen Dolan, Jackie Michel, Pat Townsend, Barbara Orr and Edna Russell.

SALES PROMOTION MANAGER

Midwest. Clear channel station seeking man thoroughly grounded in trade and national advertising and advertising agency operations. Should have good working knowledge of production. Send complete details. Education and experience. References.

BOX 854 — RADIO DAILY

GENE RIDER, technician-reporter in London for the Columbia network, is back in New York after having spent several months with the invasion staff of the web.

ALFRED H. MORTON, president of National Concert and Artists Corp., is spending the month of August on vacation.

HAROLD R. KRELSTEIN, commercial manager of WMPS, Memphis outlet of the Blue Network, has arrived from Tennessee on a short business trip.

BILL MALONEY, publicity chief of Batten, Barton, Durstine & Osborne, is back at his post following a three-weeks vacation which took him to the quiet and scenic plains of Connecticut.

LOUIS F. SAIFF, JR., commercial manager of WWNY, CBS affiliate in Watertown, N. Y., in New York yesterday and visiting at the home offices of the network.

FRANK W. BREMER, technical director of WAAT, off on a combined vacation-and-business trip to Canada, during which he will visit CBC in Montreal and the shortwave station in Sackville, N. B.

PHILIP P. ALLEN, manager of WLVA, Lynchburg, Va., is in town on station and network business. The station is affiliated with the Blue.

JEAN COLBERT, director of women's activities at WTAM, Cleveland, is in New York, her home town, on vacation.

Biow Agency Appointed For Democratic Campaign

The Biow Company has been named to handle the advertising for the Democratic National Committee, for the Presidential campaign. Radio director of the Democratic Committee is J. Leonard Reinsch, managing director on leave of the James M. Cox stations, WSB, Atlanta, WIOD, Miami, and WHIO, Dayton.

Joins Blue Coast Staff

Los Angeles—John Wald, noted as the "Richfield Reporter," has joined the Blue Network Hollywood staff as a summer replacement announcer, to serve through September.

The SCHOOL of RADIO TECHNIQUE

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

6 Weeks' Day Course

SEPTEMBER 5

8 Weeks' Evening Course

AUGUST 21

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



All with the same id

That's a picture of the famous Puget Sound Salmon Derby. Every boat wants to get the top haul, only happens once a year.

But every day advertisers are in derby to get the top haul in radio audience. Not just quantity, but quantity at the lowest cost.

Here in Baltimore the answer is easy. You don't have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you use. First, you look at the station coverage. Then, you check the listeners. Then, you take the top cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H the successful independent station W-I-T-H that delivers more results per dollar spent than any other Baltimore station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

# PROMOTION ★

## Bond Sports Auction

McLinn, WIP sports editor Philadelphia, sold recently his Sports Auction for the War Loan a total of \$34,950 in bids. Bidding was carried on telephone and among the items sold off were: a golf ball used by Tommy Byrd in winning the War Bond tourney and Lt. Berg's favorite golf club, autographed by her; three tennis rackets by Ellsworth Vines, Don and Bobby Riggs; baseball autographed by Chuck Klein, Hornsby, Lou Gehrig, Joe DiMaggio, Stan Musial and Connie

## Want Ad Pays

WCOV, in Montgomery, Alabama, passes along to us the following letter for other stations to think about. It's in reference to the station's Want-Ad program broadcast six days a week and sponsored by Old Hickory Ale.

"Two minutes after your announcer read my ad over your program, a small boy called me up and asked for more information about the man's size 28 bicycle. Twenty minutes later he paid for it with \$25 in dimes and quarters which he had received for caddying on a local golf course."

## Data

Promotion piece entitled "Tops and Still Going Up" is being mailed to agencies and advertisers by WOC, Davenport, Iowa, giving WOC listening data as compared to that of other stations, and including figures from the Hooper Station Listening Index. This supplement's previous mailing, which gave results of first Quad-City Hooper Survey.

"Tune Factory" program aired every afternoon.

## Radio Knobs

Following the unique promotion water at the William Penn Hotel in Pittsburgh, WCAE, Pittsburgh, has issued a new set of radio dial cards that have been placed on the knobs of radios in both the Pittsburgher William Penn hotels. Lettered in black against a background of deep blue, these cards inform hotel guests when news commentators go to the Mutual affiliate. In addition, there is a plug for WCAE's popular

## International Series for 'People's Platform'

(Continued from Page 1)

beginning Aug. 19, it was broadcast last Friday by Lyman Bryson, CBS director of education. The intervening Saturdays "People's Platform" will be devoted to news issues. The program is broadcast at 6:15 over WABC-CBS. Should the Small Nations Have a Say?" will be discussed by Carl H. Bryson, president of the Norwegian Parliament; Brooke Claxton, K. C., parliamentary secretary to Prime Minister Mackenzie King of Canada; and Andre Michalopoulos, former minister of information for Greece; the first broadcast concerning foreign matters. Bryson will serve as moderator of the CBS series. The scheduling of this program on international topics complements other series planned by BBC, according to Bryson. Also, the CBS and BBC discussions were arranged to be heard in Great Britain. It has been decided to transmit the broadcast to Australia, New Zealand and the Union of South Africa.

## Penicillin Co-Discoverer on CBS Program Tonight

Dr. W. Florey, British scientist and co-discoverer of penicillin, who visited this country for a brief visit, will be the guest speaker on "The Fight" broadcast on CBS tonight, 9:30-10:00 p.m., EWT. The program is sponsored by Schenley for Penicillin.

## West Canada Must Defer Airing Of Election Returns

(Continued from Page 1)

The Canadian Broadcasting Act of 1936 provided that no election results could be broadcast in any province before the polls closed in that province. The reason behind this law was that with a four-hour spread in time between Nova Scotia and British Columbia, voters in western provinces might know the trend of the returns in the East before they voted in the West and they might change their vote as a result.

While Federal elections were doubtless the first consideration of the framers of the law, CBC management has ruled it is bound by the act to apply it next Tuesday when provincial general elections are being held in both Quebec and Alberta.

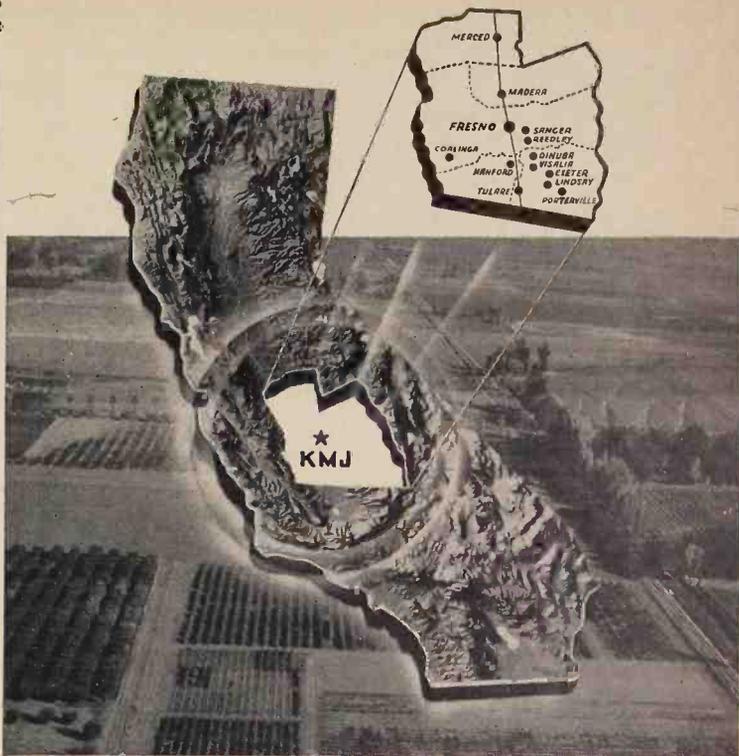
## Agency Announces Weekly Auditions For Television

(Continued from Page 1)

Announcement of the auditions was made yesterday by Lee Cooley, director of television for the agency, who added that Tom Vietor or Betty McCarthy of the agency will be contacts for persons seeking television auditions.

## Use AP Service

Three stations have contracted for the special AP radio wire through Press Association, Inc. within week. They include WAYS, Charlotte, N. C., managed by Walter H. Goan; WGBR, Goldsboro, N. C., managed by Harry G. Bright; and WALL, Middletown, N. Y., headed by Martin Karig, Jr.



# 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 N. RAYMER CO., National Representative

# LOS ANGELES

By RALPH WILK

**NORRIS (ABNER) GOFF**, of the Blue's "Lum and Abner" team, and Mrs. Goff celebrate their wedding anniversary August 8, to the tune of eight. For they were married in the eighth month, on the eighth day at eight in the morning in the presence of eight guests. Just to keep everything straight Mrs. Goff will receive a gold charm bracelet with eight charms and eight guests will join them at dinner this August 8.

Don Bernard, producer, and Irving Brecher, a member of the production staff of "The Life of Riley" series, aired Sundays, over the Blue Network, became radio performers during last Sunday's broadcast. Both took speaking roles on the program.

Art Baker, NBC's morning newscaster, was among the group of radio people who flew in Douglas Aircraft's giant C-54 transport plane to Yosemite and Sequoia national parks last Saturday, and was the only one who made a complaint or two. Baker was disappointed because the only landmark he recognized on the air on the entire junket was a drive-in theater around the corner from his home. And he was hurt because no one asked where he had been at noon, so he could casually answer, "Oh, I went to Yosemite and Sequoia during my lunch hour."

Agnes Moorehead and Ray Collins, of the screen, were signed this week, to co-star in the new Lucille Fletcher mystery, "The Diary of Saphronia Winters," on the CBS "Suspense" broadcast of August 17.

Edgar Bergen reports that he has already received thousands of names for the little old maid character who will join him and Charlie McCarthy in the fall, and fans are still sending them in.

BETWEEN MUSIC YOU LOVE YOU GET "MINUTE TO MINUTE" COVERAGE OF NEWS, RACING, SPORTS-ALL DAY ON...

1430 ON DIAL

WBYN

"THE MINUTE STATION."

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



## Three Cheers for the Red, White and Blue (Web)

Viewed from any angle, the enterprise was the success it rated to be. . . . we're referring to the All-American Boys Baseball Game, played yesterday at the Polo Grounds by a group of American youngsters, chosen from the sandlots and high schools from all parts of the country, sponsored by Esquire Magazine and 28 newspapers for the benefit of the Community War Memorials Commission to HELP CREATE "LIVING WAR MEMORIALS" to the heroes of this war (which to us means EVERY man or woman in the Service). . . . We happened to be in Mark Woods' office at Blue Net headquarters, the day Ed Dukoff first broached the project to the prexy who, sensing the bigness of the idea, promised, and with the able assistance of George Schreier, (assigned by Earl Mullin to publicize the fact that the Blue Network had obtained the exclusive broadcast rights) delivered a major-league performance which rates a "A" for "assist" and an "R" for "RADIOKAY". . . . Harry Wismer and Red Barber were at the mike, alternating on the play-by-play and color aspects of the game. . . . actual festivities started at 12:25 p.m. at the Toots Shor A. C. where the Blue Network hosted at a luncheon for the scribes (we almost said "Working Press"). . . . the fact that of the 20,000 fans present, about 15,000 were children, proved that Young America is just as keen about Abner Doubleday's brainchild as Grandpop. . . . among the celebrities who witnessed the game which went to the Eastern team, managed by the beloved dean of baseball, Connie Mack, were, Mel Ott, manager of the N. Y. Giants, who took charge of the team from the West, Carl Hubbell, Al Simmons, Joe McCarthy, manager of the Yankees, Ford Frick, prexy of the National League, Al Schacht, the clown of the diamond, the one and only Babe Ruth, the ex-Mayor of New York City, James J. Walker, (with Toots Shor in tow), Ed Noble, Mark Woods, Edgar Kobak and Earl Mullin of the Blue Network. . . . It was a great day for the kid ball players, the game, the sponsors of the stunt, Esquire Magazine and last but not least, the Blue Network.



And now that the two week vacation has ended and we must get back to the daily grind, we'll take a look-see at the mail that has accumulated on our desk and try to catch up on developments in and about Kilocycle Lane. . . . here's a note from Fred Coll advising us that Broadway Columnist Ed Sullivan will be guest co-interviewer with Parks Johnson when "Vox Pop" will visit Kitchener, Ontario, Canada to interview the Women of the Dominion's Armed Forces next Monday. . . . Lee Sands, recently with Universal Pictures and former comedy writer for some of radio's ace comics, has done an about face, and will make his bid as a radio comedian. . . . Lee has waxed a 15-minute recording, "Leo, The Kid From Brooklyn," and the cast includes John Gart's trio and Dolly Dawn, the Victor recording artist. . . . Harry Rauch, who has done a fine job these past two and a half years at the Blue Net Press Department, joins the press relations staff of Young & Rubicam and will be in charge of Magazine editorial promotion. . . . Morrey Davidson, songwriting executive of the Stanford Zucker Agency, has collabbed with Art Berman on a novelty tune titled, "My Horse Has Fallen Arches" which will give you a chuckle. . . . Martha Tilton, vocalovely from the Coast, is making a host of new admirers among the GI's while on tour of the South Pacific with Jack Benny's Troupe. . . . Jessyca Russell, who jumped from a job as \$40.00 per week secretary to the post of New York Representative for Magazine Digest, via free-lance publicity, will be interviewed by Adelaide Hawley Thursday at 9:30 a.m. on WEA. . . . After serving two years with the U. S. Marines, Edward H. Wolfe has been given an honorable discharge and has returned to the WIL sales staff in St. Louis.



Remember Pearl Harbor

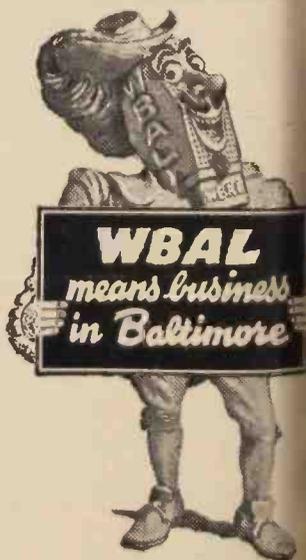
# CHICAGO

By BILL IRVIN

**BERTHA SCHULTZ**, heroine of NBC serial, "Today's Child" (1:15 p.m., CWT, Monday-Friday), has been acquitted of murder charge by the largest jury assembled. The jury was composed of the radio audience of 160,000 had voted by mail on her innocence by noon on Tuesday August 1, and the end isn't in sight. The flood of mail continues to overwhelm the mailroom at NBC Chicago studios, but on the basis of already tabulated, announcements made on the July 31 broadcast the jury had voted Bertha innocent.

Charged with the murder of his fiancee, Tom Lemming, she is 99 percent not guilty, according to the verdict of the audience "jury." The mail caught the agency and sponsored surprise. An order was placed for only 50,000 souvenir "news" which are being sent to all those who register votes as jurymen. This was unprecedented in radio promotion technique. It was held at NBC Chicago studios with a distinguished judge, Robert A. Meiering, circuit judge of the Cook County, Ill., County Court, presiding over the sessions.

Placement of a new half hour program and a new order of time signal announcements at one-minute transcribed announcements were announced by Morton, manager of the NBC division local and spot sales department. The new program will be sponsored by the Longines-Witt Company, through Arthur Rosen Company, titled "World's Most Recorded Music," to be aired Thursdays and Sundays, 10:30 to 11:00 p.m., CWT, starting Sept. 21 for two weeks. Longines watches will be the product.



Edward Petry & Co., National Representatives

# Cause Order To AFM By WLB

(Continued from Page 1)  
 ed. Davis pointed out in that the board had been on a solution of the dispute with the Chicago panel report go to the parties when the resumed two weeks ago.  
 of the directing wire were the AFM national president, Petrillo and AFM Coun- Padway. The latter is ex- appear here with Murk, but known whether Petrillo will show up.

# The Missus" Set For CBS Coast Debut

od—"Meet the Missus," CBS makes its West Coast debut 14, at 2:30 p.m., PWT., from Cololl's theater-restaurant on Boulevard. Jack Bailey is the and a thousand guests will be ch afternoon to participate comedy show and vie for  
 originated in Chicago in "BBM" and has been on the years. George Allen, CBS network program producer, will e show. KNX will origin- ow here.

# ★ AGENCY NEWSCAST ★

**HARRY RAUSCH**, of the Blue Net- work publicity staff, joins the press department of Young & Rubi- cam, Inc. today. Rausch will special- ize in magazine publicity and will work under Lester Gottlieb, Y. & R. publicity director.

**JOHN H. BRECK, INC.**, Spring- field, Mass., has launched a new pro- gram, "Beautiful Music," on the 11 new England stations of the Blue Network. The program, featuring the American Girls Philharmonic Or- chestra, and presented in behalf of Breck's preparations for the care of the hair, represents the first network radio advertising campaign of the company, which has national distribu- tion. Commercials used in the new show urge women listeners to "con- sult your local hairdresser."

**WAR ADVERTISING COUNCIL**, in co-operation with the OWI and the U. S. Public Health Service is pre- paring a booklet warning against the current increase in venereal diseases and announcing a program for en- listing the support of all advertising media to educate the public in the prevention and treatment of social ailments. Radio is listed among the media to receive the publication, which is being prepared under the supervision of Warwick & Legler as volunteer agency.

**MAJOR HERBERT G. SELBY**, for the past two years on active duty with the Army Air Forces at Wright and Patterson Fields, has joined Morse International, Inc. as assistant to the president. Prior to entering the service in May, 1942, Major Selby was for 12 years director of media for Maxon, Inc. He was previously associated with Theodore F. McManus and George Harrison Phelps, Detroit agencies. In addition to his executive duties at Morse International, Major Selby will supervise the Media De- partment.

# Radio Engineer Future Seen Bright By Angle

(Continued from Page 1)  
 titled "Radio-Past and Present" pub- lished in the official publication of the Institute of Radio Engineers this month.  
 Also the chairman of the sub-com- mittee on post-war employment prob- lems of the veterans' employment committee of the NAM, Angle stressed the part of the returning veteran with Army Signal Corps' training can play in post-war com- munications engineering by revealing that most radio engineers were trained in former years in other branches of engineering before realiz- ing their specialty.  
 The radio executive stated also "the men who will do the job today and the bigger job tomorrow just don't have the time-or the inclina- tion-to get to radio engineering by drifting there eventually."

**MEISSNER MANUFACTURING COMPANY**, Mt. Carmel, Ill., and Chi- cago, through G. V. Rockey, executive vice-president, announces the crea- tion of a national sales organization to distribute the Meissner super ra- dio-phonograph after the war and to give the company direct representa- tion in the national market. Ray R. Hutmacher has been named district manager, with headquarters at the Chicago headquarters of the Meiss- ner organization.

**BUD SPENCER**, until recently night program manager for NBC, and who now is with Foote, Cone and Belding, advertising agency, will re- place Harry Saz as assistant agency producer on the Blue Network's "Hol- lywood Star Time" beginning Friday, August 11.

**R. F. BAUSMAN**, director of ex- port of the Washburn Crosby Co., eastern division of General Mills, Inc., has appointed Grant Advertising, Inc., to handle advertising of General Mills products in Western Hemisphere ex- port markets.

**J. D. TARCHER & CO.**, has been named to handle the advertising of Kinsey Distilling Co., Philadelphia.

# New Tele Producers Group Formed In N. Y.

(Continued from Page 1)  
 new developments of television pro- gramming as well as the production techniques.

Membership of the cooperative or- ganization is composed of Morten Gottlieb, free-lance writer; Marvin Cristenfeld, attorney; Ellen Dahlgren, costume-designer; Walter Gibson, free-lance writer; Betty Godfrey, J. D. Tarcher & Co., advertising; Fred Jacobs, Loucks & Norling Films; George Karger, PIX, Inc.; Leo Kerz, scene-designer; Ruth Pearce, J. D. Tarcher & Co., advertising; Jay H. Smolin, John H. Owen & Co., adver- tising; Kenneth Whatmore, J. D. Tarcher & Co., advertising; Martha Whatmore, free-lance writer. The backgrounds of the foregoing, becom- ing associated with television, in- cluded radio, motion pictures, the theater, publishing, photography and advertising.

**Organization Unaffiliated**  
 Televideco intends to produce tele- vision shows for advertising agen- cies as well as for national adver- tisers and television stations, although it has no affiliation with any indi- vidual agency or firm.  
 This new organization is located at 5 East 51st Street.



**KEEP CUSTOMERS  
 YOU  
 KEEP SPOTS  
 MORE THEIR  
 EARS!**  
 John Blair man  
**BLAIR  
 & COMPANY**  
 REPRESENTING LEADING RADIO STATIONS



**IN  
 METROPOLITAN  
 CINCINNATI**

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

*L. B. Wilson*

**CBS**

**FIFTY GRAND IN POWER**

# ★ ★ ★ COAST-TO-COAST ★ ★

### — OHIO —

**CLEVELAND**—WGAR's program schedule, released for this week, features the action picture of WGAR program director Dave Baylor covering the invasion in the European sector as a War Correspondent. Via shortwave of the BBC in London, he reports about local fighting men and service women as another WGAR contribution to "home front" morale.

**TOLEDO**—Jim Trautwein, student at Ann Arbor, Mich., has joined the announcers staff at WSPD, relieving regular "mike men" for their annual vacations. **MARION**—Eleanor Planck, newcomer, emceeds the new weekly feature "Teentime," quarter-hour report of teen-age activities here plus an injection of GI jive for the hepcats. And, the newest singing commercial is American Chicle Co.'s Bonnie Baker rendition for Dentyne.

### — MICHIGAN —

**DETROIT**—Faculty members of the University of Michigan, Drs. Amos Morris and Bennett Weaver of the English Dept., Arthur Hackett of the School of Music, and Randolph Adams, director of Clements Library, comprise the four-man board featured on WJR's new quiz program. Slump the Professor, broadcast at two each Saturday from the campus of the University at Ann Arbor. WJR awards subscription to Reader's Digest to winners on the program. Quiz-master is another U. of M. professor, Dr. Donald E. Hargis, of the Speech Department. Dr. Waldo Abbot, the University broadcasting director, conceived the idea and supervises the program.

### — NEW YORK —

**SYRACUSE**—Charles R. Phillips, WFBL commercial manager, agrees now that all good salesman aren't in radio. Recently he found one selling business machines, time stamps in particular. Thus, WFBL announcers have now a time stamp on the table with the mike, the click is out; enabling the listener to hear the programs without any disturbance.

**ELMIRA**—WENY is using spot announcements urging parents to keep their children at home, away from other youngsters, during the current epidemic of infantile paralysis that has hit here since June 20.

### — MISSOURI —

**ST. LOUIS**—Ted Mangner, assistant professor of radio extension in College of Agriculture at University of Illinois, was appointed director of farm programs at KMOX. He has written and aired 2,275 consecutive farm programs on the University of Illinois station WILL. He joins KMOX today. **ST. LOUIS—KXOK**—Blue, on election day last Tues., Aug. 1, broadcast election returns of city and state-wide primary election. Mahlon Aldridge, KXOK news editor, gave the returns from the Office of Election Commissioners. Harry Caray sent his report from the city room of the "Star-Times" and the UP office. Entire KXOK news staff helped in gathering reports throughout the city, county and state. KXOK stayed on the air the entire night.

### — MASSACHUSETTS —

**BOSTON**—Returned from vacations at Yankee network offices are George W. Steffy, vice-president in charge of programs, and Peter Bodge, music librarian; the former executive rested at Jack-O-Lantern Inn in Woodstock, N. H., while his colleague vacationed in the fishing spot of Peak's Island, Maine, Pete's hometown. **WORCESTER**—Still radio-minded is Staff Sgt. Tommy Russell, USAAF, former WTAG announcer; who, while stationed at Will Rogers Field, Oklahoma, is participating in a special program on KOMA, of Oklahoma City.

### — NORTH CAROLINA —

**CHARLOTTE**—Announcer Fletcher Austin has joined the WBT staff; having replaced Bob Callan, who resigned. **GREENSBORO**—Gordon Anderson, WBIG commercial man and emcee of the "Johnnie Harris and His Ramblers" program, left Thurs., Aug. 3 for Renfro Valley, Ky., with WBIG Harmoniers. The latter group was chosen the outstanding quartet of the Magic Circle area to appear at the Annual All-Day Renfro Valley Singing over the week-end. Ballard and Ballard sponsored the contest. **At WGBG**, Stan Conrad, five years program director of WMFR, High Point, has resumed the same position at WGBG.

### — LOUISIANA —

**NEW ORLEANS**—WVL has produced another big war effort last

week celebrating the 154th anniversary of the United States Coast Guard. A 30-minute variety broadcast was aired from the University Room studio of WVL, before several hundred Coast Guardsmen and their friends. The program featured the story of the Destroyer Escort Leopold, the outfit's orchestra conducted by Chief Musician Freddy Neuman, their Vocal Trio (the instrumental quintet), and Rear Admiral A. C. Bennett, USN, Commandant of the 8th Naval District.

### — CONNECTICUT —

**HARTFORD**—Jack Stevens, WDRC's sports and news commentator, covers Willie Pep's fights in the New England area for the WDRC audience. His current one was the Pep-Lulu Constantino fight at Waterbury, Conn., scheduled for Friday. **STAMFORD**—John Newhouse, WSRB program director, has accepted a position as night supervisor with Mutual in New York City. He has been succeeded by Fred Briggs, formerly program director at KGU, Honolulu and KYA, San Francisco, effective August 1. **HARTFORD**—Eleanor Nickerson, head of the bookkeeping department at WDRC, is observing her eighth anniversary with the station this month.

### — NEW YORK —

**NEW YORK**—NBC sportscaster Bill Stern observes, "We're attacking by land, by sea, by air and Buy Bonds." On a special WMCA broadcast Saturday afternoon at 5:15, Mrs. Dorothy Norman, New York "Post" columnist, and Mrs. Anna A. Hedgeman, executive secretary of the NCPFEPC, discussed the role of "A Permanent Fair Employment Committee" within America's industrial and social structure. Lee Davis replaces Jackie Gleason, who has left the "Keep Ahead" program for a network sponsor. Variety show is heard over WOR-Mutual every Friday night at 7:30 and backed by Edelbrew Beer. Gene Krupa, ace drummer, and his new orchestra will appear on their first radio broadcast this evening during the "For The Record" program which will be broadcast over WVEAF at 11:30.

### — WEST VIRGINIA —

**CHARLESTON**—Gil Canfield, station manager, returned home business-vacation trip to New York in time to take his 11½ months-olter to the hospital. She ate a white shoe polish. Fortunately, ill effects, and for a price, Canfield willing to sign a testimonial particular shoe polish is non-injurious to man, child or animal, when taken internally.

### — DISTRICT OF COLUMBIA —

**WASHINGTON**—Alexander Marshack's appointment as production department was announced by Martin D. Wickes, program director of Columbia's Washington station. Graduate of College of New York, Marshack radio as script writer and assistant production at WNYC in 1941. To join WTOP, he left position of National Press Director of the American Civil Liberties Union.

### — ILLINOIS —

**PEORIA**—Clara Walsh is now publicity editor of WMBD, succeeding Wright, who is a member of the States Navy; and another change WMBD is the hiring of Gene formerly of WHBF, Rock Island, announcing staff and production men.

### — GEORGIA —

**LA GRANGE**—Further indication that radio is a potent medium advertising is that Belk-Gallaher local dept. store, has signed contract with WLAG, amounting to almost 100 per cent of the firm's entire advertising appropriation. Company operates in three cities with WLAG's primary service area. Sponsor Arthur Gaeth's MBSumentary on daily basis, a daily news summary, plus 56 spot announcements weekly. Also, B-G an option on the holiday season "Santa Claus" mail bag programs.



(August 8)

Charles Boyer I. Mattfield  
 Ross Graham Robert L. Simpson  
 Bill Connor Michael E. Kent  
 Otis Wright William Elmo Tanner  
 Victor Young Jimmy McKibben  
 Harry W. Pascoe



**WALTER COMPTON**  
 BACKGROUND FOR NEWS

add  
**WOMI**  
 to his  
 sponsor list

WATCH THIS LIST GROW  
 WSIX KOCY  
 KALE WGOV  
 WMOB WSAY  
 CKCL WJHO  
 WOMI

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

## ON THE PRESS

The  
**OKLAHOMA**  
 RADIO  
 AUDIENCE  
 OF 1944

A Study by  
 DR. F. L. WARD

### OUT SOON

## WKY—Oklahoma City

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 27

NEW YORK, N. Y., WEDNESDAY, AUGUST 9, 1944

TEN CENTS

## WPB Offers Transmitters

### For Radio Unity Canadian Meet

Alta—Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation told the 10th Annual Convention of the Association of Broadcasters that co-operation can end any rift between private radio and public. Mr. Frigon said private radio would be wise to promote the present system of broadcasting in private radio squabbled with public.

Continued on Page 6)

### Ray Ruml Elected To Muzak Corp. Board

Ray Ruml, treasurer of R. H. Muzak Co., Inc., and chairman of the Federal Reserve Bank of New York, has been elected a director of Muzak Corporation at a regular meeting of the board of directors. During the war, Muzak has expanded its field by installing facilities in factories engaged in war production. Post-war, it is expected that the facilities may be made generally available.

### Cites Importance Of Small-Town Markets

Washington Bureau, RADIO DAILY  
Washington—Promotion and advertising for small-town markets are being given major business consideration in the post-war world, Nelson A. Rockefeller, Director of the Department of Commerce, writes in the current issue of the official publication "Domestic Commerce." (Continued on Page 6)

### Invading WACs

The first Army overseas report on the "Day on activities of WAC members in the invasion will be given by Lt. Col. Anna W. Wilson, California, WAC staff director of the European theater of operations, in the opening program of the CBS Wednesday WAC series at Columbia's "Service Time" tonight from 4:45 p.m., EWT. Col. Wilson speaks from London.

### Vacation Note

Detroit—Fellow newscasters will sympathize with Fred Vandeventer of WJR, who still is scratching his head over an appeal for publicity which he received today. Written on Detroit Board of Commerce stationery, it was from the stay at home vacation committee appointed recently by Detroit's Mayor Edward J. Jeffries, Jr. It read: "Now that sufficient members of the stay at home vacation committee have returned from their vacation, a meeting will be held August 11 at the Detroit Athletic Club."

### Movie Co. & Blue Web Will Produce Feature

Latest movie-radio tieup is the announcement that Universal Pictures will produce "On Stage Everybody," Blue Network sustainer as a full length feature and in co-operation with the web will select featured (Continued on Page 8)

### Communications Groups To Meet In Washington

Washington Bureau, RADIO DAILY  
Washington—Conference of radio, communications and government experts on post-war frequency allocation will be held here Friday and Saturday of this week, under the (Continued on Page 3)

## School Broadcast Conference Sets Agenda For Oct. Meeting

### Ethel Barrymore's Series On Blue Web Sponsored

A new series of dramatic broadcasts titled "Lighted Windows" and starring Ethel Barrymore, will debut on WJZ and the Blue Network, Sunday, September 17th, 3:30 to 4 p.m., EWT, under sponsorship of the Aluminum Company of America.

WLAW's nite-time rates are based on 747,051 people . . . but there's a bonus coverage, too! Advt.

### More Than 100 U. S. Signal Corps Units Adaptable To 250-Watt Broadcasting Due To Be Released This Week

### W2XWG Commercial; Other FCC Approvals

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday approved NBC's application to change its license for W2XWG, New York, from experimental FM to commercial FM, thus giving the net its only New York FM outlet.

Three station sales were also approved, the first being that of WRNL, five-kilowatt, Blue and MBS affiliate (Continued on Page 8)

### Shell Signs With WBBM To Air 11 Football Games

Chicago—Shell Oil Company, Inc., has signed with WBBM to sponsor 11 play-by-play broadcasts of the mid-western football classics beginning (Continued on Page 8)

### WOV Business Increase Shows Pronounced Gain

WOV's business for the first six months of 1944 shows an increase over the same period for 1943, with 104 per cent increase in English (Continued on Page 2)

Chicago—Agenda for the eighth annual meeting of the School Broadcast Conference will encompass the phases of school broadcasting as it affects the schools, local station and networks, when it convenes at the Morrison Hotel here, October 23 and 24.

Problems scheduled for consideration in general sessions will include: (Continued on Page 7)

New England's 3rd Largest Concentrated Radio Audience looks to WLAW for CBS programs! Advt.

Washington Bureau, RADIO DAILY  
Washington—More than 100 transmitters, adaptable for 250-watt broadcast will be released this week by the WPB Radio and Radar branch, it was learned yesterday. Originally ordered by the Army Signal Corps, order for these units was cancelled after the transmitters had been completed.

How much effect this release will have upon radio station purchase prices in the future was not known (Continued on Page 7)

### Don Shaw Leaves Blue For Agency Exec. Post

Donald S. Shaw has resigned as program sales manager of the Blue Network to accept the post as radio director of Geyer, Cornell & Newell, Inc., it was announced yesterday by B. B. Geyer, president of the agency.

Shaw was formerly in charge of radio for the Coordinator of Inter-American Affairs, vice president and (Continued on Page 3)

### Aviation Boom In S. A. Needs Radio Technicians

Aviation boom in South America will up demands for radio technicians in that area, according to Donald Pomeroy of Montevideo, who has been studying aviation radio in this country (Continued on Page 2)

### USN—BBD&O—Jo

A letter addressed to Jo Lyons, 383 Madison Avenue, New York, and dated July 27, reached her desk yesterday. Because the writer didn't mention BBD&O, for which Miss Lyons is the casting director, it was assumed that the letter was meant for a sailor in the U. S. Navy department, upstairs in the same building. Scribbled on the envelop was, "Not in our Navy."



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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

(Tuesday, August 8)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/8	162 1/2	162 1/2	- 1/2
CBS A	31 1/2	31 1/4	31 1/2	+ 1/2
Crosley Corp.	22	21 1/2	21 1/2	- 1/2
Farnsworth T. & R.	12 3/4	12 1/4	12 1/4	- 1/4
Gen. Electric	38	37 3/8	37 3/8	- 1/2
Phico	33 3/8	33 1/4	33 3/8	+ 1/8
RCA Common	10 3/8	10 3/8	10 1/4	- 1/4
RCA First Pfd.	7 1/2	7 1/2	7 1/2	- 1/4
Stewart-Warner	15 3/4	15 1/2	15 1/2	- 1/4
Westinghouse	103 1/2	102 1/2	102 1/2	- 1
Zenith Radio	40 1/2	40 1/4	40 1/4	- 1/4

## NEW YORK CURB EXCHANGE

Nat. Union Radio	6	6	6
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## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	15 5/8	16 5/8
WCAO (Baltimore)	22	
WJR (Detroit)	37	

## Anniversary For Heatter

Gabriel Heatter, with today's program over Mutual, will mark his 11th birthday as a commentator on the air.

## 20 YEARS AGO TODAY

(August 9, 1924)

Popular songsters, Tommy Malie and Jack Little, were recently heard in a varied program over local air waves. WJZ will broadcast the notification ceremonies tomorrow of Hon. John W. Davis, Democratic nominee for President of the United States, direct from his home in Clarksburg, West Virginia.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KGO is THE Bay Area Buy!

# Coming and Going

JOHN W. BOLER, president and general manager of the North Central Broadcasting System, is in town. He paid a call yesterday at the headquarters of the Mutual network.

FRANCIS G. McCALL, manager of NBC's news and special events department, and W. W. CHAPLIN, news commentator, have returned from their European assignments. McCALL was in London, while Chaplin covered the Normandy front.

PENNY PERRY, vocalist on several musical programs over WCCO, Minneapolis-St. Paul, is spending her vacation of a month in California.

M. B. SIMPSON is in town from WSAP, Portsmouth, Va., for confabs at Mutual, with which the station is affiliated.

TONY PASTOR and the members of his band are at Camp Lee, Virginia, for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network.

RUTH ANN NICKEL, staff continuity writer at WCAE, Philadelphia, will pass a portion of her forthcoming vacation at Erie, Pa.

LEO F. de SOLA, director of music at WPTF, Raleigh, N. C., in New York this week conferring with music department officials at NBC.

JACK ROURKE, producer of the "Heidt Time for Hires" program handled by N. W. Ayer & Son, left yesterday for Boston. The show will emanate from that city next Monday night.

FRED WEBER, executive vice-president of WDSU, Blue affiliate in New Orleans, is in Gotham on business. Paid a call yesterday at the Rockefeller Center offices of the web.

HAROLD E. FELLOWS, general manager of WEEL, CBS-owned outlet in Boston, in New York yesterday and visiting at the headquarters of the network.

ARCH SHAWD, vice-president and general manager of WTOL, Toledo, is spending his vacation up in the "Thumb" of Michigan.

TOM SLATER, director of special features for Mutual, leaves today for Washington, from where he will go on to Charlestown, S. C., returning to New York around the end of the week.

JAMES YOUNG, INS news correspondent associated with W. Colston Leigh, Inc., left yesterday for Chicago, where he will discuss a program of his own with agency executives in the Windy City.

STUART WAYNE, announcer at KYW, Philadelphia, is back on the job following a period as a patient at Lankenau Hospital.

## WOV Business Increase Shows Pronounced Gain

(Continued from Page 1)

broadcasts and 27 per cent increase in Italian broadcasts noted, it has been disclosed by Ralph N. Weil, general manager of the station.

In addition to the business increase, the station's night-time listening audience shows a correspondingly improved status. C. E. Hooper reports show that the WOV audience has increased 24.7 over the same period last year.

### "The Pulse" Quoted

Quoting "The Pulse" survey for April, May and June, 1944, Weil pointed out that of 38 measured quarter-hour periods (during daytime Italian language hours, when listening to all New York stations was surveyed), WOV captured 37 "firsts" and tied one.

New WOV accounts which become effective in the current month (August) are the Saturday Evening Post, Andy Boy Products of Boston and the Scalամandre Silk Company. The latter, a New York concern, is making its bow in radio advertising in the

## Aviation Boom In S. A. Needs Radio Technicians

(Continued on Page 2)

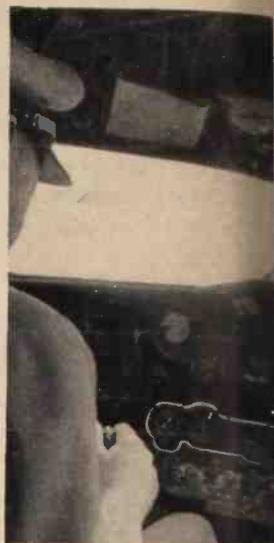
try for 22 months. Pomeroy is convinced experts will have to be imported from this country for airline jobs. Pomeroy has returned to Montevideo after studying here at Pennsylvania Central Airlines and Bendix Radio.

## 'Duffy's' To NBC

"Duffy's Tavern" moves from the Blue to NBC September 15, with the entire cast intact, except for a new "Miss Duffy," who will be Florence Robinson, it has been announced by Young & Rubicam, Inc., agency for the sponsor, Bristol-Myers, Inc. In the regular cast are: Eddie Green, Negro comedian; Charlie Cantor, and Ed Gardner, who heads the show.

New York area, placing its business exclusively with WOV.

WOV accounts now cover food, apparel, beverages, publications, banks and miscellaneous. Most notable increase in any one classification is in food.



## Takes guess work from blind landing

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

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

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

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



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R.

## 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.



PROGRAM REVIEWS

Whitean Sponsors Brilliant  
Emme Pianist

Whiteman, whose roster of proteges have included such stars as Jane Froman, Ramona Bailey, Joan Edwards and Ida, introduced another gifted Philco's Hall of Fame last when he presented Marie Corillo, South American pianist in a brilliant interpretation of "Warsaw Concerto"

Corillo, made her debut with Whiteman orchestra as a sequel to her appearances on the Blue Network Piano Playhouse. Whiteman and her performance as a member of the piano trio on the Blue Network and invited Miss Corillo to perform for the "Warsaw Concerto" in the station.

The charming young lady from Grand Rapids lived up to the Whiteman standard of artistry and on last Sunday night gained added prestige for her performance. Her interpretation of "Warsaw Concerto" thrilled the radio audience of the Ritz Hotel and countless Whiteman devotees who listened in on the coast Blue Network.

Miss Corillo's gifted Piano technique and the well paced musical variety show offered by Maestro Whiteman last Sunday night is a preview of the things to come during the fall and winter season of the Philco's Hall of Fame. Whiteman's excellent programs in store for the Blue Network listeners. Paul's revival of old tunes of his recording days and playing in the "then and now" manner is a timely highlight of the show. He has come in the soothing voice of Her Woods and another pleasant addition in the person of Bob Miller "Hi Lo Jack and the Dame," excellent quartet handle swing music with finesse presenting distinctive vocal arrangements. Another Whiteman alumnus was presented at Sunday in the person of Al Duffy, pianist who is stylist in every sense of the word. Glenn Riggs, one of the best announcers does an excellent job for the informal chattiness of "Mr. P. W." and the whole show is a blend of the elements that makes for the best radio variety entertainment. Bob Wimboldt is producer-director; Dick Sulpaugh, co-director; Meyer Haupt directs the chorus and Bob Miller and Alan Lerner, get credit for the singing.

Communications Groups  
Meet In Washington

(Continued from Page 1)  
the State Department. This is a preparatory move to the final parleys which will be held upon the cessation of hostilities. Major problem seems to be the fitting in of the expanding government frequency needs with those of commercial broadcasters and radio communications companies.

Blue Opens Spot Biz  
Office In San Francisco

Los Angeles — Appointment of Lewis Lacey as manager of the newly established Blue Network spot sales office in San Francisco was announced today by Fred Becker, Pacific Coast spot sales manager for the network.

From his office at 155 Montgomery Street in the bay city, Lacey will be spot sales representative for KECA, Los Angeles; WJZ, New York; WMAL, Washington; WENR, Chicago; and KGO, San Francisco.

Lacey formerly was radio director for the Pacific Coast Advertising Company of San Francisco, and before that was sales manager of KYA, San Francisco.

Byron Nelson, former KGO sales-

Songstress To Screen Tele  
On WOR For MGM Show

Dolly Dawn, protege of George Hall and famed as the creator of the Dawn Patrol orchestra on Victor records, will have a movie tryout on M-G-M's "Screen Test" over WOR-Mutual on Wednesday, August 16, 9:15 to 9:30 p.m.

Starting as a vocalist with the Hall orchestra, Dolly later took over the singing-leadership of the orchestra and gained fame nationally as a radio and recording star.

man in San Francisco, has been named Blue Network sales representative here. He succeeds Gene Grant, who recently was transferred to the Hollywood office in the same capacity.

Don Shaw Leaves Blue  
For Agency Exec. Post

(Continued from Page 1)

general manager of WMCA, New York, assistant to the president and radio director of McCann-Erickson, Inc., advertising agency, and eastern sales manager of the National Broadcasting Company.

NBC Pianist Returns

Earl Wild, recently honorably discharged from the Navy, has rejoined the NBC musical staff. Previous to entering the Navy, two years ago, Wild was an NBC staff pianist of the NBC Symphony Orchestra.

WESTERN MICHIGAN'S  
LARGEST MARKET -  
GRAND RAPIDS -  
LARGER THAN THE NEXT  
THREE CITIES - KALAMAZOO  
MUSKEGON & BATTLE CREEK  
*Combined!*  
**WOOD**  
HAS MORE THAN TWICE AS MANY  
GRAND RAPIDS LISTENERS AS ANY  
OTHER RADIO STATION ANYWHERE

## Plead For Radio Unity At Canadian Meet

(Continued from Page 1)

the CBC there would be criticism and possibility someone would propose a new system of broadcasting control in the country, he said. "Any change would quite likely be for more national control of radio, rather than for lesser control. Therefore, an effort to develop the present system would be most advantageous." He said the CBC and private radio are working toward the same end—the interests of the Canadian listening public.

Glen Bannerman, president of the Canadian Association of Broadcasters, said broadcasters must be independent of any political group to discharge their duties to the listening public. "He has a responsibility to see that his listeners have the opportunity of hearing all sides of any controversy and of hearing the truth so far as lies with his power."

### Wedding Bells

Los Angeles—Mabel Butterfield, assistant to Elmer D. Pederson, sales promotion manager of the Blue Network in Hollywood, resigned her position to become the bride on Sunday, August 6, of Jerome E. Badgley, sales promotion manager for the classified advertising department of the Southern California Telephone Company. The newly married couple will make their home in Beverly Hills.

### New Hooper V.P.

John C. Whitridge, Jr., has been elected vice-president and appointed general manager of operations of C. E. Hooper, Inc. Whitridge was formerly associated as director in the office of industry advisory committees in the War Production Board. Prior to this he was with the International Business Machines Corporation as eastern divisional manager.



### California Commentary!

● ● ● Agencies are showing interest in "The Heart of Hollywood," which was aired over the Pacific Blue July 29 and on KFVB July 30. It

#### Los Angeles

dramatizes Mrs. Ann Lehr's Hollywood Guild Canteen, which has cared for more than 1,000,000 servicemen, and was written and produced by Leonard Louis Levinson. Mary Pickford, Herbert Marshall, Katina Paxinou, Pvt. Lon McCallister, of "Stagedoor Canteen" fame; Andy Russell, Sharon Douglas and Verna Felton are among the personalities who appeared on the program. Levinson wrote and produced the show at the request of Bill Bacher, radio veteran, now with 20th-Fox, and whose wife is a worker at the Canteen. . . ● T'other night, Mort Stein, free-lance Boswell, who does publicity chores for Ella Mae Morse, got the thrill of his life when he heard "Good-night, Mort" over the radio. It was Ella Mae signing off as she finished singing "Patty Cake Man" for the boys at the Santa Ana Air Base. The program had been short-waved overseas, with Mort listening to a broadcast of it over one of the local stations.

● ● ● Ken Darby, who leads the Darby chorus on "the Westinghouse show," got his chance to conduct the Westinghouse orchestra August 6, with Victor Young, its regular conductor, vacationing in Mexico City. . . ● Speaking of musical directors, Carmen Dragon, who handles the orchestra on "Maxwell Iced-Coffee Time," has resumed his chores following a battle with poison oak. . .

● Homer Canfield, of the NBC Western division press department, is vacationing at Malibu. Lloyd Brownfield, head of Columbia Pacific press department, will spend his vacation at June Lake, fishing. . . ● Marlin Hurt, "Beulah" on the Fibber McGee and Molly show, will do two guest shots on the "National Barn Dance" show in his old home town, Chicago, Aug. 26 and Sept. 2. . .

● Sydney Gaynor, general sales manager of the Don Lee network, has returned following a two-weeks vacation at Balboa Island, where he not only got himself a typical vacation tan, but added eight pounds to his avoirdupois. An exercise routine to take off the poundage that sailing, swimming, sun bathing and eating gained him has been instituted by the sales chief. . . ● "I think I'll make a newspaperwoman out of her," answered Les Mitchel, producer of "Stars Over Hollywood," in reply to a question about his daughter's future. His daughter, Joyce, who celebrates her 17th birthday this month, is working in the "morgue" of the Los Angeles Herald-Express—and "running" copy on the side.

● ● ● Mirandy (Mrs. Marjorie Bauersfeld), who is heard on the "Farm And Home Makers" program on the Blue, is operating a mercantile store at the Farmers' Market, nationally known food center, and will also appear on the new Pacific Blue—Art Linkeletter show, which is emanating from the market. . . ● Harry Witt, assistant general manager of the Columbia Pacific, has returned from a vacation in the mountains near Kernville. David Nowinson, KFI staff writer, is vacationing in the Rocky Mountain sector. He was joined by Mrs. Nowinson and their daughter, Sheila, who have been visiting relatives for the past month in Des Moines and Chicago. . . ● Charles Pekar, Jr., of the CBS home office press department, is making a tour of CBS owned and affiliated stations in San Francisco, Seattle, Fresno, Portland, Sacramento and other points, but will return to Hollywood before heading East. . . ● Virginia Huita, who plays boogie piano on Don Lee's Skyline Serenade, is the only feminine member of a 13-piece orchestra. Her first radio job was in 1929 as a staff pianist on a San Francisco station. She joined KFRC, San Francisco, and Don Lee in 1936 and has been there ever since.

★ ★ ★

—Remember Pearl Harbor—

## D. Of C. Emphasize Small-Town Essence

(Continued from Page 1)

Commerce." The small town is neglected if we are to have high business and employment. Miller says, calling for better standing on the part of business in the small-town markets.

Miller points out that opinion differs as to what is a small town. He declares that it is important to have a town of a certain size.

60 Per Cent of Whole Population "Take the case of towns with less than 25,000," he adds. "Together, unincorporated areas they represent 60 per cent of the entire population of the country. Even towns with less than 10,000 if taken with the unincorporated areas, total as much as 55 per cent of the whole population. The importance of the small town is still more evident when it is considered that towns of under 10,000 population sustain 57 per cent of the retail trade in the States. Smaller places chalk up 43 per cent of the retail trade in the records. Towns of less than 10,000 population, for instance, support more than half of the retail stores. In turn are shown responsible for 57 per cent of the national retail trade."

## CHICAGO

By BILL IRVIN

WLS "Dinner Bell Time" show originates on Wednesday, August 29 from the Indiana State Fair, Festival, Portland, Ind., it was announced by Arthur C. Page, farm program director. The show will be held in connection with the Jay County Fair.



**SAILING SMOOTHLY THROUGH THE DAY**  
not minding little chores while WBYN's all day music-plus-spot news program is dialed in (1430)...cheers you...eases housework.

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

Few Stations in the Nation Can Equal KOA's Dominance:

68.8% DEALER PREFERENCE  
69% LISTENER LOYALTY  
9 OUT OF 10 TOP PROGRAMS  
50,000 WATT POWER  
7 STATE COVERAGE

Represented Nationally by Spot Sales  
50,000 WATTS  
850 K.C.

FIRST IN DENVER

**KOA**

# Releases 100— Watt Transmitters

(Continued from Page 1)  
 Although it is not expected to affect the price for stations in metropolitan centers, it may have effect in smaller cities and where extra frequencies might be available.  
 As known for about three years, that these transmitters will be used and why they have held their price, necessary action has not been fully explained. In meantime, it is reported that Robert Hoffman, with the Radio and Radar Commission, has obtained commitments from a score of buyers. Price for these transmitters is \$2,150, with adaptation for approximately \$350. Hoffman is reported to have been promoting an extra fee of \$650 per unit by the users.  
 Transmitters are held by the General Equipment Manufacturing Co. of New York, the makers. Hoffman says WPB can ascertain, only if transferred have been to foreign countries and one or two point-to-point communications outfits—with approval.  
 The transmitter type is Temco 250-watt, built originally with a 2,000-watt output for general communication purposes. Adaptation for 250-watt broadcast is reported to be fair.

# Drug Sets Talent For Rexall's ET Revue

Drug Company through N. A. Ayer & Son, Inc., has signed a list of top talent for its annual revue. A series of transcriptions will be made in Hollywood and will be in early November to 217 stations throughout the country. Talent consists of Robert Benchley, Charles Butterworth, Cass Daley, Paul Robeson, and his orchestra and Lowell Gilcox, as announcer.

# Sylvern Leaving Show

Henry Sylvern relinquishes his post as conductor of M-G-M's best series on Mutual, effective August 18, to accept a new post as musical director of a film production in September. No successor has yet been named.

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

# School Broadcast Conference Sets Agenda For Oct. Meeting

(Continued from Page 1)

"The Philosophy of Radio Education and the Classroom Use of Radio," "In-school and School Producing Groups and Their Administrative Problems," "Implications in the Growth of FM Educational Broadcasting," "Educational Radio and Television Look to the Future." Three classroom-use-of-radio demonstrations have been scheduled as openings to each general session. Conference members will participate in at least one of these demonstrations as "pupils." Other demonstrations will be made with students from the Chicago Public schools, but with teachers or radio supervisors from other cities.

Permanent chairman of the sessions will be Dr. Lyman Bryson, director of education for the Columbia Broadcasting System. Dr. Bryson will be introduced by Dr. William H. Johnson, superintendent of Chicago Public schools.

### Jennings Comments

"The problems of school broadcasting and public service programming have grown so remarkably that no conference as previously set-up can cope with them," said George Jennings, director of the meeting. "This session has been planned as a working conference, with all delegates attending all sessions. Broadcasters and educators will have an opportunity to present and discuss their problems . . . so that the educator may have the benefit of the broadcaster's radio experience and the broadcaster may have the benefit of the educator's classroom experience, to the end that school and public service broadcasting may become the potent factor in education and American life that it can be."

### Annual Dinner Plans

Sterling Fisher, assistant to the educational counsellor of the National Broadcasting Company, will preside at the Annual SBC dinner. Dr. Johnson, will be the speaker. At this session, the Fifth SBC Annual

Award of Merit will be presented to the individual who has made an outstanding contribution to radio. Also, Citations of the Executive Committee will be presented to schools and stations who have made significant contributions to educational radio during the past year.

The annual luncheon of the Association for Education by Radio, national group of radio executives, school administrators, and teachers will be held on Tuesday, October 24. Dr. I. Keith Tyler, director of radio activities for Ohio State University, and president of the AER, will preside.

### Executive Committee

Members of the Executive Committee in charge of arrangements for the meeting are representatives from both the industry and education: Judith Waller, NBC, Chicago; Florence Warner, CBS, Chicago; Myrtle Stahl, WGN-Mutual, Chicago; David Heffernan, assistant superintendent of schools, Cook County, Chicago; William Newton, BBC, Chicago; Jerry Walker, WLS, Chicago; Robert Hanson, WIND, Chicago; Dean Douglass, RCA, Chicago; Elizabeth E. Marshall, Radio Council, Chicago Public Schools and George Jennings, Director of the Conference. Lt. Col. Harold W. Kent, formerly director of the Radio Council and Past-President of the Association for Education by Radio is Honorary Chairman of the Executive Committee.

The Advisory Committee of the School Broadcast Conference is made up of 50 outstanding radio and school administrators.

### Magazine Article

Norman Corwin will have his radio play, "Untitled," published for the first time in a national magazine with its appearance in the September issue of Reader's Scope.

## WHY PORTLAND, OREGON PEOPLE PREFER KGW



MARIE ROGNDALH

### L. R. WILSON MANAGER NORTH PACIFIC SALES DISTRICT G. E. LAMP DEPARTMENT

**SAYS...** "Naturally we're pleased that our candidate from this district, Marie Rogndahl, was the nation-wide winner of the General Electric 'Hour of Charm'—'Undiscovered Voice of America' contest. Those people at KGW certainly have the 'know-how' when it comes to developing radio talent. Miss Rogndahl got her start at KGW and her 'discovery' was the logical development of a policy that emphasizes interest and entertainment in all public service programs produced by that great broadcasting station."



L. R. WILSON

Cover the Rich Lehigh Valley



### CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

# WTAG WORCESTER



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

# WZXWG Commercial; Other FCC Approvals

(Continued from Page 1)  
 in Richmond, Va. The station, which operates on the 910 band passed from John Stuart Bryan, D. Tenant Bryan and Douglas S. Freeman to Richmond Newspapers, Inc., at a price of \$25,000. The sellers are reported to hold an interest in Richmond Newspapers and it is reported also that some notes held by the latter company were cancelled as a part of this deal.

Second sale was of WMRN, Marion, Ohio, from Howard F. and Florence Guthrie to Robert T. Mason. Price for 50.5 per cent of the stock in the 250-watter was \$13,837. Band is 1,490 kilocycles.

Final approval was given for the sale of KLBM, Le Grand, Ore., from Ben E. Stone to Inland Radio, Inc., at a price of \$15,000. The station operates with 250 watts on 1,450 kc.

# Shell Signs With WBBM To Air 11 Football Games

(Continued from Page 1)  
 Saturday, September 23 and continuing through December 2. Gordon Owen, WBBM's New York representative, placed the contract through the New York office of J. Walter Thompson agency, with WBBM account executive Ernest Shomo handling the Chicago details.

WBBM-Shell Oil contract for sponsorship of the Big Ten football classics includes the services of John Harrington and an assistant. One of the best known sportscasters in the Middle West today, Harrington has handled sports broadcast for WBBM for the past eight years, as well as some of CBS' biggest network sports events. Schedule of games to be broadcast is as follows:

September 23, Purdue at Great Lakes; September 30, Wisconsin at Northwestern; October 7, Great Lakes at Northwestern (or Tulane at Notre Dame); October 14, Northwestern at Michigan; October 21, Wisconsin at Notre Dame; October 28, Notre Dame at Illinois; November 4, Notre Dame vs Navy at Baltimore; November 11, Purdue at Northwestern; November 18, Northwestern at Notre Dame; November 25, Minnesota at Wisconsin; December 2, Great Lakes at N. D.

### DRUG SALES

Denver is 18th in the U. S. in drug sales; average per capita drug store expenditure is \$50.97.



560 Kc  
5000 W

REPRESENTED BY THE KATZ AGENCY

# COAST-TO-COAST

## —NEW YORK—

**NEW YORK**—Louis Fehr airs over **NEW YORK** every afternoon an original, interpretive ad lib account of the news. . . . Before each "Can You Top This?" program, raconteur Peter Donald and emcee Roger Bower, go through the following comical routine—Peter requests of Roger if he has time to rehearse the script. "Yes," replies Roger, whereupon, Peter throws the script on the floor and runs over it. . . . Vickee, who was chosen "Pin-Up Girl" of the Todd Shipyards a year ago, is heard over **WNEW** thrice weekly, to obtain essential help for the Todd Shipyards. . . . **WMCA** bows in tonight at 9:45 with series of six variety programs, "Listen and Live," as a highlight for the Dept. of Labor's industrial safety cause. . . . **WOR** will air this morning at 10:15 the experiences of Lt. Milton Miller, 27-year-old bombardier of New Haven, Conn., reported "missing in action" in the China sector of the global war, in an interview by Bessie Beatty.

## —NORTH CAROLINA—

**CHARLOTTE**—WBT program director Charles Crutchfield commutes from the mountain tops at Linville, N. C., where his family is spending the summer. . . . **RALEIGH**—Carl Boerch's ten year Sunday night broadcast "Carolina Chats" once more is introduced to listeners by Kigham Scott's live organ theme "Carolina Moon"; song was a transcribed theme for about 3½ years. . . . **GREENSBORO**—Maj. Edney Ridge **WBG** director, has announced that the station will receive a copy of every recording in America, giving **WBG**'s listeners the most complete selection of transcribed music. . . . Bob Beam, formerly of **WARR**, Winston-Salem, N. C., is with **WGBG**, exceeding "Yawn Patrol" early morning record session.

## —CANADA—

**TORONTO**—LAC Irving Harris of the **RCAF** has written the song "All I'll Ever Want Is You" which is becoming very popular after its first airing on **CJBC** by Ellis McLintock and orchestra last Wednesday evening, June 26 at Casa Loma. The 22-year-old composer, who has been writing songs for eight years as a hobby, is stationed at Manning Depot here. . . . **WINDSOR**—Vacationing at **CKLW** are Jim Van Kuren, Hiram Walker news reporter; and Margaret Pratt, **CKLW** traffic manager.



August 9  
 Ken Dolan Daniel S. Samuels  
 Charlie Speer W. A. Wilson

## —TENNESSEE—

**MEMPHIS**—**WHBQ** has added two transcribed programs recently in "The Voice of Experience" sponsored by Perel & Lowenstein, local jewelers; and the "Betty & Bob" broadcasts, backed by J. Goldsmith & Sons, department store. Also, **WHBQ** has continued to gain contracts within the exclusive department store field, having sold "Spotlight on Rhythm" and a weekly night-time half hour program to **Brys**, another local department store. All four large Memphis department stores are now on the station's schedule.

## —NEW JERSEY—

**NEWARK**—Robert B. Macdougall, director of radio at State Teachers College in Trenton, and chairman of the radio committee for the New Jersey Education Association, has become **WAAT**'s new director of educational activities. He has directed and written educational programs on many State and New York stations and is now producing the Speaking of Schools program every Friday evening over **WAAT** at 8:45. **PATERSON**—Guest conductor this week of **WPAT**'s feature femme program, "Luncheon with Helen," heard daily from 12:30 to 1 p. m., is Miss Gertrude Vanderbilt, vice-president of the Ziegfeld Club, and star of Broadway productions. She is substituting for Helen Leighton who is on a leave of absence from the station.

## —MISSOURI—

**ST. LOUIS**—Donald W. Craig, formerly of **WCLS** sales department, Joliet, Ill., has joined the sales force of **KMOX**. . . . Quick action by **KXOK**'s news editor Mahlon Aldridge last week enabled **KXOK** to give its listeners the highlights of the **GOP** Governors' session soon after Herbert Brownell Jr. had released the report of his three-hour conference with the 26 state chief executives, Dr. Bertram L. Hughes, **KXOK**'s news analyst aired the report on his regular 6:30 p. m. news commentary.

## —WEST VIRGINIA—

**CHARLESTON**—Mary Norsiek, **WGKV** receptionist, has learned that her favorite bombardier will return to the country soon; thus, she is dropping hints about the necessity of a vacation. . . . **HUNTINGTON**—Wedding bells rang at **WSAZ** recently, when Bill Ratcliffe, salesman, stepped down the aisle with the former Jeanette Owens of this community.

### OUT TODAY . . .

MY SUMMER BULLETIN OF "SPECIALS IN AVAILABLE RADIO PERSONNEL" SHOULD REACH YOUR DESK TODAY. IF YOU DIDN'T GET YOUR COPY, OR IF YOU WANT ANOTHER FREE COPY, WRITE OR CALL

FRANK McGRANN  
 Radio Specialist

POSITION SECURING BUREAU, INC.  
 (Agency)

331 Madison Ave., New York, MU. 2-6494

# Movie Co. & Blue Will Produce Fe

(Continued from Page 1)  
 talent from the show's cast roles.

A committee of judges of representatives of the **Blue** work and Universal Pictures select the 10 most talented stars who appear on the program September 2nd for a period of two weeks, and will reward them contract to appear in the motion picture "On Stage Everybody."

Not only will the winning performers be used in this motion picture but they will have an opportunity to remain under contract for pictures at Universal Studios.

Lou Goldberg, producer of the radio show, will head the committee of judges and will also serve as associate producer of the motion picture. Universal Pictures will announce the cast who will be featured in the motion picture, which is now in production around Madison Square Garden.

The official judges for the radio show, in addition to Mr. Goldberg, are Charles C. Barry, Eastern Regional Manager of the Blue Network; Maurice Bergman, Eastern Advertising Director of Universal Pictures.

### Educational Tele C

**Chicago**—Rohama Lee, motion picture and television writer, has named chairman of a committee to hold the 6th Midwest Forum on Teaching Aids, to study the value of television as a visual aid in education. Miss Lee, who was identified with video in England from 1936, more recently has been associated with the Film Division of OWI in New York City.

### WJMC Joins Mutual

**WJMC**, Rice Lake, Wisconsin, has joined the Mutual network as a full time outlet. **WJMC** operates on 1,240 watts, 1,240 kilocycles. Addition of this station brings the total number of Mutual affiliates to 233.

## CHATTANOOG

High In Scenic Grandeur

# WDOL

HIGH IN FAVOR WITH TIME BUYERS

CBS  
 5,000 WATTS

DAY AND NIGHT  
 PAUL H. RAYMER CO.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 28

NEW YORK, N. Y., THURSDAY, AUGUST 10, 1944

TEN CENTS

## WLB Demands Disk Test

### Democrat Drive Funds Principally To Radio

Plans to allocate the major part of the advertising budget of the Democratic National Committee to radio were announced yesterday by J. Leonard Reinsch, radio director, during the first Radio-Press Conference with Chairman Robert Hannegan at the Biltmore Hotel in New York City. Reinsch declined to state exactly just how much money will be spent on radio during the

(Continued on Page 7)

### Recorded Tribute To Radio Set To All NAB Stations

Washington Bureau, RADIO DAILY  
Washington—Rapidity with which radio broadcast operations have begun with invading and assaulting cooperation was attributed to the cooperation of the broadcasting industry by Brigadier General Jerry V. Matejka in a program released for broadcast yesterday for the Chief Signal Officer.

(Continued on Page 2)

### Station Applications Filed With FCC In Wash.

Washington Bureau, RADIO DAILY  
Washington—Application for a new broadcast station, to operate in the 490 band with 250 watts unmodulated, was filed at the FCC yesterday by the Binghamton, N. Y. press. Application for an FM station in Ellettsburg, Ind. was filed by Donald A.

### Premiere

There Are No Wings on a Fox—Irving Berlin's new song dedicated to the infantry, will be heard for the first time on the air when it is sung by Berlin himself, with a chorus, on the "Army Hour" Sunday, August 13 (NBC, 3:30 p.m., EST). Berlin, recently returned from the front where he presented his "This Is the Army," also will be interviewed on the program.

### A Change?

Seven thousand dollars was spent for an all-day audition that took place recently in CBS Playhouse Number 5. Thirty-five musicians and 28 choristers were present for the 10-hour session that included Lawrence Tibbett. The purpose of this audition was clouded in secrecy. However, vague clues point to Tibbett being the replacement on perennially favorite musical show.

### NAB Sends To Y & R WAC-Recruiting Tally

Officials of the Young & Rubicam agency yesterday were presented with a tally of 687 replies received thus far to the NAB questionnaire to determine how many broadcasters are willing to accept paid WAC recruitment advertising. Of these, 614 stations responded in the affirmative.

Carlos Franco, Sigurd Larmon and Anthony Gahagan of Y & R were in Washington yesterday conferring

(Continued on Page 6)

### Rice Re-Elected Head Of Canadian Radio Group

Banff, Alta.—G. R. A. Rice, manager of CFRN, Edmonton was re-elected president of the Western Association of Broadcasters for a third successive term. The association is in its 10th annual convention here during the past week.

## War Labor Board In Capital Airs Issue Of KSTP Strike

### Dinah Shore's Fall Show Slated For Oct. 5 Premiere

Hollywood—When Dinah Shore returns to the airlines via the NBC network Thursday evening, Oct. 5, at 8:30 EWT, she will participate in

(Continued on Page 2)

WLA's daytime primary coverage area = a market in excess of America's 6th largest city! Advt.

## Summons Petrillo To Capital Thursday To Explain AFM Failure To Resume Recording For Victor, CRC, NBC

### Transmitter Demands Starile Manufacturer

Publication in RADIO DAILY yesterday of the announcement that WPB was releasing 168 250-watt broadcasting transmitters for civilian use brought a deluge of inquiries to the manufacturers, Transmitter Equipment Manufacturing Company, New York, and indications are that all of

(Continued on Page 7)

### Baltimore, Chicago Firms Renew CBS Programs

The renewal of two CBS news programs by the American Oil Co., of Baltimore, for another year plus the continuance of the CBS "Stars Over Hollywood" show for the fourth year by the Bowey's Inc., Chicago, were

(Continued on Page 4)

### 1st Hour Of Music Festival To Be Aired By Mutual

Chicago—The Annual Chicago Music Festival, dedicated this year to the servicemen and women, will have its first hour broadcast over Mutual on Saturday, August 19 from 9

(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—The War Labor Board last night ordered James C. Petrillo, president of the American Federation of Musicians, to appear here next Thursday to show cause why he has failed to order AFM members to resume recording for Victor, Columbia and NBC. Petrillo has failed to send his men back to work, as ordered over two months ago by WLB.

At the same time the board recommended

(Continued on Page 7)

## CBS Offers Radio Time For Speech Deletions

Washington Bureau, RADIO DAILY  
Washington—In a gesture of apology for the action of an unidentified employee of CBS in Washington who suggested deletion of portions of the speech delivered by Sen. Albert Thomas over the network Tuesday night, Paul W. Kesten, executive vice-president, graciously offered to repeat the Senator's broadcast without any deletions.

Senator Thomas, speaking at the

(Continued on Page 6)

## Public Service Series Planned By Tele Society

Series of non-commercial public service tele shows will be presented by the American Television Society's Program Laboratory over video out-

(Continued on Page 2)

### Erco Does It Again

Twice within six months, Erco Radio Laboratories, Inc., of Hempstead, L. I., has been distinguished for outstanding production of war materials. The Erco concern was awarded its Army-Navy "E" pennant on Jan. 19 of this year by James Forrestal, now Secretary of the Navy. Now, the Erco organization again has been honored by receiving the coveted star.

Washington Bureau, RADIO DAILY  
Washington—AFM Counsel Joseph A. Padway yesterday pledged to inform the War Labor Board by this afternoon the decision of his clients in regard to the demand yesterday by WLB Chairman William H. Davis that the musicians' strike against KSTP,

(Continued on Page 6)

WLA... at 680 kc... serves New England's 3rd Largest Concentrated Radio Audience! Advt.



Vol. 28, No. 28 Thurs., Aug. 10, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL (Wednesday, August 9)

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Bid, Asked. Includes entries for Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Chase, NBC, Named Music Advisor Of National Library

Gilbert Chase, NBC specialist in Latin American music and literature, was named consultant to the Music Division of the Library of Congress for a project involving the distribution of American music to libraries established by this nation in the Latin American countries. He will continue in his present capacity as advisor in the Music Division of the Pan American Union.

20 YEARS AGO TODAY

(August 10, 1924) In connection with the question of financial support of radio broadcasting, David Sarnoff, vice-president and general manager of the Radio Corporation of America, is now advocating outright endowment of radio broadcasting stations, based on the fact that radio is actually contributing to the happiness of mankind and deserves endowment such as libraries, museums and educational institutions receive.

Coming and Going

CRAIG LAWRENCE, vice-president of The Cowles Group, in town this week for conferences at the New York offices of the national representatives.

JONAS WEILAND, station and commercial manager of WFTC, Kinston, N. C., was in town momentarily this week while on his way to Long Island, where he now is spending his vacation.

TED HUSING and JIMMY DOLAN go out to Belmont on Saturday to broadcast the running of the Travers Stake at 4:30 p.m.

DELLA GRATTAN, head of the D. M. Grattan Advertising Agency, has left for Washington on business. Expects to return late Friday.

CHARLES OPPENHEIM, WOR's director of publicity, off on a two-weeks vacation, one of which he will spend at Montauk Point.

FRANCES E. KAYE, public relations manager, is back at her desk following an illness which kept her abed for several weeks.

GORDON ANDERSON, triple duty man—salesman, announcer and emcee of the "Johnny Harris Ramblers" program—on WBIG, Greensboro, N. C., has returned with the WBIG Harmonizers from Renfro Valley, Ky., where the latter appeared in the annual All-Day Renfro Valley Singin'.

CHRISTOPHER CROSS, assistant director of publicity for the Mutual network, leaves at the end of this week for a fortnight, the first week to be spent at Nantucket and the second at Washington, D. C.

CHARLES M. ROBERTSON, JR., president of the Ralph H. Jones Company, Cincinnati advertising agency, is in New York this week for a series of confabs at the organization's local branch.

BEN GRAUER has left on a two-week sojourn in Mexico, where he is interested in archaeological developments and also in the Pan-American Highway. While south of the border, he will do some shortwave broadcasts in Spanish.

GORDON JENKINS, national account executive for the Yankee Network, is enjoying two weeks of golf in the Green Mountains of Vermont.

HAROLD E. FELLOWS, general manager of the CBS-owned station in Boston, WEEI, is back at the station following a short trip to New York.

LOUIS SAIFF, JR., commercial manager of WWNY, Watertown, N. Y., a visitor yesterday with the station's national reps. in New York.

Public Service Series Planned By Tele Society

(Continued from Page 1) lets in the New York area. First few hours in the series will be presented over WRGB, General Electric station at Schenectady, in cooperation with GE. According to Charles H. Kleinman, executive director of the laboratory, the programs are designed to help continue the excellent work already done in television programming along public service lines. Also the ATS wishes to avoid competing with agencies developing commercial tele techniques.

The proposed tele shows will be produced for selected charitable, civic and social activities, Kleinman said. Assisting him in the development of the programs will be Ted Huston, as director of production; John Flory, director of scripts; and Jean Rosenthal heading station and agency relations.

Dinah Shore's Fall Show Slated For Oct. 5 Premiere

(Continued from Page 1) a program designed to make the most effective use of her talents as a singer than have her previous radio shows. The supporting cast is being assembled now.

AP Affiliates

Stations KALE, Portland, Oregon, and WHAL, Greenfield, Mass., have contracted for the special AP radio wire through Press Association, Inc.

KFI Sales Manager

Los Angeles—George A. Whitney has been appointed sales manager of KFI, it has been announced by William B. Ryan, general manager.

Recorded Tribute To Radio Sent To All NAB Stations

(Continued from Page 1) Major General H. C. Ingles, Gen. Matejka awarded the Signal Corps Certificate of Appreciation to NAB in recognition of loyal and patriotic services rendered the signal corps by broadcasters in the recruitment and training of military personnel. General Matejka described the way in which the industry "took the lead in helping us in the Signal Corps to get the personnel we needed when the going was toughest." He says the Certificate of Appreciation is given "just as a decoration is bestowed by a grateful nation on a heroic soldier on the battlefield." Harold Ryan, NAB pres., accepted for the industry, stated it is "a source of renewed inspiration for every broadcaster." The recording of the presentation was distributed by NAB to member stations.

CBS Announces Additions To New York Office Staff

Personnel changes at CBS were announced by Horace Guillotte, manager of CBS Network Operations, resulting in the addition of Baldwin Harper as assistant director, Robert Menefee and Bernard Bennett as announcers, and the promotion of Don Acher, assistant director of CBS, as announcer of the "Vox Pop" show. Harper, before joining Columbia, was promoting supervisor with OWI; while Menefee and Bennett served their apprenticeship periods at WTOP, CBS-owned Washington station. Harper replaces Les Harris, who has resigned to accept a position at Benton & Bowles Inc., advertising agency. Joe King, CBS announcer, was commissioned a 2nd Lieutenant in the U. S. Marine Corps, and is training at Quantico, Va.



...by any other name

Shakespeare's line still stands. And applied to radio it means an audience is an audience. In either 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.

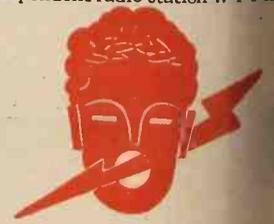
First, you take a station's coverage. All stations have coverage maps.

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

**MUSIC** THAT IS WHISTLEABLE!

**NEWS** THAT IS RELIABLE!

**SPORTS** THAT ARE UNBEATABLE!

**WHISTLEABLE** music? Why, it's music **EVERYONE** likes... old and new tunes familiar to us all...melodies that we can whistle while we listen.

As for **NEWS**...Each day over 285 minutes of **RELIABLE** news, edited from the fast and accurate newsgathering facilities of AP, UP and REUTERS, presented in listenable style day and night.

In **SPORTS**...The Brooklyn Dodgers...The New York Football Giants...The National League Hockey Rangers, and other exciting sports events featuring Red Barber and Bert Lee.

**15,000,000** listeners prefer this WHN policy of **MUSIC, NEWS** and **SPORTS** and that's why WHN is a "MUST" for your fall schedule.

**WHN**

**50,000  
1050**

**AMERICA'S MOST POWERFUL INDEPENDENT STATION** Represented by **RAMBEAU**

# LOS ANGELES

By RALPH WILK

**T**OM HARGIS, who acted as the final judge in the selection of scripts submitted in the NBC-UCLA Radio Institute session, picked as the winning script "Crosstown" written by Chandler Harris. The story was produced by Hargis and presented over NBC Saturday (5), with Joseph Cotten in the starring role. Program was dedicated to the Red Cross Blood Bank. Over 400 scripts were submitted in all.

Arthur Treacher, who still had seven weeks to go on his old contract, has had his option picked up on "The Jack Carson Show," with Jack as star. Treacher appeared as a guest on the program last January, and is still on it.

Lowell Gilmore has been signed by C. P. MacGregor and was heard in "The Man From Yesterday" on the Skippy Hollywood Theater, Sunday, August 6th, over NBC.

Felix Mills has been signed as musical director on the Lockheed program, "The Man Called X," which stars Herbert Marshall, and is heard every Monday over KNX-CBS.

John Conte, radio and motion picture star, is the new master of ceremonies of "Screen Test," KHJ-Mutual Don Lee program. Conte made his film debut in "As Thousands Cheer," and recently appeared in Abbott and Costello's "Lost in a Harem." He is the well-known foil of Frank Morgan's fables on the latter's program.

Edward Everett Horton, summer manager of the Sealtest Village Store program (NBC), is one of Hollywood's most avid motor boat enthusiasts.

**AT YOUR SERVICE EVERY MINUTE**



You'll never catch me taking a minute off—I'm at it all the time . . . news, music, race results . . . every few minutes intermittently spotted.

**1430 ON DIAL WBYN**

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



## Radio Is My Beat. . . !

● ● ● Ray Knight has resigned as Production Head of the Blue Network to produce the Ed Wynn program, "Happy Island," . . . which will be heard via the Blue every Friday evening at 7, starting September 8. . . . the program, Wynn's first radio effort in seven years, will be sponsored by Young & Rubicam for Borden's and will feature songs by Jerry Wayne and Evelyn Knight. . . ● Readers of this pillar (all 14 of them) will recall the recent base-ball game, played at the Yankee Stadium between representatives of the trade press and John McKay's Enbeeceemen. . . . two distinct items of more or less interest have cropped up as a direct result. . . . first we have a duplicate of a letter said (by NBC) to have come from Carl Hubbell, former star hurler of the New York Giants, offering John F. Royal a try-out with the Giants. . . . however we have it from a reliable source that J. F. R. "is certain that he could not divest himself of the executive duties he now holds with NBC to accept Mr. Hubbell's flattering offer" . . . the second item is merely that the swaggering newspapermen, proud of their smashing victory (ed. note: they were fortunate to eke out a win by the score of 15 to 14) have directed a lusty challenge to joust with George Crandall's CBS Vandals. ● CBSongstress Joan Brooks will be featured next Saturday on the CBS "Visiting Hour" which will originate at the Valley Forge General Hospital, Phoenixville, Pa., sponsored by the Army Special Services.



● ● ● The Library of Congress has requested and will receive for its archives the first five recordings which the Blue Network made of the George Hicks thrilling broadcasts of the Normandie Invasion. . . ● Two sponsors are interested in the Louis Sobol radio package which bows off the air waves August 28 . . . it's a breezy and news-packed program and we'd like to see it remain on the ether. . . ● Amzie Strickland who assists Tom Wallace in selecting the "guys and gals" to appear on the "Blind Date" series will make her own New York radio debut tonight at 7:30 when she assumes the ingenue lead in the "Adventures of Charlie NBChan". . . ● Eleanor Bowers, whose singing is heard on one-minute E.T.'s should be given time on the air. . . she's that good. . . ● Norman Winter has purchased the radio rights to "The Great McGinty," from Paramount and will cut a record with Ralph Dumke in the title role. . . ● The Jack Friedmans (he's now with the U. S. Navy (Department of Docks) were visited by Sir Stork that left a little bundle, Muriel Ellen. . . ● Charlie Furey, producer of the Edelbrew "Keep Ahead"liner WOR show, should listen to Ross Leonard as a replacement for Lee Sullivan who leaves for the Coast soon. . . . Ross is the nearest thing to Crosby's style of warbling.



● ● ● Paul Wimbish, formerly associated with Paul Whiteman, granted an honorable discharge from the Navy, has joined the Pan-American World Airways in Miami. . . ● John Charles Thomas, completes his vacation August 20 when he returns to the NBC Coast-to-coaster, "Westinghouse Presents". . . ● Jerry Lawrence, mentor of the WMCAir Theater began his theatrical career in California when he appeared in a Shakespearian Drama. . . ● Rudy Vallee would like to get Edith Gwynn to reveal Hollywood Highlights on his forthcoming radio series. . . . If his medico gives him the green light, Kay Kyser will make an overseas entertainment tour. . . ● For the fourth consecutive year, Lucy Monroe will open the Veterans of Foreign Wars annual convention in Chicago, August 21, with a rendition of the National Anthem.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

**T**HE National Radio Pulpit and Catholic Hour, two of NBC's religious programs, were rewarded certificates of merit in annual awards by the National Federation of Press Women, meeting Evanston, Ill.

Virginia Ellis, singer of west coast songs, has joined the WLS talent She formerly sang over WMC WREC, Memphis, Tenn.

Jack Peterson, formerly with Columbia, S. C., is the newest addition to the WIND announcing staff.

Grace Neuwerth, secretary on public service staff of the NBC central division for almost a score years, will transfer to NBC Hollywood on August 26 to be with husband, O. J. J. Neuwerth, WB producer, who is moving to the West Coast to do radio production work for the Mitchell advertising agency.

George Clare, formerly in production scheduling, has been upped to full producer at WBBM. Bill Ba takes over Clare's duties.

## Baltimore, Chicago Firms Renew CBS Program

(Continued from Page 1)

announced this week by CBS. The Baltimore firm's broadcasts include "CBS World News" with Ned Calmer, CBS news reporter, and Ma George Fielding Eliot, noted military analyst, for Thursdays at 6 p.m. EWT; and "Edward R. Murrow," chief of Columbia's European news staff from London, on Sundays at 1:45 p.m. EWT. The dates set for renewals are August 17 and 20. Joseph Katz Co. Baltimore, handles the account.

"Stars Over Hollywood," Bowery program advertising Dari-Rich Products, is aired over 49 CBS stations Saturdays from 12:30 to 1 p.m., EWT and will be renewed Sept. 23. Sorenson & Co., Chicago handles the account.

## FOR SALE

250-Watt RCA Broadcast Transmitter complete with tubes. Phone, wire or write—

**SAM DUFF**

**W-I-T-H**

BALTIMORE

# ANNOUNCEMENT



## KECA

L O S   A N G E L E S

—*newest member of the Blue's family of owned and operated stations, is now represented nationally by*

*Blue Spot Sales*

In making this announcement, we wish to extend a word of sincere appreciation to Free & Peters, Inc., for their full and friendly cooperation in transferring representation of KECA to Blue Spot Sales.

Blue Spot Sales is happy indeed to include KECA, serving the largest and richest market of the Pacific Coast, in its list of represented stations.

*Blue Spot Sales*

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

REPRESENTING:

WJZ New York, WENR Chicago, KGO San Francisco,  
KECA Los Angeles, WMAL Washington,  
and the Pacific Blue Network.

## CBS Offers Radio Time For Speech Deletions

(Continued from Page 1)

closing session of the Emergency Committee to "Save the Jewish People of Europe," had three cuts made during a 15-minute broadcast. One statement said it was the "inescapable moral duty of the British government to aid the Jews in Hungary now seeking refuge in Palestine.

Mr. Kesten's statement, follows:

"We wish to point out that the New York 'Post' story on Senator Thomas' broadcast is in error in stating that CBS officials censored any part of the Senator's talk. A thorough check of the entire organization indicates that no CBS official had any knowledge of any changes which Senator Thomas made in his speech. We have learned that one of our employees suggested certain changes, for reasons that are not clear. CBS profoundly regrets that any such suggestions were made, since our policy of presenting controversial public issues, in time provided at our own expense, prohibits censorship of any kind other than to delete slander, libel, obscenity or inciting to violence. We welcome the freest possible airing of all responsible points of view.

CBS officially offers time to Senator Thomas to repeat his broadcast and include any items he may have deleted at the suggestion of a CBS employee."

## 1st Hour Of Music Festival To Be Aired By Mutual

(Continued from Page 1)

to 10 p.m., EWT. This broadcast of the Festival, held at Soldier's Field, will replace for that night the regularly scheduled "Chicago Theater of the Air."

WGN music director Henry Weber will again serve as general music head, and Dr. Edgar Carlson will act once more as general choral director. John Alden Carpenter, local composer, will be the guest of honor and will have one of his compositions played during the affair.

Among the features will be a trombone choir, a mass accordion band, a mass concert band, and a little children's choir. Also, 19 girls at 12 pianos, comprising the Chicago All Girl Piano Orchestra under the direction of Antoinette Rich, will play two selections. Another highlight of the pageant will be the crowning of "Queen Adeline," winner of the Sweet Adeline contest, by Harry Armstrong, composer of the song. One of the requirements for the contestants of this contest is that the girl's name have "Adeline" as part of it.

## Joins NBC Staff

Frederick Hoffman has been added to the staff of the English section of NBC International as a writer-announcer, it was announced by Walter Law, acting head of the section. Hoffman was military editor of the Hartford "Times" prior to joining NBC.

## War Labor Board In Capital Airs Issue Of KSTP Strike

(Continued from Page 1)

Minneapolis, be called off pending WLB settlement of the dispute. Neither George Murk, head of the striking Minneapolis local, nor national AFM head James C. Petrillo was on hand for yesterday's show-cause hearing in Washington.

The hearing began with a brief summary of the case thus far by Davis, who pointed out that a Labor Board ballot among musicians employed by the station had showed six for the strike on June 5, and eight against. The strike first broke out on April 12, after the previous contract with the station had lapsed on March 15. This contract had been between KSTP and Locals 30 and 73, AFM—St. Paul and Minneapolis—and renewal had been rejected by AFM on the grounds that it preferred individual contracts for the locals.

Padway declared that KSTP is actually attempting to shift its studio operations from St. Paul to Minneapolis, at the same time seeking to continue paying musicians according to the St. Paul scale, which is lower than that of Minneapolis. AFM members are working regularly in St. Paul, he said, and have never been on strike there. They refused to work in Minneapolis because the management refused to sign a contract calling for the Minneapolis scale. Since no contract has been signed for Minneapolis, Padway declared that "we are not striking."

The stoppage of April 12 was called off in response to WLB demand on May 1, after a show-cause hearing in Washington. It was called again on July 25, after the station management had instituted court action to enjoin a musicians meeting and had sought contempt charges. In calling the second strike, Petrillo declared that he was doing so "until the company decides whether it wants the dispute settled by the War Labor Board or the court."

### Gives KSTP's Version

Sam J. Levy, KSTP counsel, explained that the injunction was

## WOV Staffers

John W. Bubbers, associated for the past two years on the engineering staff of WOV, has been appointed studio engineering supervisor, replacing Allen R. Bradley, who has resigned.

Donn Colee, formerly with WFOY in St. Augustine, Fla., and Sidney Jaffe, formerly with Hamilton Radio in New York, have joined WOV as engineers.

## New Series On WLAW

On Wednesday evening, at 7:30 p.m., Devy Edwards, Service Salute Girl of WLAW, inaugurated a new series of programs from the Chelsea Naval Hospital at Chelsea, Mass. Admiral Lanning, Chief Medical Officer of the 1st Naval District, was heard on the dedicatory program.

sought because the management believed the musicians were planning to meet and vote a strike against KSTP. He added that the court actions have been withdrawn.

Levy declared also that AFM has not maintained its Minneapolis scale in all stations there. The Chicago WLB panel has evidence, he said that different scales exist in the different Minneapolis stations for staff musicians. What the union is demanding, he said, is that KSTP pay the same scale (\$52.50 for 22 hours) that WCCO pays. WCCO, he continued, charges \$600 an hour for its time, while this station charges only \$400—that's all we can get." He added that KSTP has for years guaranteed AFM an annual expenditure of \$24,000 for music, turning over to the union any unexpended part of that sum.

Padway interrupted him here to explain that the WCCO contract calls for 12 staff men, while the union is demanding the KSTP retain only eight.

Levy denied that KSTP plans to shift its studio operation from St. Paul to Minneapolis, and said there is not enough work in Minneapolis to justify the hiring of eight staff men for that studio alone. The station does have a number of contracts, however, which call for live audiences in Minneapolis, and the strike is preventing the station from fulfilling these contracts.

He pointed out also that since the beginning of the dispute, the union has upped its demands to include the hiring of three AFM platter-turners and one librarian. These demands were also before the Chicago panel.

Without attempting to discuss the merits of the dispute, Davis implied that AFM agree to let the board make its decision, in the meantime calling off the stoppage. The board has already promised retroactivity. Padway was finally persuaded to agree, and promised to have his answer before the board by four o'clock this afternoon.

## ET's On WNEW

"One Nation Indivisible" is the dramatic series of 13 15-minute transcripts, presented by the Institute for Democratic Education in cooperation with the Boston University Radio Institute, to be heard over WNEW every Saturday night from 9:45 to 10, beginning Sat., August 12. Bert Wood directed the series which were written by the best writers currently in radio.

## Ellsworth Joins MBS

Thomas B. Ellsworth has joined the sales promotion department of the Mutual network as a presentation writer, it was announced by Robert A. Schmid, director of sales promotion and research. Before coming to Mutual, Ellsworth was for two years sales promotion manager of WJZ.

## NAB Sends To Y WAC-Recruiting

(Continued from Page 1)

with Major General Alexander Surles, head of the Army's public relations and Adjutant General James A. Ulio on the of cutting radio in for a five million dollar WAC budget. They will meet the advisory board of seven which is a policy group to general Ulio. The agency expected to present for approval plans for their first for of the current WAC campaign.

It could not quite be whether the prospectus in purchase of radio time, although is believed to be the case. Confirmation could be obtained to the presentation to the department, nor have Y & R even hinted as to what program is made for radio time.

Sixty-four stations of the 867 commercials have notified thus far that they will not pay WAC recruitment copy, seven (42.4 per cent) are electrical stations. There are 86 electrical stations in the country.

Negative replies were from 27 of the 326 regional stations in the country—40.6 per cent. "nos." Eleven of the regional stations have served notice will not accept paid WAC recruitment of the "no" replies.

Of the 64 "no," 24 were from affiliates, 23 from CBS affiliates from MBS affiliates, five from affiliates and five from non-affiliates.

A complete list of the copy of all those stations willing to the copy, along with the conditions and preferences they pressed, has been turned Young & Rubicam.

## Corwin On Special Current Show Ends

In order to complete a special line assignment from CBS, Corwin, producer, director and for CBS, will have the broadcast presented Tuesday, August 10, as the final one of his series, "Columbia Presents Current Time Later," a verse drama in an optimistic outlook is forecast for the future.

## ALP Nominating Ses

The radio program of the 1943 identical Nominating Convention of the American Labor Party State of New York to be held Hotel New Yorker, Thursday, August 10, will be as follows: 9:30 to 10, U. S. Sec. of Interior L. Ickes; WHN, 10 to 10:30, Hillman, president of ACWA, S. Sen. Robert F. Wagner; 11:15 to 11:30, Johannes Steel, half of the PACALP, commencing highlights of the ALPNC; and appearance of Sec. Ickes and Wagner with Johannes Steel.

### Manufacturer Demands

## Democrats Plan To Use Radio As Principal Medium In Drive

## WLB Calls Petrillo For Disk-Ban Test

(Continued from Page 1)  
transmitters will be sold this

tion of broadcasters' in-  
the transmitters came  
mornning when the com-  
board was clogged with  
inquiries were from sta-  
in the New York area,  
station reps and other  
long distance inquiries.  
out-of-town buyers was  
Flory, general manager of

transmitters, originally ordered  
Signal Corps for mili-  
ere cancelled after the  
completed. The instru-  
according to reports, are con-  
commercial use and are  
Temco 250-GSC, built  
with a 2,000 watt output  
communication purposes.

### "It's Maritime" Mariner's Medal

Mariner's Medal" will be pre-  
Michael McCormick, 2nd  
Engineer Merchant Marine,  
Vincent, War Shipping  
official, on the "It's  
rogram over CBS on Sa-  
ust 12. (WABC-CBS, 7:00  
EWT). McCormick was  
the crew of the S. S.  
k, torpedoed and sunk  
e coast of Iceland while  
dangerous run to Murmansk,  
vital supplies.

### New CBS Program

Case, as sheriff of "Death  
the new character intro-  
to CBS' listeners Thursday,  
10, in the first broadcast of  
ekyrama series titled "Death  
Stiff" heard over WABC-  
t 8:30 p.m., EWT, and rebroad-  
at 1:30 p.m. It is spon-  
by Pacific Coast Borax Co. as  
acement for "Death Valley  
bert Haag and Olyn  
k portray the desert sheriff  
ously, Cassie respectively. An-  
ed John Reed King, the  
had as chief writer Ruth  
odm, with music by an or-  
er direction of Josef

### PROMOTION MANAGER

owes  
man  
roughly grounded in trade  
nality advertising and adver-  
g agency operations. Should  
get working knowledge of  
ucts. Send complete details,  
ation and experience. Refer-

85, RADIO DAILY  
Brooklyn, New York 18, N. Y.

Presidential campaign he indicated  
that it was the preferred media. It  
is likely that a large portion of the  
national budget will be used in New  
York, Pennsylvania, Illinois, Indiana,  
Ohio and some of the southern states.

Reinsch declared that the responsi-  
bility for administration of the  
party's budget will rest with the Biow  
Agency, New York, recently ap-  
pointed to handle the party's party  
campaign. All of the radio planning  
and time buying will be done in New  
York with Biow representatives in  
Chicago and on the West Coast hand-  
ling the business in those sections  
of the country. This setup, accord-  
ing to Reinsch, will eliminate the  
necessity of the Democratic National  
Committee, having radio representa-  
tives in Chicago or on the West  
Coast.

#### Hannegan Meets Press

Chairman Hannegan met the New  
York daily and trade press at the  
Biltmore yesterday for the first time.  
It was announced that the Democratic  
National Committee would take over  
the entire fifth floor and that a  
schedule of regular press conferences  
would be worked out.

Appointment of Congressman Wil-  
liam L. Dawson, member of the House  
of Representatives from the First Dis-  
trict of Illinois, as assistant chairman  
of the Democratic National Commit-  
tee was announced by Chairman  
Hannegan.

While the Democratic National  
Committee's campaign budget is lim-  
ited under the Hatch Act to \$3,000,000  
it is certain that the money spent in  
radio time during the coming months  
will be far in excess of that amount.  
One party spokesman pointed out  
there are no restrictions on a political  
group or groups in any one state to  
sponsor programs in behalf of the  
candidates for Presidency and the  
Vice-Presidency. It was explained,  
however, that in these instances net-  
works and stations may require that  
the sponsor's have the sanction of the  
national committee.

#### Sparring For Time

Right now both the Democratic and  
Republican National Committees are  
in the process of completing their  
budgets and making inquiries with  
the networks as to available time in  
the weeks to come. Neither group  
seems inclined to indicate their time  
and network preferences and both  
are highly interested in the other  
organization's requests. The net-  
works, on the other hand, are in a  
most advantageous position with lim-  
ited time available. Theirs is the job  
of being tactful and diplomatic with  
the time buyers for both parties.

On the other hand independent sta-  
tions and regional networks are  
clamoring for some of the Democra-  
tic and Republican business. Station  
reps are being bombarded with re-  
quests for a slice of the appropria-  
tion by broadcasters and they in turn  
are feverishly trying to get some com-

mitments from the heads of the party.

The transcription company reps  
and spot business sales men are like-  
wise active in trying to lineup some  
of the political business. From pres-  
ent activity and political planning it  
looks like radio will reap a harvest  
in new business between now and  
Nov. 7.

#### Biow Rep. Comments

The radio campaign for the Demo-  
cratic National Committee will be  
divided into two parts, John Hamm,  
account executive of the Biow Com-  
pany, disclosed yesterday, adding that  
definite plans, as yet, had not been  
designed.

Each Democratic state committee  
will be "on its own" as far as obtain-  
ing radio time is concerned, Hamm  
said. There will be no particular co-  
ordination between the National  
Democratic and the state committees,  
he added.

The tentative plans are to obtain  
enough time to blanket the country,  
Hamm said, pointing out that this  
will be accomplished by buying time  
on the major networks.

Although no statement has been

(Continued from Page 1)

mended negotiation among the par-  
ties looking toward the setting up of  
an unemployment fund for union  
musicians.

There has been no resumption of  
negotiations between the companies  
and the union. The board cannot dis-  
cipline for that, however, since its  
primary order was that the recording  
musicians resume work.

### Charlie Ruggles' Guest

Fred Brady, up-and-coming com-  
edian and gag writer with M-G-M, will  
guest on Charlie Ruggles' "Maxwell  
House Iced Coffee Time," Friday,  
August 11, 8-8:30 p.m., EWT, over  
CBS. Benton & Bowles is the agency.

issued from the Democratic National  
Committee, it is expected that a spe-  
cially hooked-up network will be de-  
signed to cover the vast farm area  
which includes seven or eight states  
in the midwestern section of the  
country. This arrangement is ex-  
pected, since similar plans were made  
and carried out during the 1936 and  
1940 campaigns.

**83.9%**  
of WSAI's  
contracts are  
**RENEWED**  
contracts!  
**WSAI**  
DIVISION OF THE CROSLY CORPORATION  
CINCINNATI 2, OHIO

# COAST-TO-COAST

— NEW YORK —

**NEW YORK**—WMCA will carry the keynote address of Harold L. Ickes, Secretary of the Interior, tonight at 9:30, delivered before the 1944 Convention of the American Labor Party in the Hotel New Yorker.

**WINS**, in co-operation with Skouras Theaters, is currently broadcasting two war effort programs, namely "You Judge The News Radio Forum" on Saturday, at 7:30, and "People to Remember" on Sunday, at 10 p.m. . . . The story of seven Marines armed with one 50-calibre machine gun vs. 200 fighting Japs will be dramatized on WNEW's "Combat Correspondent" tonight at 9:45 . . . WNYC will begin its four-day celebration of its 20th birthday Friday night at 8:30 with the broadcast, from Lewisohn Stadium, of the concert by the N. Y. Philharmonic Symphony Orchestra directed by Alexander Smallens with the Hall Johnson Choir and Anthony Di Bonaventura, 14-year-old pianist, as the attractions.

— CANADA —

**TORONTO**—Dick Gluns, CJBC's senior producer, has replaced Jack McCabe for a month as producer of the Coca-Cola "Victory Parade," with Mart Kenny's orchestra on its Ontario tour . . . **WINDSOR**—New Saturday evening feature of Mutual and CKLW is the "Shady Valley Barn Dance" which is one of the hillbilly programs that actually does stage a barn dance in a barn; broadcast originating in the Big Red Barn in the heart of the Ozarks.

— NORTH CAROLINA —

**ASHEVILLE**—WWNC executive director Don S. Elias was appointed to the Committee on Federal Finance of the U. S. Chamber of Commerce by Eric Johnston, president of that body . . . **RALEIGH**—Added to WPTF's daily 15-minute "Coming Attractions" program is the five minute period called "Meet the Staff" featuring interview with WPTF staffer.

— MISSOURI —

**ST. LOUIS**—Appointment of Charles Stookey, farm specialist, as KXOK's farm editor was announced by KXOK manager C. L. Thomas. He handles the 2½ hour "Farm Program" featuring selected transcribed music. Ambrose Haley and his Ozark Ramblers, world and local news in addition to complete market report . . . KMOX's new sustaining musical show is titled "Syncopation Piece" starring Ben Field and His KMOX Orchestra, with Bill Bailey as the vocalist. Aired for first time Monday afternoon, August 7, at 3:15.

— NEW JERSEY —

**NEWARK**—WAAT broadcast the first in a series of 13 15-minute programs presented by headquarters, Atlantic Overseas Air Service Command, Port of Newark, last Monday night at 10:05. The series will be regular Monday night feature of "USO Night at the Terrace Room." Brig. Gen. William E. Farthing, Commanding General, AOASC, spoke on the initial broadcast. Musical portions for the programs are provided by the "Air Service Commandos" under direction of M/sgt. Vincent Amorosi, with Lt. James C. Taillon handling production and announcement chores.

— WEST VIRGINIA —

**CHARLESTON**—WGKV manager Joseph B. Matthews has made early reservations for the NAB Executive War Conference in Chicago . . . "Salute to Service Men" is the name of the new program inaugurated by WCHS on Monday, August 7. Edith Hill Brigode is featured in the series which will be heard every Monday evening at 9:45, and on which a group of popular melodies is dedicated to a different branch of the service at each broadcast . . . **HUNTINGTON**—WSAZ's former chief announcer Bob Drexler was home on leave recently sporting a new stripe on his navy uniform.

— MONTANA —

**MISSOULA**—Suspending for the summer months after last week's broadcast on KGWO is the "Adventures in Literature," presented by the Montana State University. However, the University's forum discussion program "University Round-Table" will remain on the air.

— NEBRASKA —

**OMAHA**—WOW received first place in the annual competition of midwest farm programs for its arier "Farm Facts and Fun" begun on WOW as a weekly presentation in 1938 with Lyle DeMoss as emcee, and George Round as conductor. Announcement was made by the A.A.A.-C.E. at its recent meeting at Manhattan, Kansas. Round is assisted now by John Leslie, of WOW, who has replaced De Moss as the emcee and by a group of the station's musicians and entertainers. Five other State stations carry the broadcast.

— OHIO —

**CINCINNATI**—The city's celebration commemorating the second anniversary of the Marines' D-Day was a half-hour broadcast over WCKY last Sunday, August 6. Participating in the program were Mayor James G. Stewart, Lt. Gen. Alexander Vandegrift from Washington, D. C., and eight local member Marines who have fought continuously since that day in August 7, 1942.

— CONNECTICUT —

**HARTFORD**—George B. Armstead, WDRC commentator, is delivering currently a series of six lectures on world affairs at the annual institute of international relations at Saco, Maine, sponsored by the Universalist Church of the U. S. from August 7 to 12 . . . **STAMFORD**—The WSRP Players, back from a short summer respite, have resumed their weekly plays, their most recent presentation being "Farrell," a dramatic story, last Tuesday evening, Aug. 1. Ernie Hartman and Stan Roberts direct the group.



## Santa Claus just sneaked into

... with something advertisers want for Christmas

**THE OLD BOY** got so excited when he heard two NBC Recorded Christmas Shows . . . two of the finest ever offered in the history of radio . . . that, hot no heat, he headed for town to spread the good news to give you a quickie preview of two shows that will have any advertiser proud.



"Happy the Humbug" . . . the wondrous story of a strange, appealing beastie of the Animal Kingdom . . . "Happy" and his adventures with his most unusual collection of animal pals . . . adventures that travel through children's familiar activities. Love of Parents! Desire for Christmas Presents! Wonders of Nature! First School Days! Learning Colors! How to Tell Time!

Happy and his pals, The Pink Elephant, The Cock, The Bull, The Bum Steer, Hunkey the Monkey, are all brought to life by a prominent list of radio voices with Budd Hulick (of Stoopnagel and Budd fame) heading the impressive



15-quarter-hour broadcasts ready to go on the air for you . . . exclusive in your city . . . on any pre-Christmas schedule you elect, carry through to New Year's AND—a new post-Christmas series of 39 programs of Happy's adventures to carry on.



**The Christmas Window** . . . Another brand new NBC-Recorded Christmas show with smart merchandising tie-in particularly planned for retail advertisers. It's got everything that appeals to the young sprout's imagination, children's stories . . . both old and new. A Visit to St. Nicholas and The First Christmas! Fairy tales with a Christmas setting! The First Christmas (Andersen) and The Shoemaker and the Elves (Grimm).

These immortal classics . . . with original scripts written especially for The Christmas Window . . . are all NBC Recorded—a meticulously selected cast for each play . . . all ready to go on the air for you exclusive in your city. 12 quarter-hours, recommended for a 3-a-week broadcast four weeks preceding Christmas.

\* \* \*

"Happy the Humbug" and "The Christmas Window" are natural for any advertiser with eyes on juvenile business—any product sold to, for, or through children . . . to build good will and contribute a more joyful Christmas season to children and grown-ups, too. Ask your local station to audition these shows for you. Or write direct for audition rates, availability and complete details.



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

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

**HAPPY BIRTHDAY TO YOU**

August 10

Jack Haley	Larry Fisk
Frank E. Mullen	Jane Pickens
Harry Richman	Duke Rorabaugh
Maj. A. A. Schechter	Ethel Dietz

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

8, NO. 29

NEW YORK, N. Y., FRIDAY, AUGUST 11, 1944

TEN CENTS

## See Radio In WAC Budget

### Commendable

Members of the board of directors and officials of NAB are commended for their decision to go ahead with the 1944 Executive War Conference scheduled for August 28-31 at the Palmer House in Chicago.

The radio industry, unlike many other national conventions who are merely for merchandising exploitation and sales, will gather to give account of its stewardship as wartime public service men and to discuss problems of the post-war future.

Many important subjects will come before the convention. Among them will be how radio can best continue to serve the Army, Navy, Marines, OWI and other governmental agencies in the days ahead.

The very fact that Chairman Lawrence Fly of the FCC has accepted an invitation to be the principal speaker and that high ranking Army and Navy officers will attend indicate the importance governmental agencies place on the coming War Conference.

We thoroughly agree with (Continued on Page 4)

### Kumbum

At 7:30 p.m., EWT, tonight, Mutual listeners will hear a first-hand description of mysterious Kumbum when George Grimm, MBS correspondent in Chungking, China, tells of his trip to the laminary of Kumbum, deep in the Himalaya Mountains, an ethereal locality made famous by the "Shangri-La" made famous by James Hilton—and also by DR.

### Optimists

Chicago—The NBC Chicago radio recording will write, produce and record two programs for the Optimist Club, it was announced by Frank Chizzini, manager of the division. Shows are "Friend of the Boy," and "Optimism as a Way of Life," used in connection with the observance of "Optimist Week," Oct. 1-7. Platters will be distributed throughout the country.

## WHKC-UAW Dispute Before FCC August 16

Washington Bureau, RADIO DAILY  
Washington—The build-up to a hot session next Wednesday, August 16, as the FCC opens its hearing on the petition of the United Automobile Workers, CIO for the canceling of the license of WHKC, Columbus O., for alleged interference with free speech, indicates that all the fireworks looked for will materialize. Willard H. Egolf, assistant to NAB President J. Harold (Continued on Page 6)

## Renewals And New Biz Recorded In Chicago

Chicago—Renewal of "Just for Fun," quarter-hour musical program, placement of 13 new one-minute announcements, a new order or 39 time signals and renewal of 364 time signals comprised the business week at WMAQ according to Oliver Morton, (Continued on Page 7)

## Petrillo Defies WLB Edict; Refuses Music For KSTP

### Downey, Lombardo Head WAVE's Show On WNEW

Morton Downey and Guy Lombardo's Royal Canadians will headline the broadcast of "Something for the Girls" to be heard over WNEW (Continued on Page 2)

WLAW's nine-time primary coverage area is a market in excess of America's 10th largest city!

## Report Y. & R. Suggestion To War Dept. To Include Outlets Willing To Sell Station Time For Recruiting

### Mutual Again Signs World Series Broadcast

Mutual web will broadcast the World Series exclusively for the sixth consecutive year under the sponsorship of the Gillette Safety Razor Company of Boston, it was announced yesterday.

J. P. Spang, Jr., president of the Gillette Co., Miller McClintock, president of the Mutual Broadcasting System and Judge Kenesaw Moun- (Continued on Page 2)

### Kaufman and Hart Play Gets Mutual Sponsorship

A series of dramatic episodes based on the Kaufman and Hart play, "You Can't Take It With You," will follow "Green Valley U. S. A.," on the Mutual network starting Sunday, August (Continued on Page 2)

### Tells Canada Radio Men Remember Rural Markets

Banff, Alta—Admonishing broadcasters of western Canada that they should not make the fatal mistake of forgetting rural listeners in this day (Continued on Page 5)

Washington Bureau, RADIO DAILY  
Washington—Officials of Young & Rubicam yesterday recommended to the War Department that a portion of the five-million-dollar WAC recruitment advertising appropriation be used to buy radio time. This information, although not confirmed by either the War Department or Young & Rubicam, (Continued on Page 5)

## New General Counsel Taking Office With NAB

Washington Bureau, RADIO DAILY  
Washington—Appointment of John Morgan Davis, Philadelphia lawyer, as NAB general counsel and labor relations chief was announced yesterday by President J. Harold Ryan. Davis will retain his office in "the city of brotherly love," spending a good deal of time in Washington, however, after next Tuesday, when (Continued on Page 7)

## Sees Ten Billions Ready For Post-War Tele Sets

Pointing out that 100 billion dollars has been saved up in surplus cash by the public, and predicting that the public will spend 10 billion (Continued on Page 7)

### Exclusive

A "namesake" celebration will be held by "The Callahan's," WMCA's variety series, on Tuesday, August 15, 9:30-10 p.m., EWT, when tickets of admission to the studio theater will be distributed exclusively to members of the Callahan clan in the metropolitan area. All those writing for tickets, will be able to visit "the world's craziest theatrical boarding house."

Discover the selling power of WLAW's 5000 watts North of Boston! Send for a coverage map!



Vol. 28, No. 29 Fri., Aug. 11, 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.

Wedding Bells

Gwladys Sheleagh Carter, daughter of Boake Carter, radio commentator, will be married in Germantown, Philadelphia, tomorrow to Ensign James M. Wallace, U.S.N.R. The ceremony will be performed in the rectory of St. Madeline Sophie Church, Germantown is a suburb of Philadelphia.

20 YEARS AGO TODAY

(August 11, 1924)

On the interesting and perennial topic of women announcers, Dr. Alfred N. Goldsmith, eminent consulting engineer, explains why the male voice is more suited to the mike. Middle registers of voice vibration are found perfect for the air, whereas a woman's voice is normally above this golden mean or true radio reproduction.

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

Coming and Going

JOHN KEYS, of NBC press in Chicago, is in town for conferences at the headquarters of the network.

B. BRYAN MUSSELMAN, vice-president and managing director of WCBA-WSAN, Allentown, Pa., is back at the station following a few days spent in New York.

DAVID O. ALBER, leaves tonight for Lake Placid, where he will confer with Ted Collins and Kate Smith on plans for the forthcoming Autumn programs.

BETTY WOSHNER, head of the traffic department at WCAE, Pittsburgh, is vacationing.

JANE WYMAN, Warner Brothers film star, heading for New York and is scheduled for guest appearances next week on the Hildegard show and on "Double or Nothing."

HARRY HARVEY, chief engineer at KMOX, St. Louis; ARTHUR CASEY, director of public relations; DAVID MARS, promotion manager; MARY TENDONE, secretary to the auditor, and newsman ROBERT DEVOE and WICK EVANS all have left on their respective vacations.

C. P. "PETE" JAEGAR, national sales manager of the Blue Network, has returned from a short business trip.

GEORGE H. JASPERT, manager of WLAW, Lawrence, Mass., a visitor yesterday at the New York offices of the station's national representatives.

T. S. "SHERM" MARSHALL, president and commercial manager of WOLF, Syracuse, plans to leave for the Salt City today following a few days of confabs with his national reps.

PEGGY DEAN, continuity supervisor at WPTF, Raleigh, N. C., spent this week at Virginia Beach and next week will visit her family at Salisbury, N. C.

LOUIS PRIMA and the members of his band are at Camp Pickett, Va., for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network.

JERRY LAWRENCE, mentor of the WMCA "Air Theater" program, is spending his vacation at Fire Island, but is coming into town once a week for the tele series on WABD.

Mutual Again Signs World Series Airings

(Continued from Page 1)

tain Landis, Commissioner of Baseball, have signed a contract for the broadcasting of the games. Dates and times for the games will be set in September after the Commissioner's meeting with the teams which will contest for the world's baseball championship.

In addition to the American-Canadian networks, the games will be broadcast in Spanish over Cuban and South American stations and will be shortwaved to the members of the armed forces overseas.

Downey, Lombardo Head WAVE's Show On WNEW

(Continued from Page 1)

Saturday, August 19, at 5 p.m., for a half hour. Used to plug the WAVE recruiting drive, the program will have David Ross announcing the commercial for the WAVE's and Dan Seymour introducing the numbers for Guy Lombardo's group. Also, WAVE specialists Isabelle Cane and Jean Logan will be interviewed.

FINANCIAL (Thursday, August 10)

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

Kaufman and Hart Play Gets Mutual Sponsorship

(Continued from Page 1)

27, 5 to 5:30 p.m., under the same sponsor-Emerson Radio Company, it was announced yesterday.

Moss Hart will personally supervise the production and Nathaniel Curtis will write the weekly episodes. Already signed to participate in the new radio series are Everett Sloan as Grandpa and Frederick Fradkin and his orchestra. Elkin Kaufman, executive vice-president of the William A. Weintraub agency, who has held the radio rights for "You Can't Take It With You" negotiated the radio deal.

Kilgore Talks Post-War On CBS Web Tomorrow

Sen. Harley M. Kilgore, Democrat of West Virginia, will be heard over the Columbia network tomorrow from 10:45-11:00 p.m. EWT in a talk entitled "The Federal Government's Responsibility for Full Post-War Employment." Senator Kilgore will speak from the CBS studios in Washington, D. C. at WTOP and will discuss the Kilgore Bill which establishes Federal standards of unemployment compensations for jobless workers during the post-war transition period.

The Kilgore bill provides an overall planning agency to supervise reconversion and devise methods for keeping the economic machine running full tilt.

In Australia

Marjorie Lawrence, gallant star of the Metropolitan Opera Association, has safely landed in Australia according to a cablegram received in New York from the singer yesterday morning. Her arrival in her native land (the first in five years) heralds the first lap of an extensive camp and concert tour which Miss Lawrence will undertake during the next two months.



Pretty good, too

This new ship—the PV-1—seems to have everything it takes to deliver the goods. Listen:

"The PV-1 carries 'ash' depth charges or torpedoes. It's a first sub-buster in production to the Navy's needs for twin-engine land-based aircraft with adequate range plus both defensive and offensive armament. The Ventura is bigger, faster, more heavily armed and able to pack a deadlier explosive wallop than the famous Lockheed Hudson which it closely resembles. Yet it retains all the superior qualities of the Hudson, known to the R. A. F. as 'Old Boomer' because of its ability to return to its base.

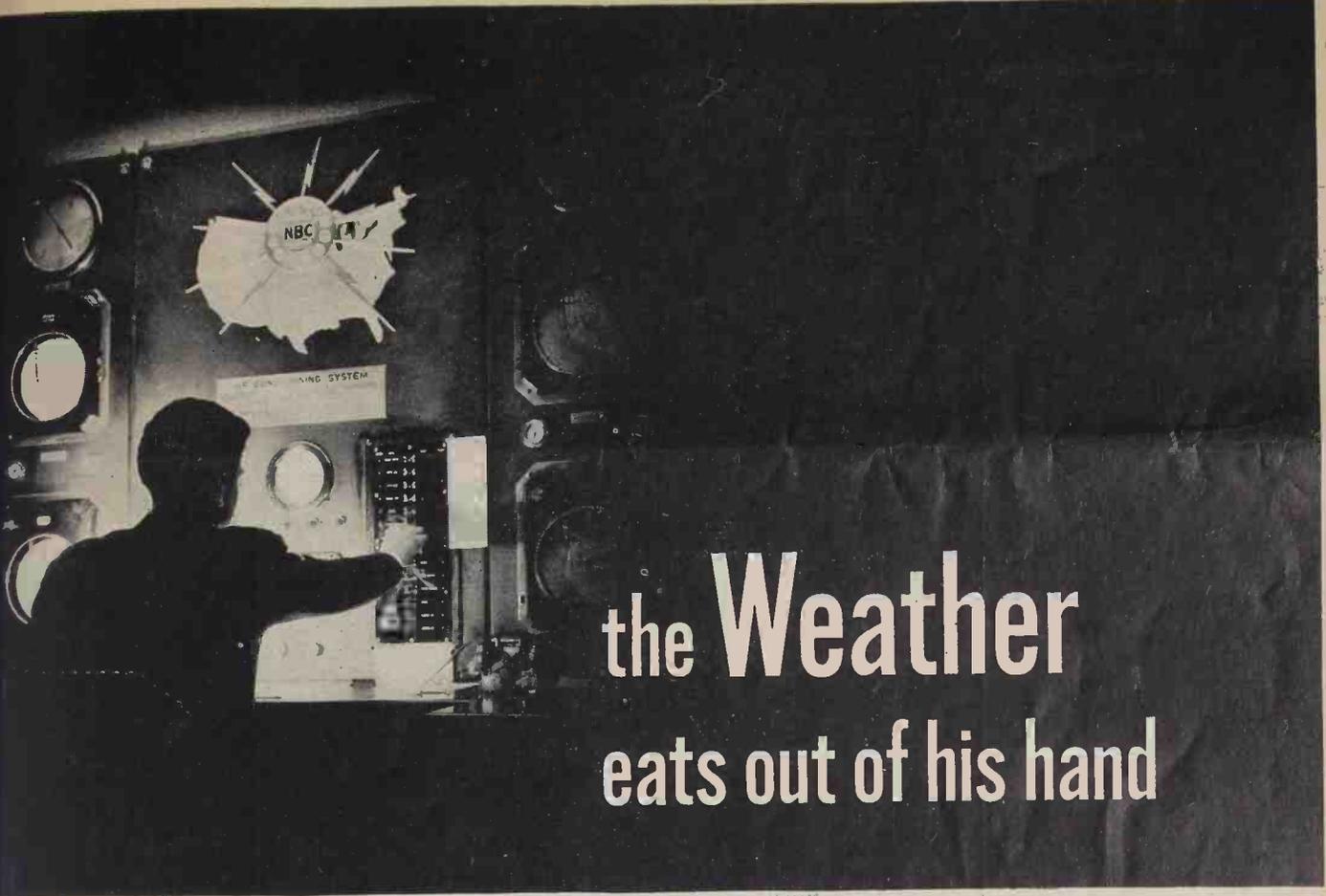
"Carrying more radio equipment than any plane Vega or Lockheed has ever built, as well as drop tank gas tanks that give it a tremendous range, the PV-1 constitutes a greater menace to enemy submarines, warships, and transport than any land-based aircraft built in this country."

There's a ship that's ahead of the game. And in Baltimore radio compares with the kind of ahead-of-the-game service you get from W-I-T-H. That's the successful independent that delivers more sales at the lowest cost of any station in Baltimore. Pretty good—too!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED



# the Weather eats out of his hand

► Mark Twain to the contrary, somebody *does* do something about the weather—makes it, in fact, just as he wants it—is able to forecast it months in advance.

His is the job of keeping 4,200,000 cubic feet at NBC temperature ideal, dew point just what it should be, humidity never varying.

Humidity, that's the important thing in manufacturing made-to-order weather and processing it for string and percussion instruments, singers' throats and a host of performers who need the best atmospheric conditions for the best performances.

That's why NBC operates one of the most completely integrated air-conditioning systems in the world . . . 64 separate mechanical lungs so delicately coordinated that hun-

dreds of people may enter one studio without raising or lowering the temperature in the one next door.

This elaborate air-conditioning system helps keep actors and audiences comfortable and responsive, of course, but all that is secondary to the role it plays in contributing to better broadcasting . . . building a smoothness of presentation, a fidelity of instruments and vocal cords which contributes so much to the perfection of NBC's musical presentations.

★ ★ ★

Custom-built weather is just one of the many examples of the manner in which NBC strives for perfection in the little things of radio, knowing that the grand total of little things well done helps NBC maintain its leadership, helps make NBC "The Network Most People Listen to Most."

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

LOS ANGELES

By RALPH WILK

**E**DMUND J. HOLDEN, radio writer-producer, will be master of ceremonies at the annual picnic of employees of the Hoffman Radio Corp., August 13. Locale, originally slated for Elysian Park, will be held at Brookside Park, Pasadena.

Bob Burns, radio's "Arkansas Traveler," brought back an urgent message to the folks on the home front when he returned to Hollywood this week from his tour of army, navy and marine hospitals. Said Bob: "The only feller lonelier than a G. I. on the fightin' front is the one in a military hospital far from home—he'll get well twice as quick if you keep writin' regular."

Bill Goodwin has been signed by David O. Selznick for a featured role in "The House of Dr. Edwards," starring Ingrid Bergman and now shooting. Goodwin's last part was in "Incendiary Blonde," Paramount's Betty Hutton picture. Goodwin is the emcee of the Burns and Allen radio show.

Bud Spencer, until recently night program manager for NBC, who is now with Foote, Cone and Belding, will replace Harry Saz as assistant agency producer on the Blue Network's "Hollywood Star Time" beginning August 11. Spencer was with NBC for over six years working up from page boy into an important position in the traffic department and then into his most recent post which he relinquished to join the advertising agency.

Jack Edwards, Sr., and his son Jack, Jr., have converted their radio Club house into a canteen for Servicemen. Many of Hollywood's radio personalities drop in nightly to help entertain the boys.

Victor Young, maestro of NBC's Westinghouse program, is taking his first vacation in seven years. He flew to Mexico City for the south-of-the-border premiere of "For Whom the Bell Tolls," for which he composed and directed the musical score. During his 10-day sojourn in Mexico, Young plans to devote a great deal of time to his hobby of photography. While Young is away, the Westinghouse orchestra will be conducted by Ken Darby, whose male chorus is a regular feature on the show.

Will Televis G. & S. Opera Over WABD, On Sunday

Full hour version of the Gilbert & Sullivan opera, "H. M. S. Pinafore" will be produced by the Television Workshop over WABD-Du Mont, Sunday, August 13, at 9 p.m., EWT. The cast for the Workshop production has been selected from members of the Provincetown Playhouse Light Opera Company. "Pinafore" is the first of a series of G. & S. operas planned to be telecast by the Workshop over WRGB and probably CBS, for fall presentation.



Windy City Wordage!

● ● ● When radiactress Shirley Mitchell was in town last Friday, headed for a vacation in her native Toledo (Ohio), she put in a busy day appearing on War Bond broadcast (via WCFL) from Treasury Center and visiting the mammoth Dodge plant where engines for Uncle Sam's Super-Fortresses are turned out. . . . all this under the fatherly guidance of Jack (Jackson) Ryan, manager of the NBC Central Division press department. . . . At the Dodge plant Miss Mitchell made her Alice Darling role of aircraft worker on the Fibber McGee show come to life by sitting in at one of the machines. . . . Her next stop after leaving Chicago was South Bend to attend her brother Marvin's graduation from Midshipman's school at Notre Dame.

Chicago

● Don McNeill, headman on the Blue Network's Breakfast Club, has finally reaped his reward for the constant needling he undergoes about his oversize pedal extremities. Don has been asked to contribute an article to the "Chiroprodists' Journal." . . ● WBBM is crowing this week over the way its news analyst, Alvin J. Steinkopf, "called the turn again" on the WBBM "War Experts Answer" program. Steinkopf predicted something was brewing in Polish-Russian relations before it was announced that Stalin had invited Mkiolajczyk, premier of the Polish government in exile, to Moscow for talks about the post-war government in Poland.



● ● ● When Parks Johnson aired his CBS show, "Vox Pop," from the J. Sterling Morton High School in Cicero Monday night, rather than from the American Can Company's Amertorp armament plant in "Torpedo Town" Forest Park, Ill., which was the program's focal point of interest, Jack Paige, promotion manager of WNAX, Yankton, S. D., presented Parks with a crate containing 12 pheasants (six hens and six roosters) for his ranch in Texas. . . . "Are they alive?" Parks inquired. Jack assured him they were and opened the crate to prove it, whereupon one of the birds fluttered free and winged its way to the balcony in the high school auditorium where it was promptly snared by a member of the studio audience. . . ● After winding up details of the transfer of WJJD to Marshall Field, Ralph Atlass, WIND prexy, has hied himself to the Canadian north woods for what his office describes as a "well-earned rest." . . ● Sherman H. Dryer, producer of "The Human Adventure" series on WGN-Mutual, has written an article for "This Week" magazine called "Kilocycle Campaign," comparing the radio personalities of Roosevelt and Dewey. Dryer did a similar piece in 1940 for Collier's on Roosevelt versus Willkie.

● Curley Bradley, cowboy singing star of the airlines, who is heard in the emcee role on the new Saturday morning variety show on NBC, "KC Jamboree," has deserted the ranks of the bachelors. Curley's bride is the former Olga Bewon of Chicago.



● ● ● The guy among the three announcers on the General Mills stint on NBC—Bob Murphy, Gordon Gray and Gene Baker—who can pitch up the best commercial on the April 21st airing will become the recipient of the Prentiss mustache cup trophy. It is a handsome mug with the word "Papa" in gold letters on its side. Donor of the trophy is Ed Prentiss, m.c. of the General Mills hour. . . ● Just before Mrs. William Drips, vice-chairman of the Minnesota delegation to the Democratic National Convention, left home for the Chicago conclave, her husband wrote to William Drips, NBC director of agriculture, to be sure and look up Mrs. Drips when she arrived in Chicago. . . Mr. NBC Drips assured Mr. Minnesota Drips that he would do so gladly and would even bring his Mrs. Drips along to help entertain the visitor. The two Drips families are not related and had never met but Mr. Minnesota Drips had heard of NBC's Bill Drips through the latter's programs.

— Remember Pearl Harbor —

Commendable

(Continued from Page 1)

President J. Harold Ryan NAB who said: "There is every indication that our conference will contribute constructively ironing out of our current problems and laying the foundation for more helpful co-ordination of radio's part in the war effort and the period to follow."

In conclusion, we believe, the 1944 NAB Executives War Conference holds promise of being a stream-lined, serious wartime meeting of representative executives of the broadcasting industry. This meeting can be a milestone in the forward march of radio as a public service medium. It's radio's opportunity to play a vital role in the history making days ahead.

BURKE

Central Pk. Concert To Celebrate WNYC Birthday Festival

The final event of WNYC's four-anniversary celebration of the station's 20th Anniversary will be the broadcast of symphony concert from the Mall Central Park, New York City, Monday night at 8:30, when artists who have gained fame in the music field after first appearing on WNYC's only non-commercial station will be the feature attractions of the evening.

Edwin McArthur, the conductor of the 65-piece orchestra, will be leading his first symphony group since returning to this country from an intensive USO tour of the military bases in the South Pacific. Giuseppe Castagnetta, concert pianist, will play Gershwin's "Concerto in F", and other singer, Lucy Monroe, will render a number suitable for the occasion. The fourth artist, Enric Madriguera, Latin American band leader and violinist, will conduct the orchestra in his own arrangement of "Latin American Tribute."

SALES PROMOTION MANAGER

Midwest Clear Channel Station seeking man thoroughly grounded in trade and national advertising and advertising agency operations. Should have good working knowledge of production. Send complete details, education and experience. References.

Box, 885, RADIO DAILY  
1501 Broadway, New York 18, N. Y.

# Y. & R. Asking Adv. On Radio

(Continued from Page 1)  
 into DAILY from an ex-  
 able source.  
 group was in parley  
 board of seven gen-  
 which aids Adjutant  
 A. Ullo on WAC ad-  
 several hours, discussing  
 WAC campaign. Most of  
 as devoted to discussion  
 problem.  
 Y. & R. station rela-  
 and manager of the  
 division, was back in  
 had returned Wednes-  
 portedly to prepare wires  
 inquiring about avail-  
 had with him a list of  
 700 stations which have told  
 desire to carry WAC copy.  
 about the amount of  
 to be bought was avail-  
 there any assurance  
 Any biggies have accepted  
 recommendation that  
 Maj. Gen. Alexander  
 relations chief, is re-  
 have barred inclusion of

# Con In Commons Full-Time CBC Head

Improved radio service  
 efficient handling of the  
 broadcasting Corporation  
 from the appointment of  
 salaried chairman for the  
 R. LaFleche, Services  
 in the Canadian House  
 which gave third read-  
 providing for such an  
 measure met opposition from  
 Conservative and CCF  
 LaFleche said that since  
 had the services of a  
 chairman who received an  
 of \$1,500 a year. In his  
 was a fault in the set-up  
 corporation, but despite the  
 C made good progress.  
 Graydon, Progressive-Con-  
 house leader, and M. J.  
 CF leader, said they did  
 the radio bill because  
 it would lead to a divi-  
 sion in the corporation.  
 LaFleche said the bill was to  
 ayth divided authority, that  
 had been ineffectiveness in the  
 divided authority, and the  
 as aimed at rectifying the situa-  
 He id. The chairman would  
 be head of the corporation,  
 ould rule on matters of policy.  
 would want to put the general  
 beyond the possibility of  
 given for a moment that it  
 his duty to assume the  
 ons of the real head of the  
 at," he declared.  
 ydon said it was "disgraceful and  
 lon for the CBC to be with-  
 general manager since last  
 ven Dr. James S. Thomson  
 ed. He also said it was not fair  
 blic ownership in broadcasting

# WHO'S WHO IN RADIO FLORENCE AMES WARNER

AS Education Director for WBBM, Chicago, and the Columbia Broad-  
 casting System in the Middle West, Florence Ames Warner has done  
 much to promote the tremendous educational value of radio. Her asso-  
 ciation with WBBM-CBS in this capacity has been going on since June  
 of 1943.



"Creative"

At WBBM Mrs. Warner supervises "Victory Matinee" which was ac-  
 claimed by the Treasury Department one of the na-  
 tion's outstanding Bond-selling shows. Also under  
 her supervision is the community service program,  
 "Keep Going, Chicago." "That Men May Live," drama-  
 tizations of the work of Chicago social agencies, and  
 "Workshop for War," a documentary series dealing  
 with the contribution of the Middle West to the war  
 effort. Of her own creation is the new WBBM series  
 on juvenile delinquency, "The Young People's Plat-  
 form," which is an educational forum featuring teen  
 age speakers in discussions of the problems of youth.

Florence Warner was born in Troy, New York. Be-  
 cause her father was an official for the Rock Island  
 Railroad, the family moved out to the Middle West,  
 and after much shuttling about from city to city, they  
 finally settled down in Des Moines and Florence re-  
 ceived her AB in Education from Drake University.  
 Then came a world tour for the itinerant young woman, a brief sojourn  
 back in the States, and then she was off again on a Mediterranean country  
 tour.

Mrs. Warner began her business career as a feature writer for  
 Des Moines Register-Tribune. She turned to radio work in 1932 as Girl  
 Friday at KSO, Des Moines, then a new station. After seeing the outlet  
 through its growing pains, during which period she wrote continuity  
 and produced, she returned to newspaper work. As previously mentioned,  
 in June, 1943, she returned to radio.

A widow and the mother of two children, Peggy and Bobby, Mrs. War-  
 ner, also finds time to be a member of the School Broadcast Conference  
 Executive Committee, the Chicago Junior League and the Red Cross Motor  
 Corps.

to appoint a paid chairman now when  
 the general managership had been  
 left vacant for a year with no indica-  
 tion of when it would be filled. Pri-  
 vately-owned stations could not con-  
 tinue to operate under such condi-  
 tions, he felt.

Graydon said it was rumored Dr.  
 Augustin Frigon (acting general man-  
 ager) would be appointed general  
 manager and it also was rumored that  
 the post of full time chairman would  
 carry with it a salary of \$15,000 an-  
 nually.

The appointment of the full-time  
 chairman would not solve the prob-  
 lem of radio service in Canada; in-  
 stead of helping the present staff to  
 carry out the true principles of pub-  
 lic ownership in broadcasting the  
 corporation was being loaded to the  
 top with more jobs, said Graydon,  
 and added, "People are wondering  
 why we need another \$15,000 a year  
 job on top of jobs that are not filled.  
 We need a change in respect of the  
 whole CBC set-up at the top but this  
 is not the way it should be done."

Coldwell said his party did not be-  
 lieve that the appointment of the  
 chairman was the best thing that  
 could be done for the corporation, but  
 it was prepared to give the chairman  
 a trial. He voiced his opinion that if  
 the policies of the board were to be  
 decided by the chairman the mem-  
 bers of the Board of Governors would  
 become rubber stamps.

Dr. J. J. McCann (Liberal, Renfrew  
 South), chairman of the radio broad-  
 casting committee of the House,

# Two New Announcers Added To Coast Staff

Los Angeles—Douglas Pledger and  
 Harry Walstrum have been added to  
 the announcing staff of the Blue Net-  
 work on the West Coast, Pledger re-  
 places Ralph Rogers who gave up his  
 announcing post to join the Navy and  
 Walstrum replaces Terry O'Sullivan  
 who resigned recently because of  
 heavy commercial commitments.  
 John Wald, noted as the "Richfield  
 Reporter," has joined the Hollywood  
 staff as a summer replacement an-  
 nouncer through September 15 when  
 the vacation period for regular an-  
 nouncers ends.

# Stork News

Arthur Daly, head of William H.  
 Weintraub & Company, Los Angeles,  
 became the father of a baby boy, born  
 Sunday, August 6. Baby weighed six  
 pounds, and has been named John  
 Bernard.

John Zoller, NBC director, passed  
 candy and cigars yesterday to an-  
 nounce the arrival of Eric Ward Zol-  
 ler, born at Cedars of Lebanon Hos-  
 pital, Los Angeles. Mrs. Zoller is the  
 former Mary Jane Croft, NBC actress  
 who appeared on "Those We Love."

which recommended the appointment  
 of the full-time CBC chairman, said  
 radio in Canada had made progress  
 comparable to that made in any  
 country.

# Petrillo Defies WLB; Refuses KSTP Music

(Continued from Page 1)  
 ing to WLB Chairman William H.  
 Davis' demand of Wednesday that the  
 strike at KSTP be called off, Petrillo  
 said, "What strike?"

The board was unable to discuss the  
 situation last night, but a full report  
 will be made to the board this morn-  
 ing.

Padway said he had been instructed  
 to tell the board that Petrillo does  
 not feel there is a strike in progress  
 against KSTP. Reminded that AFM  
 musicians have been working for the  
 station in St. Paul, he said it is Petrillo's  
 position that they have been  
 working there only pending a con-  
 tract with the KSTP management.  
 When such a contract is forthcoming  
 (meeting the Minneapolis scale) the  
 musicians will work at the Minneapo-  
 lis studio.

# Tells Canada Radio Men Remember Rural Markets

(Continued from Page 1)  
 of business concentration in the cities,  
 G. R. A. Rice, re-elected president of  
 the Western Association of Broad-  
 casters, addressed the closing session  
 of representatives of 27 privately  
 owned stations in western Canada.

"We face changing times and con-  
 ditions," said Mr. Rice, "but it would  
 be a fatal mistake for western broad-  
 casters to forget country listeners.

"It is necessary more than ever to  
 maintain faith with those who live  
 in the rural districts as, despite the  
 increased activities in the cities, agri-  
 culture is still the major market of  
 western Canada. Study could be  
 made by the WAB of maintaining the  
 balance of programming so that we  
 continue to serve the thousands of  
 families that depend entirely on ra-  
 dio as their source of information and  
 entertainment."

Bert Cairns of Calgary presented  
 two motions to change the method of  
 electing the Association's officers.  
 Formerly the Association has elected  
 a president and one director from  
 each of the four western provinces  
 and, in addition, has had three repre-  
 sentatives and its president as mem-  
 bers of the Canadian Association of  
 Broadcasters' executive board.

Mr. Cairns proposed that hence-  
 forth the WAB executive consist of  
 the president and three directors who  
 would also act as representatives on  
 the CAB executive. The three direc-  
 tors could be chosen from any one or  
 any three western provinces.

His other proposal was to change  
 the method of election of officers to  
 the secret ballot system. Names of all  
 eligible delegates would be placed on  
 the first ballot with each delegate  
 naming two men for president and six  
 men as directors. Count of first bal-  
 lots would decide the two presidential  
 candidates and six candidates for di-  
 rectors whose names would go on the  
 final ballot.

Action on Mr. Cairns' two motions  
 was laid over until a later season.

# FCC Hearing Of WHKC-UAW Row Next Wednesday; Fireworks Expected

(Continued from Page 1)

Ryan, was closeted at UAW headquarters here for several hours Wednesday morning and afternoon, testifying on operation of the NAB code. His deposition was requested by UAW because he is secretary of the code committee, and it appears now that the major target of the union will be the code rather than WHKC.

## Everson Files Statement

In the meantime, the WHKC manager, Carl M. Everson, filed a lengthy statement to rebut the CIO's complaint, which had charged the station with anti-labor bias and with cutting from UAW programs material on which the station carried the opposite view uncensored from Fulton Lewis, Jr., and Boake Carter. Signing of a contract for 52 half-hour shows between the station and UAW, in June, 1943, was "with the distinct understanding that the main purpose of the programs would be to foster better relations between labor and management, the public and labor and members of local 927 UAW-CIO, and with the further understanding that the programs would not be used to solicit memberships, to discuss race, religion or politics or controversial subjects," Everson said, adding that the union had agreed to abide by the NAB code and to permit deletions by the station of material in conflict with the code. There was no trouble, Everson said, until the August 8 broadcast of UAW Vice-President Richard T. Frankenstein. Copy was submitted several days in advance, he continued, and after carefully reading this prepared speech I instructed Mr. Moses, our program director, to inform Mr. Evans of UAW that the entire talk would have to be rewritten as it was in direct violation of that part of the NAB code which pertains to controversial issue. Mr. Moses reported to me that, when he phoned Mr. Evans to relate this to him, he, Mr. Evans, said: I did not think we could get by with this talk. Mr. Evans then came to the studios to pick up the prepared speech for the purpose of rewriting the document.

## Gives Details of Incident

"It was not until Saturday evening, August 7, that the rewritten speech was submitted to Mr. Moses, Mr. Moses was at home; so Mr. Evans drove to the home of Mr. Moses to get his, Moses's O.K. I told Mr. Moses that he was in error in giving his approval to the rewritten speech, as it was still in violation of the code. I did not see the rewritten speech; but had I been consulted, I would not have permitted it to go on the air." Careful comparison of the two versions, he said, will reveal that the main theme of the speech was retained, and only references to particular persons and organizations were deleted in the rewriting of the speech. A comparison of the exhibits will likewise show that all of the main points were permitted to stand,

but with the names of individuals and individual organizations grouped into general classifications.

Careful comparison will show further that the points raised in the original speech were actually presented in the rewritten speech but couched in somewhat different lan-

## UAW Asks Scripts

*Washington — United Automobile workers yesterday petitioned the FCC for permission to subpoena scripts of radio addresses by commentators Fulton Lewis, Jr., Boake and Sheila Carter, Upton Close and Col. Robert R. McCormick for presentation in the hearing on the license renewal of WHKC, Columbia, O. The purpose of the union is to present these scripts as evidence that the station has presented opposing views on the identical controversial issues upon which it has refused to let union spokesmen talk.*

guage. The policy under which the station refused to permit specific references to Senator Robert A. Taft of Ohio, Senator Burton K. Wheeler of Montana, Senator Gerald Nye of North Dakota, Congressman John Voorhees of Columbus, Ohio, has been followed generally by the station with respect to all local non-political broadcasts, and is not a policy invoked specifically against any labor organizations. There was no discrimination against Mr. Frankenstein and the UAW-CIO.

## Frankenstein Issues Statement

"Following Mr. Frankenstein's speech, he issued a statement to the press stating that we had based our decision to delete certain portions of his talk on our interpretation of the Smith-Connally law. This is not the fact. It just so happened that on the day we received Mr. Frankenstein's speech, a syndicated article by David Lawrence, in which he attempted to interpret the Smith-Connally law, came to my attention. I clipped the article and gave it to Mr. Moses to file. Mr. Evans of the local CIO union came in a short time afterwards, and I asked Mr. Moses to show the article to Mr. Evans. My only thought was that if he had not seen the article, he (Mr. Evans) would appreciate reading it. The first indication of any difficulty came at the time of Mr. Frankenstein's speech on August 8th which was followed by the filing of a petition with the FCC. This action came as a surprise, in view of our previous friendly relationship with the local union. When the news of the fling was received over the station's news ticker, it so happened that Mr. Evans and members of the UAW-CIO dramatic cast were present in the studio, and I immediately exhibited the press report to Mr. Evans. In my presence, and in the presence

of the members of the cast, Mr. Evans said: God-damn it—I told him (Frankenstein) we didn't want to get WHKC in trouble; it's the NAB code we're after. However, at the same time, I instructed Mr. Moses that from now on there should be no censorship of the UAW-CIO scripts without it being mutually agreed upon; and that if there should be any disagreement over the script, it should be called to my attention. Following the August 8th speech, and until the program was concluded, November 28th, the program was handled by Mr. Moses under these instructions and not a single disagreement was called to my attention. Everson did not indicate any particularly strong support for the NAB code in effect, damning it with faint praise. His statement as to future policy indicated independent decisions in each case, and was reminiscent of the statement filed last year by Edward J. Noble coincident with his purchase of the Blue Network. WHKC, he said, has followed the code because other stations do likewise; and, because I felt that this procedure was justified for the reason that the code at the time it was adopted represented the best thinking of those who formulated it; and because it had received the public approval of the American Civil Liberties Union, Boy's Club of America, Federal Council of Churches of Christ in America, General Federation of Women's Clubs, National Council of Catholic Men, National Council of Women, National Educational Association, American Association of National Advertisers, American Association of Advertising Agencies, The American Federation of Labor and many prominent individuals. While the code never received the formal approval of the Commission, I had shared the view of Chairman Fly as expressed in his broadcast of October 26, 1939, to the effect that certain provisions of the code, at least, are none the less important as examples of self-regulation consistent with the public interest. However, our experience in attempting to operate under the code has revealed the truth of the statement contained on Page 17 of the NAB code manual, which states in part as follows:

"Almost every request for a labor program presents a new problem. There are so many variations to both programs and local situations that it is impossible to lay down any rules that would fit every case. It will be the future policy of WHKC, under my management, to consider each request for time, solely on its individual merits without discriminations and without prejudice because of the identity of personality of the individual corporation or organization desiring such time. With respect to public issues of a controversial nature, the station's policy will be one of open-mindedness and impartiality."

## PROGRAM REVIEW

### "QUICK AS A FLASH"

Helbros Watches  
Mutual-WOR, Sundays, 6-6:30  
Writers: Gene Wang and Hal  
Producers: Bernard Procter and  
Lewis

Agency: Wm. H. Weinst  
"Quick As A Flash" is the  
delight. This new audien-  
pation show, while not a  
novel, has a certain fresh-  
it other producers might see.

The stanza's format is  
radio, and we imagine it is  
better if and when produc-  
television station. Although  
cee, which in this case is Ke-  
is concerned with lights,  
colors, the listening audien-  
cerned about the buzzer. Pa-  
are seated around a table  
ably. Each one has his finger  
nervously over a button. An-  
as he thinks he knows the  
the "problem" orchestrated  
Block, narrated by a reader  
by a group of actors, or any  
of concoctions writers Ge-  
and Harry Kleiner can co-  
buzzes for recognition to be  
to say his piece. Prizes are  
include: \$10, \$20, \$30, \$50 or  
nobody gets the answer, it  
worthy cause, in this  
Army Relief suffered the hit.

Each week also finds a non-  
lite in the guesting slot. We  
pleasure of hearing Claudia  
and David Gothard, who star  
own popular show "The Tr-

Perhaps one of the best  
about "Quick As A Flash" is  
infectious conviviality, which  
to put the participating, radi-  
ened persons at ease. Bernar-  
ter and Richard Lewis, the p-  
have done a bang-up job on  
duction end. A word about  
worded commercials—they  
carry Helbros' watches as the  
Mutual network can reach.

## Goldsmith To Speak

Dr. Alfred N. Goldsmith,  
the main speaker at the Te-  
Producer's Association meetin-  
held Monday, at the Hotel Pa-  
vania. The meeting, the first  
new season, will be preside-  
Bud Gamble, president of the  
Dr. Goldsmith will speak on the  
tionship of motion pictures to  
sion" and discuss the latest de-  
ments in television equipment.

## WQXR Guesting

Richard Tetly-Cardos, inter-  
nally known concert pianist, will  
on WQXR, Sunday, August 13,  
p.m., EWT. W. Colston Leigh  
agency.

## Cecil Brown To MCA

Cecil Brown, noted news col-  
tator, currently heard on the  
network, has signed a contract  
Music Corporation of America  
Effective in November, MCA  
handle Brown's radio commit-

# Wols, New Biz Worked In Chicago

Continued from Page 1)  
 the NBC central division  
 sales department. "Just  
 sponsored by the Atlantic  
 company (Tavern Pale  
 Campbell-Mithun, with  
 as, novelty quartet, as  
 renewed for 13 weeks,  
 August 7. The program is  
 ys, Wednesdays and Fri-  
 10:45 p.m., CWT. Bala-  
 Corporation, through M.  
 Associates, ordered 13  
 one-minute announce-  
 one-week period begin-  
 14, to advertise two mo-  
 "The Hitler Gang," and  
 to be shown in Chi-  
 The 39 new time sig-  
 placed by the Western  
 through the Olian ad-  
 agency at the rate of three  
 weeks starting August  
 of 364 time signals  
 Thomas J. Webb (coffee)  
 through Schwimmer &  
 seven a week for 52  
 eave August 14.

**Morning Newscasts**  
 or three early morning  
 a week, one 15-minute  
 n information program  
 of an early morning  
 hough Friday musical pro-  
 e business list at WLS.  
 Fats Milling Company, Chi-  
 Presba, Fellers & Presba  
 agency, has purchased  
 ate early morning farm  
 from 6 to 6:15 a.m. for  
 d. The American Chemi-  
 company, sponsors of a  
 arden information pro-  
 arly his spring, returned to  
 S schedule Saturday, August 5  
 15-minute program of the same  
 The broadcast will be heard  
 am 7:45 to 8:00 a.m. for  
 e series will feature Al  
 handles many WLS farm  
 Milton Carlton, man-  
 Vaughn Seed Company  
 Chicago. The Little Crow  
 Company, Warsaw, Indiana,  
 26-week contract with  
 tenth consecutive year.  
 contract for sponsorship  
 "Timers," a program of  
 tunes with Hal O'Hal-  
 Rockhold, heard Mon-  
 Friday from 7:45 to 8:00  
 Oct. 2, 1944. Business  
 Rogers & Smith adver-  
 Chicago.

# Thomas Declines Time By CBS Executive

Bureau, RADIO DAILY  
 Senator Elbert D.  
 of Utah) yesterday de-  
 he had "no criticism  
 of the changes made in  
 he delivered over CBS  
 He declared that the  
 did not spoil his talk  
 no reason for accepting  
 of radio time to repeat

## ★ WORDS AND MUSIC ★

BY HERMAN PINCUS

**B**ACK from a two-months USO tour during which time he entertained the armed forces in North Africa and Italy with Jascha Heifetz. Milton Kaye, member of Marjorie Fisher's "Piano Playhouse" on the Blue and concert pianist for WOR, denies published reports that the G.I. Joe's will not listen to serious concert music. . . . "In the eight weeks we were away we gave 45 performances," Kaye said on his return, "and at 43 of the concerts we were received magnificently, while at the remaining two, many soldiers enjoyed themselves. Heifetz and I are planning another tour because we are convinced, based on statements made after each of our concerts, that there is crying need for this kind of entertainment. The boys deeply appreciate anybody who comes to entertain them because it makes them feel that they haven't been forgotten."

★ ★ ★

Kaye and Heifetz gave concerts in Algiers and Oran in North Africa and throughout the southern part of Italy up to and including the front lines above Rome. "We played in airplane hangars, barns, small theaters, internationally known opera houses, hospitals, rest centers, outdoor installations, at the front lines from the top of a truck, on an LST craft where we had to climb over unloaded shell cases, and on the deck of a cruiser," Kaye revealed. He said that the boys were normal autograph fans and that he and Heifetz signed among other things foreign money, short snorter bills, pictures of girl friends and wives, plaster casts, two sailor hats, and a piece of adhesive tape pasted on a violin.

★ ★ ★

Mendelssohn, Bach, St. Saens, and shorter pieces by Tschaiikovsky, Dvorak, and Heifetz arrangements were regularly scheduled music. Most often requested numbers were "Intermezzo" by Provost, "Flight of the Bumble Bee," Heifetz' "Hora-Stacatto," and "Estrellita." "Ave Maria" was requested at every single performance of the two musicians gave. . . . After several concerts, Kaye stated, Heifetz, who is also a piano player by avocation, joined him and some G. I.'s in impromptu jam sessions. "Body and Soul" and "Honeysuckle Rose" were among the favorites which got the boogie-woogie and blues treatment. . . . Highlight of the tour for both musicians was the private audience granted them by Pope Pius XII three weeks ago. His Holiness as a young man had played the violin and "Ave Maria" was one of his favorite selections. Heifetz and Kaye weren't able to play for the Pope because they were called to the front lines.

★ ★ ★

George Hall, veteran orchestra leader who retired at the peak of his career, yesterday did a bit of crystal gazing. George was asked about the future of the band leaders in the post-war period particularly men like Wayne King, Glenn Miller, Eddie Duchin, Orrin Tucker, now serving in the armed forces. Hall's answer was these name leaders would return to the band stand as popular as ever. "After all," he continued, "no great names have been developed in the band business since they went away."

★ ★ ★

It's nice to see Vaughn Monroe's name back in lights at the Paramount Theater in New York City. Vaughn who rose to great musical heights under Jack Marshard-Willard Alexander tutelage a couple of years back suffered when the recording ban came along. Now the boy from Akron with his excellent voice, fine physique and instrumental versatility, is climbing the ladder of fame again. When recording is resumed Monroe is destined to gain even greater musical heights.

his broadcast. Senator Thomas had been offered radio time by Paul W. Kesten, executive vice-president of CBS, when Kesten learned that dele-

# New General Counsel Taking Office With NAB

(Continued from Page 1)

his appointment becomes active. A lawyer specializing in corporation labor and communications law, Davis worked as an announcer at WLIT, Philadelphia, while studying business and law at the University of Pennsylvania. He later worked for WCAU, returning to WLIT as assistant to the manager and remaining there through the formation of WFIL—a merger of WFIL and WLIT. He is now vice-president and general manager of WIBG, Philadelphia. Davis will direct the work formerly handled for NAB by Russell Place who resigned as general counsel last year to go to OSS and Joel Miller, who resigned as labor relations chief to accept a naval commission.

# Sees Ten Billions Ready For Post-War Tele Sets

(Continued from Page 1)

dollars as soon as the war is over, the television industry has the greatest post-war opportunity this country has to look forward to, John H. Carmine, vice-president in charge of merchandising for the Philco Corporation, told attendees of the REC's Television Seminar last night. Theodore Smith, of the engineering products department of RCA, took over the question-answer period following Carmine's talk.

Says Eighty-six Per Cent Will Buy

Eighty-six per cent of the American people will buy television sets, providing the sets are inexpensive, Carmine asserted. If the people responsible for television wish to see this new medium grow to a deserving status comparable to any of the other entertainment media, the manufacturers must put out a set that will invite the purchases to buy, he said. The table models should cost between \$125 and \$150, and the console retail costs shouldn't exceed \$225, he added, pointing out that Philco's prices are expected to be within these figures after the war.

Carmine also predicted that the influence of Television upon the American people in the fields of entertainment and education will be even greater than the media of radio and cinema have been. Relay systems are ready for hook-up after the war in order to make television chain networks possible throughout the country, he pointed out. Mass production facilities are also available, he added.

In merchandising television sets, dealers will have to be carefully investigated before they are to be given the franchise to sell receivers, Carmine warned.

Smith, during the questions and answer period following Carmine's talk, said that transmitters built after the war will last approximately five years, pointing out that transmission equipment will be in the hands of the broadcasters six months to a year after the war is over.

tions had been made from the speech delivered before the conference of the Emergency Committee to Save the Jewish People of Europe.

# ★ ★ ★ COAST-TO-COAST ★ ★

## —NEW YORK—

**NEW YORK**—The Alabama Jubilee Singers, consisting of four men with guitar accompaniment, will make their radio debut on WBYN tonight at 10:45. Specializing in spirituals and hymns, the quartet will be heard every Monday, Wednesday and Friday evening . . . Morton Gould's orchestra and Alec Templeton's music-comedy style will be featured on the U. S. Navy WAVE broadcast this evening over WHN from 10:45 to 11. Dorothy Shay will sing and Frank Gallop will announce the program . . . "Memory Lane," a recorded show of nostalgic tunes, has been aired over WMCA since Monday morning, August 7 . . . WNEW will have the story of the Negro's contributions to the United States' war effort presented on the "Victory Playhouse" program Sunday night at 7.

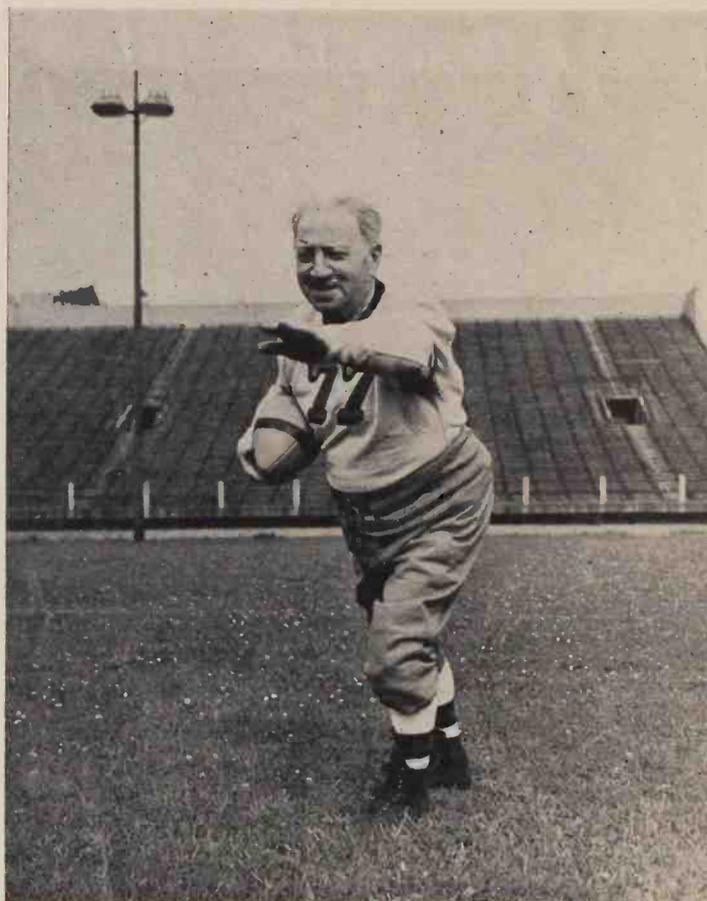
## —SOUTH CAROLINA—

**COLUMBIA**—WIS sales manager J. Dudley Saumenig addressed the Columbia Rotary Club on "Television," and G. Richard Shafto, WIS manager, delivered a talk to the Darlington Kiwanis Club on "The Development of Radio Broadcasting" recently.

## —NORTH CAROLINA—

**CHARLOTTE**—WBT's general manager A. D. Willard, Jr. and program manager Charles Crutchfield left recently for Parris Island to arrange for a new series of coast-to-coast CBS broadcasts, for every Thursday afternoon at 4. WBT will originate one of a series from Parris Island . . . **GREENSBORO**—Pursuing its policy of the Good Neighbor, the N. C. Broadcasting Co., owners and operators of WBIG, have extended invitations to listeners of this area to visit the studios and transmitter during Open House to be held the week of August 28. Object of the project is to herald the greatest fall season in the history of the station.

## PICTURE OF THE WEEK



*Just to impress Ben Wolff, veteran salesman of WEMP, Milwaukee, with the importance of the numeral "77" associates dressed him in the football togs of the "Galloping Ghost"—Red Grange—on Ben's 77th birthday recently. Wolff is the oldest active radio salesman in the broadcasting industry and looks forward to a visit to the coming NAB convention in Chicago.*

## —CALIFORNIA—

**SAN FRANCISCO**—During confabs involving Clete Roberts, Blue war reporter recently returned from Southwest Pacific where he was attached to McArthur's headquarters and Arthur Feldman, associated with George Hicks in Blue's London bureau, Blue has been making final plans this week to cover important battles of Pacific under the supervision of G. W. "Johnny" Johnstone, Blue director of news and special features. The three will remain here until August 12. KGO-Blue general manager Don Searle, and Henry Orbach with Robert Wesson, KGO newsroom director and program manager respectively, listened in on the talks . . .

**RIVERSIDE**—George Heimrick, former announcer of KXL, Portland, Ore. is now with KPRO mike staff.

## —KENTUCKY—

**LOUISVILLE**—H. C. McTigue was named general manager of WINN, and vice-president of the Kentucky Broadcasting Corp., the owners. He was assistant manager of WLWL, Minneapolis.

## —KANSAS—

**WICHITA**—Milo Knutson, formerly with KROC, Rochester, Minn., as the news and special events director, has been appointed news editor of KFBI, according to an announcement by Robert K. Lindsley, general manager of KFBI. Knutson served

also in Rochester United respondent, reporting on many activities and visitors of the N

## —CONNECTICUT

**HARTFORD**—WDR manager Walter Haase has to his desk from a vacant educational director St Couch . . . **STAMFORD**—ham Warren Corp., makers and Oderono, is sponsoring ter hours weekly over WS Briggs is in charge of pro the program that features in the shows.

## —IOWA—

**DES MOINES**—Wayne Ack turned to his news editor's des and KSO newsroom, after sever leave of absence spent in Ala another service veteran, Bob orably discharged from Navy, KRNT as commercial manage KSO was recently sold to the Murphy interests of Minneapo

## —MINNESOTA—

**MINNEAPOLIS**—ST. PAU ward Viehman, honorably d from Navy, has joined WM nouncing staff. He was form KODY, North Platte, Neb., editor for KABR in Aberde Dakota.

## —PENNSYLVANIA

**PHILADELPHIA**—WFIL's assis ager William B. Caskey and celebrated their 15th anniversary while the engagement of Joanne his secretary, to Lt. H. David USN, was announced also just ago . . . WPMN is now carrying WAVE recruiting series, "Some of the Girls," at 9 p.m. Wednes 3:45 p.m., Saturday . . . Franny Sportcast over WIBG came du the Warwick Hotel, last Fri when Connie Mack's 50th anni baseall manager was celebrated ence of former big leaguers, sport figures . . . **SHARON**—The pper Publishing House, Boston, released volume of 11 radio Evelyn L. Keller, WPIC staff wri "The Script Shop," also the nar series written and produced by K WPIC.

## Time Switch On MBS For Anthony And F

John J. Anthony and his Will Hour," move from the c held 10:15-11 p.m., EWT, S over Mutual, to the 10-10:45 p effective Sunday, Sept. 17. Th cy is Walker & Downing of burgh. The sponsor is Clark Chewing Gum. Anthony is hi 121 stations.

This automatically shifts the Foster broadcast from its 3 p.m., EWT, spot to 9:30-8:45 Sundays. Foster is sponsored stations of the Mutual netw Employers' Group Insurance panies. H. B. Humphrey Comp Boston handles the account.



### August 11

Carl Landt Fred Barron  
John W. Dolph

### August 12

Scotty Bates Evelyn Gardner  
Leonard Joy Frank Ross  
Cecil B. De Mille John Jaeger  
Ruth Lowe Arthur Sinzheimer  
V. A. Weber

### August 13

Louise Cox Mabel Todd  
Tom Moore Ellen Williams  
Tibel Nard Bert Lehr





Vol. 28, No. 30 Mon., Aug. 14, 1944 Price 10 Cts.

JOHN W. ALICATE : : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : : Business Manager

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# FINANCIAL

(August 11)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 3/8	162 1/8	162 3/8	+ 1/4
CBS A	32	31 3/4	31 3/4	+ 1/4
CBS B	31 3/4	31 1/2	31 3/4	+ 3/4
Crosley Corp.	22 7/8	22 1/2	22 1/2	+ 1/8
Farnsworth T. & R.	13 3/8	12 5/8	12 5/8	.....
Gen. Electric	38 7/8	38 1/4	38 1/2	- 1/8
Philco	35 1/2	35	35	.....
RCA Common	11 1/8	10 1/2	11	+ 1/2
RCA First Pfd.	76 1/2	76 1/4	76 1/4	- 1/4
Stewart-Warner	16	16	16	+ 3/8
Westinghouse	104	103 1/2	104	+ 3/4
Zenith Radio	42 1/8	41 3/4	42 1/8	+ 5/8

## NEW YORK CURB EXCHANGE

Nat. Union Radio	6 1/8	5 7/8	6 1/8	+ 1/4
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## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	15 3/8	16 3/8
WCAO (Baltimore)	21 1/2	.....
WJR (Detroit)	37	.....

# 20 YEARS AGO TODAY

(August 14, 1924)

The recent broadcast of the Olympic Tennis Matches drew a large listening audience, according to radio officials. . . . May Singhi Breen and her Syncopators is a well-liked feature of W.E.A.F., New York. WJZ will broadcast an airplane-to-ground conversation today.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

# Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of international relations, and ROBERT E. SHELBY, development engineer, have returned from Washington, where they conferred with officials of the State Department on the matter of allocations.

WILLIAM A. SCHUDT, JR., Eastern division manager of the CBS station relations department, has returned to the home offices following a short trip to Roanoke, Va.

PAT WILLIAMS was in Gotham Friday for talks with the station representatives of WIZE, Springfield, Ohio. He left for the home offices Friday evening.

O. B. HANSON, vice-president and chief engineer of NBC, has returned from his annual vacation.

CAROL ROSEN, secretary to James O'Bryon, publicity director of the Mutual network, has returned from her vacation, passed all-too-quickly amid Eastern fashion centers shopping for her trousseau.

DAN LANDT, of the "Sing Along Trio" heard over CBS, is expected back on the program today after having been off the show for a few weeks as a result of pneumonia.

M. H. SHAPIRO, ubiquitous managing editor of RADIO DAILY, who during the past week has been gracing the environs of Cornwall Bridge, emerges today from his Connecticut lair well fortified against the journalistic rigors of the ensuing twelvemonth.

ROGER W. CLIPP, president of WFIL, Philadelphia, was in town Friday for conferences at the Blue Network and with the national representatives of the station.

ARTHUR OWEN has returned to WFEA, Manchester, following a visit with the station's national representatives in New York.

JO RANSOM, director of publicity and special events at WNEW, left Saturday for a week's vacation at Great Barrington, Mass.

JOSEPH A. HARDY, sales manager of CHRC, Quebec, was a caller Friday at the offices of the station's national reps.

WILLIAM F. BROOKS, NBC manager of news and special events, has returned from his honeymoon.

HORACE HEIDT and his Musical Knights have returned to New York following completion of a theater engagement in Boston.

## Chi. School Programs To 5,800 Classrooms

(Continued from Page 1)

months of February through June, 1944, according to a semi-annual report of radio listening in the Chicago schools, just released by the radio council. According to the report, 263,561 students in 403 Chicago schools heard one or more broadcasts during any average week in the five-month period covered by the survey.

Programs released by WIND, WJJD, WMAQ, WBBM, WLS and WBEZ figured in the survey.

Number of FM receivers in the schools doubled in comparison with a survey for the first half of the school year 1943-1944. Total hours of operation for the FM station, WBEZ, increased from 207 hours for the first half of the year to 385 hours. Total time on commercial stations increased from 31 hours and 30 minutes to 48 hours and 30 minutes.

Reported number of students listening to radio in classroom increased by 81,000. Much of this increase can be attributed to the re-scheduling of programs carried on standard stations on WBEZ at a more convenient time for teachers and classes.

## Death Takes Executive Of Gardner Adv. Agency

St. Louis — Mrs. Erma Perham Proetz, executive vice-president of the Gardner Advertising Company, of this city and New York, died August 7 at her home in St. Louis after a long illness. She was 53 years old.

Three times winner, in 1924, 1925, and 1927, of the Harvard Advertising Award for the advertising of the Pet Milk Company, Mrs. Proetz was designated by Fortune Magazine in 1937 as one of "sixteen of America's most representative business women occupying executive chairs in industrial field largely occupied by women.

## 'McConnell & Gang' On 52 NBC Stations For Shoe Co.

(Continued from Page 1)

be sponsored by the Brown Shoe Co., St. Louis, Mo., beginning Sept. 2. Leo Burnett Co. Inc. is the agency. The program will consist of special tunes sung by McConnell and adventurous tales written by Hobart Donovan.

## Submit Paper Troopers To Nelson, WPB Head

The Recording of "Paper Troopers," the marching song for the Waste Paper Drive composed by Mutual's "Screen Test" maestro, Henry Sylvan, and lyricist Sunny Skylar, has been submitted to Donald Nelson, head of the WPB, for official approval. The WPB is preparing an all-out salvage drive for the fall, and it is hoped the song may be used as a theme-tune in the campaign.



## CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

# WTAG WORCESTER



## ... Said the Spider to the Fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—power, popularity, and cost. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener . . . and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

# THE WEEK IN RADIO

## WAC Situation Clearing

(Continued from Page 1)

through, meaning the Min-scale, the musicians will the station's studios. Mean-trillo continues to ignore the der that he send his men back instruments.

The Democratic National ee, through its spokesman, J. Reinsch, radio director, spend practically all of its a radio for the ensuing poli-mpaign, pointing out that it preferred medium.

ment: A new Radio Informa-vice of the Treasury's War division has been organized to provide local broadcasters erial which they may use ex-in their own areas. The ser- have offices in Washington York, and will be headed by Molohon.

ram: NAB President J. Harold ongly urged the Legislation t the freedom of radio and o that the principle of free ay never be attacked or ever ed."

ing: National repercussions are to take place Wednesday e hearing on the petition of Automobile Workers, CIO, to ce the license of WHKC, Colum- for alleged interference with ch, will be held. The scripts Fulton Lewis, Jr., Boake and Sheila rton Close and Col. Robert M. rmlack are involved.

ference: Preferred medium by 0 leading national advertisers 1944 was radio, indicating that 6,000,000 was spent in network ra- Rner-up to radio was maga- e, which advertising expendi- ounted to \$103,163,285. Allo- or newspaper was \$61,299,500.

rapants: The Office of Defense nspitation requested the produc- audience participation shows to mention the fact that people in aence have traveled long dis-

tances to see the show, or for other "non-essential" purposes.

Tele Tales: "Telivideo," televi- sion's first cooperative production or- ganization has been set up with the group making preparations for its first program to be presented in the near future. Kenneth Whatmore is the chairman. Ruthrauff & Ryan is the first advertising agency to provide for regular weekly auditions for com- mercial television talent, which will be held at the WABD, Du Mont stu- dios in this city every Friday.

John H. Carmine, vice-president in charge of merchandising for Philco, warned television receiver manufac- turers to produce low costing sets if they wish to see the medium expand to cinema and radio proportions.

People: John Morgan Davis, Phila- delphia lawyer, has been appointed NAB general counsel and labor rela- tions chief . . . Philip F. Siling, as- sistant chief engineer in charge of broadcasting for FCC, has been ap- pointed engineer-in-charge of the Frequency Bureau of RCA . . . Donald S. Shaw has resigned as program sales manager of the Blue to become radio chief of Geyer, Cornell & Newell . . . Beardsley Ruml, treasurer of R. H. Macy Company, has been elected a director of Muzak Corp. . . . John C. Whitridge, Jr., has been elected vice-president and appointed general manager of operations of C. E. Hooper, Inc. . . . Robert E. Kintner has been elected a vice-president of the Blue . . . Lieut. Col. Thompson H. Mitchell has been elected vice-president and a director of RCAC.

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

**TWINS!**

Always good music as you like it, via 1430 . . . Together with minute news, sports, exclusive race results

**WBYN**

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

# AMERICA'S MOST LISTENED-TO NEWS REPORTER



## FULTON LEWIS, Jr.

Is Known By The Company He

Here's what some of his best friends (his sponsors) say about him . . .

Keeps... Happy

DEPARTMENT STORE—" . . . he is the one factor which has increased our figures higher than any other outlet."

MEN'S CLOTHING STORE—" . . . gives a fair and convincing analysis . . . his listeners are receptive to our sales story and . . . refer to his broadcasts."

SAVINGS AND LOAN CO.—" . . . he is "tops" with all of us here . . ."

BAKERY—" . . . our entire organization is highly pleased with the favorable results and reactions received from the trade and the public . . ."

RADIO MANUFACTURER—" . . . Letters expressing appreciation of Fulton Lewis, Jr., have poured into our factory by the hundreds . . ."

BANKING CO.—" . . . we feel that this portion of our advertising is dignified, beneficial . . ."

FULTON LEWIS JR is now heard on more than 210 Mutual stations with over 130 sponsors. For sponsorship in your city call, wire or write WM. B. DOLPH, WOL, WASH., D. C.

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

# WDRRC

HARTFORD 4 CONNECTICUT  
WDRRC - FM

\$20,150,000

That's Sales Management's estimate of retail sales in Hartford for September, an increase of 9.7% over last year! Hartford is the center of the rich WDRRC Market, delivered to all advertisers at one low rate!

USE WDRRC TO CONNECT IN CONNECTICUT

LOS ANGELES

By RALPH WILK

**F**RANK BULL has been appointed head of radio publicity for the Army Charities football game between the Washington Redskins and March Field All-Stars at the Coliseum the night of August 25. Bull will cut a series of 20 transcriptions with star players and Sgt. Ezra Stone, radio's original Henry Aldrich, who will work with Bull.

Charles Laughton stars in the murder mystery, "The Man Who Knew How" by Dorothy L. Sayres, on the Monday August 14, broadcast of "Suspense."

When Archie (Ed Gardner) returns to the air September 15th, over NBC, he will bring with him his whole crew of variegated personalities. These include Miss Duffy, played by Florence Robinson; Eddie, the waiter, played by Eddie Green, Negro comedian, and Finnegan, played by Charlie Cantor. There'll be the usual weekly guest star.

"Johnny Presents Ginny Simms" (NBC) begins the third year on the air on September 5. More than 400 men and women wearing uniforms of the United Nations have appeared on the program with Sergeant Ginny, an honorary sergeant major in the U. S. Marine Corps, during the two years that this Philip Morris program has been on the air.

Atlantic Refining Company To Air Football For 9th Yr.

(Continued from Page 1)

this fall over more than 70 stations for the ninth consecutive year. Included in this schedule are eight contests to be engaged in by the United States Naval Academy. Bill Slater will announce them. The sale was put through by Atlantic's advertising agency, N. W. Ayer & Son, Inc.

The Navy schedule includes the following games: Sept. 30, Navy vs. North Carolina Pre Flight; Oct. 7, Navy vs. Penn State; Oct. 14, Navy vs. Duke; Oct. 21, Navy vs. Georgia Tech; Oct. 28, Navy vs. Pennsylvania at Phila.; Nov. 4, Navy vs. Notre Dame; Nov. 11, Navy vs. Cornell; Nov. 18, Navy vs. Purdue.



Memos of an Innocent Bystander. . . !

• • • While dunking a doughnut at Colby's 't'other noon, Gertrude Berg joined us and during the tete informed us that she is writing a book of short stories but that she hadn't as yet titled the tome . . . . . later in the conversation Miss Berg said, "I love to meet people . . . . . people are my bread and butter" . . . . . no sooner had she said the latter phrase, than Miss Berg stopped and then . . . . . "I've got the title for my book! People are my bread and butter" . . . . . The new Republic picture, "Atlantic City," in which Pops Whiteman is featured, will be nationally released this week. . . • Your good friend and ours, Sgt. Sid Weiss spent three days in Rome last week and bunked (as they said in Brooklyn) into the Nationally famous war correspondent James Killgallen, daddy of columnist, Dorothy and CBS'atter, Eleanor. . . • When the "Pick and Pat" package show, directed by Jack Rubin returns to the ether in the Fall, they'll be sponsored by a tobacco account. • Audrey Collins former star vocalist herself, currently coaches the following radioroles . . . . . Julie Conway, Larry Douglas, Elaine Howard, Vera Massey, Bruce Hayes, Gerry Larsen, Monica Lewis, Ted Steele and Don Reed. . . • Fran Van Hardsveldt, Young & Rubicam producer will make his permanent headquarters at this outfit's Coast office. . . • After completing two films for Columbia, Al Trace and his zanie orchestra return tomorrow nite to the Hotel Dixie with WOR-time. . . • Columnist Ed Sullivan will return to the networks in October but not for Emerson Radio Co. Ed's numerous friends in the show world insure top names as guest artists.

• • • Winning out over 20 other female vocalists, Eileen Barton will be heard on Vimm's CBSinatra show, starting Wednesday. • Frank Cooper is seeking comedy foils for "The Alan Young Show" . . . . . as we predicted several weeks ago, this variety package will be heard via the Blue Network starting October 3, after Eddie Cantor resumes NBClowning for Ipana. . . • When Moe Gale's Gal Friday, Frances Sargent, found herself without cab fare (after taxiing to her destination), the cabbie, Nathan Linofsky, not only agreed to allow her to mail the money to him, but insisted on loaning her enough money to reach home . . . . . our hat's offsky to Linofsky. . . • Add lookalikes: Norman Corwin and Victor Selsman, the hustling little contact man with Advanced Music Co. . . • Bob Shayon, producer-director at CBS, leaves today for Ann Arbor to give a series of lectures on radio technique to students at University of Michigan. . . • After 13 years at Pedlar, Ryan & Lusk, Joel F. Jacobs joins the staff of Doherty, Clifford & Shenfield. . . . . he'll handle the Bristol-Myers and Reid's Ice Cream accounts. . . • Capt. Glenn Miller and his Orchestra, featuring Sgts. Ray McKinley, Mel Powell, Carmen Mastren, Bobby Nichols and Johnny Desmond, have arrived in England and are broadcasting to American Troops in France via BBC.

• • • The Three CBSisters will be seen and heard in the Abbott & Costello flicker, "In Society," which will be nationally released next week. . . • More than 300 radio personalities are mentioned in Bill Treadwell's new book, titled, "Give It To Me Easy," . . • Bob Johnston, singing star of Paul Whiteman's "Philco Summer Series," has recorded four songs for Boris Morris' American Label. . . • Chesterfield ciggies may sign Lyn Murray to direct a new program. . . . . Lyn currently batons the CBSquibb show. . . • Concert Singer Polyna Stoska, in an after-the-program-talk with Milo Boulton, commented, "Those Seabees are wonderful . . . . . they are building roads through the jungles so fast, the Japs are retreating on them." (tee-hee).

— Remember Pearl Harbor —

SOUTHWEST

**R**ECENT ceremonies in connection with the dedication of the airline route from San Antonio, Mexico City were broadcast K TSA direct from the Municipal port at San Antonio. State, local military, as well as Mexican government officials were heard on program.

Elmer Baughman is emceeing a quiz show on KGKO, Dallas, "Dining at Duntons." Program, Mondays, Wednesdays and Fridays broadcast from the Duntun Cafe which sponsors.

Forrest Duke has left San Antonio for New York City where he'll appear in the "Crime Doctor" show. Duke has appeared in many radio productions, as well as played the San Antonio Community Playhouse.

Gold Chain Flour is sponsoring "Hackberry Hotel" over KNX Austin, for a quarter-hour days through Fridays. Program is transcribed in the studios of KGKO. Peggy Dalton has been named assistant news editor of WOAI. She conducts the WOAI "Women's of the Air" five times weekly.

Dave McEnery, better known radio listeners as "Red River Dave" will be heard in a new series WOAI, San Antonio, under the sponsorship of the Campbell Cereal Company. Programs will be heard Tuesday, Thursday and Saturday.

Vaughan Promoted

Appointment of Leslie C. Vaughan as manager of NBC's Office Service Division and assistant director of General Service Department, effective August 7, was announced by M. Lowell, director of the General Service Department.

WQXR Aids WAVE's Recruiting

Two variety programs entitled "Something for the Girls," recruited by the U. S. Navy to aid the WAVE recruiting drive, will be heard on WQXR, New York, on Wednesday, August 16 and 23 from 5 to 5:15 p.m. The transcribed broadcasts will feature the stars of every phase of entertainment who have volunteered their services to the U. S. Navy.



"WFDL Flint was right — I joined Navy, and what do I see!"

Gale Associates

SPECIALISTS

IN RADIO PACKAGES AND TALENT

48 West 48th St. • New York City  
LO 3-0350

# Figures Lead On 5th Drive

(Continued from Page 1)  
 radio still topping all dollar value of advertising and weekly news—\$10,160,709.66. National Director Ted Gamble the overwhelming success of Mr Loan could not have been without the "truly support of America's advertising and advertisers. before in history has so product been sold in so much. Our national goal of dollars in the Fifth War was subscribed by over 100 million Americans over their objective by over 25 million dollars—was also total individual sales of \$10,160,709.66. The "E" bond quota of 10 million dollars and \$3,036,000 was realized. The effective work done by advertising is shown in these results." Lane led the all forces of advertising—advertisers in every media, radio stations, magazines, plant operators—hardly the best efforts to the Fifth War.

**NAB's Version**  
 contribution to the Fifth War exceeded its participation in Mr Loan, according to the figure though the \$11,000,000 was more than the figure given in the previous drive. However, a calculation was decided for the Fifth War Loan. Had his been maintained, the War Loan contribution would have measured slightly above the \$12,800,000 mark, NAB

## Announces New Plan Of Regional Coverage

announcement of a new service will increase the popularity of a sponsorship program by his sales program announced last Friday. The plan will allow a company to share costs to obtain advertising on its network radio stations each of its major sales

## WANTED

experienced radio script writer willing to write or help write the fifteen minute script for volunteer woman's organization. Call Mrs. McMurray Hill 3-9800.

# ☆ PROMOTION ☆

## Defending His Listeners

As a protest to the article written by a national figure stating that "political irresponsibility" of the type of persons who goes in for 'jitterbug music' and wondered what the next generation was coming to if it was to be dependent on 'that class' for thought and leadership," Bob Bright, disc jockey of WPAT, Paterson, N. J., and a keen student of world-wide issues, has begun a contest on his "Bob Bright Bandstand" program, requesting each listener to write his opinion about the problem, "How Can World Peace Be Achieved Everlastingly?"

Thus far 1,200 listeners have submitted papers which contained startling and excellent ideas that could be considered seriously by world diplomats. Also the contest is proving that a large number of his listeners are comprised of adults, disproving the notion that 'jitterbug' music fans are exclusively "bobbie soxers."

Prizes of \$25 War Bonds are being awarded the winning essays. This contest should stimulate interest among the "teenagers" in national and international affairs; therefore pointing to a better world in which all can live.

## Public Service

The War Bond booth maintained by WCKY, Cincinnati, on Fountain Square as one of the public services rendered by the L. B. Wilson station, has begun its third year as a convenient place for the local citizens to purchase their war bonds and stamps.

During the first two years of the booth's operations, from July, 1942, to July, 1944, a total of \$364,056 was thrown into the war against the axis in the sale of bonds and stamps.

Although it's supported by WCKY, the booth is staffed by members of the American Legion Auxiliary. In addition to selling stamps and bonds, the booth also accepts applications from prospective blood donors, which are turned over to the Red Cross.

## Program Promotion

The current issue of M-G-M's "Radio Roundup" publicizes the four programs, Screen Test, Inside M-G-M, Calling All Sports Fans, and Leo's Kit, sponsored by the film company over the airlines. Stapled to a yellow back, each page is cut diagonally at one edge across which is printed in black lettering on a blue background the titles of each program, and for Screen Test, a notice about Bill Johnson, the emcee, in addition to the title.

## Bond And News Display

WGKV, of Charleston, W. Va., has erected on the ground floor of its building a three-panel window display, with the two larger panels focusing attention on sale of war bonds and stamps, plus plugs for local and network programs. The small center panel carries news releases which are brought up-to-the-minute every two hours.

## RCA Victor Artists

To familiarize the public with its newly-signed recording artists, RCA Victor Division, of RCA, Camden, N. J., will use radio and other advertising media, according to record advertising manager J. M. Williams.

The vocalists include Zinka Milanov, Metropolitan Opera; 19-year-old Patrice Munsel, also of Metropolitan (coloratura soprano); Blanche Thebom, mezzo-soprano; Nan Merriam, mezzo-soprano; Camilla Williams, 22-year-old lyric soprano; Martha Stewart, of popular music; and David Street, baritone on the Joan Davis-Sealtest program. Lauritz Melchior, who has returned recently to the roster of Red Seal artists, will receive special attention too.

They will be plugged on the air by commentaries on the "Music You Want" programs over 51 local stations five nights weekly besides a series of spot announcements scheduled for September and October. The vocalists will be popularized further through the August Victor Record Review and Victor Record News, monthly publications; and the distribution of brochures with their pictures and biographical sketches to all Victor dealers and distributors.

## "WLAC Facts"

"WLAC Facts" is the attractive booklet through which WLAC, of Nashville, Tenn., is using to drive home to the prospective sponsors, the merchants and industries doing business within the 50 mile trade area covered by the station, how its present accounts are profiting in increase sales of their products as a result of backing programs aired on WLAC. The station is represented nationally by the Paul H. Raymer Company. With facts, figures and pictures, the booklet presents the information usually desired by the business representative in deciding whether or not it would pay for his firm to purchase time on the station. Also, the promotion piece is arranged in a convenient manner, thus saving him the valuable time of having to find the same information through considerable research.

# AUDIENCE PROMOTION MAN

Progressive independent station N. Y. metropolitan area has immediate vacancy for experienced promotion man capable of doing an outstanding job in programming and audience relations. Prefer man over 30 or draft exempt. Salary commensurate with ability. Write full details. Box No. 886, Radio Daily, 1501 Broadway, New York 18, N. Y.

# OPA Suspends Sked On Radio—Phono.

(Continued from Page 1)

Endurable goods, the Office of Price Administration announced last Saturday.

This transfer to coverage (effective August 16, 1944) was made because the previous regulation covering the articles (Revised Price Schedule 83) dealt only with price control problems that were acute in 1942, before civilian production was completely shut off, and is not suited to present conditions. In particular, it does not provide a method for pricing new models of radio receivers and phonographs.

## Regulation 188 In Effect

Pending the formation of an industry advisory committee to assist OPA in formulating a new specific regulations covering consumer type radio receivers and phonographs, the pricing formulas of Maximum Price Regulation 188 will be in effect. These are considered more adequately suited to pricing these articles than either Revised Price Schedule 83 or the General Maximum Price Regulation.

The Office of Price Administration, by this action, establishes a satisfactory interim method for pricing any new models that may be manufactured, the agency said.

## Tele Cartoon Experiments

Los Angeles—Robert Clampett, supervisor-director for Warner Bros. cartoon productions, has established an experimental television cartoon studio as part of the setup of Patrick Michael Cunning Tele-productions located at Stage 8 on Sunset Boulevard. Clampett, who retains his Warner affiliation, will develop a technique for both entertainment and commercial purposes. Clampett has been associated with the cartoon producing unit now wholly controlled by Warner Bros. for the past 14 years.

**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.

## GOP Favors Radio As Campaign Media

(Continued from Page 1)

national network broadcasting, which includes the four major webs, NBC, CBS, MBS and the Blue, independent stations throughout the country will be utilized for similar activity, Turnbull pointed out. Activity on the major networks will be supplemented by regional networks, he added.

### Pick Agency

Duane Jones Company, advertising agency in New York, has been officially designated to handle the national advertising for the Republican campaign, Turnbull announced. In addition to this appointment, individual agencies will also be appointed to handle concentrated campaigns to be carried on in various areas of the country, to be announced at a later date. Among the national advertisers handled by Duane Jones are: B. T. Babbitt, Inc., Sweets Company of America, Joseph Tetley & Co., Elizabeth Arden, Benson & Hedges, Certified Extracts, Inc.

### Will Use Regional Nets

Among the regional networks expected to play a prominent role are: Keystone Broadcasting System, Connecticut State Network, The Cowles Group, Don Lee Broadcasting System, Kansas State Network, The Lone Star Chain, Mason-Dixon Radio Group, Michigan Radio Network, New England Regional Network, North Central Broadcasting System, Inc., Pennsylvania Network, Quaker Network, The Texas Quality Network, The Yankee Network.

Each state will have its own radio director whose campaign operations will be designed to coordinate with the party's national office in New York, Turnbull said, adding that in many instances independent state committees will, in many cases, work out their own local campaigns.

### Bricker To Speak

Governor John W. Bricker of Ohio, the Republican vice-presidential nominee, is scheduled to give the opening speech of the campaign on September 9; however, the selection of the network for this initial broadcast has not been determined, Turnbull revealed. Governor Thomas E. Dewey is scheduled to give his first national network speech on September 11, he added, with the name of the web to be announced at a later date.

### Named Assistant

Sam Bartlett, advertising and promotion director of the Eitel Hotel interests in Chicago, has been appointed the assistant national radio director to Turnbull.

## WNEW To Air 'G. I. Songs'

"GI Songs," a group of tunes submitted by the men who wrote them and composed them, or else remembered, recorded and collected them, will be the title of two special programs that will be aired over WNEW on Monday, August 21 and 28 at 9 p.m., with Dick Brown and Denver Darling as the soloists.

## 'Hitch-Hike' Anns. Re-Placed To Aid NBC Program Effect

(Continued from Page 1)

day. All such announcements at the beginning or end of program periods have been brought within the framework of the program itself, or set off by music or entertainment, he said. This objective has been accomplished as the result of the combined cooperation of the advertisers and the network's Stations Planning and Advisory Committee, he added.

"When the decision was reached to eliminate the hitch-hike or secondary announcements," explained Witmer, "NBC decided to discuss the subject with its clients and their advertising agencies along constructive lines. It was felt that this method could be used without any disadvantage and perhaps with some ultimate advantages. In practically every case, advertisers were cooperative and readily agreed to study the possibilities of such a change and to experiment with revised forms of announcements."

"After these consultations with agencies and advertisers it was felt generally that within a reasonable time all concerned would be prepared to incorporate hitch-hikes as an integral part of the program structure. We are pleased to announce that the conversion has now been completed."

Eight months ago Witmer discussed NBC's position in a closed circuit talk to stations. At that time, in explaining NBC's approach to the problem he said, "We decided against the ultimatum process and in favor of just frankly asking all of our hitch-hiking customers to recognize the growth of a bad radio practice and cooperate

with us by changing it, not by some deadline date but at their very earliest convenience. We took the position that if a hitch-hike, as it has been recently done, is as bad on September 30, it is no better on March 1, and changing it into an acceptable announcement that is good radio and probably more effective advertising does not require a year's notice."

Furthermore, he said, "We are asking no one to eliminate these hitch-hikes,—or to name them more properly, secondary announcements—so long as they do not exceed the Code limits on commercial copy permitted within the program period. We merely request that these secondary announcements be surrounded with some sort of entertainment such as theme music if the program has it, or other music if it has not, as a means of holding the audience, not just for the sake of whatever follows their program but to lure the audience along to their own final, or secondary announcement."

### No 'Ironclad Formula'

Pointing out that an ironclad formula for the handling of hitch-hike announcements did not exist, Witmer added that "a general pattern is being set in each case and will be followed, but it will be strictly a coincidence if each announcement is handled precisely the same each time it is done. After all, the main purpose is merely to bring about a more pleasing and effective flow of programs so as to hold the audience over to all announcements."

## N.Y.U. Radio Workshop Ends Six Weeks Course

(Continued from Page 1)

who devoted their services to the success of this series were: Lee Bland of CBS, Paul O'Brien of WMCA, Ben Grauer of NBC, Robert Landry, director of program writing for CBS; Jean Holloway, scripter for the Kate Smith Sanko-Jello Hour, Colgate's Theater of Romance, and Vick's Dangerously Yours; Wallace House, who directed the WEVD series "Know Your Allies"; Ernest Ricca, currently director of the Valiant Lady serial and former production manager of Detroit's WWJ; Leon Goldstein, vice-president of WMCA; Robert Wetzel a member of the staff of the "March of Time" program.

Primarily a practical course, the Workshop also included the theory and philosophy of radio, both as an educational medium and as a business. Field trips to all the networks, including the British Broadcasting Company, and to television broadcasts and sound effects, supplemented classroom sessions.

Guest speakers at the Friday luncheon forums included Earl McGill, CBS director; Frank Mullen, NBC executive vice-president; and Sandra Michael, writer of a number of daytime serials.

## Krupnick Establishes New Adv. Agency In St. Louis

St. Louis—Sam Krupnick, co-founder and until his recent withdrawal, half-owner of the Padco Advertising Co. of St. Louis has announced the opening of a new agency, Krupnick and Associates.

Included in the personnel of the new organization, a few of whom are in the Armed Services, are: Sam Krupnick, president and plans head; Tom J. Connelly, service director and account executive, Raymond J. Armbruster, Jerome Grodsky and Serbert J. Volk, account executives; Lenore Allen, copy and radio; A. Harvey Brown, art director; George W. Collins, Jr., art department; Martha M. Goell, space buyer; Hana Gorelick, librarian; Edgar M. Kluge, treasurer; Robert A. Latimer, public director; Helen Noe, production manager; Anthony J. Reiner, executive assistant and Alfred Russell, acting art director.

### Joins NBC Network

Effective August 15, KVOL, Lafayette, La., and KPLC, Lake Charles, La., will join the NBC network as supplementary stations to the South-central Group, it has been announced at the network.

## Claim IRAC Slight Intern'l Broadcast

(Continued from Page 1)

Saturday. Report said in it was "unable to effect an agreement the service of direct international broadcasting and pending of policy to be adopted was to assume that the relay would be employed by spacing in the spectrum space to fixed services" and that doubtful that effective direct international broadcasting existed except at a dangerous to maritime, aviation, and trans-oceanic communication services."

### Cites Good Will Value

This Government should be for these stations, Lemmon describing them as an outstanding for international good friendship. IRAC, he said, sight of the human question point-to-point relay would American broadcast to censure foreign countries, he declared would be a direct challenge to speech.

Cohen went further, ridiculing idea that foreign stations would provide time for United States casts and terming the IRAC the opinion of Government who spend their life in the little experience in practice. Pointing out that the OWI are spending millions with special approval to operate national stations 24 hours daily, recommended planning for use of these channels. He called for the dividing among the the four German shortwave stations.

### Private Operation Defended

Both Cohen and William B. of CBS were outspoken in their declaration that international should be privately operated, than run by the Government, felt that the United States could to relax in the international field if other nations do likewise.

The State Department's telecommunications chief, Francis C. Wolfe, opened the session by the gathering the IRAC report final—if it were, he said, "in some of you would have heard." He added, however, that a decision will be required for the work out of any effective plan for the department to bring to an international parley.

### Major Armstrong Heard

Maj. E. H. Armstrong, father, cautioned against hamstringing and television, questioning the of the band recommended by for amateur radio. He pointed out that there is no provision in the report for connecting tele stations a jocular mood, warning against putting yourself in a strait-jacket. Major Armstrong declared that Ferdinand and Isabella had a post-war planning committee would never have sent Columbus his voyage of discovery."



Official U. S.  
Signal Corps Photo

## *Let these guys start it!*

**There's a day coming** when the enemy will be licked, beaten, whipped to a fare-thee-well—every last vestige of fight knocked out of him.

And there's a day coming when every mother's son of us will want to stand up and yell, to cheer ourselves hoarse over the greatest victory in history.

**But let's not start the cheering yet.**

In fact, let's not start it at all—over here. Let's leave it to the fellows who are *doing* the job—the only fellows who will *know* when it's done—to begin the celebrating.

**Our leaders** have told us, over and over again, that the smashing of the Axis will be a slow job, a dangerous job, a bloody job.

And they've told us what our own common sense confirms: that, if we at home start throwing our hats in the air and easing up before the job's completely done, it will be slower, more dangerous, bloodier.

Right now, it's still up to us to buy War Bonds—and to *keep on* buying War Bonds until this war is completely won. That doesn't mean victory over the Nazis *alone*. It means bringing the Japs to their knees, too.

**Let's keep bearing down** till we get the news of final victory from the only place such news can come: the battle-line.

If we do that, we'll have the *right* to join the cheering when the time comes.

## *Keep backing 'em up with War Bonds*

RADIO DAILY

# ★ ★ ★ COAST - T O - COAST ★ ★

## — PENNSYLVANIA —

**PITTSBURGH**—WNTZ, the FM affiliate of WWSW, celebrated its third birthday as an FM station by putting into effect an expanded program of FM broadcasting beginning Monday, August 7. The new schedule will have programs emanate from the city's public schools and universities, according to Marie Wilk, WNTZ's program manager. . . . C. F. Mueller Co. and Equitable Gas Co. have joined sponsors of news broadcasts on KDKA. Charles A. Earley will be heard in the interest of Mueller's three times weekly and Ben Kirk will do 15-minute Sunday broadcasts for Equitable. . . . WCAE staff gifted newlyweds Kitty and Bill Thiemann with a War Bond.

## — OKLAHOMA —

**OKLAHOMA CITY**—Members of WKY's talent department, Venida Jones, Al Good, Lee Norton, Margie Thomson and Eddie Lee, provided the entertainment for the servicemen recently at the local USO recreation center. Another branch of the service, the WAVES, was honored by WKY on the station's program, "Women Commandos" with Julie Bennell as mistress of ceremonies, in tribute to the WAVE's 2nd birthday.

## — OHIO —

**CLEVELAND**—WJW office manager Stephen Bodnar brought with him on his trip to New York City last week the piece he introduced successfully over WJW several weeks ago entitled "Angles Are With You Tonight." The number will be published by Carlo and Sanders and it will be credited to Steve for introduction. . . . **TOLEDO**—"Memories in Melody" is the title of the new program aired over WSPD every Sunday evening. Eddie Kutz narrates and produces this 15-minute sponsored program.

## — NEW JERSEY —

**NEWARK**—WAAT will celebrate the 25th anniversary of Frank Dailey as a showman with two broadcasts tomorrow at 10:30 p.m. and 12:30 a.m. The WAAT Players will dramatize the highlights of Frank's career, with Lee Castle and his orchestra, currently at Dailey's Terrace

Room in Newark, supplying the music. Also, transcribed messages of congratulations, from leading orchestra leaders who have appeared at the Terrace Room, will be read over the air. Lee Stewart, WAAT production manager, will direct the broadcasts.

## — TEXAS —

**SAN ANTONIO**—Bud Thorpe has replaced Corwin Riddell at WOAI as news editor. He's from KMOX, St. Louis. . . . **FORT WORTH**—The B. H. Glenn Mattress Co. has renewed their announcement sked over KGO for one more year; the same with the local Fair Department Store. . . . **EL PASO**—Cpl. Fred Barr, program director of WWRL, N. Y., on Army leave, stationed at Fort Bliss, Texas, is announcing and newscasting for KRDD. . . . **HUNTSVILLE**—Residents of this community were given local returns about the election of the Texas Democratic primary over KSAM; the station gathering the results, broadcasting them, and feeding the broadcast into a public address system in the courthouse square.

## — MONTANA —

**MISSOULA**—Three staff members of KGVO, chief engineer Fred U. Wamble, news editor Arthur Scott, and women's commentator Ruth Greenough Schleber, observed their birthdays during the week of July 28. The rest of the staff gave an impromptu cake and coffee party for them at the Western Montana Press Radio Club. Ginger Cook, who is leaving KGVO for study in New York, also shared in the celebration by receiving an orchid and gardenia corsage as a going-away gift.

## — NEW YORK —

**SYRACUSE**—Last Monday, August 7, the WFBL mobile unit travelled to Massena, N. Y., to broadcast the presentation of the Achievement "A" Award to the men and women of the Dairymen's League Co-operative Association Inc. Ted Kane, advertising manager, located in New York City, handled the arrangements for the League of which 1,500 producers and members are situated in the WFBL primary area. . . . **WSYR** special events men Fred Johnstone and Frank James interviewed refugees who have returned from overseas and have arrived by train at Fort Oswego. . . . **Buffalo**—Clint Buehlman and Bob Smith are cutting capers with the studio audience in the new show "Early Date at Hengerer's," heard over WBen, Monday through Friday mornings at 9:15.

## — WISCONSIN —

**MILWAUKEE**—WTMJ announcer Jim Robertson was interviewing a sailor on the WTMJ Furlough Fun program, broadcast from the city's USO. After learning that the sailor was married, the announcer asked him how many children he had. "I have two sons," said the sailor. Quick as a flash, Robertson shot in his next question, "Both of them boys?" Robertson had to wait until after the show to find out what caused the roar of laughter that followed.

## — WASHINGTON —

**SEATTLE**—Chance Nicholson, formerly with KOL, of this city, has joined the announcer's staff at KIRO. . . . **YAKIMA**—KIT has made transcriptions of the voices of 20 of the Community's leading citizens and will use them to promote donations for the new Yakima Valley Memorial Hospital.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—In early August, the Washington "Post" assumed control of WINX. However, the management contemplates no changes either in personnel of the station or its national rep., Forjoe & Co. . . . **WWDC** specialty announcers staff has a new member in the Great Scott, formerly of Brooklyn's WBYN. Originator of the "no fan letter club," he is announcing the "WWDC Rumpus Room Frolic" . . . **WOL**, the Mutual affiliate, has taken on Virginia Brown, formerly at WWDC as secretary to station manager G. Bennett Larson.

## — FLORIDA —

**ST. AUGUSTINE**—The inventive genius of Don Richardson, WFOY engineer, has relieved general manager J. Allen Brown of sleepless nights. Don has devised a "mercury switch" that turns on a light above the station's UP machine when paper gets low, seven hours before WFOY signs off the air.

## — LOUISIANA —

**NEW ORLEANS**—WWL broadcast special program commemorating the second anniversary of the landing by the Marines on Guadalcanal last Monday afternoon. Appearing on the program were Capt. Linus Hardy, Officer in Charge of the New Orleans District Headquarters of the Marine Corps Recruiting and Induction Center; Pfc. William Stanley Penna, veteran of this invasion and one of the few who returned from the fourth wave of that particular campaign.

## — NEBRASKA —

**OMAHA**—WOW will issue in mid-August a 40-page booklet, printed in four colors, which will show the part WOW and NBC have been playing in World War II and will review the radio activities participated in at the battle and home fronts. The booklet, titled "Radio WOW at War," will devote 20 pages to the station's personalities and staff activities. The promotion pieces will be distributed to sponsors and advertising agencies. First edition copies will be given with WOW's compliments on all new and renewal subscriptions to the "WOW News Tower," monthly magazine.

## — MISSOURI —

**ST. LOUIS**—KMOX has begun a new series titled "Something for the Girls," the WAVE recruiting program on Saturdays at 5:30 p.m. Transcriptions, these programs were prepared by CBS in New York and feature radio entertainers like Morton Gould, Alec Templeton, Raymond Scott, Dorothy Stickney and Eddie Cantor. The series will be directed by Jerry Hoekstra, War Production Manager of KMOX.

## — MICHIGAN —

**DETROIT**—As the result of announced by WJR news ed Cushing, WJR will have added protection against the of important news breaking and 5 a.m., when WJR goes Duncan Moore and Mark G. early morning newscasts begin o'clock, while Marshall Bell Van Deventer take over until George Creemeens finishes at

## — MASSACHUSETTS —

**BOSTON**—Georgia M. cowgirl, rounded out 10 broadcasting Thursday morning feature attraction on England Farm Hour over Fred Lang, staff announcer celebrated his birthday Friday 4, but has reached the day on the exact age. . . . Do has been playing the music at WEEL for a series of songs prepared by the WAC division; and Pvt. Joe Rus wrote the continuity for the program of Fred Fiebel on network, does the same job WAC's program here.

## — COLORADO —

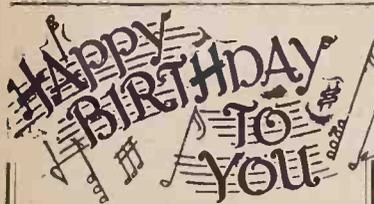
**DENVER**—Sheelah Carter, Boake Carter, and recent addition will speak at Luncheon Mead Lions Club and Rotary International August 15 and 17; her top "Where Do We Go From Here" war Problems" . . . KOA producer T. Ellsworth Stepp was elected president to the Colorado Alumni Association here at the election held last week.

## — MICHIGAN —

**KALAMAZOO**—John W. C. and Sue James of WKZO presented with the Award of Merit by the Owens-Illinois Glass Company. The station received the for their efforts during the of June and July for promotion coffee container campaign by the glass firm in conjunction their afternoon radio "Broadway Matinee."

## NBC Official Representative 4 U. S. Webs In Hall

Carleton Smith, manager of the NBC station in Washington represented the four American works at the recent military encies held between President D. Roosevelt and the heads Naval and Army forces in Hawaii. He broadcast his report of the Harbor conferences and the president's trip from a point "somewhere on the Pacific Coast." After broadcast, Robert McCormick, correspondent in Honolulu, special report to the nation's work by Kenneth Banghart, Washington staff.



August 14

Ed J. Herlihy      John Holbrook  
Margaret Jacobson      Merle S. Jones  
Bob Patt      Reinhard Huettig  
John Porterfield      Samuel L. Ross  
Ray D. Williams      Lew Story  
Walter Winston, Jr.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 31

NEW YORK, N. Y., TUESDAY, AUGUST 15, 1944

TEN CENTS

## Premature 'V-Day' Plans

### Campaigns To Be Extensive

Indications that radio will be the main ground for most of the campaigning of the Democratic and public parties during the Presidential election was gained from access to headquarters of both parties in New York City yesterday.

Plans compiled on the radio time by both parties during the last election are being studied and a report on organizational plans is being prepared. However it is pointed out that the plans for radio time will be far more extensive than in the past.

(Continued on Page 6)

### Models To Compete For Television of 1945'

The first program of a series of television fashion shows presented by Aldens Chicago Mail Order Company on the Du Mont station tomorrow night at 10, will feature the naming of the "Miss of 1945" by the judges, Arthur W. Brown, president of the National Illustrators, Russell Patterson and Anton Bruehl.

Other cover models will compete for the title.

(Continued on Page 6)

### Billy Entertainers Seek Cultural Status

Members of the local 802 in New York City ruled that hilly billy entertainers was not cultural and decided to drop them from doing a remote broadcast on the Saturday night Palmolive show, the musicians set in motion a controversy that may carry the cultural aspect to official Washington.

(Continued on Page 7)

### "Together"

William, a Paul Whiteman musician who sang the original of the Whiteman recording "Together" 15 years ago, will appear in Chicago next week-end on "P.W." in musically relating the piece on the Philco program. Each week Whiteman introduces an "oldie" played both the original and modern manner on the Blue "Hall of Fame."

### "Voice of Saipan"

Guam—Elmer Davis, director of the Office of War Information, last week officiated at the opening of WXLB—"The Voice of Saipan," the first GI short wave radio station on Saipan Island. He announced that the station will be used to bring musical programs and news broadcasts to the troops in the Marianas. Davis is making a tour of the South Pacific for a first hand study of propaganda broadcasting.

### WHOM Is Property of Cowles Station Group

WHOM, Jersey City, formally passed into the hands of the Iowa Broadcasting Company (Cowles Group) yesterday when Craig Lawrence, as executive vice-president of the New Jersey Broadcasting Corporation arrived from Des Moines, Iowa, to take over the operation of the station.

With the arrival of Lawrence, Joe

(Continued on Page 6)

### Morgenthau to Speak From London Tonight

Secretary of the Treasury Henry Morgenthau will be heard in a special broadcast over the Columbia network from London tonight (WABC-CBS, 6:30 to 6:45 p.m. EWT). Morgenthau has just arrived in the British capital after a tour of the European battle zones. Title of his talk will be announced later.

### CBS Opinions Re Shortwave Outlined To FCC And IRAC

### Waring Show To Be Aired From Vanderbilt Theater

Fred Waring's new series which debuts on the Blue Network, Thursday, Sept. 7, at 7 p.m., under sponsorship of Owens-Illinois Glass Company.

227,396 radio homes in its daytime primary coverage area make WLAW the "buy" North of Boston!

### Government Agencies Decry Promotion At This Time Of Radio Programs To Celebrate Victory Day

### Blue Web And School To Sponsor Contest

Cleveland—In collaboration with the Blue Network, the National Theater Conference of Western Reserve University is conducting contest for the best plays and radio scripts among the men and women of the armed forces of the United States.

Through arrangements with Phil...

(Continued on Page 2)

### Policy Of Employing War Veterans Set By RCA

Camden, N. J.—A policy for the re-employment of war veterans, both men and women, was announced by the RCA Victor Division, Radio Corp. of America, through its personnel administration director, Forrest H.

(Continued on Page 6)

### Asks Radios Cooperation On Clothing Situation

Recognizing the importance of radio in the retail advertising picture, William Y. Elliott, chief of the office of Civilian Requirements has addressed

(Continued on Page 2)

Premature "V-Day" planning being fostered by retail merchants' organizations in New York City and discussed by radio stations and advertising agencies has come to the attention of the Office of War Information in Washington and efforts will be made to curtail these activities until war news

(Continued on Page 7)

### WAC Adv. Sked Getting Revisions

Indications that a re-allocation of the \$5,000,000 WAC recruiting advertising campaign may bring a chunk of the business to radio starting September 1st, was revealed in Washington yesterday. Officials of Young & Rubicam in co-operation with War Department are studying the survey made by NAB which indicates that

(Continued on Page 2)

### WJR's Fall Gridiron Sked Announced By Fitzpatrick

Detroit—In announcing the 10-game collegiate football schedule for broadcasting over WJR this coming fall, Leo J. Fitzpatrick, vice-president and general manager of WJR, stated that the station selected these contests

(Continued on Page 6)

### Paging Joe Millers

Los Angeles—"Bring Your Own Joke," a new audience participation show featuring Horace Murphy, will originate on the Blue's westcoast network from Hollywood on Thursday, Aug. 17, 9 to 9:30 p.m. EWT. Studio guests will be invited to bring their own jokes and the best ones selected will be heard over the air during the course of the broadcast.

A CBS affiliate, WLAW is also known for its interesting, carefully selected local features!

Advt.



Vol. 28, No. 31 Tues., Aug. 15, 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.

20 YEARS AGO TODAY

(August 15, 1924)

Martin P. Rice, speaking for General Electric, believes that broadcasting will eventually be supported by voluntary contributions or by licensing of individuals radio sets.

Prudence Penny gave an interesting discussion on "Summer Dishes" yesterday over W.E.A.F., New York.

Will Plug Picture

Los Angeles—David O. Selznick organization has mobilized record radio advertising campaign behind West Coast premiere of "Since You Went Away," in San Francisco.

MEETING OF WINNERS
I AM IN THE RACE AT BELMONT
I AM IN THE RACE AT DETROIT
I AM IN THE RACE AT ARLINGTON
All important race meetings are covered intermittently for turf fans, 12 to 6:30 daily via WBYN 1430 ON DIAL
For Availabilities: WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.

Coming and Going

CHARLES L. HARRIS, station manager of WGCR, Louisville, Ky., is in New York on a short business trip. Paid a call yesterday at the offices of the Mutual network.

C. P. "PETE" JAEGER, national sales manager of the Blue Network, leaves today on a business trip to Chicago. He plans to return to New York next Monday.

ROBERT E. BAUSMAN, commercial manager and sales promotion director of WISH, Indianapolis, is in Gotham for conferences at the headquarters of the network.

HAL SEVILLE, national sales manager of WJEJ, Hagerstown, Md., has arrived for a short visit on station and network business.

DALE MORGAN, member of the announcing staff at KRNT-KSO, Des Moines, Iowa, has returned from his vacation and is completing plans to transfer to the New York radio headquarters of The Cowles Group, where he'll announce and handle special events at WHOM.

ANDREW H. OLDER, Radio Daily's correspondent in the Nation's Capital, has left Washington for a vacation of two weeks.

SHIRLEY WEBER, who holds the post of general amanuensis to Dwight S. Reed, vice-president of the Headley-Reed Company in charge of the Chicago office, is spending her annual holiday in New York.

BILL LARCOMBE, account executive of the J. D. Tarcher advertising agency, a visitor late last week at WOW, Omaha.

MARY BERTHOLD, of the continuity department at KCVO, Missoula, Mont., is spending her two-week vacation in the Big Hole Basin country of Montana, at the ranch home of her family.

ALTON TRIPP, control supervisor at WTPF, Raleigh, N. C., has left for some deep sea fishing off the Carolina coast.

WILBUR DEWELL, sales manager for McKesson-Robbins, Bridgeport, Conn., was in Omaha last week on a short business trip.

Waring Show To Be Aired From Vanderbilt Theater

(Continued from Page 1)

pany, will originate at the Vanderbilt Theater in New York City. Waring plans to use substantially the same cast as he did on the Chesterfield show. Among the artists are Poley McClintock, Donna Dae, Jane Wilson, "Honey and the Three Bees," Jimmy Atkins, Gordon Goodman and Ruth Cottingham. Show will be presented before servicemen audiences with Waring's orchestra entertaining for a half hour after the broadcast.

Blue Web And School To Sponsor Contest

(Continued from Page 1)

lips Carlin, vice-president in charge of programs for the Blue web, the winning play and scripts will be heard in a series of broadcasts over the network in the fall. Material for the autumn series will come from the first play writing contest and this will be augmented later with entries from the second contest, which will close on Dec. 1.

FINANCIAL

(Monday, August 14)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. 7/8 Tel., CBS A, CBS B, Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

Table with columns: High, Low, Close, Net Chg. Rows include Nat. Union Radio, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Asks Radios Cooperation On Clothing Situation

(Continued from Page 1)

a letter to all broadcasters asking for their cooperation in keeping scarce advertising of clothing and textiles off the radio. "It is so important in consumer distribution that we believe the majority of retailers in your community will welcome your support" for the policy against such selling copy, Elliott wrote. Present indications are that textiles, textile products and furniture covered by the policy will remain in short supply during 1944. "If you have not already done so, may we suggest that you do what other radio stations and advertising media are doing to extend the coverage of the policy, by telling your advertising accounts about the program, and by instructing your employees to follow the policy when writing commercial announcements for the use of those accounts which do not prepare their own materials."

WAC Advertising Sked Getting Revisions

(Continued from Page 1)

80 per cent of the nation's stations are prepared to allot time to the WAC drive as of September 1st. In the meantime OWI continues to eliminate WAC announcements from their packets.

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



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 where you can get all the facts enable you to buy time on the radio station that produces maximum listeners for your dollar.

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

Based on the Robinson Reckoner... (the sound proof of coverage, popularity and cost) W-I-T-I-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-I-H, the independent station.



W-I-T-I-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY

When you think  
of America's  
4<sup>TH</sup> Largest Market  
you must think of

**WAAT**

970 KC  
NEWARK,  
N. J.



*Because -*

Between 8 A. M. and 6 P. M.  
WAAT delivers more listeners per dollar in America's  
4th Largest Market than any other station - includ-  
ing all 50,000 watters! See latest surveys! Check  
availabilities! National Representatives, Spot Sales, Inc.

**"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"**

## Are you taking Advantage of Washington's Greater Market?

Population of the District of Columbia and immediate surrounding counties--1,228,456.\*

Federal employees in Washington--270,042.\*\*

Others gainfully employed--306,689.\*\*

NOW take a look at your Standard Rate & Data Book and study the WINX rate card.

Where else can you buy so much for so little?

That is the reason that most local advertisers have selected WINX.

Isn't it logical to follow the habit of the man on the ground floor?

\* Official Census Estimate of Civilian Population Nov. 1943.

\*\* Estimated D. C. Metropolitan Area March 1944.

The Best Test Market at  
MINIMUM COST



# WINX

Washington 1, D. C.

Represented Nationally by  
FORJOE & COMPANY



### Sunkist Sidelights!

● ● ● Little Joe Yocam doesn't know it, but he will soon be the owner of three War Bonds. It all started a few weeks ago, when the day following Joe's birth, Frank Bull, co-announcer with Joe's dad, Joe Yocam, Sr., on "American Dances," over KFWE, told of the advent of the youngster,

#### Los Angeles

and suggested each listener send in a penny to go toward the purchase of War Bonds for the youngster and that he would match all the donations. Marshall and Clampett, sponsors of the program, agreed to buy a bond for little Joe, but the most heart-warming donations came from patients in a California marine hospital. By the way, Bull is a partner in the Smith and Bull advertising agency, which has moved to new offices on Sunset Blvd., and is also finding time to boost the Washington Redskins-March Field football game in Los Angeles Aug. 25, proceeds of which will go to war charities. . . ● "Sandy" Merrill, young stage and radio actor, who recently arrived on the coast from New York, made his Hollywood air debut last week in "Date With Judy." He portrays role of "Jojo," a new character in the script.

★ ★ ★

● ● ● Among Hollywood's most enthusiastic baseball fans are Bing Crosby, Eddie Cantor, Groucho Marx, George Jessel and Al Jolson, and they are regular attendants at the Pacific Coast league games at Gilmore field. Mrs. Jesse Butcher, wife of the national radio director of the U.S.O. and National War Fund, is visiting her sister in Arcadia, Calif. . . ● Paul Covert, KFWE stage manager, who is an authority on campaigning, is making plans for his annual outing in the High Sierras. His companion will be Benson Curtis, a KFWE salesman. . . ● Jimmy (Schnozzle) Durante, of the Moore-Durante radio team, will "execute" a new novelty song "Toscanini, Iturbi and Me," in his new M-G-M flicker, "Music For Millions."

● Dick Powell's beach home is one of the show-places pointed out by the water-taxi guide, who cruises in the Balboa-Newport-Lido isle section and the guide has no trouble in pronouncing the Powell name. However, he refers to Powell's internationally known neighbor as "Yascha Heifen." . . ● Although born and bred in the West, Announcer Jim Doyle, of the Andy Devine "Musical Round-Up" ailer, is taking a course in how to speak with a western accent. Jim, who sometimes portrays cowboy characters on the show, wants to sound more authentically western in his renditions of "Howdy, pardner" and "They went that-a-way."

★ ★ ★

● ● ● Rudy Vallee's enlistment in the United States Coast Guard at the beginning of the current war was an expression of his love of the sea. Ever since he was a kid in Maine, Vallee has been interested in boats and the ocean. During World War I, though under age, he enlisted in the Navy. One of his big hobbies used to be racing model yachts, and one of his big ambitions is to skipper his own auxiliary schooner. Though born in the state of Vermont, the name of his birthplace was Island Pond. ● Romance has caught up with two KFWE staffers—Nancy Deshon, who is "Girl Friday" to Program Manager Bill Ray, and Lowell Smith, staff announcer. Coincident with the announcement of their engagement, Smith revealed he will leave KFWE Oct. 1 to become program manager for Allied Advertising agency in San Francisco. He was formerly with KHJ and the bride-to-be was in the movies, playing leads in Westerns. Date of the nuptials was not disclosed. . . ● "Lum and Abner" (Chester Lauck and Norris Goff) whose home-spun Arkansas philosophy is heard Monday through Thursday over the Blue, were seen in the studio the other day, poring over a huge stack of old scripts. When asked what they were doing, they explained they were going through their scripts used back in 1933 to clear up a minor point for their current scripts.

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

WBEZ, the FM station owned and operated by the Radio Club of the Chicago Public Schools, will operate one hour Thursday, August 15, from 10:15 a.m.-11:15 a.m. in order to transmit the annual address of William H. Johnson, superintendent of Chicago schools, to the school graduates. Dr. Johnson will also be released by WJJB 10:15-11:25 a.m. and by WINA 11:05-11:15 a.m. While this is the sixth year the superintendent has addressed the summer school graduates it will mark the first time the address has been carried by FM transmission. Also the first time that two stations have released the address. Effective Sunday Aug. 13, Chicago Y.M.C.A. College of Chicago will sponsor the "Dress Circle" program aired over WCFL from 5-6 p.m. Monday. The program consists of the highlights of a single opera, including the most popular arias, with running comment on the story and music by announcer Douglas. Recordings will be made with live talent for the narration and a staff announcer for commercial

### Mackay R&T Sets Up Radio Link Between France & U.S.

In announcing the opening of a direct radio-telegraph circuit between New York City and "Blackacre" France, last week, Rear Admiral L. McNamee, USN (retired), president of the Mackay Radio and Telegraph Co., stated that it was the first erected in that country by the U.S. Also, the designation of the location had no value to the Germans because "Blackacre" means "in secret place," but that "was with the sound of battle." Highly portable unit will advance with the army forces until a definite and permanent site is selected.

### Washington Reporters A View On Political Forum

At the invitation of Theodore Granik, six Washington correspondents will express their opinions about the current events on his American Forum of the Air titled "Political Periscope No. 2" in a nationwide broadcast over the Mutual network today at 9:30 p.m., from the Shoreham Hotel in Washington. The reporters are Ernest K. Lindley, James Wechsler, Thomas L. Stokes, Wall Trohan, Charles Van Devander, and Ray Tucker.

JOHN TILLMAN

CBS Announcer

Now serving in the Army  
of the United States





## VEVAY, INDIANA . . . "Spot of Earth"

Calm, unhurried, quiescent, serene . . .  
 These are the words for Vevay,  
 Dozing in her rocker on Indiana's back porch,  
 Reliving, in reverie, the days of her youth.

Oh, those were days of gaiety,  
 When vineyards graced these rolling hills,  
 And their fine Swiss wine flowed from the casks  
 At old Swiss Inn,  
 To thrill the palates of distinguished pioneers;  
 Or, when the Chapmans brought their floating show  
 Downstream, a century ago;  
 Or when the old "Sensation" or the "Golden Rod"  
 Tied up at the landing, to regale the town  
 With feasts of song and stirring melodrama;  
 Or when folks came from miles around  
 To hear aristocratic Mary Wright's recitals every week.

But now, Vevay is growing old;  
 She loves to close her eyes and dream.  
 She wears her years with pleasant grace,  
 A homespun garment, woven of memories  
 As imperishable as the stone-walled ferry house  
 Which has withstood a century's floods;  
 As enduring as the stately sycamores,  
 Gleaming white along the river bank.

Here is a spot of earth so unimportant to the rest  
 That not a foot of railroad ever has been laid  
 In all of Switzerland County;  
 Yet immeasurably important to those who live here,  
 To hundreds fighting that they might come back,  
 And to us.

# WLW

*The Nation's Most Merchandise-able Station*

DIVISION OF THE CROSLY CORPORATION

## WHOM Is Property of Cowles Station Group

(Continued from Page 1)

Lang, responsible for the station's success in the foreign language field, retired as general manager. Lang has several propositions under consideration and will announce a new affiliation soon.

Co-incident with the transfer of WHOM, the executive staff set-up was announced as follows: Jack Compter, commercial manager; Charles Baltin, program director; West Wilcox, assistant manager, and Karl Haase as treasurer, New Jersey Broadcasting Corp.

Lawrence indicated yesterday that no other staff changes are contemplated and that the program policy of the station would remain the same. He did, however, confirm that the station was interested in FM and might re-apply in the name of WHOM for an experimental FM license. The station formerly was on record as an FM station but did not develop its frequency modulation because of wartime shortage of materials. Lawrence plans to return to Des Moines this week-end to wind up his affairs there and will move to New York early in September to take offices at 29 West 57th Street. Ted Enns, national sales manager for the Cowles group, will also come East at that time.

## WOR's Store Tieup

"Who Murdered Hitler's Sleep?" is the problem posed by the window arranged by WOR and the Sleep Shop now on display at Lewis and Conger, Sixth Avenue and 45th Street, New York.

To the writer of the best 100-word letter solving the mystery from the clues shown in the window, WOR will offer a \$50 war bond. Replies are being sent to Sherlock Holmes War Bond Contest.

Feature of the window display is a large, black shadow box in which insomniac Hitler is depicted lying in bed, with Sherlock Holmes surveying the situation through his trade-mark magnifying glass. All the objects within the shadow box are treated with luminous paint, so that they are visible at all times. Surrounding the box are many cards with possible clues: "Was it the avenging White Brigade of Belgium? Was it the unconquerable Maquis of DeGaulle? Could it be plain G. I. Joe? Was it the unconditional surrender promise of Cairo? Could it be the master race's allergy to the Red Army?" etc.

## Week's Guestings

Adrienne Ames will have the following guests on her portion of the WHN "Gloom Dodgers" program, 12:30-12:40 p.m. today through Friday: Helen Thomas, actress; Rochelle & Beebe, dancers at the Strand Theater; Allan Kaye, vocalist Criss Cross Band at the Hotel Edison; Dick Buckley, novelty comedian at the Strand; Frances Doyle, WAVE elected "Miss Air Wave."

## CBS Opinions Re Shortwave Outlined To FCC And IRAC

(Continued from Page 1)

as presented to the FCC and later to the Interdepartmental Radio Advisory Committee meeting in Washington the past week-end.

The statement points out that CBS has been actively engaged in international broadcasting, on an expanded scale, both before and during the war and have given postwar operations "thoughtful attention and discussion."

"It is our conviction," the statement reads, that the postwar questions involved are so complex and far reaching, both politically and technically, and that they are so subject to flux, that no detailed plans should be consolidated at this time for the postwar operation of what may prove to be America's primary instrument of public relations abroad.

"Specially, we would like to raise the question of the wisdom of attempting to crystallize, under the abnormal tensions of war, any final plans for the use of international broadcasting in peace. It seems more than possible that the peace itself, and its nature, may prove to be the necessary base for intelligent planning of the peacetime use of this powerful means of international communication."

### Gives Their Views

CBS, however, believes it is possible at this time to move toward successful postwar planning "without the risk of prematurely fixing the details of any specific postwar plan." With this in view, the network statement details four points that they regard important for consideration. These points are:

1—"Our nation should not deprive itself of the sovereign right to speak directly to the peoples of other countries through broadcasting which can be received directly by these peoples. This means that so-called point-to-point (narrow beam) broadcasting should not be substituted for wide-beam broadcasting, because point-to-point broadcasting can be barred from foreign listeners by any foreign government—simply by denying the use of its own domestic radio facilities for broadcasting.

## Nine Models To Compete For 'Miss Television of 1945'

(Continued from Page 1)

for the first prize which will include a \$100 war bond, a modeling contract for the next Aldens Chicago Mail Order Catalog, a complete outfit of clothes from the current catalog, and a screen test. The runner up will receive a \$50 bond and the third winner will get a \$25 bond for his efforts in the contest.

Buchanan & Co., advertising agents for Alden Chicago Mail Order Co., will produce the show which will be directed by Richard Hubbell. Miss A. P. Clarkson is fashion director, Patty Sears, script director, and Edward Senz, make-up director.

2—"Our country should not reduce its present (and planned) international broadcasting facilities, either as to number and power of transmitters or as to number of wave-lengths—and under no circumstances should agree to limit such facilities to a level lower than any other power.

3—"The United States should not be drawn into totalitarian methods (exclusive government control of facilities and programs) in international broadcasting as a tempting 'short cut' to international amity, because such methods would wholly misrepresent us abroad, would create deep dissensions at home, and would undermine and discredit America's prestige throughout the world as an advanced democracy.

4—"The United States Government should not be without instantaneous and continuous command of short-wave international broadcasting facilities for the transmission of official government news, views and other communications beamed toward foreign countries, because any role which our government assumes toward foreign nations in the postwar world would be hampered without such facilities."

### Private Ownership Considered

While urging that the United States Government own, control, and openly program enough international broadcasting transmitters, the CBS statement, asserts: "let all other international transmitters be returned to private operation, which means genuinely private ownership and control."

In a statement before IRAC at the Washington meeting last Friday, William B. Lodge of CBS declared that the IRAC allocation of frequencies for television broadcasting as being both progressive and practical. He is reported as being entirely in accord with the prospects of more and wider channels.

Lodge heralds the coming of FM as an improved system of transmission which will permit expanded broadcasting service throughout the nation.

## WJR's Fall Gridiron Sked Announced By Fitzpatrick

(Continued from Page 1)

from the listener's viewpoint. Sponsored by Mack Gregor-Goldsmith Inc., a sporting goods firm in Dayton, Ohio, the encounters will be announced by Dick Bray.

The schedule lists the following contests: Sept. 30, Indiana at Michigan; Oct. 7, Tulane at Notre Dame; Oct. 14, Northwestern at Michigan; Oct. 21, Wisconsin at Notre Dame; Oct. 28, Notre Dame at Illinois; Nov. 4, Notre Dame vs. Navy at Baltimore; Nov. 11, Pittsburgh at Ohio State; Nov. 18, Northwestern at Notre Dame; Nov. 25, Michigan at Ohio State; Dec. 2, Great Lakes at Notre Dame.

## Radio Campaign To Be Extended

(Continued from Page 1)

in excess of the amounts used in the last campaigns.

Transcriptions and regional works seem to be given serious consideration by both parties. Both parties will use these efforts for network time indications of national importance. The transcriptions, on the other hand, will be passed along to independent stations and regional commercial use.

New York state looms as a business from both parties, which will get the greatest wide coverage via radio is planned as much as New York will be the most strongly contested. Pennsylvania, Ohio, Illinois, in the order of importance, men said.

## Policy Of Employing Veterans Set By

(Continued from Page 1)

Kirkpatrick, last Friday. It has about 6,000 former employees in the military forces.

The policy includes special provisions for extensive re-training, up-grading programs, recognition of seniority rights, insurance, rehabilitation programs, and allowances. Regarding training, the policy contains a "right of return" clause for veterans who desire and obtain approval to study courses offered by the federal government before returning to the service.

In addition, a former employee has the time he spent in the count towards his vacation pay. The statement on job veterans covers the manufacture plants in this community, Harry J. Lancaster, Pa.; Indianapolis, Bloomington, Ind.; Indianapolis, the RCA Service Co.; the RCA Distributing Corp.; Monticello, Cabinet Co.; the home office, regional sales offices.

## Name Bands On NBC Show Aired From

Hollywood — "Casino Gal" the new program series, featuring name bands, is now heard on NBC network Sundays at 12:00 EWT. Harry James and music will lead off for the first three and then Jimmy Dorsey will over for another three weeks. That, Tommy Dorsey will fill in for an unspecified time. Broadcast will originate at Santa Monica.

### Stork News

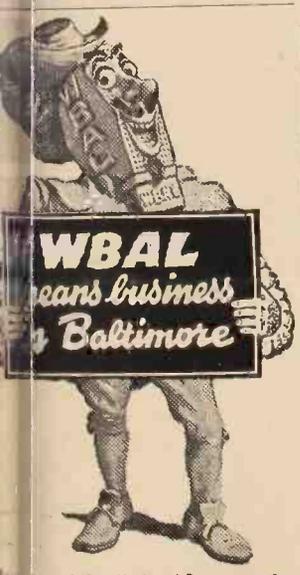
A son, Ralph Iversen Peer, born to Mr. and Mrs. Ralph S. at the Good Samaritan Hospital, Hollywood on August 9th. He weighs 8 pounds, 10 ounces. Father, president of Southern Music Company.

# Securities Plans Celebrate 'V-Day'

(Continued from Page 1)  
 action by radio stations. Washington learned about es, according to reports, plans prepared by a retailing agencies and stores with programs on the air. These reflecting great optimism planning for "Victory advance resulted in agency meetings on the subject of bt prepare for celebration. ental agencies are strong- to such unwarranted prep- his time. Spokesmen point the Sixth War loan coming wartime relief drives, and is on continued full force any "V-Day" planning oduce complacency injur- war effort.

# Yukon Problem

No Canadian radio sta- heard in the Yukon at- tions in the United States n can be heard, George ogressive-Conservative r Yukon told the Dominion Commons. War Services LaFleche said that local conditions in British Co- bably accounted for the Vancouver radio stations be heard in the northern ack said he did not be- conditions had anything to Chicago could be heard on but not Winnipeg. The ed to other Canadian ci- believed the Canadian ing Corporation should use at's increased revenues to see its programs could be heard by of Canada. Gen. LaFleche uld have technical experts y situation in the Yukon to could be done.



Wentworth & Co., National Representative

# COAST-TO-COAST

## — MASSACHUSETTS —

**BOSTON** — Fifty certificates went to teachers, educators and other business and professional men and women at the final meeting of the WBZ Workshop course for successful completion of the radio course which was presented as a free public service by WBZ in cooperation with Boston University Summer School . . . Another network origination was added to the seven now being fed from WEEI to the CBS nationwide network each week. The new program is the Friday broadcast of the daily series listed by CBS as "Service Time." The Boston section, dedicated to the Navy, is captioned "Eight Bells in Boston," and is aired Fridays . . . Worcester — Latest newcomer to WTAG is E. Norman Bailey who joins the announcing staff.

## — MISSOURI —

**ST. LOUIS**—Harry Caray, KXOK sports editor, broadcast last Tuesday at 5:45 the following message: "If you have an extra shin guard left over from your playing days you can help a 13-year-old boy walk again . . . For details call the St. Louis Police Department." The announcement brought at least six pairs of shin guards to Robert Specker of this city at 6:30 that evening. Hospitalized 10 months with a bone infection in his right leg, he needed a shin guard so he could leave the house. His parents were unable to buy a pair because the armed forces have taken sporting goods, including fiber guards manufactured for the past year.

## — INDIANA —

**FORT WAYNE**—"Our Boys," a program of news that features only news about servicemen and women in that Fort Wayne region, is the new program that was inaugurated by WGL and heard at 10 p.m. CWT. The news is taken from letters and cards sent to the station and to the sponsor, Harvey Brothers Men's Wear.

## — IOWA —

**DES MOINES**—Charles "Chick" D. Miller has been named program director for KRNT effective today, Aug. 15. He replaces Edmund Linehan, who after 10 years with the Cowles organization, has gone to KSO which was recently sold to the Kingsley Murphy interests in Minneapolis. Miller entered radio in the late 20's, when he acted as emcee of the old KSO Rhythm Club.

## — FLORIDA —

**JACKSONVILLE**—WPDQ has filed application for a commercial television station for after the war. The station held a successful Television Seminar Week, to acquaint local businessmen of the possibilities of tele as a revolutionary means of entertainment and advertising, last week. These guests were shown the latest films on television which were produced by GE at Schenectady, N. Y. and RCA at the NBC studio in New York. Also, there was display in the lobby of the technical radio equipment, sound effects, the new GE wire recorder, and Associated Press News Wire.

## — TENNESSEE

**MEMPHIS**—Number 13 is proving a lucky number at WHBQ. The Palace Clothiers, of this community, has purchased the 7 a.m. newscast, making the program the 13th sponsored newscast on WHBQ . . . **NASHVILLE**—WSM broadcast announcements warning the careless outdoorsmen about throwing cigarette butts and glowing matches into dry grass and brush piles. Idea was conceived by WSM publicity director C. Lester Barnard who believes these announcements will save the State millions of dollars especially at this time as Tennessee is experiencing the worst drought since 1930.

# Hill Billy Entertainers Seek Cultural Status

(Continued from Page 1)

ington for official definition regarding the matter.  
 Last Saturday's show from the Palm Garden was not broadcast in compliance with the musician's union edict. Spokesmen for WOV pointed out, however, that the musicians were union men in good standing and the issue seemed only to be "a cultural one."  
 The action of the union in ruling the broadcast off the air was reported based entirely on the quality of the entertainment. Station executives contend, however, that broadcasts from the Village Barn, Eddie Condon's jazz presentation, and other shows enjoying air time might fall in the same category.

## "Six For Tomorrow"

Los Angeles—"Six For Tomorrow," CBS preview of new ideas in radio programs which made its debut recently from KNX to the Columbia Pacific Network, is offering a \$50 war bond to the person sending in the best letter of comment on each of the six programs broadcast. At their conclusion, a special award of \$200 in war bonds will be made, making it possible for one person to be the recipient of \$250 in war bonds.

My Sincere Thanks

to

SWAN SOAP

and

YOUNG AND RUBICAM

for my exclusive contract with

GEORGE AND GRACIE

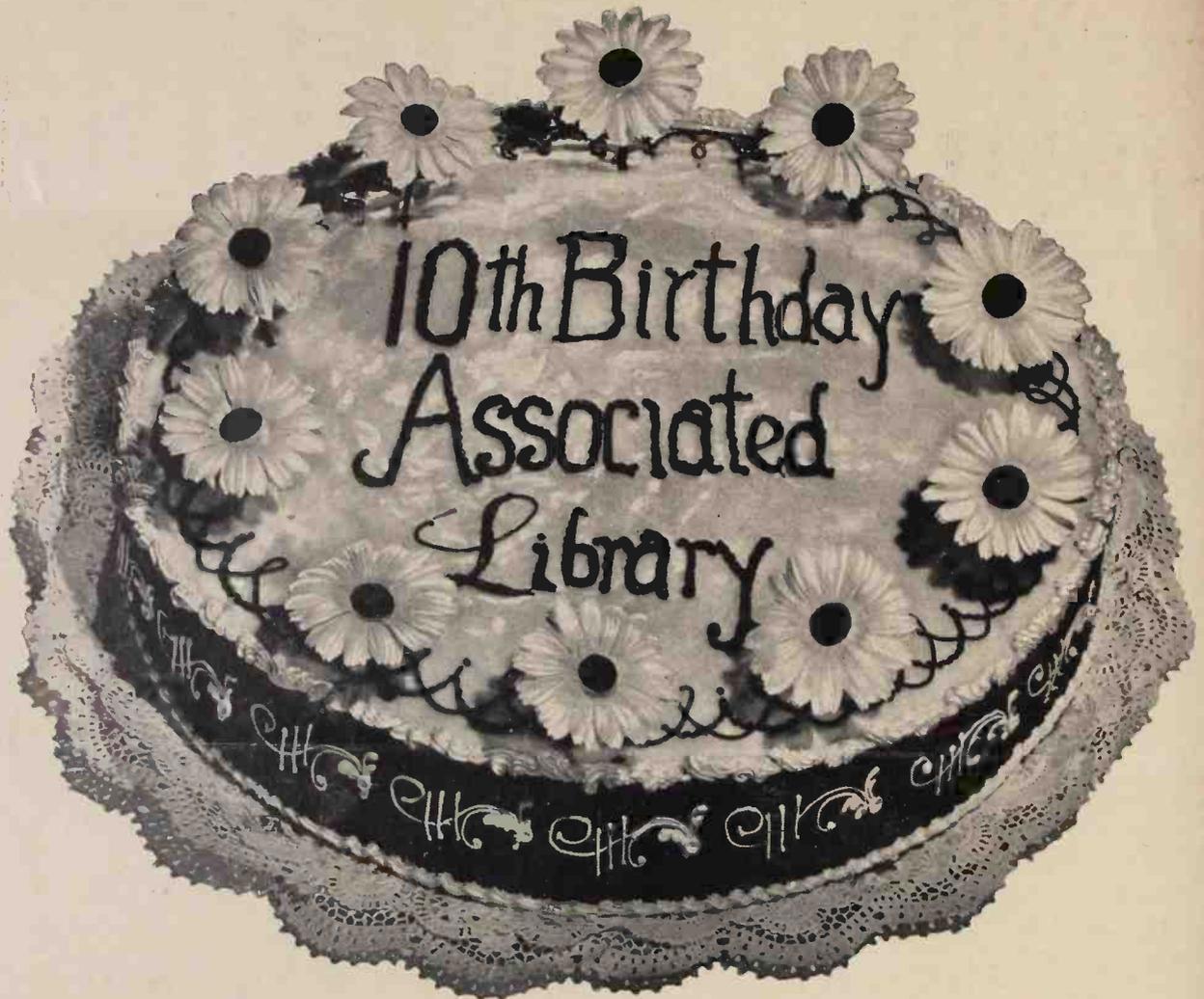
Sincerely

BILL GOODWIN



August 15  
 Virginia Arnold      Rose Marie  
 Major Lenox R. Lohr    Marvin Kohn  
 Johnnie (Philip Morris call boy)  
 Dave Nowinson

# What happened to the Candles?



**T**HE baker was surprised too. A birthday cake with *daisies* instead of candles? What's the idea?

It's *freshness*, Alphonse. The freshness of the big time program material that's getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around . . . fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY

has been kept excitingly, usefully *new*.

Selections that have gone stale are constantly deleted — to make room for the new hits, new arrangements of the old favorites, *today's* top radio talent.

Unlike any other library, *over 85%* of our original basic library has been refreshed this way — replaced with sparkling, timely *program power*. . . an investment of more than \$1,000,000!

Investigate ASSOCIATED now. Comparison proves it's America's finest, most useful program service!

## Associated Program Service

25 West 45th Street, New York 19, N. Y.

**MOST Hours of the Best RADIO Music . . . Represented Nationally by SPOT SALES, Inc.**

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 32

NEW YORK, N. Y., WEDNESDAY, AUGUST 16, 1944

TEN CENTS

## Second' D-Day On Radio

### No Aid To Radio Reconversion Plan

Washington Bureau, **RADIO DAILY**  
Washington—The new WPB reconversion order will be of no assistance to the radio industry, Ray C. Ellis, chief of the Radio and Radar Division of WPB told **RADIO DAILY** yesterday. This means that the order will not be available either additional support for broadcast studios or the construction of receivers. We are operating under L-265," Ellis pointed out. "This is not mentioned in Donald Nelson's statement (Continued on Page 7)

### Advertising Via Television Subject At REC Seminar

Effect of Television on advertising will be discussed at the 14th Television Seminar sponsored by the Radio Executives Club, Thursday, August 17. Speakers for this session include: Walter, advertising and sales production manager of the Standard Oil Co., New Jersey, and Carlos Franco, manager of Young & Rubicam's time buying bureau.

### W. May Corp. Sponsors Meeting For Retailers

W. May Corporation is sponsoring the first post-war meeting for Manhattan New York and Northern New Jersey retailers of radio, refrigerator and electrical appliances, at the Commodore Hotel, tonight at 8:30 p. m. Over a thousand retailers have been invited. The above plans were made long (Continued on Page 2)

### Tribute

A letter of commendation received recently from R. W. Coyne, chief director of the Treasury Department's War Finance Division in Washington, paid tribute to the special programs scheduled by WAT, Paterson, N. J., during the War Loan, "which gave color and impetus to the drive in New Jersey and materially aided its successes."

### Televising Tito

Sergeant Walter Bernstein, back in the U. S. after interviewing Marshall Tito for Yank magazine, will appear on the CBS Television program "They Were There," Friday, 9 to 9:15 p. m., EWT. Sergeant Bernstein will present a picture illustrated story of his seven-day trek over the Yugoslav mountains to reach the Partisan leader's secret headquarters.

### Electronic Experts Forecast Great Era

Philadelphia — Amazing accomplishments of short-wave radio, radar, and allied electronics as wartime developments will result in revolutionary developments in the postwar world, speakers declared yesterday over WCAU in a broadcast of "A Salute to Uncle Sam's Industries." E. W. Engstrom, research director of the RCA Laboratories and his associates, Dr. W. D. Hershberger, active (Continued on Page 7)

### War Advertising Council Announces Fall Campaign

Emphasis on compliance with price ceilings and avoidance of black markets in the food field is featured in the Food Fights For Freedom promotion in the fourth quarter of the year, the War Advertising Council announced. (Continued on Page 2)

## International Exchange Series Sked By CBS, BBC & CBC

### Television Is Subject For New ET Radio Show

West Coast Bureau, **RADIO DAILY**  
Los Angeles—A radio show entitled, "This Is Television" is being produced by Michel Hamaty, Los Angeles newspaperman, and will be recorded at (Continued on Page 5)

188,107 radio homes in its nite-time primary coverage area make WLAW the "buy" North of Boston!

### Networks On All-Night Vigil Rewarded With First Break On Invasion News; Full Coverage Being Continued

### Westinghouse Exec. Outlines Postwar Plan

Indications that Westinghouse contemplates the manufacture of an all purpose postwar receiver was contained in a statement by Walter Evans, vice-president, yesterday when he announced the appointment of Harold W. Schaefer as assistant manager of the newly formed Radio Receiver division.

"As soon as war conditions permit (Continued on Page 5)

### Bill Would End Censoring Of Soldier-Entertainment

Washington Bureau, **RADIO DAILY**  
Washington — The Senate passed and sent to the House yesterday a bill which would lift the restrictions on a number of radio shows, plays and films which may not be performed (Continued on Page 7)

### Student's Winning Script To Be Aired On NBC Sat.

Chicago—the script, titled "Flying Freight Line," written by Mrs. Marian Baker, of Columbus, O., in her first attempt at script writing, was judged (Continued on Page 5)

Montreal — Leading authorities of the United Nations will be heard discussing problems of international importance during the course of a series of 12 broadcasts now being presented by the Canadian Broadcasting Corporation. The series is entitled "United Nations International Securities" and (Continued on Page 5)

Along with its CBS programs, WLAW prides itself on its "market-wise" local features! Advt.

Having been more or less on the alert since Saturday for a "big news break," the nature of which was not known, all major networks kept in close touch with the War Department over the weekend and upon receiving word shortly after midnight yesterday from Major General Surles' office in the War Dept. Public Relations Bureau that (Continued on Page 6)

### Four CBS Sponsors Add New Stations

Four CBS network sponsors—Lever Brothers, Eversharp, Inc., Standard Brands, Inc., and Gulf Oil Company—have contracted for additional stations for the coming fall and winter season.

Eight new stations have been added to the network of the George Burns and Gracie Allen program starting yesterday. These eight, which will (Continued on Page 7)

### Mutual Adds 6 Stations; Total Web Is Now 289

Addition of six more stations to the Mutual network bringing the total number of stations up to 289 was announced yesterday. Four are members (Continued on Page 2)

### Secret's Out

Schenectady—Approval has been granted by the Army and Navy for further release of information on GE's disk-seal electronic tube, referred to by radio engineers in the military forces as the "lighthouse" tube. Developed by the G. E. Electronics Laboratory, the new tube has helped the Allies to surpass the Axis nations in the military radio field.



Vol. 28, No. 32 Wed., Aug. 16, 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, August 15)

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. & T., Gen. Electric, Philco, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

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

20 YEARS AGO TODAY

(August 16, 1924)

Following demonstration in 1923 by officials of American Telephone & Telegraph and RCA, when radio telephone speech was transmitted for two hours from New York to London, British committee has recommended that the British Post Office establish a 200 k.w. radio telephone at the new radio station at Rugby, England.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

WSAY ROCHESTER N. Y.

Coming and Going

DON SEARLE, station manager of KGO, San Francisco, is in New York. Paid a call yesterday at the headquarters of the Blue Network.

ED YOKUM, station manager of KGHL, Billings, has arrived from Montana for conferences with the national representatives in New York.

PAUL HARRON, president of WIBG, Philadelphia, was a caller yesterday at the local offices of the station's national reps.

GARTH MONTGOMERY, radio commercial writer for B B D & O, leaves tomorrow for the West Coast, where he'll do commercials for a new show to originate from that point. He's expected back in about six weeks.

PETE SCHLOSS, of the Blue Network's station relations department, is on a tour of the South, visiting affiliates. He'll climax his trip by attending the NAB War Conference in Chicago.

PERRY COMO, crooner handled by General Amusement Corp., leaving for his first vacation in two years. He'll spend the major portion of it in Pittsburgh.

ROY THOMPSON is in New York. He's the managing director of WFBC, Altoona, Pa.

CHARLES GODWIN, assistant director of station relations for Mutual leaves today for Virginia and Texas to confer with affiliates of the network. From the Lone Star State he will go on to Chicago to attend the NAB convention.

C. E. ARNEY, of the NAB, arrived yesterday in Chicago, where he will establish War Conference headquarters in the Palmer House in preparation for the annual gathering of broadcasters on Aug. 28-31.

CARL P. OSWALD, formerly publicity and promotion manager of WDAE, Tampa, has arrived from Florida to take over his duties as a member of the Blue Network's publicity staff.

EDWARD B. MARX, oft referred to as the dean of American Music Publishers, is back at his RCA Building headquarters following a six-weeks vacation in the Adirondacks.

BERNICE BURNS, publicity director of Kenyon & Eckhardt, Inc., is spending several days in Chicago and Battle Creek, for the purpose of outlining her fall publicity campaigns for the agency's clients.

PATSY MURPHY, continuity writer for CJBC, Toronto, off to visit the New York offices of Young & Rubicam, where she'll spend several weeks of scripting with the Y. & R. staff.

D. W. May Corp. Sponsors Meeting For Retailers

(Continued from Page 1)

before yesterday's announcement by Donald M. Nelson, chairman of the War Production Board, which lifted the ban on the manufacture of 79 types of civilian goods, which include vacuum cleaners, electric fans, metal furniture, electric ranges, electric irons, domestic laundry equipment, etc.

Nelson was alert to point out to the public that for the time being it is not anticipated that any large increases in production of civilian goods will be possible.

War Advertising Council Announces Fall Campaign

(Continued from Page 1)

nounced yesterday. The new campaign guide covers the period of October, November and December with suggested copy ideas furnished by the J. Walter Thompson agency.

WOL advertisement featuring a cartoon character and text: 'WOL WORKS 24 HRS A DAY - AND REACHES THEM EVERY MINUTE OF THE DAY - WOL \* WOL \* WASHINGTON'S ONLY 24 HOUR STATION'.

Mutual Adds 6 Stations; Total Web Is Now 239

(Continued from Page 1)

bers of the North Central Broadcasting System and two stations are located in New Mexico.

Effective September 1, Mutual adds the following outlets, all a part of North Central: KOVC, Valley City, North Dakota, 250 watts, 1490 kilocycles; WHDF, Calumet, Michigan, 250 watts, 1400 kilocycles; WDBC, Escanaba, Michigan, 250 watts, 1490 kilocycles; and WDMJ, Marquette, Michigan, 250 watts, 1340 kilocycles.

Effective August 13, Mutual became affiliated with two outlets in New Mexico: KICA, Clovis, New Mexico, which operates on 250 watts, 1240 kilocycles; and KTNM, Tucumcari, New Mexico, 20 watts, 1400 kilocycles.

CHATTANOOGA IS THE HEART OF A POWER EMPIRE SERVED BY WDOD CBS 5,000 WATTS DAY AND NIGHT PAUL H. RAYMER CO.



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" better than a slide rule calculator... a thumb-tack on a map... what a time buyer reads in a book.

The nursery rhyme goes like: Who has seen the wind? Neither you nor I But when the trees bow down their heads The wind is passing by. —Christina G. R.

There's something about a "radio audience" that you can't pick up your hands and examine under microscope or a micrometer.

It's an intangible. It's made of loyalty, selfish interest, a yearning and a complete fulfillment. We know we have that in W-I-T-H audience.

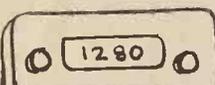
It's not a slogan, but the truth when we say, "W-I-T-H is people's voice in Baltimore."

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

**AIN'T CULTURAL...**



**IS THIS  
HILL  
COUNTRY**



**JAMBOREE  
STATION  
WOV**



**GROCERY**

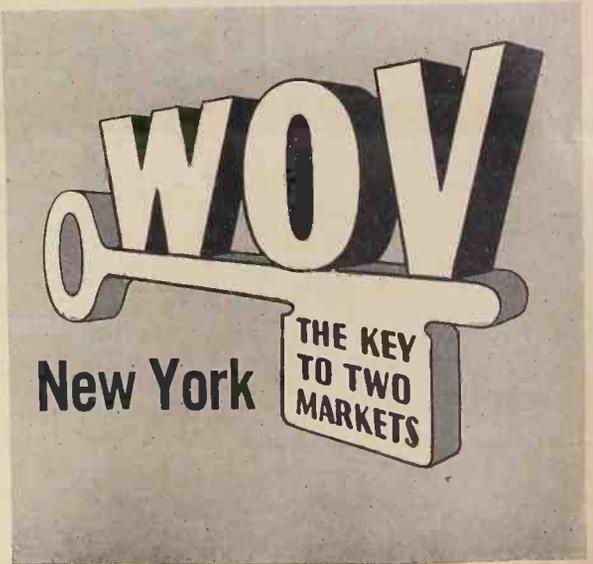


**BUT IT'S SURE COMMERCIAL!**

WING FULLER...

sells goods • The "HILL COUNTRY JAMBOREE"  
on WOVI nightly, Monday thru Saturday, was never  
tended to be high brow, but experience (of satisfied  
sponsors) proves that this program sells *hard and fast* . . .  
that this program is New York's best dollar for dollar  
buy • A few participating periods are yet available, three  
or six days per week • For pleasing results, buy a strip  
in the "HILL COUNTRY JAMBOREE" . . . buy it today!

RALPH N. WEIL, GENERAL MANAGER  
JOSEPH HERSHEY MCGILLVRA, NAT'L REP.



PROMOTION

Plug Durante Record

Columbia Recording Corp. has formulated plans to plug its release of Jimmy Durante's record of "Inka Dinka Doo" on one side with "Hot Patatta" on the other, as the coupling is headed for a very high place among the best records or tunes, of the year, on or about August 14. The intensive promotion is to be highlighted with the nation-wide break the week of the record release, with Durante and Moore presenting the skit of "How to Become a Great Recording Artist" and plugging the platter.

Participating in the campaign are Irving Berlin and Co., publishers; Mel Spiegel, publicity aid to CBS; Ed Weiner, Durante's personal publicity manager; the William Esty Co., agency for Camel cigarettes; and all the record promotion men stationed at various Columbia Record distributor offices in the country.

The record has been received warmly by the listeners of Durante's radio program which advertises Camel cigarettes.

Tele-Program Rating

Television station WRGB, Schenectady, N. Y. desiring to obtain an accurate judgment of its programs, has printed on postcards the schedule of shows for the week of August 6-11. The postcards were then forwarded to its regular mailing list with the request that the individual rate the show and also state the number of persons seeing each performance.

WOV Substitutes Forum For Jacob Newscasts

"United Nations Forum of Opinion," a series of news programs, is replacing Hans Jacob, WOV news commentator, during his summer vacation. Among some of the participants signed to broadcast during the 7:15-7:30 p.m. spot are: Mrs. Marian Dougherty, chairman of the Fighting French Relief Committee, tonight; Captain Jan Fierlinger, assistant director of the Czechoslovakian Government Information Service, Thursday; George Woodhead, authority on Far Eastern Affairs and publisher of the "Shanghai Post." Other prominent names will follow.



Notes From a Ringside Seat...!

● ● ● Again America was thrilled by the radiocasts of the invasion of Southern France.... George Crandall and John McKay, Press Relations Heads of CBS and NBC respectively, rate a RADIOKAY for remembering, despite the hustle and bustle, to phone our own Frank Burke in the wee hours to keep him informed of developments.... and a low bow to Lee Sims and Jack Ward of the NBC music staff, who filled the open time during the hours of 3 to 7 a.m. with listenable music. ● Look for an announcement soon (probably next week) to the effect that Murray Wetzel may be named Head of the Blue Net's Music Division in Chicago. ● Corporal Fred Weihe, who formerly directed "Right To Happiness," "Brave Tomorrow" and "The Open Door" strips, in Gotham on furlough.... his partner, Lt. Richard Stark is currently stationed at Quantico. ● Chicago's most popular music employe, namely Ann Hogan of Remick's, on a busman's holiday.... spending her vacation in Tin Pan Alley and Radio City. ● Ralph Edwards' "Truth Or NBConsequences" returns to the airwaves Saturday September 9.... the red-headed-though-sparsely-crowned comedian is still seeking "Mr. Wickel." ● Kay Kyser will take a 13-week vacation rather than the originally-planned 8.... the "Professor" will start the new semester October 4.



● ● ● Jimmy Cagney will postpone his trip coastward to be present at the premiere of "You Can't Take It With You" series which will MBstart Aug. 27.... the author is Nathaniel Curtis who also scripted Cagney's next film, an adaptation of Thorne Smith's "Stray Lamb." ● The new radio show Orson Welles is peddling, has a comedy format.... Baritone Jerry Wayne starts a new television series tonite at 9 via WABD for Spry. ● Members of the administration staff of Mills Music, publishers of "Dinah," "Stormy Weather," "Margie," "Stardust" and other favorites, will appear Thursday on "The Better Half" MBSHOW. ● Fred Allen's right hand man (Uncle) Jim Harkins is beaming these days.... his gal, Mary has penned a ditty titled, "My Brother Jim" in honor of her brother James Harkins, Jr. now overseas with the Air Forces. ● When we heard her several weeks ago on the M-G-M-MBscreen test program, we printed in this pillar that 13-year-old Ingeborg Nordquist "reminded us of Deanna Durbin".... M-G-Moguls have just signed this fine soprano to a long term contract, agented by Dan Tuthill of NCAC. ● Doug Brinkley, who has been broadcasting a series of programs for the Russian War Relief, via WICC, will revive his popular "Theater Hour" series.



● ● ● As in previous years, the Lux "Radio Theater" will originate at the KNX studios in Hollywood, when it returns to the ether September 4. ● The September issue of the American Magazine features two articles profiling Connee Boswell and the Vox Poppers, Hull and Johnson, respectively. ● Charles F. Fischer, well-known Hollywood Attorney in Gotham on his first visit East to meet his two new grandchildren. ● NBC's annual golf tournament will again be held at Bonnie Briar Country Club, deep in the heart of Westchester, Aug. 23.... "Uncle" Nick Kenny laid aside his "patty poems" long enough to cop first prize last year. ● Dale Belmont, WMCAnary, opened at the new Gothic Room of the Duane Hotel, Monday and earned herself a host of new admirers including George Givot and Gertrude Niessen. ● Add sports department: CBS has accepted the challenge of the trade press baseball team and the contest??? will be held early in September at the Polo Grounds.... details in a later edition.

Remember Pearl Harbor

PROGRAM REVIEW

"THE CALLAHAN"

Sustaining

WMCA, Tuesday, 9:30-10 p.m. Writer-Director: Fritz Blocki

Slapstick comedy, songs and a eral array of vaudevillian semi-mirthfully, with very grees, in "the world's craziest cal boarding house," which calls every Tuesday evening Callahan's."

The show has all the potent acateristics that could make a work-bend item. However, guess that the man who's doing two most important jobs on the is doing one job too many. Yet referring to the capable jack-trades, Fritz Blocki, who is with scripting and directing variety-comedy series. Our be a little disappointed with the may not be entirely justifiab is, it may not be entirely fault—could be that the station get won't give him a little morale support, since it's a s as this goes to press. Matter we think he ought to stick to the comedy lines, and find an a to help with the production things. Writing lines seems to forte, because hearing F Halop interpret the young, M. pish Penelope, also a femine t on Archie of "Duffy's," we'r vinced that Miss Halop can be mike if given the material.

Giving the following their du include: Arthur Kohl and Elsi Gordon, who portray in heav "Pa and Ma Callahan," curat the boarding house; Nat Kantor plays Mr. Kilowatt, the chroni tric bill collector; Gladys Th projects Gardenia, the colored with good timing; Jessie Ford, Mlle. Mignon.

As you can see, we're almo tively happy about the whole. Keep the scene and the mood Callahan's consistent and the will be a consistently good sho

The SCHOOL of RADIO TECHNIQUE

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

6 Weeks' Day Course

SEPTEMBER 5

8 Weeks' Evening Course

AUGUST 21

Taught by Network Professionals, for Beginner & Advanced students, including

- ANNOUNCING ● STATION ROUTING ● NEWSCASTING ● ACTING ● CONTINUITY WRITING ● DIRECTING ● COMMENTATING ● VOICING

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N.Y. CIRCLE 7-0193

Gale Associates

SPECIALISTS IN RADIO PACKAGES AND TALENT

48 West 48th St. • New York City LO 3-0350

# inghouse Exec. Plans Postwar Plan

(Continued from Page 1)

Evans declared, "the new mass manufacturing division will build and sell a complete line of radio receivers, including receiving sets and frequency combinations, and home tele-visions." Engineering and production work is already under way on new models.

of wartime manufacturing, a large portion of approximately 50,000,000 sets in stock at the start of the war are becoming obsolete, and the company will offer a market for the industry's prewar vol-

company is active in the field through operation of standard, short-wave stations, and has applied for licenses for three tele-visions for operation after the

Chief, who will be associated with Harold B. Donley, manager of Radio Receiver Division, was associated with Majestic Radio Company and Corporation of America. For his office is at the Radio Headquarters of the West-ern company in Baltimore.

# on Is Subject of New ET Radio Show

(Continued from Page 1)

Michael Cunning's Stage 8 Robert Douglass, former New York television field writer, discharged from the writing the scripts. Four pilot shows are planned during inception and development.

**FACTS**  
Radio People,  
Buyers

THE OKLAHOMA RADIO AUDIENCE OF 1944

A Study by DR. L. W. HAN

**Y—Oklahoma City**

# United Nations Series Set By CBC, CBS And BBC

(Continued from Page 1)

is broadcast by the CBC in cooperation with CBS, the BBC and the United Nations Information Office, New York.

Six special broadcasts of CBS "People's Platform" and six programs from the BBC's "Freedom Forum" are comprised in the series, which introduces the American and British broadcasts on alternate weeks. Beginning Saturday, August 19, with the "People's Platform" the international discussions will originate in "Freedom Forum" to be heard on Saturday, August 26, at 9:00 p.m. EDT over the Trans-Canada Network of the CBC.

The discussions in the British forum will be conducted by Sir Frederick Whyte, K.C.S.I., permanent chairman of that series. The forum is a regular feature of the BBC's North American shortwave service.

Lyman Bryson, LL.D., CBS Director of Education, will conduct the "People's Platform." Dr. Bryson has been chairman-coordinator of the program since its inception in 1938.

# Court Order

The Blue's "Nitwit Court" program has taken a formal court summons folder and modified it "slightly" in order to have it conform with its own adulterated proceedings. This novel promotion piece saves paper on the part of the agency, providing the Municipal Court of the City of New York doesn't get after it.

The Complaint declares "Whereas Plaintiff possesses evidence that Defendant has repeatedly dealt in broad humor and exhibited signs of being of sound mind and more or less normal tendencies, said defendant is herein ordered to appear before his radio."

# Stork News

Sgt. and Mrs. Donald M. Kidder are the parents of a 7½ pound daughter, Margaret Ann, born Sunday morning, August 13, at the New Rochelle Hospital. Mrs. Kidder is the daughter of William S. Hedges, NBC vice president in charge of stations.

Will be available Sept. 1st

Advertising  
Promotion  
Publicity  
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background. **RSVP Box M75, Radio Daily, 1501 Broadway, New York 18. N. Y.**

# Student's Winning Script To Be Aired On NBC Sat.

(Continued from Page 1)

this week the best one of the dramatic program contest held at the NBC-Northwestern University Summer Radio Institute. It will be presented Saturday, Aug. 19 (NBC, 12:05 p.m., EWT), with Al Crews as the director.

The script, based on the mental reaction of an ATC pilot in China who is suddenly allowed to go home, was written by her because her husband, Robert, is stationed there and has frequently flown over what Americans irreverently call "The Hump" (referred to by the natives as "Himalaya—Abode of the Snows.")

# Second in Series of Three

Mrs. Baker's script is the second of a series of three, the first winner of the competition at NBC-UCLA Institute having been presented August 6. The third, to be aired Sept. 2, will be written by a student at the NBC-Stanford Radio Institute. This is the third year of the Radio Institute which was begun in Chicago by Judith Waller, director of public service for the NBC Central Division, and by Al Crews.

# 'Army Show' To Broadcast Sunday From Labrador

The "Army Hour" will originate from Goose Bay, Labrador, Sunday, Aug. 20 over NBC at 3:30 p.m., EWT, as part of the policy of the "Army Hour" to offer recognition to outposts doing valuable, although non-combatant jobs. This military base is an anchor of the North Atlantic Wing of the ATC. The program will feature interviews with WACs there, a demonstration of the "tank-dozer" which has brought havoc to the Nazis in Normandy, pickups from a hospital "somewhere in England," reports from the Pacific and Mediterranean war sectors and a talk by Col. Albert L. Warner. Also, broadcasts will come from two sections of the French front.

**GO SHOPPING . . .**

all over the air-waves for the best "buy" in programs. You'll come back to WBYN—1430 on dial.. never a wait, always "in" on beautiful music and minute news.

**WBYN**  
1430 ON YOUR DIAL

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

**WHY PORTLAND, OREGON PEOPLE PREFER KGW**

**TRUTH OR CONSEQUENCES . . . WITH RALPH EDWARDS**

**HUGH E. ROSSON**  
General Chairman Portland District Savings & Loan Ass'n War Bond Drive

**SAYS...** "We are proud and happy that the 'Truth or Consequences' broadcast from Portland was responsible for the sale of \$109 million in U.S. War Bonds. This sum far exceeded that of any other city in the entire, nationwide tour of the show. The staff of KGW gave our Savings & Loan committee splendid co-operation. Their policy of putting interest and entertainment into all public service programs pays big dividends in audience interest. It was an enjoyable experience to work with the staff of Station KGW in furthering the War Bond effort."

**HUGH E. ROSSON**

THE STATION WITH EAR APPEAL

**KGW** PORTLAND OREGON

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

# Radio Again Breaks Invasion News After Maintaining All-Night Watch

(Continued from Page 1)

the news was about to break, embarked on an all-night vigil. At 6.10 a.m. EWT yesterday morning the Allied communique from the Mediterranean theater gave a terse bulletin announcing the invasion.

Meanwhile the commentators and correspondents called in by the networks filled in the intervals with special commentaries and all available staff and crew members were on deck. Many independent outlets all open night anyway, particularly those with newspaper tie-ups also took up the vigil. Press associations and newspapers both were on the watch for radio news which might be ahead of their own sources, or in the case where a pooled correspondent may come through.

## Blue Staff Hustles

Actual first flash came from Radio Algiers via Press Wireless at 6.10 a.m. which stated that southern France was being invaded. It was about an hour and twenty minutes later before the approximate place was divulged. Blue network which usually closes at 2 a.m. kept open and John Madigan, manager of the Blue network news room immediately summoned all hands. Thomas Velotta, assistant director of news and special events, arrived to take charge. He was followed by Charles Barry, eastern program manager, to coordinate broadcasting schedules. Edgar Kobak, executive vice president took his place in the news room along with the commentators and office workers, to await developments. G. W. Johnstone, chief of the Blue news room, was on the West Coast conferring on expanded coverage in the Pacific and a wire was kept open for him.

After the communique was read at 6.10 a.m., news programs were presented by commentators Walter Kieran and Creighton Scott from New York; Ray Henle, Martin Agronsky and David Wills, from Washington, all including some background detail and the Capital reactions. At 7.21 a.m. Blue correspondent Donald Coe was cut in from Rome. He described the airborne angles of the invasion and also disclosed that the invasion took place along several points between Marseille and Nice. Other news programs with local cover were heard, some describing the workings of the newsroom.

## WOR-Mutual Active

Although Mutual network shut down at 2 a.m. WOR remained open as usual and after the tip to listeners that important news was about to break, ran the news bulletin picked up at 6.10 a.m. Dave Brown, Reuters correspondent who also represents Mutual was heard at 7.16 a.m. Meanwhile Mutual had contacted its affiliates announcing to them that the web would be open some hours earlier than usual. Brown spoke from Rome. Mutual-WOR participated in

the pooled broadcasts of Eric Sevareid and Chester Morrison who gave first-hand reports from a landing craft shortly after 6 a.m. As with other webs, Mutual also picked up the pooled broadcast of Merrill Mueller at 8.51 a.m. who spoke from Gen. Eisenhower's headquarters in Normandy. At 10 a.m. Mutual again

## The "Censor"

*News head of one of the large New York key stations got a phone call at home yesterday morning from a voice which announced itself as "this is censorship," calling. "Didn't your station announce that the invasion was in the Mediterranean and the objective the southern coast of France? Don't you know this is a violation of the code?" After being told that Radio Algiers had announced as much, earlier, and that the Germans no doubt listen to Algiers as well as New York, the "censor" official hung up abruptly.*

*Immediately the same voice called the station and the newsman there recognized the voice as a fellow he knew, a news writer and processor for a newspaper getting out radio news, and much perturbed about something or other.*

brought on David Brown from Rome with a special five-minute broadcast in which he mentioned that 800 ships were in the invasion flotilla and meeting little if any gun fire. The weather he said, was good. At 11:15 a.m. Mutual put on a pooled broadcast from Algiers which had been recorded an hour earlier.

WOR also called in Sydney Mosely for commentaries and under Dave Driscoll's direction, Bill Taylor, night news head monitored foreign broadcasts all night.

Mutual also put on a three-way hookup from London, New York and Cairo, featuring Arthur Mann, Ted Hoskins and Leslie Nichols, the latter recently returned from the Middle East. This was heard at 2:15-2:30 p.m., EWT. As in the case of all webs, MBS put all the news available on the regular news periods.

## NBC Ready

NBC news and special events department was in readiness when the first news broke and William Brooks, department head took personal charge at 10 p.m. Monday night. News had already been filtering in via German and London broadcasts that the Nazis were evacuating Marseilles and Brooks briefed his staff. At 1:55 a.m., EWT, it was announced that NBC would remain on the air all night and H. V. Kaltenborn was called from his home to start a series of commentaries at 2:11 a.m. He returned to the air from time to time with background on possible invasion points. Don Hollenbeck, NBC news-

caster who covered the Salerno landings was also summoned to give interpretive broadcasts. With the official communique close to 6:10 a.m. other network commentators were ready at the mikes in New York and Washington to cover all possible developments.

About the same time Chester Morrison came through from a landing craft which was a pooled broadcast and he told of the firing power of the 14-inch guns which shook his typewriter in the early stages of the landing. Reception of this eye-witness account was not very good in the U. S. On the heels of this broadcast, came in rapid succession, Kaltenborn, Morgan Beatty and Richard Harkness from Washington; Elmer Peterson, Don Goddard, Clyde Kittell, Edward Haaker from London and Ralph Howard from Rome. The latter enlarged on Morrison's report since it was not heard too well over here.

Latest developments were heard via Merrill Mueller at Eisenhower's press conference in which the Supreme Commander announced that Lt. Gen. George S. Patton, Jr. was in charge of the Third Army.

NBC cancelled several commercial programs during the morning to make way for the news and continued the policy throughout the day.

## CBS Newsy

CBS after the official communique in the morning at 6:10 a.m. and the pooled broadcast of Chester Morrison, etc., continued with intermittent news reports and commentaries. At 7:30 the news eased off and the web filled in with music for 15 minutes. At 7:45 a.m. John Daly came on again for a 15-minute roundup and at 8 a.m. Allan Jackson was heard from this end with pickups from Rome with Winston Burdett; Bill Shadel from London and Tris Coffin from the Capital.

Thereafter the regular schedule prevailed with about every quarter hour bringing the same length of time in news. Later in the day the news time was cut to every half-hour when flashes were interpolated. At 12:30 CBS' Eric Sevareid who went in with the invaders gave a combined network broadcast, which originated on the new beachhead. Vaughn Thomas of the BBC was next heard for about five minutes and when the pooling portion ended, CBS cut back to New York to John Daly and Don Pryor in Washington for reactions to the news.

George Moorad, CBS correspondent in Italy, who flew over the invaded area in a bomber, was picked up at 5:15-5:20 p.m. yesterday afternoon for a pooled broadcast and spoke of his reactions and the scene below.

At 1 a.m. CBS announced that the network would remain open all night in addition to WABC and Everett Holles, assistant director of news broadcasts assembled the CBS staff of reporters and commentators, analysts and veterans of the D-Day coverage

## AGENCIES

**THE KINGSLEY H. MURPHY** announced the addition of Mrs. Larkin to its staff. Mrs. Larkin joins the agency as assistant director of radio, and as a home economist, has held post the food field for many years was at one time assistant to Mills, foods editor and radio commentator, and most recently served American Cookery magazine as a

**H. B. HUMPHREY COMPANY** announced the addition of Mrs. Larkin to its staff. Mrs. Larkin joins the agency as assistant director of radio, and as a home economist, has held post the food field for many years was at one time assistant to Mills, foods editor and radio commentator, and most recently served American Cookery magazine as a

**CHARLES WEIGERT** has the account staff of Benton & Inc. He had been associated with The Best Foods, Inc. for several years, and now will handle Procter & Gamble account.

**E. P. McINTYRE**, for many years with the advertising department of Johns-Manville and more recently with the Flintkote Company, joined the R. T. O'Connell Company as an account executive specializing in building products.

**SUN TUBE CORP.** of Hill J., makers of collapsible tubes, named Doherty, Clifford & Stone, Inc., as their advertising agency.

**LEGION ICE CREAM COMPANY** of Chicago has retained Howard, advertising agency, to place its account among the media under contract to Arthur M. Holland is accounting.

last June. Until 6 a.m. net broadcast every half-hour. Job came in particularly handy and returned from the Italian front. Spring and is familiar with Mediterranean territory. Meanwhile George Fielding Eliot handled tactical significance of the invasion. When the pooled broadcast ended, CBS switched to various including the Pentagon Bulletin, Washington, as well as Italy, and other places.

## Web's Beeps

**CBS yesterday received its D-Day signal to affiliates via an unusual beep to notify the stations that something was coming up at unusual time allowance if possible is 10 minutes or less. Signals as follows: two long beeps, something very important such as exclusive overseas broadcast; three beeps, means some bulletin to be read, probably from the S; five beeps, indicates a special news feature on tap.**

# to Aid To Radio Conversion Plan

(Continued from Page 1)  
and therefore does not  
t all.  
it is that there is still a tre-  
acklog of radio and radar  
e to be produced for the  
ces, and military require-  
equipment continue to  
see no chance in the near  
domestic radio broadcasting  
any benefit from the recon-  
ogram."

# Would End Censoring Soldier-Entertainment

(Continued from Page 1)  
men overseas or in camps  
ntry. The bill, introduced  
Theodore F. Green, Rhode  
ocrat, states, in effect, that  
men may read anything,  
y or listen to anything  
egal for the general public  
ntry.  
use is expected to act  
on the measure, and Sena-  
aft has asked the Army to lift  
medately, without wait-  
e bill to become law.

# Service To India

oning of the first direct ra-  
eph service between New  
Bombay, India, at 12:01 yes-  
s announced by Lt. Col.  
H. Mitchell, vice-president  
al manager of RCA Com-  
ons, Inc., New York City. Set  
ooperation with the Indian  
Cable Communications Co.,  
ombay, the direct circuit is  
st in the world, and the rates  
re reduced by it.

# Joseph Sampietro

Joseph Sampietro, musical director  
Portland, Ore., passed away  
Sept. 9th. Sampietro joined the  
musical staff in 1930. Prior  
he conducted theater orches-  
Portland and Seattle.

# Stations in the

ation Can Equal

's Dominance in:

ER PREFERENCE (68.8%)

NER LOYALTY (69%)

GRAMS (9 out of top 10)

ER (50,000 Watts)

RAGE (parts of 7 states)

# ST IN DENVER

ented Nationally  
Spot Sales  
**850 KC**  
**KOA**  
50,000 WATTS

# Electronics Experts Predict Revolutionizing Developments

(Continued from Page 1)  
in the short wave radio and radar  
for more than 10 years, and John  
Evans, who participated in the first  
tests of radar in 1938, were the speak-  
ers. The occasion was a radio trib-  
ute sponsored by the Industrial In-  
centive division of the U. S. Navy,  
for "RCA's notable achievements"  
and "invaluable contributions both to  
the prosecution of the war and life  
in the postwar world.

"After the war, the use of this  
equipment will be expanded to all  
means of transportation," Mr. Eng-  
strom predicted. "Radio and elec-  
tronics, through their broad realm of  
application, will make it possible for  
planes, ships and motor vehicles to  
come and go in safety without regard  
to weather, obstacles or the possibil-  
ity of collision. The tracks for their  
movements will be the 'rails and chan-  
nels' of radio."

"Electronics will also assume new  
roles," he continued. "We will count  
and compute by electronics. We will  
see by visible and invisible light.  
Generators of radio frequency will  
take their places in the factory, in  
the field and even in the home, to  
heat and to effect various reactions  
and changes. I am convinced that  
radio, electronics and acoustics will  
have an important part in science, in  
culture and in just ordinary living,  
when the war is won."

### Shortwave Outlook

The advantage of shortwave radio  
in opening up more channels of com-

munication was described by Dr.  
Hershberger, who flew with what was  
probably the first airborne radar  
equipment in the world. "As you go  
into shorter and shorter wavelengths,  
you can confine radio signals to nar-  
rower avenues," he explained. "Thus,  
you can have signals radiating in all  
directions which do not interfere with  
one another. We are learning more  
about short waves all the time, and  
there is a great deal of unexplored  
territory in the field of short-wave  
radio.

### Sees Public 'Astounded'

Dr. Hershberger expressed the op-  
inion that when the full history of the  
development of radar can be told that  
the public will be astounded at the  
speed with which it was brought to  
a state of usefulness. He predicted  
that the detection services which have  
been developed during the war will  
have a powerful effect upon civilian  
flying in peacetime by letting air-  
planes know their distance from the  
ground, the location of mountains  
and other obstacles, and permit flying  
without regard to weather.

Shipboard radar in peacetime will  
enable ships to navigate in fog, and  
to know the location of obstacles in  
their courses, serving as a definite  
safety factor in the postwar marine  
field, according to Mr. Evans, who  
worked on the RCA radar system and  
went on the first test cruise which re-  
sulted in a procurement order after  
four months of tests.

# Returns To Sales Post

Los Angeles—R. J. McNeely, sales  
manager of the Hoffman Radio Corp.,  
for several years, but since the war  
its Plant Superintendent, has returned  
to his sales post with the organiza-  
tion. His immediate work will be in  
planning the distribution of the firm's  
post-war line, and in liaison with the  
post-war committee and the engineer-  
ing dept. in the coordination of post-  
war plans. The duties of plant super-  
intendent will be taken over by  
Eugene N. Knox, former foreman of  
Job 15, assisted by Sam Spraggins,  
formerly chief company inspector.  
New chief inspector will be Allen  
Frame.

# Joins Vallee Show

Frank De Vol, musician and ar-  
ranger until recently associated with  
"California Melodies" and as musical  
director for the Don Lee network, has  
been named musical director of the  
new Rudy Vallee show which debuts  
on Saturday, Sept. 9, over NBC at  
8 p.m., EWT.

# Signs For AP

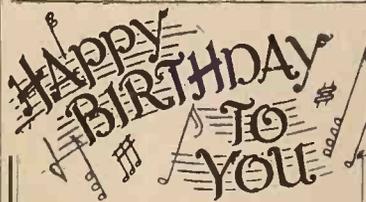
Plainview, Tex.—KVOP has signed  
for the special AP radio wire through  
Press Association, Inc., according to  
an announcement this week by J. C.  
Rothwell of the station.

# Toscanini's Concerts

Arturo Toscanini will interrupt his  
summer vacation to conduct two spe-  
cial concerts for the Allied forces  
overseas on the "General Motors Sym-  
phony of the Air" on Sunday, August  
27, and Sept. 3, 5:00 to 6:00 p.m., in  
cooperation with the Armed Forces  
Radio Service, the Office of War In-  
formation and the Coordinator of the  
Inter-American Affairs.

# Fall Meeting

The Society of Motion Picture En-  
gineers will hold its 56th semi-an-  
nual technical conference at the Hot-  
tel Pennsylvania in New York, Oct.  
16 to 18. Television will be among  
the subjects discussed.



August 16, 1944  
Helen E. Bennett Mildred Linn  
Charles C. Hicks Bill Morrow  
Mildred Huehner

# Four CBS Sponsors Add New Stations

(Continued from Page 1)  
increase the lineup to 137 outlets, are  
WJLS, Beckley, W. Va.; WFMD,  
Frederick, Maryland; KTBC, Austin;  
KEYS, Corpus Christi; KGBS, Har-  
lingen, Texas; WSAU, Wausau, Wis.;  
KSJB, Jamestown, N. Y. and KTTS,  
Springfield, Mo.

### Eversharp List Upped

Eversharp's increase of 17 sta-  
tions, was effective Sunday and  
places "Take It Or Leave It" on 141  
CBS stations. The 17 new outlets  
are: WJLS, Beckley, W. Va.; WDWS,  
Champaign, W.Dan., Danville, WSOY,  
Decatur and WTAX, Springfield, all  
in Illinois; WFMD, Frederick, Md.;  
WENT, Gloversville, W.WNY, Water-  
town, N. Y.; WHOP, Hopkinsville and  
WPAD, Paducah, in Kentucky; WLBC,  
Muncie, Ind.; KTBC, Austin, KEYS,  
Corpus Christi, and KGBS, Harlingen,  
in Texas; KSJB, Jamestown, N. D.;  
WSAU, Wausau, Wisc., and WHUB,  
Cookeville, Tenn. The Biow Company  
is the agency which controls the Ever-  
sharp account.

As of September 4, Standard  
Brands, Inc. adds eight stations to  
the "Mary Marlin" network to place  
the daytime serial on 141 CBS sta-  
tions. The stations to be added are:  
KSJB, Jamestown, N. D.; WKMO,  
Kokomo, Ind.; KTTS, Springfield,  
Mo.; KGBS, Harlingen and KEYS,  
Corpus Christi in Texas; WHUB,  
Cookeville, Tenn.; WENT, Glovers-  
ville, N. Y. and WSAU, Wausau, Wisc.  
The J. Walter Thompson Company is  
the agency.

### Gulf Oil Adds Six

Gulf Oil has added six stations for  
"We, the People," placing the show  
on 102 stations. The new stations,  
placed through Young & Rubicam,  
Inc., are: KGGM, Albuquerque and  
KVSE, Santa Fe, New Mexico;  
WJLS, Beckley, W. Va., WHUB,  
Cookeville, Tenn., WERC, Erie and  
WMBC, Uniontown, Pa.

Sell the Booming  
Hard Coal Region!

**WAZL**  
Hazleton, Pa.  
**NBC Mutual**

Lightning  strikes in the same place again and again when the lightning is . Haas Bros. made that discovery by offering booklets  on our 8 a. m. "Date at Eight." Last year's requests  averaged 824 per day, which is pretty terrific. This year  it was terrific—1128 daily—with mail coming in from 50 counties  in California, plus four far away states. Again proving KPO's influence is outstanding—even at  8 a. m.

**KPO**  
**SAN FRANCISCO**

KPO's the only 50,000 wattter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.



THIS IS THE NATIONAL BROADCASTING COMPANY  
 A SERVICE OF THE RADIO CORPORATION OF AMERICA  
 Represented by NBC SPOT SALES

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 33

NEW YORK, N. Y., THURSDAY, AUGUST 17, 1944

TEN CENTS

## Urges Radio In Congress

### Programs Lead Of Submissions

of the program submitted recently in the "Shows Now" issue of RADIO DAILY news programs head the line at there has been a pro-ecline in the number of presentations. before Pearl Harbor, the "Tomorrow" contained 25 programs, as compared to the issue which contains 52

continued on Page 6)

### Wireless Station Quitting Web Reports

direct radio program trans-vice from France to the sites for network rebroad-the invasion and which was today night over American emanates from Station PX wireless, the mobile trans-which has been sending news direct from near the battle June 13, it became known First transmitting station

continued on Page 2)

### Format To Stress Not Jobs For Ex-GIs

of format in the Horace will be effected in the of Monday, August 21, over The format bowing out of provided for interviews discharged service-omen on each program for of obtaining jobs for

continued on Page 6)

### "Old Ironsides"

anding with the launching Philadelphia Navy Yard ruisers and an aircraft car-er the American Scriptures," tion portion of the United tubber Company's concert will present the story of "Old Ironsides," over CBS, Sun-ay, August 20, 3 p.m., EWT, as ritten by Carl Carmer. C. J. of USRC, will speak.

### Competition

The "Inner Sanctum" radio show and the Cigar Institute of America arranged a dual promotion to culminate in a special tie-up broadcast. Mysterious and gory posters were placed nationally in thousands of cigar stores with dramatic four-inch red letters screaming, "Don't Miss This Program Saturday, August 12!!!!!!!" That night the program was knocked off the air by President Roosevelt's speech.

### FCC Hears Everson In WHKC-UAW Row

Washington Bureau, RADIO DAILY Washington — WHKC, Columbus, Ohio, never refused any union request for time and never had any complaints over changes it made in scripts until the complaint of the United Automobile Workers, Carl Everson, vice-president and manager of the station, testified before FCC

(Continued on Page 7)

### Paley Reported Returning To OWI Post In London

William S. Paley, president of CBS is reported as set to return to the ETO to resume his post with the OWI's Psychological Warfare group. Not known whether Paley will go to London or operate from France. The CBS prexy returned here from London a few weeks ago after spending about eight months overseas.

## Station Buys N. Y. Radio Time To Sell KGW As N. W. Media

### "Breakfast In Bedlam" Gets 5-Year Renewal

"Breakfast in Bedlam," variety program conducted by Ed East and Polly and heard Mondays, through Fridays over the Blue Network from 7-7:45 a.m. has been renewed for five years.

One glance at a coverage map will convince you of WLAW's importance North of Boston! Advt.

## Senator Pepper (D., Fla.), Recommends Broadcasting Of Capital Sessions To Listeners Of The Nation

### GOP Radio Director Meets Commentators

Radio commentators in the metropolitan areas of the country are being currently visited by Henry R. Turnbull, radio director of the Republican National Committee, and his assistant, Ted Church.

The first in a series of visits was made in Washington earlier this week. Turnbull said that approximately all nationally known commen-

(Continued on Page 5)

### WGN And Mutual To Air All-Star Football Game

Chicago—The all-star football game between the collegiate All-Stars and the Chicago Bears, 1943 champion of the National Football League, will be broadcast exclusively over WGN and

(Continued on Page 7)

### Husing Signed By WCAU For Jersey Racing Meet

Philadelphia—Ted Husing has been signed to do a series of race reporting starting today by WCAU from Garden State park, near Camden;

(Continued on Page 2)

Washington Bureau, RADIO DAILY Washington — A joint resolution, calling for the broadcasting of proceedings of the Senate and House, has been introduced by Senator Claude Pepper, Florida Democrat. It does not provide for any government-owned facilities but would have the capital architect aid the broadcasting companies in setting up their mikes and other facilities. Presumably, everything that happens in each chamber would not go on the air,

(Continued on Page 7)

### Commercial Tele Here Goldsmith Tells Meet

Television is here, and it is ready to be commercialized by the manufacturers, retailers and advertisers. Dr. Alfred N. Goldsmith, vice chairman of the Radio Technical Planning Board, told more than 1,500 attendants at the post-war meeting sponsored by D. W. May Corp. at the Commodore Hotel last night.

Merchandisers have a second op-

(Continued on Page 6)

### WNYC Acts To Offset N. Y. Polio Epidemic Rumor

In an effort to combat rumors about a polio epidemic in New York City, Morris Novik, director of WNYC, broadcast a special message from the

(Continued on Page 2)

### Bob!

Should Sam Cook, president of WFBL, Syracuse, shout for "Bob!," the following will answer to him: Bob Soule, vice-president-merchandising manager; Bob Doubleday, farm reporter; Bob Cullings, INS news reporter; Bob Aller and Bob McCabe, engineers; Bob O'Hara, emcee; Bob Connell, market reporter; Bob Sims of the accounting department.

WLAW provides complete coverage of New England's 3rd Largest Concentrated Radio Audience!



Vol. 28, No. 33 Thurs., Aug. 17, 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, Aug. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	162 7/8	163 1/2	+ 3/8
CB5 A	31 7/8	31 1/2	31 7/8	+ 3/8
Crosley Corp.	22 1/4	22	22 1/4	+ 1/4
Farnsworth T. & R.	13 1/4	13	13 1/4	+ 3/8
Gen. Electric	38 3/8	38 1/8	38 3/8	+ 1/8
Philco	35 3/4	34 7/8	35 3/4	+ 1
RCA Common	11 1/8	10 3/4	11 1/8	+ 1/8
RCA First Pfd.	76 1/2	76 1/2	76 1/2	+ 1/8
Stewart-Warner	16 1/4	16 1/8	16 1/4	+ 1/8
Westinghouse	104 1/4	103 1/4	104 1/4	+ 1
Zenith Radio	42 1/4	41 7/8	42 1/4	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6	5 7/8	6	

### Joining NBC Web

Station KJAN, Monroe, La., will become affiliated with the NBC about October 1, as a supplementary station to the southwestern group, William S. Hedges, NBC vice-president in charge of stations, announced yesterday.

## 20 YEARS AGO TODAY

(August 17, 1924)

Station W EAF, New York, brought to the radio audience yesterday a court-side description of the final matches of the Women's National Lawn Tennis Championship direct from West Side Tennis Stadium in Forest Hills, Long Island. . . Amateur radio operators have been accompanying explorers on expeditions for almost a year.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

# Coming and Going

HAROLD E. FELLOWS, general manager of the CBS-owned station in Boston, WEEL, is visiting briefly at network headquarters in New York.

DAVE DRISCOLL, war services and news director of WOR, and GENE KING, production supervisor, have returned from their vacations.

J. AN LAWLER, account executive of Compton Advertising, Inc., a visitor last week at WOV in Omaha.

MARGARET CARNEY, Iowa authority on educational radio, stopped off in New York yesterday en route from Washington to Carroll, Iowa.

REX COSTON, control engineer at WPTF, Raleigh, N. C., and LOUIS BOWERS, transcription clerk, have returned from Carolina Beach.

MIGUEL DE LA CRUZ, formerly of the Chilean Line and NBC and now with the J. Walter Thompson Company, is en route to the advertising agency's Chilean office, where he will be located.

ELMORE B. LYFORD, of the NBC station relations department, leaves tomorrow for a vacation in Petersham, Mass.

MARY NORDSIEK, receptionist at WGKV, Charleston, West Va., is in New York to spend a short vacation.

TED ZITTEL, publicist, is en route to Provincetown, Mass., for a two-week rest cure from the travails of drum-beating.

MITZI KORNETZ, publicity director of WTAC, Worcester, Mass., is back at the station following two weeks spent at Martha's Vineyard.

## WNYC Acts To Offset N. Y. Polio Epidemic Rumor

(Continued from Page 1)  
Department of Health several times yesterday and passed the message along to other New York City stations. Statement indicated that no epidemic prevailed here and that there was no reason to curtail travel, swimming or any normal activities of children. Figures disclosed indicated that only one-twentieth of the cases have been recorded this year as compared with the epidemic of 1916.

### Philco Dividend

The Board of Directors of Philco Corporation yesterday declared a dividend of twenty cents (20c) per share of common stock payable September 12, 1944, to stockholders of record August 26, 1944. Previous dividend was 20c per share paid on June 12, 1944.

### Gets Bergman Role

Hollywood—Peggy Webber, 18-year-old Hollywood radio actress, gets the role of Ilsa in "Casablanca" which began a six week's run on NBC's "Star Playhouse" last Monday. This is the role made famous on the screen by Ingrid Bergman.

## Press Wireless Station Originating Web Reports

(Continued from Page 1)  
to give direct service to America after the invasion of France on June 6, PX has handled some two million words of traffic since D-plus-7 day up to the present time.

## Husing Signed By WCAU For Jersey Racing Meet

(Continued from Page 1)  
Husing will be heard daily for four weeks at 5 p.m. over WCAU. On Saturdays the broadcasts are scheduled for 4:30.

## Soldier-Entertainment Bill Thru House, And To FDR

Washington Bureau, RADIO DAILY  
Washington—The House, by unanimous action yesterday, approved the Senate-passed Green bill which would lift the ban on certain radio shows, films and books available to servicemen. The bill went to the White House, where President Roosevelt is expected to sign it within a few days.

### John M. Stahr

John M. Stahr, comptroller of manufacture of the Western Electric Company, died suddenly at 11 p.m., Tuesday, while on vacation at Lake Minnewaska, New York.

### AVAILABLE SEPT. 1st

Advertising  
Promotion  
Publicity  
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background. RSVP Box M75, Radio Daily, 1501 Broadway, New York 18, N. Y.

5000 WATTS 1330 KC.  
**WEVD**

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.



## The Navy Calls "Recognized"

The Navy will take a chance . . . if the chance is big enough. In war that pay off.

But there is no need for taking in Baltimore radio buying.

You have a safe bet . . . choose your station on the way basis so many share buyers are adopting the Choose your station on *Popularity, Cost-per-listener*

This sound principle pro W-I-T-H produces more for less money than any of other Baltimore stations.

If you have a job to do in 6th largest market of the when you choose radio . . . W-I-T-H, the successful independent station.



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

TOM TINSLEY, President

REPRESENTED BY HEADLINE

# AGENCY NEWSCAST ☆

MR. PREYER, president of Advertising Club of New York, organized the following members on the Advertising Selling Committee for the 21st year of

L. Stephen, Printers' Ink; Frederick B. Duncan, Fulh & Ross, Inc.; Frank H. Criterion Advertising Co.; Maddio, Franklin Simon & Evans General Screen Ad-nc.; George P. Hall, James Co.; Joseph T. Jaret, The s Co.; Thomas W. Jones, Service; B. L. Kamberg, Weis Manufacturing Co.; Konselman, Wickwire el Co.; Walter A. Lowen, Lowen Placement Agency; Mann, Paragon Oil Co., e H. Nahm, Hooven Let-oshua B. Powers, Joshua Inc.; Eugene S. Thomas, Broadcasting Service, Inc. ho has served as chairman t three years, again heads ittee.

ATER THOMPSON COM- alcutta has been selected publicity and advertising ernor's Red Cross appeal ar 1944-45. The agency's ace has been appointed to nge Crush advertising in

ASSOCIATED RADIO-TELEVI- SION PRODUCTS, INC. has been in- corporated in New York State.

Announcing its plans for operation, the firm will handle both radio and television production for agencies, national and local advertisers and stations. Jay E. Kashuk, recently honorably discharged from the U. S. Army after serving for three and a half years, has been elected to head the new corporation. Temporary quarters are at 489 Fifth Avenue. Mr. Kashuk is the son of Lew Kashuk, advertising and publicity director of I. J. Fox.

McCANN-ERICKSON'S Rio office has been appointed to handle the advertising in Brazil of Philips do Brasil, S. A., Brazilian distributor of Philips Radios and other products. The appointment covers all Philips products except Kelvinator, and covers all media except outdoor. McCann-Erickson is already handling the Philips advertising in Argentina.

KARL M. JOENS, advertising manager of the Standard Oil company of Nebraska, has joined the staff of Allen & Reynolds, Omaha advertising agency, as account executive.

WCLO, Janesville, Wisc., owned and operated by the Janesville Daily "Gazette," has appointed the William G. Rambeau Company, with offices in New York, Chicago and Los Angeles, as national representative.

C. E. HOOPER, INC., has appointed William T. Herrington to head the Listening Area Measurements being supplied to stations by the firm. Immediately prior to assuming his new post, Herrington served as director of research with Geyer, Cornell & Newell, Inc. He has also served as director of research with Leo Burnett & Company, Chicago, and in the research department of J. Walter Thompson Company of New York.

HI COOPER, former radio director of Consolidated Radio Artists, Inc., has joined the Leigh Lecture Bureau, as assistant to Jack Adams, radio director of the organization.

**Newspapers Sign Young**  
James R. Young, INS feature writer and correspondent, and one of the summer replacements for Walter Winchell over the Blue, Sundays, 9-9:15 p.m., EWT, has been signed by 22 newspapers for a column to be entitled "Road To Tokio." W. Colton Leigh, Inc., is currently grooming Young for a radio series.

**Buys Picture Rights**  
Hollywood—"The Jingo and Johnny Mine," radio drama from the weekly CBS program, "Death Valley Days," has been bought from Warner Bros. for adaptation into a two-reeler. Roger Q. Denny has been assigned to write the screenplay for producer Gordon Hollingshead.



## ...broadcast your own NBC adventure show

This year . . . more than ever . . . ADVENTURE in fiction form has reached a new high . . . in comic strips . . . magazines and radio. And for adventure that can't be beat for family entertainment . . . it's the NBC Recorded shows listed below—cast with distinguished actors . . . written by experts . . . produced with NBC's unmatched programming facilities. All yours at budget-fitting rates . . . since costs are shared by many non-competing advertisers over the country.

 **Destiny Trails** . . . recreates immortal classics of James Fenimore Cooper . . . the spirit of adventure that is our American heritage. First to be dramatized *The Deerslayer*—39 programs. Next, *The Last of the Mohicans*—39 programs. 78 quarter-hour three-a-week broadcasts ready for release Sept. 15.

 **Ned Jordan—Federal Ace** . . . thriller with a new twist . . . woven from swift-action facts, sans fantasy . . . facts from pithy "insides" on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of *Lone Ranger*. 52 half-hours ready for release about Sept. 15.

 **Stand By For Adventure** . . . exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

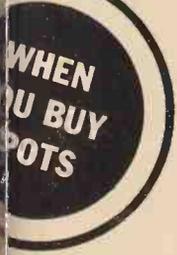
 **The Weird Circle** . . . modern dramatizations of the eerie classics . . . by such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand-new adventures bring program total to 65 half-hours.

These shows . . . based on a perfect formula for family audience appeal and compounded to do a successful sales job for an unlimited variety of sponsors . . . are all set to go. Nothing to do but write your sales message. Write direct for audition records and complete details.



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

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



a John Blair man  
**BLAIR & COMPANY**

SEVERAL LEADING RADIO STATIONS

## KGW Buys N. Y. Time To Sell Self In N. W.

(Continued from Page 1)

KGW promotion is WQXR in New York City. Contract calls for a schedule of announcements at 7:25 p.m., each day, Monday through Friday, for a period of 13 weeks.

### Pangborn's Views

"Our plan stems from a long held realization that many branches of advertising media (newspapers, radio stations, and so on) do an inadequate job of advertising themselves though their own livelihood is entirely dependent upon advertising," Pangborn said. "There are more than 900 stations in the country who have nothing to sell, roughly speaking, except radio advertising. I do not know one that uses radio to sell advertising.

Mr. Pangborn explained it was their idea to go into those markets where the great bulk of radio advertising is purchased and to sell advertising on KGW through the medium of radio in those markets. He said they were starting in New York and "when this proves out" plan to go to Chicago and thence to some of the lesser markets.

### Sample Announcement

The WQXR campaign in New York was launched last Monday. A sample of the announcements being used follows:

Greetings to WQXR listeners from radio station KGW, Portland, Ore., one of the great stations of the nation. New York's radio timebuyers know that Portland payrolls have increased, since the war started, from an average of \$7,450,000 per month, to around \$38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. "To sell 'em—tell 'em" over radio station KGW, Portland, Ore. Affiliated with the National Broadcasting Company. Represented nationally by Edward Petry & Co.

### New Director At WPAT

Paterson, N. J.—Helen Taylor has been appointed the director of women's activities for WPAT, and conductor of the station's feature feminine program, "Luncheon With Helen." Miss Taylor succeeds Helen Leighton, who formerly conducted the "Luncheon" program.

### Joins WOR Promotion Dept.

Ray Lyon has joined the staff of the WOR promotion department. He was formerly assistant research manager for the Daily News, a position he held for several years.

### DEAR RADIO ROW:

A young producer-director,  
raring to go—  
Writer-Actor, four years  
in tow—  
Enthusiastic, learned,  
transcriptions to show.  
How's about it, my dear  
Radio Row?

Write Box 511, Radio Daily,  
1501 Broadway, New York 18, N. Y.



### Michigan Ave. Memorandum!

● ● ● WBEZ, the FM station owned and operated by the Radio Council of the Chicago Public Schools, will return to the air Monday, Sept. 18 with a schedule of broadcasts designed for general and classroom listening. The station will operate from 9:30 A.M. to 3:15 P.M., CWT each school day, and will carry as part of the daily schedule programs from four networks, news reports, and a group of 13 programs especially written to supplement the

### Chicago

courses of study in the elementary and high schools of Chicago. For the eighth consecutive year, core of school broadcasts will also be released on WIND and WJJD, at which time transcriptions will be made of them for release at different times throughout the day on WBEZ. News commentators from Mutual and two Schoolltime programs from station WLS, selected programs from the Blue and NBC will supplement the Council broadcasts. BBC will be represented with a transcribed series, "Famous Names," recorded in London for WBEZ. WBBM-CBS not only will feed WBEZ with network programs but the popular "Young People's Platform," now heard each week over WBBM, will be repeated for WBEZ classroom listeners by transcription. Several exchange series of programs have been arranged with other producing groups. "Let's Look at Canada" comes from CBC, Toronto; "Lady Make-believe" from KOAC, Corvallis, Oregon, and "American Neighbors" is exchanged with WHA, Madison, Wis. The Chinese News Service will be represented with a series on "The New China." Subject fields covering all grade levels include science, French, American history, social studies, geography, state and city history, civics, current events, literature and music. Public relations program will include "News from the High Schools," "Education for Victory," "Public School Bulletins," and a variety show, talent for which will come from the elementary grades. Twice each week special bulletins from the Superintendent's office will be aired. From 12 noon to 1:00 P.M. when schools are closed special news and feature programs will be presented for listening teachers. More than 230,000 children listen to radio in the classrooms of Chicago schools during an average week of the school year. Handbooks for teachers' guidance in the use of radio are prepared and distributed twice a school year. So that teachers may know what is available for classroom listening, the Radio Council prepares a weekly program bulletin which lists all WBEZ broadcasts as well as the school time programs of other stations and networks. FM equipped schools, of which there are now about 125, receive a special bulletin each week, in addition to the standard program bulletin. Operation of the school station is under the direction of George Jennings, station manager and acting director of the Radio Council; Elizabeth E. Marshall, program director; Robert R. Miller, production head, and Emil H. Andresen, chief engineer.

● Fred G. Harm has been appointed WJJD sales manager, filling the vacancy created when Arthur F. Harre was named station manager. For the past eight years Harms has been a member of the WWJD sales staff.

★ ★ ★

● ● ● WBBM briefs: Lorraine Phyllis Lang has joined the WBBM staff as secretary to George Case, assistant program director, and Fred Kilian, production manager. . . . Georgiana Koberna is the secretary in the WBBM sales department. . . . Theodore T. Schreiber, copyist, is the newest member of the WBBM music department. . . . Betty Braley has been added to the secretarial staff of the WBBM sales department. . . . New clerk in the accounting department is Estelle Kinal.

★ ★ ★

—Remember Pearl Harbor—

## NORTHWE

ARDEN X. PANGBORN, manager of KGW, Portland, will leave for Chicago next week to attend the War Conference of the National Association of Broadcasters. While there he will confer with Edward Petry, KGW station rep, and other company.

Ed Buckalew, of the Station Department of the Pacific Network, visited Missoula, last week for a conference with Art Mosby, manager of KGVO, and other executives. Harold Bauer, U. S. Department of Labor, other recent visitor at KGW, Missoula, Montana. While in town he arranged for a special "School" program on KGVO, the principal of Missoula County School urging the return of war-worker students to school.

KIT, of Yakima, Wash., has Del Olney to its announcing staff. Visitors to KIT from sister station KMO in Tacoma included Sam Spring and Vern Sawyer. Murphy, veteran KIT chief engineer, took a week off from his job by luck, he caught a ride to San Francisco.

Lita Anderson, of KUTA, Seattle, continuity department, will be promoted to Dean Jones, formerly Federal Housing Administrator in Washington, D. C., on August

**Say Pop**  
SEND YOUR GUIDE BOOK

A New Novel in Fox Trot

AS TIMELY AS YOU  
DAILY NEWSPAPER

All Material Available

**RYTVOC, Inc.**

1585 Broadway, N. Y. 19, N.

# Radio Director Commentators

(continued from Page 1)  
 the nation's capital were  
 idea of the kind of mate-  
 plan to serve them." The  
 Washington was presided  
 ee Chesley, radio director  
 of the Republican activity  
 plans are being made to  
 the New York radio com-  
 meet in the near future for  
 purpose, Turnbull revealed,  
 it perhaps Gov. Thomas E.  
 could be present.  
 some station and network  
 been purchased by the Re-  
 National Committee, Turn-  
 tant to give out any in-  
 until it has been okayed by  
 They.

**Schedule CBS Program**  
 program for the Republi-  
 National Committee will prob-  
 CBS Thursday, Sept. 7, at  
 10:30 time is used by the  
 on another network. This  
 first cancellation of a com-  
 program to go through for  
 political party campaigns.  
 10:30 time is used by the  
 of Chicago, which has  
 cancellation.

ty for the half-hour over  
 complete CBS network came  
 agnane Jones agency. Speak-  
 program will be announced  
 through the GOP or the

## Youth On Parade

0 school, church, civic and  
 lers are the recipients of a  
 piece sent out by WEEL  
 to provoke greater inter-  
 in the "Youth on Parade" pro-

## "WEN" TO A



**PHOTO FINISH!**  
 is as fast as the eye  
 you hear immediate race  
 during the race on  
 12 to 6:30 daily... mi-  
 spotted between music.

**WBYN**

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

# ★ PROMOTION ★

## Wake Up, America!

In its new brochure, "Wake Up, America!" enumerates six reasons why this program should prove profitable for local radio advertisers to produce. Reason number one points out that the program's speakers are nationally and internationally known. Some of these pictorialized in the brochure are Hon. Clare Boothe Luce, Hon. Herbert Hoover, Hon. Robert A. Taft and Louis Fischer.

Reason number two says that the subjects chosen for this program "keep abreast of national problems presented without prejudice or partisanship, yet with fairness and courage." Reason number three points out the educational value of this series, which has been on the airwaves for five years.

No dry speeches, but stimulating debates between two opponents, giving both sides on important questions is reason number four. Numbers five and six point out the organization's experience in this series, and sponsorship, respectively. Produced in three colors, red, white and blue, the promotion piece also includes testimonials of national figures. This is a presentation of the American Economic Foundation.

## Blue's "Highlights"

WROK, the Blue affiliate for Rockford, Ill., has displayed in 200 stores, windows and other conspicuous places in the community blue and white placards, 14 by 22 inches, advertising shows aired over the Blue's web. The posters, to be changed monthly, plug for the present "Blondie," "Breakfast At Sardi's," and the Philco Summer Hour. Underneath the title is listed the sponsor of each program.

## Zenith Radio Corp. Plans Post-War Civilian Models

Chicago—In a statement to stockholders, Commander E. F. McDonald, Jr., president of Zenith Radio Corp., stated that the company has not encountered any reconversion problem and that engineering has been almost completed on post-war radio models for civilian use. He added further that production on the new models can be started in 60 days if materials are made available. In addition, automotive radio models were displayed in Detroit last December.

## Summer Profits

The cool colors of blue and white, combined with the caption "Put Extra Profits On Ice With WLW," make a fresh promotion piece for the Cincinnati station. Among the products mentioned in the glossy are Boscul Coffee, Chase & Sanborn Coffee, Old Reliable Coffee, Maxwell House Coffee, Tender Leaf Tea and Lipton's Tea. A cake of ice, with the foregoing products encased, is the illustration.

## To Be Filed

A handy file folder, attractively designed and filled with inserts for Mutual programs, makes a gem of a promotion piece. The programs puffed in generous writing and eye-fel color combinations are: "The American Woman's Jury," "The Sky Riders," "Just Between You and Jane Cowl," "What's the Name of That Song" and "The Adventures of Leonidas Witherall."

On the inside of the folder, Miller McClintock, president of MBS, announces, "The board of directors of MBS recently made a decision of immediate interest to every station on the network. By unanimous approval, funds are to be underwritten for an unprecedented expansion in Mutual programming through sustaining features of real audience and commercial value . . ."

Production, artwork and copy that have gone into this brochure, prove a smart combination of all three.

## 1,000 Cooks

The Columbia Broadcasting System, a network that has a promotion department with a sense of humor, has come out with another chuckle provoking brochure entitled "This broth has 1,000 cooks . . ." Carried out in green and black, the cover illustration shows a soup cauldron many times the size of the "1,000 cooks" who are spoiling the broth. However, WABC is alert enough to inform us, as we open to the inside, that "it turns out just fine, thank you!"

It concludes by saying, "Want to enhance a reputation for smart buying? Phone Wickersham 2-2000 and order a participation on the Phil Cook show."

## RMA Group Joins Plan For Chicago Conference

Members of the Radio Manufacturers Association parts division yesterday joined with the Sales Managers club and the Association of Electronic Parts and Equipment Manufacturers in the sponsoring of the Electronic Parts and Equipment Industry Conference which will be held at the Stevens Hotel, Chicago, October 19 to 21st.

# KLZ

DENVER

New Denver industries which will outlast the war are an egg dehydrating plant, an auto heater manufacturer, and an Ever-sharp pen point plant. Denver's war gains are on solid ground.

5000 WATTS ON 560 Kc

# Webs Revive Pooling In Southern France

Pooled network broadcasts are in full operation in the southern part of France where the Allies taking part in the new invasion are concerned. In the Normandy sector, the pooling of correspondents is spasmodic and pertains only to coverage where only one reporter has been selected. However, the agreement on the pooling of correspondents to expedite coverage as a public service to listeners here, will continue or be taken up whenever advisable.

Broadcasts were originated yesterday from the French mainland in the Mediterranean sector, but it was not known whether it was through a transmitter brought ashore in one of the tank landing craft or a captured former French plant that had been taken over by the Germans. Swiss reports yesterday were to the effect that the Allies had captured Cannes where it is possible a transmitter may have been taken over by paratroops with the help of the underground forces.

## AP Contracted

Sioux City, Ia.—KSCJ has contracted for the special AP radio wire through Press Association, Inc., it was announced yesterday by Eugene T. Flaherty, manager of the station.



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.



PROGRAM REVIEWS

"JACKIE GLEASON-LES TREMAYNE SHOW"

Old Gold

Agency: J. Walter Thompson

NBC-WEAF, Sunday, 10:30-11 p.m., EWT

Writer: Emanuel Manheim

Producer: Maury Holland

Music: Sylvan Levin

Although this new show credits Jackie Gleason and Les Tremayne in the title, the mike seems to be pretty much Gleason's. However, nobody need register any complaints. His initial appearance on this program, for which we predict a prolonged ether engagement, lived up to everything his publicists had to say about him. Before we go any further, let us not forget to credit the man who is greatly responsible for the success of a comedy show: the script writer. In this case, Emanuel Manheim. Manheim's sparkling script, together with the vocal tunes of Andy Russell, Patsy Garrett and other personnel, prove that a package, when unstintingly wrapped, has big things in store.

Edgar Bergen guested on this particular broadcast (without Charlie) for the purpose of welcoming Gleason to the mike as a radio star. Bergen, incidentally, who is credited with writing all his own material, contributed to the happy embarkation of Gleason-Tremayne. Our informant announces no subsequent guestings.

The flexible format of this musical-comedy took the listeners on a farcical tour of New York State, which may indicate that other states are to suffer a similar fate. The musical bridges provided by radio's new genius, Sylvan Levin, showed how the "Triumphal March" from "Aida" can be satirized without causing sacrilege. Levin comes to the airwaves following several successful seasons with the Philadelphia Opera Company and the Civic Grand Opera.

The Old Gold commercials were in good taste, pointing out that our Servicemen are getting them first. And Bergen's appeal for nurses aides was appropriately timed.

Heidt Format To Stress Music—Not Jobs For Ex-GIs

(Continued from Page 1)

them. Next Monday's program will accent music.

"For the past several months it's been the pleasure of the makers of Hires to help obtain jobs for honorably discharged servicemen. We've been proud of our share in this plan that has helped make the whole country conscious of the need for providing good jobs for returned servicemen. Now that thousands of boys are being discharged every day and hundreds of thousands more in the days to come, it has become a national problem beyond the reach of any one company or any one radio program," Horace Heidt announced.

Newscasts Lead Submissions In 1944 'Shows Of Tomorrow'

(Continued from Page 1)

news programs, a figure slightly lower than 1943's edition which included 68. This evidence indicates radio's reflection of public trends, or demands, a situation broadcasters recognized and complied with. News programs on the air have almost tripled the figure of 1940.

Public demands on radio are again in evidence as the dramatic series category discloses. In 1940, 218 such programs were recommended in the "Shows of Tomorrow," while in 1944, only 89 dramatic series program ideas were submitted.

The variety and musical show categories seem to best represent the public demand on broadcasters for escapist programming. Needless to say, broadcasters everywhere reacted accordingly.

The "SOT" edition of 1940 contained only three variety shows, while the 1944 edition had 41. Musical program ideas jumped, during the same years, from 49 to 135 in the current edition. This trend also parallels the number of musical and variety type programs heard on the air today.

90 "Commercial"

The following shows have "gone commercial" since their initial appearance in the 1943 edition of the "Shows of Tomorrow":

- Hot Copy Blue
Five Star Final WMCA
Return of Nick Carter WOR
Babe Ruth in Person NBC
Hop Harrigan Blue
A. L. Alexander's Mediation Board WOR
Little Known Facts, featuring Dale Carnegie MBS
Headlines of Tomorrow with Sydney Moseley WMCA
Johannes Steel WMCA
Robert St. John NBC
Gloom Dodgers WHN
Johnny Mercer's Music Shop NBC
Words at War NBC

Novik's Administration At WNYC Wins Praise

A crowd of 15,000 persons, including Mayor LaGuardia and four former city commissioners of plant and structures who had supervised the works of WNYC, of New York City, joined Monday night, Aug. 14, in praising Morris S. Novik, director of the municipal broadcasting station, at the fourth and final evening of WNYC's 20th anniversary celebration on the Mall in Central Park. The program featured the symphony orchestra under the direction of Edwin McArthur, with Grace Castagnetta, pianist, and Enric Madriguera, violinist, as soloists. Madriguera and Herman Neuman, WNYC music director, were guest directors of the symphony orchestra.

Mayor La Guardia stated in a brief speech that WNYC was always at the disposal of the public and the public interest. The other four former city

- Carleton Fredericks Blue
Cedric Foster MBS
NBC Symphony NBC

1942 Winners

The following shows have "gone commercial" since their initial appearance in the 1942 edition of the "Shows of Tomorrow":

- Chamber Music Society of Lower Basin Street Blue
Alan Courtney's 1280 Club WOV
Blind Date Blue
Analyses by Hans Jacob WOV
Baukhage Talking Blue
It Pays To Be Ignorant WOR

1941 "Commercial" List

The following shows have "gone commercial" since their initial appearance in the 1941 edition of the "Shows of Tomorrow":

- Adventures of Elery Queen NBC
Authors Playhouse NBC
Readers' Digest CBS
Suspense CBS
The Life of Riley Blue
Dick Gilbert WHN
Drew Pearson Blue
Breakfast at Sardi's Blue

The following shows have "gone commercial" since their initial appearance in the 1940 edition of the "Shows of Tomorrow":

- The Shadow WOR
Mary Small Blue
Gay Nineties CBS

News Show Popular

Increasing tempo of the war news has made NBC's "World News Round Up" the most popular of the network's local cooperative programs with advertisers now sponsoring the news feature on 41 of the 48 stations carrying the program. The program is heard daily Monday to Saturday, 8:00 to 8:15 a.m., EWT, with Elmer Peterson, former Twin City newspaperman and war correspondent, handling the show from the NBC newsroom in New York.

Frisco Movie Campaign Gets Underway With Spots

Los Angeles—Record radio advertising campaign for David O. Selznick's "Since You Went Away" got under way in San Francisco over week-end. Campaign calls for 608 one-minute spots during two weeks preceding West Coast premiere of SYWA at United Artists Theatre on August 23. Similar campaign in New York is credited with helping Selznick epic in current run at Capitol, where box-office take for each of first three weeks has dwarfed all previous house records.

officials who paid tribute to Novik for the quality of the station's programs were Grover A. Whalen, director of CDVO; Albert Goldman, postmaster of New York; William Wirt Mills, president of the Tax Commission; and Frederick J. H. Kracke, chairman of the City Board of Assessors.

NEW BUSINESS

WNAX, Yankton, S. D.: S. D. S. campaign for Steckley Hybrid Co. hour weekly show for Skippy Butter; year's renewal for D. Clark, "Home Harmonies," through N. W. Ayer; renewal "Lone Ranger," General Mitz placed through Dancer, Fitz Sample; new Lockheed Aircor placed through Foote, Cone and Ing; new 15-minute studio Funk G Hybrids, E. H. Bro Agency, and summer sponsorship time weekly of Monahan P. five-time national contest Show presented by Albertson pany, placed direct.

WFIL, Philadelphia: Four contracts were signed recently WFIL sales department. They Bandler's Furniture Store and Weis Furs, both through the Feigenbaum Agency; General Co., through Batten, Barton, stine & Osborn, Inc., and Mar & Campbell Men's Store, through M. Dittman Agency. All accounts for spot announcements, with eral Electric specifying chain periods.

Commercial Tele Her Goldsmith Tells

(Continued from Page 1)

portunity knocking at their d Goldsmith pointed out, adding radio's merchandising prospect developed during the years 1920-1925. Providing the war by next year, the period 1945-1950 should find the mat Television making great strides.

During the next ten years, majority of current radio of which amount to 29 million far will possess television sets, Dr. smith predicted. He warned the gregation that a thorough study be made of the merchandising gramming, technical, and other pects of Television in order the new medium be presented to public in full style.

Other Speakers Heard

Others who spoke at the m were: Ernest H. Vogel, vice pres of the Farnsworth Television Radio Corporation; John H. Ga vice president of the Coolerator pany.

In announcing the post-war m merchandising for his company, mentioned Farnsworth television radio receivers and radio-p graph combinations; Ken-Rad tubes; Wilcox-Gay recordios discs. All of metropolitan New Northern New Jersey and Fair County, Connecticut will be the tory covered by the D. W. May oration, he said. In order to tect the retailers' margins on war merchandise, May announced that his complete line of receivers be sold under the State Fair T laws.

# Hears Everson WHKC-UAW Row

Continued from Page 1)

Everson was on the stand the FCC opened what looks like a week of hearings on the petition to cancel the license. Everson ran into trouble when he blue-penciled a speech by Frankenstein, UAW vice-president who grabbed the early headlines during the hearing opened by petitioning the FCC to subpoena three top officials of the National Association of Manufacturers: Alfred P. Sloan, chairman of General Motors; Charles E. Dams, president of Standard Oil Co., Inc., and William S. Knott, radio director of the NAM. The request, which was denied by the FCC, was made by Everson Ray C. Wakefield, who said that the NAM was distributing transcripts to stations with a general heading "business news to the future," and preventing the business side of the radio from sustaining broadcasts.

**Cites "Inducement"**

Everson said that the more than \$100,000 spent annually on advertising by DuPont, General Motors, and other brands constituted the "inducement" for stations to handle the "business news." He asserted that, in the past few years, NAM has boasted of its influence on the American radio and is again using its financial power to compel WHKC stations to present its program to the American public. He said the present series of 13 broadcasts is a political campaign, charged with the purpose of "influencing the audience of WHKC and other radio stations in favor of the Republican candidate and against the Roosevelt."

Everson said he was refused when he requested that WHKC be subpoenaed any of the NAM series. He said he subpoenaed scripts of Fulton O. Matthiessen, Boake Carter, Col. Robert M. La Follette, and Sheelah Carter, and presented them to the Commission. He said that Upton Close and De Witt C. Miller, president of the National Business Association, probably will be here tomorrow.

**Allegation Against Frankenstein**

Everson said that Frankenstein's speech of Aug. 8, 1943 was re-written because it violated the NAB Broadcasters Code with controversial matters. He said that relations with UAW began in 1942 when the union contracted for 52 weekly broadcasts. He said that the union continued harmoniously until Frankenstein came to town with his "speech" criticizing anti-Adolf Hitler Congressmen.

Everson said the contract was voided with the understanding that the broadcasts would not be antagonistic and that the union would abide by the NAB code.

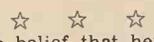
Everson goes back on the stand tomorrow and will be followed by John H. Harkness, WHKC program director.

# WOMEN IN RADIO

By MILDRED O'NEILL

## Other People's Business!

Alma Dettinger is a busy body, yet not a busybody, which shouldn't be hard to fathom in spite of the title of her most unique program on WQXR, "Other People's Business." Other people's business has been Alma's for three years now—three happy years for the station, for Alma, for the program's loyal fans, and for her gent partner now doing his bit in France. We'll familiarly call him "Bill" because we want to say that last week when the program's third anniversary arrived, "Bill" cabled his congratulations to Alma all the way from Normandy. As a matter of fact, "Bill" does his bit for the program, too, because it is quite often that Alma receives ideas and suggestions from him, and she uses these on the show.



It is Alma Dettinger's belief that her program is actually her listeners' business. Topics are all based on the suggestions of her audience, this having created a wholesome family-circle appeal and established for her with them a remote kinship that is amazing, for this program does not have a studio audience. Her guests are leaders in all topical fields such as home-making, gardening, fashions, hobbies, international affairs, racial problems, music, the arts, current literature and the war effort. Modestly Alma estimates that her guests have numbered some 300 odd during the 720 broadcasts she has presented in three years on the air and she receives an average of 300 letters a week from people none of whom she has ever met. And never does she fail to answer each letter, either personally or over the air when she feels that the latter will benefit others besides the writer.



The mutual co-operation and attitude of wanting to help the other fellow shown by her listeners is a perpetual joy, and wonder, to Alma. If a listener sends in a request for something and it is mentioned in a broadcast, no time is ever lost in offering helpful response. Her favorite story is about the request she made one morning for a little black and white kitten. For some unknown reason, it just had to be a black and white kitten. Immediately after the program went off the air, calls began pouring in. Not only was the kitten promised, exactly as ordered, but its owner presented it in person at the Long Island home of the person who requested it.



Have you heard....that Martha Deane has had a prize-winning gladiola seedling named in her honor? It happened last week when Martha was guest of honor at a flower showing by the Horticultural Society of New York. The "Martha Deane Gladiola" seedling was the only one in the show to win an award of merit....that Helen Sioussat, Columbia Broadcasting Company's Director of Talks and winner of the Certificate of Merit from the National Federation of Press Women, is the only woman to be awarded a radio citation of any kind this year by that group? The award was made to Helen by unanimous vote....that Maggi McNellis, WEAF's Girl About Town has been awarded a citation by the Treasury Department for her splendid efforts in behalf of the Fifth War Loan Drive?....that Maxine Keith's unusual guest on her "From Me To You" Mutual program this week will be Bernadine Tuvache, who describes herself as "the author of more Broadway flops than anyone else," but who nevertheless has managed to become one of the most successful women in the perfume business?



We think it's still timely enough to repeat—the story Bernadine Flynn told her "Radio Newspaper" listeners the other day over WCCO (Minneapolis). Seems that a reporter telephoned the election officials of a small mid-western town to determine the primary results of the election in one precinct. There was a silence at the other end of the telephone and then a somewhat embarrassed voice said: "You know what? We just plumb forgot to hold that there election!"



# Congress Broadcasts Urged By Sen. Pepper

(Continued from Page 1)

since no station or network would tie up its facilities for the all-afternoon sessions. However, important debates and votes could be carried, as was the case when the networks broadcast the vote of the declaration of war in December, 1941.

There is no declaration of the date of the Pepper bill which has been sent to the Senate Rules Committee. However, members of Congress would largely oppose the carrying of full sessions, since much of the talk belongs to the silly stage and much of it is of a highly inflammatory and partisan nature that no network would want to carry.

### Text of Resolution

In introducing his resolution, Senator Pepper said:

"I think the whole country was very much influenced and delighted by being able to hear over the radio the proceedings of the two great national conventions. Because the people are interested in the democratic processes and because the radio brought the conventions almost into the homes and the public places of the country, the proceedings of the conventions had a profound influence upon the thinking of our people.

"It has seemed to me for sometime a project worthy of consideration as to whether the proceedings of the Congress might be broadcast to the people of the country. If they could, by the marvel of the radio be brought, as it were, as the visitors in the galleries are privileged to be, to be witnesses of the deliberations of their Representatives and Senators, I believe it would be in furtherance of the democratic process."

# WGN And Mutual To Air All-Star Football Game

(Continued from Page 1)

Mutual from the Northwestern University's Dyche Stadium on Wednesday evening, August 30, at 9. Jack Brickhouse, WGN sportscaster and special events announcer, and Harry Wismar, noted sports announcer, will describe the contest, sharing the play-by-play and color assignments and the between-halves celebrity interviews. The Wilson Sporting Goods Co., of Chicago, will sponsor the game to be aired on 19 Mutual stations. United States Advertising Corp., Chicago, is handling the account.

# CBC-Indies Cooperation Best For Canada—Frigon

Vancouver, BC. — Combination of the Canadian Broadcasting Corporation and privately-owned stations, in friendly competition wherever possible, will give the Canadian public a fully satisfactory broadcasting service, Dr. Augustin Frigon, acting general manager of CBC said in a statement here.

# ★ ★ ★ COAST-TO-COAST ★ ★

## — MASSACHUSETTS —

**BOSTON**—The WACs have begun a new weekly program, "Rhapsody in Khaki," on WCOP, featuring Corp. Mary Carson, the typical WAC. . . Manhattan Soap Co., makers of Sweetheart Soap, started their fifth year as sponsors of a three-a-week quarter-hour newscast over WBZ and WBZA. Presently handling the assignment is Nelson Bragg, staff announcer and news editor. . . **WORCESTER**—Another in the BBC broadcasts, "Bridge-builders," beamed from England specifically for WTAG, was aired on the station this week. The program featured the English Women's Federation of London addressing members of the Worcester Woman's Club.

## — MONTANA —

**MISSOULA** — "Testimony to a Market and a Medium," promotional brochure for KGVO, just off the press, revealed the interesting figures that 90 per cent of all local advertisers use the station's facilities, and that 30 per cent of these prefer the station as their only advertising medium. Regarding advertisers, the Coal Dealers of this community have joined KGVO's list of sponsors. This firm is backing a daily five-minute "Buy Fuel Now" program heard on KGVO for the entire month of August.

## — NEBRASKA —

**OMAHA**—KOWH doesn't pretend to be a lost and found bureau, but it helped an Omaha druggist find his dogs recently when the newscaster told the following story: "The Irish took a French leave from the John O'Brien residence yesterday. Pat and Mike, two prize-winning black Labrador retrievers, left home late yesterday afternoon and have not returned." The appeal was broadcast at 3:45, and by 4:25 they were home. . . About 800 eastern Nebraska 4-H Club members were entertained last week at Fremont, Neb., by the WOW Male Quartet and by WOW's program director, Lyle DeMoss in his presentation of a show patterned after "Dr. I.Q." . . . DeMoss also emceeding "The Supreme Serenade" program Monday through Friday, a new show heard at 12:30 over WOW.

## — NEW JERSEY —

**NEWARK**—Don Sheldon is the latest addition to the WAAT announcing staff. He has been heard on sta-

tions in Michigan, West Virginia and New York State. Don hails from Wilkes-Barre, Pa. He is also a professional dancer and writer, having won the Avery and Julie Hopwood award for creative writing in the field of drama while at Michigan.

## — OHIO —

**CINCINNATI**—Recent additions to WLW include Maj. Gen. James E. Edmonds, (retired), to news staff; Arthur Muth and Gene Martin, to news writing staff; and George R. Jeneson, as commercial traffic manager. . . "Double or Nothing," fun-filled quiz show, saluted the war workers at Wright's and the Blood Donors of Cincinnati from WKRC at 9:30 p.m., last Friday. . . **TOLEDO**—"The voice with a smile" belongs to Betty King, WSPD's lovely receptionist, who greets you when making a daytime telephone call to WSPD.

## — OKLAHOMA —

**OKLAHOMA CITY** — Almost 800 residents of this area attended the dinner that inaugurated the new WKY Farm Service Department. Sec. of Agriculture Claude R. Wickard spoke from Washington, D. C. Other speeches were made by Undersecretary of Agriculture Hill, Gov. Kerr, and Dr. Henry Bennett, president of Oklahoma A. & M. College. Ed Lemons is the new Farm Reporter.

## — PENNSYLVANIA —

**PHILADELPHIA** — "The Man from Nevins," famous WPEN bond-giveaway show sponsored by the Nevins Drug chain of this city, originated from the show window of the newest Nevins' store on opening day, Aug. 11, and for a week thereafter. Howard Jones, "The Man from Nevins," and announcer Paul Warren were on hand with actress Elsie Morris to give the customers a first-hand picture of what the bond show looks like. . . A new musical program, "Songs of Eventide," featuring the full KYW orchestra under the direction of Clarence Fuhrman and a different vocalist each week, was inaugurated over KYW Sunday, Aug. 13 at 6:30 p.m. . . Bea Fauer of the WFIL Mail Room staff has resigned, and she has been succeeded by Bob Rice.

## — TEXAS —

**SAN ANTONIO**—Dick Smith, former WOAI announcer, has joined the staff of KTSAnouncers. . . Corwin Riddel, KABC newscaster, will give a 15-minute newscast, and John W. Scott, KABC news analyst, will do a 15-minute news commentary at the weekly meeting this week of the San Antonio Optimists Club. Bill Michaels, KABC manager, will preside at the weekly session. . . **FORT WORTH**—Wayside Inn, of this city, has signed a contract for one year for announcements scheduled on KGKO through Evans & LeMay Advertising Agency.

## — UTAH —

**SALT LAKE CITY**—KDYL's Farm Bureau has scheduled an extensive participation in and coverage of the Utah State Fair, an important yearly event. Will Wright, KDYL farm program head, has arranged to interview winners of various State Fair

prizes in agricultural and live stock exhibits, plus appearances on the regular KDYL Farm Features. . . Lita Anderson, of KUTA continuity department, married Dean Jones, formerly of the FHA, Washington, August 10.

## — NEW YORK —

**NEW YORK**—WBYN is airing the trotting races of the Roosevelt Raceway at Westbury, L. I., direct from the track, Monday to Friday evening at 8:45, for the entire meeting. Clip Boutell, literary columnist of the New York "Post," surveyed the outstanding war-books on WMCA's "Fighting Words" last Saturday evening. . . The capture of Paris will be celebrated over WHN with a special program featuring stars of the American stage, screen and radio plus a Free French leader giving an address, Herbert L. Pettey, WHN director, announced recently. WQXR will honor its own music consultant, Abram Chasins this morning, over its week-day feature, "The Concert Stage." Chasins celebrates his birthday today, and he will appear in person to perform rather than to have recordings of his work presented.

## — CALIFORNIA —

**SAN FRANCISCO**—Speaking before the enrollees of the Stanford-NBC Radio Institute, Will Gunzendorf, manager of the independent WSRO, clarified the position of the independent station in relation to the subject, "Broadcasting in the United States" . . . Dale Dwelley, formerly with KRE, Berkeley, has joined KSFO as engineer; and David Kees, another KSFO engineer, welcomed in to the world on July 29th, Margaret Virginia, who weighed six pounds and 2 ounces. . . "Show Tunes," featuring 15 minutes of popular hits from musical comedies, was aired for the first time on KHJ and KDB Saturday, Aug. 5. The show is sponsored by American Business Schools.

## — KANSAS —

**SALINA**—The "King for a Day" program saluting an outstanding serviceman on KSAL celebrated its first anniversary August 1. The weekly half hour had represented 21 states, District of Columbia, and Hawaii. Pennsylvania led with six "kings." However, the Aug. 8 broadcast marked the first time a WAVE had appeared on the program. Yeoman Second Class Mary Vollmer, wife of "king" Pvt. Loyal Vollmar, was spending her leave here at the time of the show.

## — KENTUCKY —

**LOUISVILLE** — Four local stations, WINN, WGR, WAVE, and WHAS have pooled announcements and broadcast a four-day, cooperative appeal for blood donations to bring up the city's quota, beginning Wednesday, Aug. 16.

## — COLORADO —

**DENVER**—KOA broadcast a special program in connection with the University of Wyoming Conference on Fair Prices last Wednesday. Robert

Hudson of the Rocky Mountain Council made the arrangement for the broadcast over KOA responsible for the preparatory continuity to cover this program. Pueblo—Regular license has sued to KGHF for operation increased power, 1,000 watts, 500 watts night instead of 100 watts day and night.

## — CONNECTICUT —

**HARTFORD**—WDRC is developing new radio personality on its evening shows, and his name is D. son. He is permitted to create pleases in between records and descriptions, has his own 15-minute program each morning at 9:45. D. son is referred to in WDRC publicity as a "mad genius" on account of his ideas.

## — SOUTH CAROLINA —

**COLUMBIA**—WIS is now bringing its listeners a five-a-week program sponsored by Sanokens Ice. It is titled "Songs of Good Cheer." "Notebook for Women," the dame's show on WIS, is now conducted by a newcomer, Mrs. Wilson, graduate of the North Carolina University.

## — VIRGINIA —

**RICHMOND**—WRVA program manager Irvin G. Abeloff was on group of radio men who attend business conferences at Renfro, Kentucky, recently as the guests of Earl and Ballard, the sponsors of Renfro Valley Forks' program, originated by WHAS, Louisville.

## Canadian Government Encouraging Industry

Montreal—Canada's munitions department has pointed the way to development of new and better sets and appliances for the Canadian household in the post-war period.

Hon. C. D. Hose, minister of national production and supply, announced the order requiring a machine tool permit for the making of a model has been rescinded to permit experimental work in the development of post-war models of refrigerators, dishwashing machines, automobiles and other fabricated articles.

The manufacture of the new models of any machine, appliance or article has been under permit since 1940 to conserve machine tools. The rescinding of the order removes only the direct control affecting the making of models, the manufacturer still must comply with regulations restricting the use of steel, non-ferrous metals and other scarce materials.

Howe said that with the equipment of war plants virtually completed, machine tools no longer so scarce and controls exercised, the prices board are adequate to regulate any use of scarce materials.



August 17

"Uncle Don" Carney Claire Glazer  
Axel Gruenberg Arlene Johnson  
Abram Chasins George Howard  
Frederick W. Ziv

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 34

NEW YORK, N. Y., FRIDAY, AUGUST 18, 1944

TEN CENTS

## FCC Scans UAW Scripts

### Directors, Shareholders and Committee Members Will Meet in Chicago at the Drake Hotel

Chicago at the Drake Hotel Friday, opening their third meeting of the year, and majority of the members scheduled to remain over for the UAW Convention opening in that city on August 28. On Friday, August 25, the executive committee will convene. The committee includes W. E. Macomber, WGN, Chicago, chairman; and J. H. Carpenter, WHK, Cleveland.

Continued on Page 5)

### Completes Plans for Pacific D-Day Cover

Los Angeles—The conferences between the networks last week for the NBC Network's coverage of "D-Day" in the Pacific were continued in New York City yesterday between G. W. (Johnny) Stone, director of the News and Special Features Division of the Blue Network, and E. Gilman, vice-president in charge of the network's Western Division. Stone will remain in the California city the balance of the week.

Continued on Page 5)

### "Scramby-Amby" West; Will Drop Repeat ETs

Los Angeles—Effective Sept. 6, the NBC Network's comedy quiz program, "Scramby-Amby," will drop its repeat and broadcast only on Saturdays, 7:30-8 p.m., PWT, which will be leased to west coast stations for broadcast at the same time.

On Sept. 20 "Scramby-Amby" will be broadcast on Page 2)

### Railway Radio

Montreal — Using the principle employed by the tank units of the Allied armies at the front, radio communication was used in Canada for the operation of trains for the first time this week when the initial test of a two-way system was made in the Montreal terminal area of the Canadian National Railways. Results were reported satisfactory by railroad and radio officials.

### "Beyond Appraisal"

Washington — Contribution of radio to the Fifth War Loan, was "beyond appraisal," according to a letter received here by J. Harold Ryan, president of the NAB, from Secretary of the Treasury Henry Morgenthau, Jr. Emphasizing the \$11,000,000 contribution in time and talent by the industry, Morgenthau said without it, the money for war could not be raised.

### Advt. Angle In Tele Discussed By Franco

Advertiser's role in television and the importance of demonstrating the new medium to the public were topics of discussion at the REC Television Seminar last night by Carlos Franco, manager of Young & Rubicam's radio time buying bureau, and J. A. Miller, advertising and sales promotion manager of the Standard Oil Company of N. J., respectively.

Pressure for better visual results in television advertising was discussed.

Continued on Page 6)

### Kapner In Hearst Post; Stoer May Go To Capital

Leonard Kapner, general manager and president of WCAE, Inc., Pittsburgh, has been appointed general manager of Hearst Radio, Inc., succeeding Major Max Stoer, who is designated to be appointed to an executive post unannounced as yet, possibly to Washington. Kapner joined Hearst Radio last week.

Continued on Page 2)

## AFM, Summoned By WLB, Defies Recording Directive

### Canadian Women Award For Radio Writing

Montreal—The Canadian Women's Press Club announced recently that its Annual Memorial Award will be made in 1944-45 in the field of radio writing. This is the first time in the history of the award.

Continued on Page 4)

Kill 3 birds with one stone! Reach important parts of Mass., N. H., and Me. with WLAW1 Advt.

### Differences Revealed Between Copies Offered By Union At Hearing And Those Filed With Commission

### Drama Show Leading Eve. Summer Ratings

National evening ratings for the early part of August reveal that a script show takes first place, with the succeeding shows mostly those that have been on the networks for some time rather than the so-called summer replacement programs. Only possible exceptions, according to the current Hooper Ratings of the "First 15" are Phil Harris on the Kay Kyser show.

Continued on Page 8)

### Two Accounts Renew Current Shows On CBS

Two companies, the Cream of Wheat Corp., Minneapolis, Minn., and the Hudson Coal Co., Scranton, Pa., have renewed their current schedules on the Columbia network. The new contracts are for one year.

Continued on Page 4)

### NBC Programs Top Poll In "Music On Air" Ballot

Three NBC musical programs were among the "firsts" in a vote conducted by "Musical America" among its readers, the ballot being entitled, "What's the Best Music on the Air?"

Continued on Page 5)

Washington Bureau, RADIO DAILY — Differences in what were supposed to be identical copies of UAW radio scripts aired over WHKC, Columbus, Ohio, caught the eye of FCC members yesterday at the second day of hearings on the UAW petition to revoke the license of WHKC on the ground that it does not operate in the public interest. Richard M. Evans, educational director of Local 927, UAW, was on the witness stand. He read from scripts he said were not identical.

Continued on Page 5)

### 3 New Video Outlets Approved By FCC

Washington Bureau, RADIO DAILY — FCC has approved three tele station applications, two of them commercial and one experimental. Two former are: NBC's CP in Los Angeles and WDAS' in Philadelphia. P. R. Mallory Co. of Indianapolis received approval for an experimental outlet in that city.

WBEN, Buffalo, has been given an experimental license.

Continued on Page 4)

### George V. Denny On Coast To Set New Forum Series

George V. Denny, Jr., moderator of the Blue's "America's Town Meeting of the Air," is in Hollywood now to arrange for the program's first broadcast.

Continued on Page 2)

### Aid Polio Victims

Asheville, N. C. — Over 33,000 pennies were contributed to WWNC recently as a result of spot announcements made to the effect that the studio would serve as a clearing house for funds contributed by those desiring to provide direct aid for the treatment of North Carolina's polio victims. Area served by WWNC, has been barely affected by the disease.

Featuring CBS programs at 680 kc., WLAW does a whale of a job North of Boston! Advt.



Vol. 28, No. 34 Fri., Aug. 18, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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# FINANCIAL

(Thursday, Aug. 17)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163 1/2	163 3/4	+ 1/4
CBS A	32 1/8	31 3/8	32 1/8	+ 3/8
Crosley Corp.	22 3/4	22 1/2	22 1/2	- 1/4
Farnsworth T. & R.	13 3/4	13	13	- 1/4
Gen. Electric	38 1/2	38 1/8	38 3/8	+ 1/8
Philco	36 3/8	35 3/4	35 7/8	+ 1/8
RCA Common	11 1/4	11	11 1/4	+ 1/8
RCA First Pfd	76 1/4	76 1/4	76 1/4	- 1/4
Stewart-Warner	16 3/8	16 1/4	16 5/8	+ 3/8
Westinghouse	105	104 1/8	105	+ 3/4
Zenith Radio	42 1/2	42	42 1/2	+ 3/8
<b>NEW YORK CURB EXCHANGE</b>				
Nat. Union Radio	6	5 3/4	5 3/4	- 1/4
<b>OVER THE COUNTER</b>				
			Bid	Asked
Stromberg-Carlson			16	17
WCAO (Baltimore)			21 1/2	
WJR (Detroit)			36 1/2	

## Diane Courtney "Subs"

While Irene Beasley is visiting her family in Memphis, Tenn., for two weeks, beginning August 21, Diane Courtney, vocalist, will substitute on her five-a-week musical program over the Columbia network. Bob Downey, pianist, and Dwight Weist, announcer, will assist Miss Courtney.

## 20 YEARS AGO TODAY

(August 18, 1924)

An audience estimated at well over 1,000,000 heard President Coolidge deliver a speech from Memorial Continental Hall, in Washington, accepting the nomination made by the Republican National Convention in Cleveland.

### AVAILABLE

Chicago script writer now available in New York for dramatic, romantic, documentary, juvenile shows. Radio Daily, 1501 Broadway, New York 18, N. Y. Box No. 889 or phone AL 4-0932.

# Coming and Going

LILY PONS and ANDRE KOSTELANETZ have returned from an extensive USO overseas tour during which they entertained servicemen in various theaters of war.

ARCH SHAWD, vice-president and general manager of WTOL, who was in town this week on station and network business, left last evening for his Toledo headquarters.

GEORGE CRANDALL, director of press information for CBS, is spending the week-end out of town.

CHARLES OPPENHEIM, publicity director of WOR, is spending his annual holiday at Southampton, L. I.

A. D. WILLARD, JR., general manager of WBT, Charlotte, N. C. station owned by CBS, is spending a portion of his annual vacation in Asheville.

J. D. BLOOM, chief engineer of WWL, New Orleans, and GEORGE WINSTON, his television assistant, have returned from a trip to Schenectady, N. Y., where they studied video operations conducted by GE's tele station.

E. E. HILL, managing director of WTAC, Worcester, Mass., is back at his desk following a flying trip to Washington, D. C.

FRANK BURKE, editor of RADIO DAILY is moving the menage today from Baldwin, L. I., to Pleasantville, Westchester County.

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corp. in charge of the popular division, leaves today for three weeks on his farm at Quonochontaug Beach, R. I.

LINDSEY MacHARRIE, producer of "Your True Story" on the Blue Network, off for a vacation of two weeks on Long Island.

JOE SEIFERTH and his WJZ Victory Troop have returned from Orangeburg, N. Y., where they entertained the servicemen at Camp Shanks.

BILL SCHROEDER, sales manager of WCAE, Pittsburgh, is vacationing in Canada.

AUSTIN SCANNEL, assistant publicity director of B B D & O is spending his vacation in the cooling zones of the Catskills.

ROBERT T. LUND, account representative in the international department of J. Walter Thompson Company, is leaving shortly for Cuba, Central America and Mexico, where he will visit distributors of the various Thompson international accounts.

## George V. Denny on Coast To Set New Forum Series

(Continued from Page 1)

cast under the sponsorship of The Reader's Digest from the Philharmonic Auditorium in Los Angeles on Thursday, Sept. 7.

In connection with the program's first sponsored airing, the transcribed re-broadcast to the Pacific Coast Blue Network will be released each week an hour earlier than at present, the new time being from 9 to 10 p.m., PWT. The original broadcast to the East goes on the air at 5:30 p.m., PWT.

The subject and speakers for the September 7 broadcast will be announced at an early date. For the two programs preceding September 7, Denny will have a guest moderator officiating in his place; and the broadcasts will originate in the East.

## "Scramby-Ambv" West; Will Drop Repeat ETs

(Continued from Page 1)

move from Radio City to the Hollywood Playhouse at Sunset Boulevard and Highland Avenue, where the program will originate in the future. "Scramby-Ambv" is broadcast each Wednesday. The present program time is 7-7:30 p.m., EWT, with a transcribed repeat for the west coast, 7:30-8 p.m., PWT.

## Diana Lynn Again Guest

Diana Lynn, actress-musician, will guest again on the "Maxwell House Iced Coffee Time" program today at 8 p.m., over NBC. Charles Ruggles will supply his usual quips and queries while Cass Daley will render the vocal selections namely "Straighten Up and Fly Right." Carlos Ramirez, Latin-American baritone, will sing the popular "Donkey Serenade."

## Kapner In Hearst Post; Stoer May Go To Capital

(Continued from Page 1)

WCAE in 1931, at which time he was made a salesman. In 1935 he was appointed the station's sales manager and in 1936 he was made the general manager and president, positions he will continue to hold in addition to his new appointment.

Although unconfirmed, it was indicated that Major Stoer will spend a great deal of time in Washington where he will devote the major portion of his time to FM and television, interests in which the Hearst Radio, Inc., has taken. The Hearst corporation currently includes WBAL, Baltimore, Md.; WINS, New York City; WISN, Wisconsin; and WCAE.

Applications for FM for all stations have been filed with the FCC, and a television application has been applied for in the case of WBAL. Kapner is a director of BMI and on the board of directors of the Mutual Broadcasting System.



## Buoys get out line, too

Yes, those channel markers to be checked time and time again.

There's a tip for radio time buyers in that Coast Guard service. We did you last check the facts directed your time buying in Baltimore?

The channel has shifted direction here. To find out how to get the most results for the dollar you spend for a client . . . you need some channel markers.

They are available. Down black and white. We'll be glad to show them to you—any time.

### AVAILABLE SEPT. 1st.

Advertising  
Promotion  
Publicity  
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background.

RSVP Box M75, Radio Daily, 1501 Broadway, New York 18, N. Y.



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REYNOLDS



*SOMEWHERE ON NEW GUINEA: The above INS news-photo, showing the arrival of Jack Benny and his group of Hollywood USO performers, gives a hint of how war correspondents of Motion Picture Magazine, as a matter of routine, get around.*

*In the group are George Lait, INS Staff Correspondent; June Bruner; Larry Adler; Lewis Bowen, American Red Cross; Carole Landis; Asabel Bush; Martha Tilton; Jack Benny; Jack Mahon, INS; and Dick Day, American Red*

*Cross Photographer. In the center, between Carole Landis and Martha Tilton, as part of the welcoming committee, is Will Oursler, Motion Picture's war correspondent in the Pacific. This shot fairly illustrates the scope of Fawcett's editorial service to its millions of magazine readers. Further, it explains how Motion Picture Magazine and Fawcett Publications can speak lucidly on the contribution made by the motion picture industry to the happiness of American boys at the fighting fronts. Fawcett Publications, Inc., 1501 Broadway, New York 18, N. Y.*

## LOS ANGELES

By RALPH WILK

**T**OP bands of the nation will be heard on KFWB from midnight to 1 a.m. tonight, tomorrow and Sunday when the Warner Bros. station broadcasts one-hour sessions of the "Jive Jamboree" at the Shrine Auditorium. Harry James, Tommy Dorsey and a large number of other leading orchestras will take part in the jamboree being staged for the benefit of the Los Angeles Philharmonic Orchestra.

The new little old maid companion, who will join Charlie McCarthy and Mortimer Snerd in the Fall, may not be the only female to enter the Edgar Bergen all-male menage. Bergen has announced his intention to wed model Frances Westerman very soon.

Persons hearing Rudy Vallee sing in Spanish or French are usually amazed at his excellent accent. The French accent comes naturally to Rudy because he is of French ancestry on his father's side. In Yale he majored in Romance languages, studying French, Spanish and Italian. He has continued his studies since leaving college and speaks fluent French and Spanish.

## Canadian Women Award For Radio Writing

(Continued from Page 1)

15 years' history of the award that radio writing has been considered.

The award, in the form of an engraved gold medal and a cheque for \$25, has been made in previous years for articles, short stories, biographical sketches or similar types of magazine or news writing. Winner of the 1943-44 award was Margaret Ecker of the London Bureau of The Canadian Press.

Kathleen McDowell, chairman of the Canadian Women's Press Club award committee, said it was felt that as well as giving recognition to one classification of the club membership, the field was one in which a large number of journalists and other women writers were active.

Subject for the award is "The Post-War Woman" a radio talk setting forth some practical suggestion of what contribution Canadian women should make to help win the peace or build a better world. The script must be 1,000 to 2,500 words, broadcast in Canada in the year ending March 15, 1945.

The writer must be a woman, resident of Canada for one year. Judgment will be based on the general literary value of the speech, not delivery, which need not be by the writer. Scripts must be submitted with a certificate of date of broadcast signed by station manager.

Entries, up to March 20, 1945, will be accepted by Mrs. McDowell, 320 Spadina Road, Toronto, from whom competition rules are obtainable.



## Radio Vitamins for Friday ! !

● ● ● Radio personalities continue to make good magazine and feature story copy . . . . . and we see that the current issue of Time Magazine has a good piece on Allen Kent and "Ginger" Johnson, the commercial jingle kings, all aided and abetted by Ben Pratt, who knows a good medium when he sees it . . . . . also there is a fiction yarn in the next issue of Esquire out soon by David Davidson, writer of the radio series "Mr. Keen, Tracer of Lost Persons" and also radio scripter for the CIAA . . . . . Davidson's tale is entitled, "The Man Who Saved the Panama Canal" . . . . . on the "heavier" side there is an editorial coming out in the August 28 issue of Collier's entitled, "Advertising and the War Effort," which is well worth reading . . . . . otherwise there is the Sept. 5 issue of "Look" which will feature personality sketches of Jimmy Durante and Donna Dae . . . . . currently the August 22 issue has a hot article by Fred Allen and Maurice Zolotow . . . ● Still going literary . . . . . Harper & Brother on August 23, will publish "How To Speak and Write for Radio," by Alice Keith who is the director of the National Academy of Broadcasting, in Washington . . . . . and a pioneer in radio education . . . . . various types of programs are given, culled from Miss Keith's extensive radio background.

★ ★ ★

● ● ● Wynn Wright, national program manager for NBC, has brought Donald Gillis to New York from the Chicago staff to handle important musical productions originating in its Radio City studios . . . . . these will include the NBC Symphony . . . . . he will not displace anybody in N. Y. . . . . and is a conductor-composer on his own . . . ● "The Money Goes 'Round," quiz show heard on the Blue, will definitely resume after its Summer vacation, with Benay Venuta as mistress of ceremonies . . . ● Looks like that proposed ball game between the trade press and CBS will be called off on account of it being too late in the season (Sept.) and the NAB convention will take some folks out of town . . . ● Sgt. Alvin Josephy, Marine combat correspondent formerly with WOR press, has come through with excellent recordings from Saipan and other Pacific hot spots . . . ● Kate Smith will get a party at the Hotel Astor, early in Sept. when her program resumes over CBS . . . ● John Raitt, Baritone lead in the Chicago Company of "Oklahoma," has been signed to a 52-week contract to succeed Curt Massey on the "Shaeffer World Parade" via NBC . . . . . Sam Harrington of NCAC agented.

★ ★ ★

● ● ● When the new series of RCA programs, "Music America Loves Best," bows in Sunday, Sept. 3 on the NBC, the music will range from "Boogie-woogie to Beethoven" . . . . . orchestra and choir will be directed by Jay Blackton who left the Musical Direction of the smash stage hit "Oklahoma," to baton this program . . . ● Joe Laurie, Jr. pint-sized comic of the "Can You Top This?" show, left his bed at the Post-Graduate Hospital last Saturday to appear on the program . . . . . and taxied back following the show, to his hospital bed to continue his convalescence. ● Charita Bauer, heard on the NBC strips, "Young Widder Brown," "David Harum" and "Right To Happiness" will wed Lt. (i.g.) Robert Crawford, just returned from two years overseas . . . ● After 19 years with Pedlar, Ryan and Lusk, Marie L. Brennan has accepted the post of Assistant Secretary of the corporation at Doherty, Clifford & Shenfield . . . . . Velma Coates and Ruth Loveaire, have also joined this outfit, moving over from Benton & Bowles . . . ● Shirley Blanc, attractive young radio actress from Hollywood has brought her histrionics to Gotham . . . . . producers should give a "listen." . . . ● His singing in the "Mirth & Madness" variety show, every morning via NBC, rates Don Reid one of the top-notchers . . . . . and his colorful background is a press-agent's delight . . . . . some day we'll print it.

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**T**ENOR Jack Fulton, who I climb to fame with "Poppy" man more than a decade ago, sang the original vocal, "get her" as played by the aggregation of that day . . . . . Jack, who has been heard last several years over Chicago lanes, heads for New York to appearance with Maestro Pat Philco Summer Hour Sunday Blue . . . . . Jack will sing the song when Whiteman presents the version, contrasting the old new arrangement.

Credit Bill "Impersonation" with such refreshing observations, these, via WJJD: "The transcription is transcribed" a following transcription is transcription."

Mrs. Marian Baker of Chicago, Ohio, who never wrote a radio in her life, has been announced the winner of a dramatic contest at the NBC-North University Summer Radio I. Mrs. Baker's script is titled "Freight Line." It will be produced from Chicago NBC studios 7 p.m. CWT, Saturday, August 11. The script is built around the mechanism of an ATC pilot in Chicago is suddenly given leave to go to Mrs. Baker's husband, Robert, who is stationed in China.

## Two Accounts Renew Current Programs On

(Continued from Page 1)

Mid-west firm, beginning September 17, will continue sponsorship of "Pretend," on the entire CBS network. This program is heard Saturday, 11:05 a.m., and is written, produced and handled by Nila Mack. The account is the apolis office of Batten, Barton, Kellogg & Osborn, Inc.

The Pennsylvania outfit will "CBS News of the World," beginning Sept. 17. Broadcasts Sunday, 9-9:15 a.m., EWT, the news program features Warren Sweeney and tises Hudson's "D & H" Anthracite. Through The Clements Company of Philadelphia, it is broadcast on 21 CBS stations in New England, New York and Pennsylvania.

## Three New Video Out Okayed By

(Continued from Page 1)

okay by the Commission to build an FM station, while the Elm City Broadcasting Co. of New Haven, has received a CP for a 250 watt station, 1350 kc. operating unlimited. The FCC also approved the request of KUL, Garden City, Kan., to shift its power from 100 to 250 watts, on the condition it build proper antenna when material becomes available.

**Radio Scripts  
UAW-WHKC Row**

(Continued from Page 1)  
by the union over the station  
June 20 and June 27, 1943.  
a number of discrepancies  
om purportedly identical  
with FCC by the station

announced that counsel for the  
will be allowed to cross-  
examine this morning to de-  
termine what has caused the situation.

**UAW Wrote Contract**

who made the June, 1943  
contract which the UAW bought  
for the weekly show, charged that  
the first script, that of June 14,  
was off the air because it at-  
tempted to violate the Smith-Connally Act. This  
is in variance with previous  
contracts by the station, claiming  
that the controversial Frankenstein  
script was the first which caused  
trouble. It then added that the  
June 20 and June 27 were  
blue-penciled to take out  
offensive stings. This was as-  
serted in a hearing got when the dif-  
ference was discovered.

**Person Again Heard**

It was witness yesterday was  
on, vice-president and gen-  
eral manager of WHKC, winding up  
the day before.  
He denied that the station was  
interested in the public interest or  
represented anti-labor news  
coverage. He said he had never  
agreed to labor, either sustain-  
ment, and that he also gave  
every worthy cause and to  
the public. Most of the time he  
was testifying the program logs  
for the week of June 1-8, 1944, de-  
scribe each program throughout  
the period.

**Blue Completes Songs  
for Broadway Musical**

Gierlach has completed the  
songs which will be used in  
the upcoming Broadway musical  
tentatively called "Speak of  
the Devil," the major portion of which  
is financially sponsored by  
Edward G. Gierlach, Jr. Gierlach is  
executive director of the thrice-  
weekly "To Your Good Health"  
program heard over CBS for Squibb,  
Tuesday, Wednesday, 6:15-  
6:30 P.M. B. B. D. & O. is the  
composer. Lyn Murray's  
songs and chorus are featured on  
the program.

Titles of the songs which are  
being written by the composer as poten-  
tially: "Where My Heart Is,"

★ **PROMOTION** ★

**Salute**

WCCO in Minneapolis, Minnesota,  
saluted the 75th anniversary of Pills-  
bury by broadcasting a half-hour  
program of dramatic incidents, high-  
lighting the history of the flour mill-  
ing company.

Historic events of the Northwest  
frontier in 1869 and after were linked  
with the business story of Minneapolis  
and with events in the life of this  
pioneer concern in this show pro-  
duced by Gene Wilkey of the WCCO  
staff. Prominent dramatic talent of  
the Northwest was heard, which in-  
cluded George Johnson, Paul Wann  
and Max Karl. Wally Olson, the sta-  
tion's staff conductor, his orchestra  
and the Ernie Garvin Chorus furn-  
ished the musical background. The  
script by Ken MacKenzie told of the  
arrival in Minneapolis of Charles A.  
Pillsbury in 1869.

**NBC Programs Top Poll  
In "Music On Air" Ballot**

(Continued from Page 1)

"Readers Poll of Music on the Air."  
Arturo Toscanini, conductor of the  
NBC Symphony Orchestra on the  
"General Motors Symphony of the  
Air," tops the roster of "Symphony  
Conductors" and Howard Barlow, di-  
rector of the Firestone Symphony on  
the "Voice of Firestone," is first choice  
as "Program Conductor." Under the  
heading of "Orchestra with Featured  
Soloists," NBC's "Telephone Hour"  
comes off with first honors.

NBC also scored in the "Female  
Vocalist" and "Male Vocalist" ballot-  
ing, the first-second-third votes in the  
respective categories going to Rise  
Stevens, Helen Traubel and Marian  
Anderson, and to Nelson Eddy, Ezio  
Pinza and John Charles Thomas, in  
the order named. All winners in both  
classifications make most of their air  
appearances on NBC. Excepting Miss  
Traubel and John Charles Thomas,  
they have been frequent guests on the  
"Telephone Hour" and Pinza also has  
been featured on "Voice of Firestone."  
Thomas is permanent star of "The  
Westinghouse Program" and Miss  
Stevens has been an NBC guest star.

In the balloting on "Small Ensem-  
bles," NBC's "Hour of Charm" and  
"American String Quartet" were sec-  
ond and third, respectively, to Mu-  
tual's "Sinfonietta."

"What's In A Dream," "I'm Tired of  
Love," and "Standing Before You."  
Other numbers written for the musi-  
cal are considered novelty tunes by  
the composer.

WHAS, of Louisville, Ky., is con-  
ducting a contest in Kentucky and  
southern Indiana with the coopera-  
tion of the Rotary Clubs to find the  
best young voice in that territory and  
to award that person with a four-year  
scholarship to the University of  
Louisville plus a paid job on a regu-  
lar program on WHAS, it has been  
announced by W. Lee Coulson, man-  
ager of the station.

**NBC University**

NBC's new promotion piece is for  
the University of the Air's "They  
Call Me Joe" series. The two-page  
glossy brochure highlights the title on  
each side, in addition to photographs  
of typical American soldiers. These  
are official U. S. Signal Corps pho-  
tographs, of a standard made famous  
by that organization.

The copy tells in good prose style  
the purpose of "They Call Me Joe."  
The brochure also says that through  
the cooperation of the War Depart-  
ment, many programs of the NBC  
University of the Air will this year  
be heard by the servicemen and wo-  
men overseas, not only on battle  
fronts but also in remote outposts,  
on ships at sea, and in hospitals.  
"They Call Me Joe" is the first series  
planned by the National Broadcasting  
Company for such use.

**Blue Completes Plans  
For Pacific D-Day Cover**

(Continued from Page 1)

of the week working out plans with  
Gilman for handling this important  
undertaking from this side of the Pa-  
cific, with San Francisco as the focal  
point for the transmission of broad-  
casts from the war zones.

Yesterday Johnstone went to Ven-  
tura, Calif. to confer with Dr. Charles  
E. Stuart, whose shortwave receiving  
station supplies the Blue with direct  
communication from Chungking. He  
will then return to the network's Pa-  
cific Coast headquarters in Holly-  
wood for further conferences with  
Gilman before leaving for his New  
York headquarters the first of next  
week.

With the recent assignment of Bill  
Baldwin and Clark Sanders of the  
KGO-Blue staff in San Francisco to  
duty in the Pacific, the network now  
has 12 men on overseas assignment,  
Johnstone pointed out here. Besides  
the two Bay City men, Cleve Roberts,  
veteran correspondent of the Pacific  
theater, and Arthur Feldman, until  
recently George Hicks' assistant in  
the Blue's London headquarters, al-  
ready have assignments for the Blue  
in the coverage of the United Nations'  
war with the Japs.

**WFA's First Tele Show  
Produced Over WRGB**

Schenectady—How and why U. S.  
food supplies should be conserved  
was dramatized in a 20-minute pro-  
gram yesterday, at 9 p.m. over WRGB,  
G.E. television station.

Presented by the War Foods Ad-  
ministration of the U. S. Department  
of Agriculture as its first television  
program, the telecast combined  
films, slides and a "live" studio show.  
Donald Lurch, of the Marketing Re-  
ports Division of the WFA, arranger  
for the program was in Schenectady  
yesterday.

**MBS Sets Chi. Confab;  
To Stay Over For NAB**

(Continued from Page 1)

Miller McClintock, MBS president;  
John Shepard, III, Yankee network,  
Boston; Theodore C. Streibert, WOR,  
New York; and Lewis Allen Weiss,  
Don Lee, Hollywood.

On Saturday, Aug. 26, the board of  
directors and shareholders of the net-  
work will meet. Board includes Al-  
fred J. McCosker, chairman; E. M.  
Antrim, WGN, Chicago; Hope E. Bar-  
roll, Jr., WFBR, Baltimore; J. E.  
Campeau, CKLW, Detroit-Windsor;  
H. K. Carpenter, WHK, Cleveland;  
Benedict Gimbel, Jr., WIP, Philadel-  
phia; Leonard Kapner, WCAE, Pitts-  
burgh; W. E. Macfarlane, WGN, Chi-  
cago; Miller McClintock, MBS presi-  
dent; John Shepard, III, Yankee net-  
work, Boston; Theodore C. Streibert,  
WOR, New York; Lewis Allen Weiss,  
Don Lee, Hollywood.

Network and affiliate executives  
will gather on Sunday, Aug. 27 at  
Chicago's Palmer House, which will  
be Mutual headquarters during the  
NAB Convention. There will be a  
Mutual affiliates' meeting in the Pal-  
mer House immediately after the close  
of the NAB business session on Mon-  
day. The meeting will be followed  
by a cocktail party for Mutual affilia-  
tes.

The following executives from Mu-  
tual's home office in New York will  
attend the NAB Convention: Miller  
McClintock, MBS president; Carl  
Haverlin, Director of Station Rela-  
tions, and Charles Godwin, Assistant  
Director of Station Relations; Adolph  
Opfinger, Program Director; Edward  
Wood, General Sales Manager; James  
E. Wallen, Comptroller; Emanuel Dan-  
nett, Legal Adviser; James O'Bryon,  
Director of Publicity; and Peter Zan-  
phir, Asst. Director of Sales Promo-  
tion and Research.

**Two New B-T Accounts**

Blaine Thompson Advertising  
Agency has added to its list two new  
accounts: Sharp's Cough Drops, of  
Reading, Pa., and Greenberg Pub-  
lisher, of New York City.



When Worcester's largest users of  
radio buy time, they buy an audience—  
the WTAG audience.



**WANTED**

Cash for 150 foot Antenna with  
unit and lighting system. One  
frequency monitor, one modulation moni-  
tor. Interested in all or part. Write  
RADIO DAILY, 1501 Broadway,  
August 18, N. Y.



# ★ ★ COAST - TO - COAST ★ ★ ★

## FLORIDA —

**MIAMI BEACH** — Personnel at WJNO have resulted in the appointment of Otis Wright to the position of chief announcer. Witt MacDowell as chief announcer and promotion of Rebecca McLaughlin as time member of WJNO staff, to program director. **MIAMI** — WIOD, in cooperation with the Miami "Daily News," has organized a "Heroes Phone Fund" which will benefit wounded and crippled soldiers at the Walter Reed Regional Hospital to bring families right from their

## LOUISIANA —

**MONROE** — Mrs. Ed Barclay, the wife of Robert, has returned to her home following her marriage and honeymoon. **MONROE** — WFL promotion manager while in the area, staff organist, pianist and conductor at WWL is spending a two week vacation now at his parent's home in Louisiana.

## VIRGINIA —

**CHARLOTTESVILLE** — Parents all over Virginia are looking forward eagerly to the selection of the "WRVA Radio Baby" contest. The winners will be selected by the local radio stations here and in the surrounding area. The contest is filled with the photographs of young-uns, ranging in age from infancy to five years. Ten winners will be selected by the radio stations from there on, audiences at the radio theaters will take over the selection. The winners will win a \$25 bond and then compete for the grand prize cup from WRVA. Emcee of the contest is the originator of the

## NEW YORK —

**NEW YORK** — Albert E. Kahn, co-author of the play "Saboteur," will pinch-hit for the news analyst William Gailens at 7:45. . . WINS at 7:30 p.m. will broadcast a program designed

to salute the City of Yonkers. . . Ving Fuller, cartoonist, will do 13 full-page cartoon advertisements for WOV in the early fall for trade publications. Surety Advertising Agency handles the account for WOV. . . WMCA's "Reunite Us, Please" program this Sunday, Aug. 20 will bring together two brothers, Leace and William Crich, members of the English Armed forces, who haven't seen each other for 14 years. Weekly program is conducted by Archdale J. Jones for locating missing family and friends of the United Nations servicemen and women.

## CALIFORNIA —

**SAN FRANCISCO** — According to W. R. David, General Electric salesman of broadcasting equipment, who attended last Tuesday, Aug. 15, a conference with radio station execs in this area, one of the fastest growing of all post-war industries will be television. Other speakers at the conference were Walter M. Boland, western district manager, and P. G. Caldwell, western district engineer. Raymond M. Alvord, G.E. vice-president here, presided. The group held a similar meeting yesterday in Los Angeles. . . **STOCKTON** — Latest additions to KGW were: Lee Roy Kopp, recently released from U. S. Navy, to technical staff; Paul Huebner, former U. S. Marine, to announcing staff; and Connie Slater as traffic manager.

## SOUTH CAROLINA —

**COLUMBIA** — Bill Burnett, who was formerly with WHAS, Louisville, Kentucky, has joined the announcing staff at WIS. . . **COLORADO** — **DENVER** — During two recent broadcasts of KLZ's "School of Charm," the studio was filled with charm as Rena Craig, style and beauty authority who is featured regularly on this program, had as her guests, the members of Neusteter's College Board. This college board is composed of undergraduate coeds of various universities who advise college-bound girls on proper wardrobe selections.

## CONNECTICUT —

**HARTFORD** — Bob Steele, WVIC's sports commentator, broadcast his program "Strictly Sports" from the Hartford County Home for Children this past Wednesday. The broadcast featured the annual picnic of the Windsor Locks-Suffield Rotary Club, as annual affair which the club tends the children of the institution. . . Announcer James H. Garrett, of WDRC, and Helen Dessereau, of New Haven, were married Aug. 1, by Dr Charles Graves, public service counsellor for WDRC. . . **STAMFORD** — The Electrolux Lunch Time Frolics has changed its time from Wednesday to Tuesday nights on WSRR, and is heard 7-7:30.

## INDIANA —

**FORT WAYNE** — "Happy" Herb Hayworth, better known as the "Old Hoosier," will celebrate his 14th year with WOWO-WGL in September. A staff artist and featured member of the "Hoosier Hop," Herb has more than 30 years of show business behind

him, and he entered radio when it was still little more than a crackle through the ether. With a style that is simple, direct, honest and sincere, Herb has been very successful at WOWO-WGL.

## KANSAS —

**SALINA** — Thad Sandstrom, of Kansas City, is the new addition to the announcing staff at KSAL. . . And, another announcer, Mac Preusch, has assumed the duties of program director from Herb Clark who has left for a job at WSAI in Cincinnati. Thirteen members of KSAL enjoyed a farewell dinner and an evening at State Lake with Clark as the honored guest.

## MARYLAND —

**FREDERICK** — New faces at WFMD are Bill Larner, formerly at WELI, of New Haven, Conn., as head of the newly created special events division of WFMD; and Jerry Gaines, a comparative newcomer to radio, to the announcing staff. Gaines hails from New York, but has spent the last two and a half years in Washington, D. C.

## MASSACHUSETTS —

**BOSTON** — Lt. Commander Ken Tully, who covered the Federal Building for the Yankee Network News Service prior to joining the armed forces, was awarded the Purple Heart for wounds received in action. . . Lou Welman, of the Harvard Crimson Network, has joined the WCOP announcing staff. . . E. B. Badger & Son, contractors, will present "The World's Front Page," national news roundup from battlefronts all over the world, locally on WNAC every Monday through Friday at 6:30 p.m. . . Kasper-Gordon, Inc., local program producing firm, has released their new series of 26 programs titled "Furs on Parade" which is considered by fur authorities to be the most complete and educational radio program on furs ever produced.

## TENNESSEE —

**KNOXVILLE** — WNOX's "Tennessee Barn Dance" has become so popular with the station's listeners that WNOX has been forced to move the show out to the ball park in order to accommodate the large number of patrons that attend this program. Strictly hillbilly, the show features also many amateurs on each broadcast. It is directed by "Corn Husker" Lowell Blanchard.

## NEBRASKA —

**OMAHA** — Ray Olson, production manager at WOW, passed out cigars recently among his friends at WOW to celebrate the birth of his first daughter. Christened Joan Ellen, she joins two young brothers in the Olson family.

## DISTRICT OF COLUMBIA —

**WASHINGTON** — WWDC's "Miss Washington of 1944" has entered the judging session, with Ben Larson doing the weeding out process and Mike Hunnicutt, contest director, assisting. The winner of the local contest will appear in Atlantic City, Sept. 4-10, to try for the contest of "Miss America-1944" sponsored by WWDC who will pay all the expenses of the local winner during her journey to Atlantic City.

## NORTH CAROLINA —

**CHARLOTTE** — WBT program department staffer Betty Bost has resigned, and has been succeeded by Alberta Davis, transferred from the general office. . . Raleigh — Phil Smith, who announced WPTF's "Graveyard Shift," has left the station to return to his home at New Kensington, Pa. . . Greensboro — Margaret Banks, with the WBIG Concert Ensemble as director of the group, was mentioned recently in the "Music Notes" column by Mrs. George C. Eichhorn in the weekly Greensboro "News."

## MICHIGAN —

**DETROIT** — All employees of WJR have been invited by Lt. Tom Harmon to attend his marriage to Elyse Knox, film star, to be held Aug. 26 at Ann Arbor, Mich. The former All-American football player worked at WJR before enlisting in the Army Air Corps in March, 1942. He plans to resume his job as sports director at the end of the war.

## WISCONSIN —

**MILWAUKEE** — In line with its post-war tele plans, the Milwaukee "Journal" has appointed Philip Laeser to the new post of FM-Television engineering supervisor. Formerly with WMFM as transmitter supervisor for the "Journal," he will devote most of his time to his new job. Alva Van Alstyne was named WMFM chief transmitter engineer, to assist him.

## NEW JERSEY —

**PATERSON** — The judges of the essay contest conducted by Bob Bright on his "Bob Bright Bandstand" program, heard Monday through Saturday over WPAT, have selected Mrs. Mary Hayes, of Jersey City, as the winner. She is the mother of three servicemen. The subject of the contest was "How Can World Peace Be Achieved Everlastingly?"

## Mid-West. Research Group Help Middle East's Refugees

Chicago — The wire recorder, a small, compact machine which records sound magnetically on steel wire finer than the human hair, will be employed by the Armour Research Foundation at the refugee camps in the Middle East to promote health and hygiene programs, it was announced by Harold Vagtborg, director of the Foundation.

Louis P. Birk, director of public information for the UNRRA's Balkan mission, will take the wire recorder to the Middle East, where it will be used also to increase friendly relations among the refugees through interviews with government and military officials of allied nations. Another duty of the wire recorder will be providing sound accompaniment to films depicting conditions and activities in these camps.

The device, manufactured now only for the armed forces, will be loaned soon to other government agencies, such as the Foreign Economic Administration and Library of Congress.



- August 18,  
 Donnelly Walter O'Keefe  
 Galloway Alvin Wilder  
 Phelps William C. Roux  
 Wiles Bernard J. Prockter
- August 19  
 Bartlett Don Bernard  
 Lewis Spencer Odum  
 Miles Elsie Ekstein  
 Vepr Vilma Vernor  
 Gannon Outler, Jr. Jimmy Shields
- August 20  
 DeAruch Alan Reed  
 McKelchland Don L. Davis  
 Daldson Charles Rabiner  
 Gargden Lurene Tuttle  
 Dai Wyatt

## Drama Show Leading Eve. Summer Ratings

(Continued from Page 1)

"Kollege of Musical Knowledge" which is the same program as usual but for the different emcee. Also showing up half-way down the line are the substitutes for the Walter Winchell news spot. Otherwise the comedians and comedienues et al fail to show up among the first 15.

As it stands the "old reliables" have taken precedence with their steady ratings over the newcomers for the hot weather. In the lead is "Mr. District Attorney" with 11.09 followed closely by "Your Hit Parade" with 11. In succession the shows are: "Screen Guild Players," Phil Harris (second half-hour); "Mr. and Mrs. North"; "Man Called X"; Gabriel Heatter, (Mon. Wed. and Fri); Walter Winchell substitutes; "Take it or Leave It"; Phil Harris (first half-hour); "Thanks to the Yanks"; "Dr. I.Q."; "Album of Familiar Music"; Gabriel Heatter, (Tue. and Thurs.) and Gabriel Heatter, (Sundays).

Top three for Sunday afternoon are listed as: Prudential Family Hour," "World News Parade" and William L. Shirer.

### Replacements Just So-So

Failing to show any appreciable or unusual strength are the summer replacements: Alan Young, in Eddie Cantor spot; Charlotte Greenwood in the Bob Hope stanza; Kenny Baker, batting in the Groucho Marx spot until Danny Kaye takes over for Pabst; Edward Everett Horton, for Joan Davis and Jack Haley; Gracie Fields for Edgar Bergen; Harry Savoy for Abbott & Costello; Ransom Sherman, for Duffy's (Ed Gardner); Vacation Serenade for "Information Please," and a few others of this type, all fall below the original time holders. On the other hand, however, the replacements in spots are holding their own against the lesser all-year round shows.

Subscriber program with the largest number of women listeners per listening set, is Guy Lombardo with 1.62; subscriber program with the largest number of men listeners per listening set is Gabriel Heatter on Sunday with 1.11; subscriber program with the largest number of children listeners per listening set is "Lone Ranger" with .92.

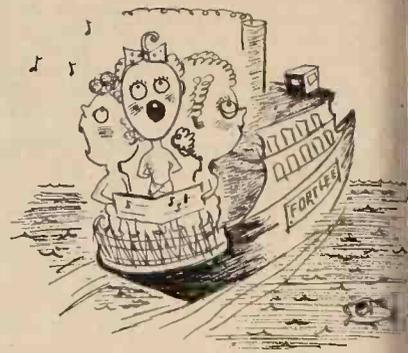
### To Honor Robot Victims On "Transatlantic Call"

As a tribute to Southern Englanders who have withstood the severe punishment of the robot bomb to carry on their war duties in the face of dangerous conditions, "Bombways to London" will be dramatized in this Sunday's broadcast of "Transatlantic Call: People to People," BBC/CBS's exchange program, over WABC-CBS at 12:30 p.m. The script will describe the course of a flying bomb across the channel, over the farms and homes of Southern England, and into London.

## Limericks... made up to take home



A musing commuter named Sterning  
Sat counting his food product's earning.  
"Your station?" asked Joe,  
(The conductor, you know),  
"Why, 'OR'?" said Sterning, not turning.



Spoke a sponsor to Pegeen Fitzgee,  
"You've sold so much coffee for me,  
I'd like to get heralds  
To sing the Fitzgeralds" \*\*  
Praises from here to Fort Lee!"



A slight man named Colo Fitzell  
Had a product not easy to sell,  
"I've no money to lose  
So I'm using your news," \*\*\*  
Said he to our salesman John Nell.



A lady quite dumpy—not lumpy,  
Said, "My husband's become rather grumpy  
Since his ad agent, Hubert,  
Muffed buying Paul Schubert, †  
His sales curve is no longer jumpy."

\* More completely, "WOR"; a radio station. Very powerful.

\*\* "Breakfast With the Fitzgeralds", which can be bought at a low price. The program, we mean.

\*\*\* He means WOR's news, whose history is studded with sales successes, made at very low cost.

† Paul Schubert, crack news analyst, priced low for quick sponsorship.

# WOR

That power-full  
station at 1440  
Broadway, New York 18

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 35

NEW YORK, N. Y., MONDAY, AUGUST 21, 1944

TEN CENTS

## Radio Gets WAC Budget

### Parade Of Stars For New Season

Designed and adjusted to current scope to include all commercial programs and presented in an easy to handle form permanent utility and flexibility, Parade of Stars, designed in time as an all-year promotion has been released for the use of stations coast-to-coast, Charlammond, NBC director of Advertising and Promotion, announced on Friday.

Colorful "Bandboxes," are (Continued on Page 8)

### Appoints Duncan Chief Tele Engineer

Appointment of J. R. Duncan as chief television engineer at WIV, Cincinnati, has been announced by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. A graduate of Oklahoma A. & M. College, Duncan worked at Camden, N. J., where he spent four years in the engineering department. (Continued on Page 2)

### Commission Votes Against Relaxing Rules On Disks

Washington Bureau, RADIO DAILY  
Washington — The FCC late last week adopted a resolution rejecting a recent proposal to liberalize the rules pertaining to announcement of records. At the same time the commission swung in the opposite direction somewhat and unanimously approved an amendment that stated... (Continued on Page 2)

### Pin-Up Trouble

Men of the CBS shortwave room bought a huge wall map of Germany to follow the war via the pin-sticking system. With Allied progress very rapid, they soon had to buy another map of Britain. With that map outdated, they were just about to purchase one of Paris when they heard of Cannes, Nice, etc. P. S. They are buying a map of all France.

### No Hard Feeling

Low Avery, NAB director of broadcast advertising, points out that there is really no hard feeling between the organization and the Wac. To wit: Bonnie June Hathman, daughter of Mrs. N. O. Hathman, NAB auditor, has actually joined the Wac, which incidentally gives Ma Hathman three children in the service, two sons having been doing things for Uncle Sam for some time.

### Two AFM-WLB Rows Referred To Vinson

Washington Bureau, RADIO DAILY  
Washington—In a virtually precedent-making step, the War Labor Board on Friday voted 10-2 to refer the two Petrillo cases—the recording ban and the musicians strike at KSTP, Minneapolis—to Fred M. Vinson, Director of Economic Stabilization. In each instance, the union... (Continued on Page 8)

### Plan "Radio Laboratory" For NBC's Central Div.

Chicago — Tentative plans for the establishment of a Chicago "radio laboratory" designed to investigate new channels in the art of broadcasting and to aid in the development of television acting techniques, were announced last week by Harry C. Kopf, NBC vice-president and general manager. (Continued on Page 3)

## ★ THE WEEK IN RADIO ★

Congressional Airings Proposed

By CHARLES MANN

CLAUDE PEPPER, Senator from Florida, presented a joint resolution recommending that proceedings of the Senate and House be broadcast to the American public. The proposed measures did not specify that the facilities be government operated, nor did they assume that everything that goes on in the chambers in Washington be given air time.

Since the foregoing is not 100 per cent feasible as far as network operations are concerned, it is assumed that Sen. Pepper urges broadcast of pertinent debates and other matters of national interest.

First: Radio beat all other news-dispatching media to the punch when it announced the second invasion of... (Continued on Page 3)

Your radio schedule North of Boston isn't complete without WLAW! Send for a coverage map! Advt.

One reason for WLAW's popularity is its 5000 W., clear-channel signal at 680 kc. Advt.

### Initial Four-Week Schedule Of Spots Estimated At \$500,000 Billing; See Victory For Industry

### Post-War Allocations Set For FCC Hearing

Washington Bureau, RADIO DAILY  
Washington—Question of post-war frequency allocations, especially developments that have arisen as a result of the war, will be subject of public hearings scheduled to start Sept. 28 before the FCC. Purpose will be to obtain information to aid the planning of future allocations, including non-governmental radio service.

According to the FCC a complete (Continued on Page 3)

### Televise Full Racing Day Utilizing Film Technique

As an experiment in filming sporting events for television, an alternate technique pending availability of mobile units, members of General... (Continued on Page 2)

### Disapproves NAB Code, Says Everson At Hearing

Washington Bureau, RADIO DAILY  
Washington—Carl M. Everson, vice-president and general manager of WHKC, Columbus, Ohio, told the FCC last Friday that he had decided to... (Continued on Page 2)

In a wire sent to all stations on Friday, Young & Rubicam, Inc., agency handling the WAC advertising campaign, advised that a four-week schedule of one-minute and station-break transcribed announcements, one each per day, five times weekly and running four weeks, would go into effect Sept. 4.

This announcement is the (Continued on Page 7)

### Don Gilman Resigns As Blue Network V.P.

West Coast Bureau, RADIO DAILY  
Hollywood—Don E. Gilman, vice-president of the Blue Network in charge of the western division, has resigned from the network to accept the position of executive vice-president of California Oil and Gas Association. Gilman had directed the Blue on the West Coast for several years, prior to which he headed the western division of NBC.

### Special Mutual Programs Set For V-Day Festival

In addition to first-hand reports of correspondents from the European battlefronts, and analysis by a corps of 19 network newsmen, Mutual's... (Continued on Page 8)

### Concerts for Victory

Arturo Toscanini will interrupt his Summer vacation on Sunday Aug. 27 and Sept. 3, to conduct the NBC Symphony in two special broadcasts for the "General Motors Symphony of the Air" program, 5 p.m., EWT. Presented with the co-operation of the AFRDS, the OWI and CIAA, the broadcasts will be shortwaved to Allied soldiers abroad.



Vol. 28, No. 35 Mon., Aug. 21, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Aug. 18)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.	Net
Am. Tel. & Tel.	163 3/8	163 1/2	163 1/2	-	1/4
CBS A	32	32 3/8	32 1/2	+	3/8
Crosley Corp.	22 7/8	22 3/4	22 3/4	-	1/4
Farnsworth T. & R.	13 1/4	13	13	-	1/4
Gen. Electric	38 3/8	38 1/2	38 1/2	+	1/8
Philco	35 3/4	35 1/4	35 1/4	-	5/8
RCA Common	11 1/8	11	11 1/8	-	1/4
RCA First Pfd.	76 1/4	76 1/4	76 1/4	-	1/4
Stewart-Warner	17	16 3/4	16 3/4	+	1/8
Westinghouse	105	104 3/4	105	-	1/4
Zenith Radio	43 3/4	42 3/4	43	+	1/2
<b>NEW YORK CURE EXCHANGE</b>					
Nat. Union Radio	6	6	6	+	1/4
<b>OVER THE COUNTER</b>					
		Bid	Asked		
Stromberg-Carlson		16 1/2	17 1/2		

### Stork News

Bob Hiestand, production manager of KFI became the father of an 8 lb. 2 oz. boy at 3:40 a.m., Saturday, Aug. 5 at the California Lutheran Hospital. This is boy No. 3 for the Hiestands.

## 20 YEARS AGO TODAY

(August 21, 1924)

An unusual feature of this season's radio concerts from the Lewisohn Stadium was the appearance of a guest conductor. The first guest to ever conduct the stadium concert was Fritz Reiner, conductor of the Cincinnati Symphony Orchestra, who was heard on July 24th and August 6th.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KING is THE Bay Area Buy!

# Coming and Going

**ARTHUR HULL HAYES**, general manager of WABC, CBS-owned station in New York, N. Y., has left on a business trip to Detroit and Chicago. He will remain in the Windy City for the NAB convention set to begin next Monday.

**MERT EMMERT**, farm editor on WEF, is in New Brunswick today to attend open house for newspaper and radio men at Rutgers University.

**ARDEN GIFFORD**, production manager of WJW, Cleveland, was here Friday for conferences at the New York office of the station's national representatives.

**HAROLD E. FELLOWS**, general manager of WEEI, the CBS-owned station in Boston, has returned to his offices following a brief trip to network headquarters in New York.

**GLENN SHAW**, general manager of KLX, Oakland has arrived from California. Paid a call Friday evening at the offices of the station's national reps.

**KENNETH O. TINKHAM**, station and production manager of KMTR, Los Angeles, leaves the West Coast today for Chicago, where he will attend the war conference of the NAB.

**DEWEY H. LONG**, manager of WELI, Blue Network outlet in New Haven, Conn., came into town Friday on another of those very frequent but very brief business visits.

**JUDY CORTADA**, having spent two weeks, nautical but nice, aboard an ancient wind-jammer cruising off the New England coast, drops anchor today in the snug harbor of the Blue Network, where she will resume her more placid activity as trade news editor.

**BENEDICT GIMBEL, JR.**, president and station manager of WIP, Philadelphia, off on a vacation in the Rangeley Lakes section of Maine until after Labor Day with a side trip to Chicago, where he'll attend the NAB convention and the board meeting of the Mutual network.

**GROVER C. CRILLEY**, chief executive of WJE, Hagerstown, Md., went down to Washington, D. C., last week on general business.

**NORA STIRLING**, star of NBC's "Serenade to America," has returned from a week-end out of town.

**J. TREVOR ADAMS, JR.**, sales manager of WINS, gets away from it all for two weeks at the Corlear Bay Club, Lake Champlain, N. Y.

**JACK ROURKE**, producer of the "Heidt Time for Hires," program for N. W. Ayer & Son, is back from Boston, where the show originated last Monday.

**INGHAM S. ROBERTS**, station manager of KGBS, Harlingen, Tex., who spent the major portion of last week in Gotham, left Friday for the home offices, with a stopover scheduled at Chicago.

## Disapproves NAB Code, Says Everson At Hearing

(Continued from Page 1)

scrap the NAB broadcasters code because the networks did not abide by it. Everson was back on the stand on the third day of the hearing to determine whether the station's license should be revoked. The complaint was filed by the United Automobile workers, CIO, on the charge that the station favored anti-labor programs.

Everson said that he had lived up to the code locally, but found he had no control over network programs which did not follow it. "If you listen to WHKC for a month," he said, "you will discover that our programs are balanced. I dropped the code because I decided it was unfair to local sponsors, local sponsors were bound by it while the network sponsors were not."

### Hearings Resume Wednesday

The matter of variations in supposedly identical scripts in the hands of the station and the UAW witnesses at the hearings were not reading from what the station considered the real originals. The question was dropped temporarily. Hearings will be resumed next Wednesday morning, with John Moses, program director of WHKC, on the stand.

## Ted Husing Airs Races At New Jersey Race Track

Beginning Saturday, Aug. 19, Ted Husing is bringing to CBS listeners the running of the feature races at Garden State Park, Camden, N. J., on four consecutive Saturdays at 4:30 p.m.

## Televise Full Racing Day Utilizing Film Technique

(Continued from Page 1)

Electric's WRGB staff filmed a full day's activities at the Saratoga Raceway, Friday, and telecast it with a commentary by E. C. Cole, in the evening.

With the cooperation of Johnny Berry, one of the leading drivers who is featured in the film, scenes were made from early morning when the horses were led from the stables, strapped, exercised, etc., right through the first few harness races that evening. The "live" studio portion of the program presented one of the drivers in an interview before a realistic paddock setting.

## WLW Appoints Duncan Chief Tele Engineer

(Continued from Page 1)

ing laboratories, working on television. His other affiliations have been with Philco Radio, Midland Television Company.

## Commission Votes Against Relaxing Rules On Disks

(Continued from Page 1) tions "shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

### AVAILABLE — STATION MANAGER

8 years Radio experience; now in fifth year as Station Manager. Age 30, 4-F draft status. B.A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or mid-west location preferred. Want permanent affiliation, preferably with station planning television. Box No. 887, RADIO DAILY, 1501 Broadway, New York 18, N. Y.



## A cat can look at a King

Big name radio call letters mean a thing in some markets audience often can look at the ... and look away, too.

Take Baltimore. Down here independent station ... W ... gets the look and listen from audience that delivers more results per dollar spent.

That's not a bit of advertising puffery. You can pick up the ... and hold them in your hand.

If you want to do a sales job in Baltimore ... get big results at lowest cost ... you'll want to radio station W-I-T-H.



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-P

# o Laboratory" NBC Central Div.

Continued from Page 1)  
The central division. The plan  
tioned here as an answer to  
ely knotty current produc-  
em, and also as a definite  
Chicago in top place as a  
center in the future.  
e definite date has been set  
aturating the "laboratory,"  
well beyond the discussion  
are expected to mature

the time NBC has had few  
available for airing experi-  
radio ventures or new broad-  
techniques. In seeking a solu-  
problem, network execu-  
upon the idea that making  
presentations on a laboratory  
other words, they proposed  
new shows for production  
studios only. It is planned  
st these ventures before an  
composed of the most criti-  
available, representing a  
ion of studio executives,  
and production men, agency  
personnel and representatives of  
ing public.

the best arguments for such  
the desire of the Chicago  
nd production staffs to have  
g to sink our teeth into."  
laboratory" is expected to pro-  
ers and directors with an  
ty to test their creative

"Show-Window" Value  
tion, the setup would pro-  
local network staff with an  
ty to show-case production  
ective clients under actual  
conditions, which it is felt  
a distinct advantage over  
ditions.

Merbuveaux, program man-  
ie NBC central division, be-  
t in developing the labora-  
an effort will be made to  
cis and production men for  
of television paralleling the  
is course already set up for  
network's engineers. From the  
standpoint, the laboratory  
uld have the advantage of  
esting a show for listener reac-  
er than tossing productions  
tally willy-nilly.



Whatever WFDF Flint is  
saying — I should be listening."

# THE WEEK IN RADIO

Congressional Airings Proposed

(Continued from Page 1)

Europe early last week. The first  
flash came from Radio Algiers chan-  
neled through Press Wireless which  
announced that southern France was  
being invaded. The four major net-  
works, Blue, NBC, CBS and MBS,  
were on the beam.

**Scolding:** The Office of War Infor-  
mation criticized radio stations and  
advertising agencies for holding pre-  
mature "V-Day" meetings, pointing  
out that such publicity would be de-  
trimental to the Sixth War Loan drive  
coming up and the war effort in gen-  
eral. It is understood that similar,  
though undesirable, sessions are be-  
ing held by retail merchants' organi-  
zations in this city; this provoked  
radio and station discussions.

**Select:** Henry R. Turnbull, national  
radio director of the Republican Na-  
tional Committee, announced that  
radio is the most important medium  
via which to reach voters for the  
coming presidential election. "Well  
over a half million dollars" will be  
spent, he said.

**Order:** The New WPB reconversion  
specifications will not effect the cur-  
rent status of the radio industry, the  
director of Radio and Radar Divi-  
sion of WPB announced last week.  
The order will not make available  
any additional equipment for broad-  
cast studios.

**Postponement:** The War Labor  
Board decided against taking any  
immediate action in the case of AFM  
President James C. Petrillo, who con-  
tinues to keep his men striking at  
KSTP, Minneapolis.

**Policy:** The National Broadcasting  
Company has ordered a clearance of  
hitch-hiking announcements from its  
sponsored programs for the purpose  
of bringing about a more effective  
flow of programs. The idea of this  
is to hold audiences over to the  
next program.

**Hearing:** FCC members observed  
differences in what were supposed to  
be identical copies of UAW radio  
scripts aired over WHKC, Columbus,  
Ohio. This observation was made the  
second day of the hearing on the  
UAW petition to suspend the license

of WHKC on the ground that it does  
not operate in the public interest.

**Veterans:** The RCA Victor Divi-  
sion, Radio Corp. of America, an-  
nounced a policy for the re-employ-  
ment of war veterans of both sexes.  
The firm has about 6,000 former em-  
ployees now in the services.

**Plugging:** KGW, Portland, Ore., is  
buying time on other stations to sell  
its facilities as a media for adver-  
tisers using the Pacific Northwest.  
First station to be utilized is WQXR,  
New York.

**Tele Tales:** Carlos Franco, of Young  
& Rubicam, urged advertisers and  
other concerned parties to bring  
pressure for higher television stan-  
dards. He warned that this would  
have to be done if the best results  
are to be obtained in the post-war  
period. . . FCC has approved three tele  
station applications: NBC's CP in Los  
Angeles and WDAS in Philadelphia,  
both commercial; P. R. Mallory-  
Company of Indianapolis for an exper-  
imental outlet.

**People:** Leonard Kapner, general  
manager and president of WCAE,  
Inc., Pittsburgh, has been appointed  
general manager of Hearst Radio,  
Inc., succeeding Major Max Stoer,  
who is expected to go to Washington  
in an executive capacity. . . William  
S. Paley, president of CBS, has made  
arrangements to return to the ETO  
to resume his post with the OWI's  
Psychological Warfare group. . . Cor-  
nelius O'Day of the Blue's newsroom  
in N. Y. has been appointed manager  
in Chicago, effective Sept. 15. . . Ap-  
pointment of Leslie C. Vaughan as  
manager of NBC's Office Services  
Division and assistant director of the  
General Service Department has been  
announced.

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

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

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

# Post-War Allocations Set For FCC Hearing

(Continued from Page 1)

review "of the present allocation  
bands of frequencies is necessary."  
This it was said, was because, "of  
the important advances in radio made  
during the war and the greatly in-  
creased demands for the use of radio.  
The information obtained at the hear-  
ings will be considered by the Com-  
mission in determining the frequency  
requirements of U. S. non-govern-  
mental radio services in making rec-  
ommendations to the State Depart-  
mental Radio Advisory Committee  
concerning allocations for govern-  
ment radio services and to Congress."

It is expected that in the near  
future, the Commission will issue a  
public notice outlining in detail the  
procedures which it will follow in  
conducting the hearing.

## Graham Started Young

Narrator and actor of all parts on  
the KNX "Jobs for Heroes" show,  
Frank Graham can surely be called  
a veteran of show business. The  
young man got his first smell of grease  
paint at the age of two—when he was  
carried backstage nightly at theaters  
throughout the Midwest where his  
mother was an operatic soprano star  
for many years.

it's  
cheaper

to

sell

Durham \*

with

WDNC



COLUMBIA NETWORK

\* NORTH CAROLINA

Represented by Howard H. Wilson Co.

# The NBC Parade of Stars

Every day of the



Presenting  
THE 1944-45

NBC  
Parade of Stars

# ... 365 days long

**The NBC Parade of Stars is building  
larger, more faithful audiences for  
the greatest programs in radio**

**THIS WEEK** 143 Parade of Stars Bandboxes are arriving at NBC stations from coast to coast. The Bandboxes contain, and stations will use, 90 program promotion folders (one for every sponsored NBC program) . . . 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper ad and photo mats . . . thousands of car cards, display posters, publicity releases and photos. Once again radio's **GREATEST** programs\* launch the fall season backed by radio's most effective program promotion campaign . . . the NBC Parade of Stars.

*For the first time*, the "Parade" becomes a continuing operation . . . designed to add a 365-day-a-year impetus to the already well-established habit of tuning to NBC.

*This year and next*, and the year after that, too, more people will listen to "*The Network Most People Listen to Most.*"

*\*Made even greater this fall by the addition of Duffy's Tavern, the new Rudy Vallee show, Dinah Shore and The Music America Loves Best.*

## National Broadcasting Company

**America's No. 1 Network**

A Service of Radio  
Corporation of America



# LOS ANGELES

By RALPH WILK

**A**RT BAKER, veteran of 1,560 consecutive radio broadcasts of "Art Baker's Notebook" has been cast as the detective lieutenant in David O. Selznick's "The House of Dr. Edwards." Baker will continue with regular broadcasts of "Notebook" program, as well as daily newscasts and "A Song Is Born" show during his work in the picture.

One of the most unusual and stirring radio programs to come out of this war took place last week, when Chief radioman George Ray Tweed, who spent 1,000 days hiding on Jap-held Guam, talked by short-wave with the American conquerors of the island. Hookup was effected with Tweed talking from his home in Portland, Oregon, through the medium of Dick Haymes' "Everything for the Boys" broadcast.

Laurel and Hardy who have appeared in pictures together in 18 years as a comedy team, will soon make their debut over the air ways. Audition transcriptions have been prepared by the fat-thin duo with material aimed at the millions who have been their ardent followers on the screen. Scripts prepared by movie writers Russell Rouse and Clarence Greene will feature family appeal in a blend of slapstick and pathos. Frank Orsatti Agency is handling the team.

With Edgar "Cookie" Fairchild as musical director, Kirby Grant has recorded the revived ballad "I'll Remember April" for Universal's "Mike Goes to a Party." Song is just now coming into its own with many air-lane plugs.

Pinky Tomlin received 118 radio fan letters following his guest appearance on the Hal Halley Swing-timers program emanating from KMTR. One writer said she'd been at the Biltmore the night he introduced his immortal "Object of My Affections" 10 years ago and had wanted to tell him ever since how much she enjoyed it, but just wasn't a fan-letter writer. Hearing it again on Halley's show, she decided 10 years of popularity warranted her first fan letter.

*Gale Associates*

SPECIALISTS

IN RADIO PACKAGES

AND TALENT

48 West 48th St. • New York City

LO 3-0350



## Memos of an Innocent Bystander. . . !

● ● ● Blue Net execs. are re-uniting the two stars of the "Stars From The Blue" programs, Josephine Houston and Wilbur Evans, accompanied by an orchestra conducted by Joseph Stopak for a commercial which will probably be sold within the fortnight. . . ● Leo A. Steedle, former director of promotion for WCAU in Philadelphia, has an idea, based on a new approach to stimulate listener interest, which we think has great possibilities and merits the attention of sponsors and advertising agencies . . . he can be contacted at Radio Daily's Gotham office. . . ● Pvt. Radcliffe Hall, former newscaster via NBC in New York and Pvt. Dick Keplinger, 1943 winner of the H. P. Davis Award and formerly on the staff of NBC, Seattle, Washington, are stationed at the Infantry School in Fort Benning, Ga. . . Sgt. Mel Allen has been transferred from this camp to duty with the Armed Forces Radio Services. . . ● Helena, Baroness de Polenzka, will start a new series of programs, "The Jade Box of Melody and Rhyme," Aug. 27 via WNYC. . . ● Ted Steele and his All-Star Band, starting tonite, will provide the musical background for the M-G-M-Screen-Test programs. . . Incidentally, Blonde and lovely Karol Singer, featured with Vincent Lopez' Hotel Taft Orchestra will guestrill on this show Wednesday. . . ● Dunninger will head for the Coast early in October to make personal appearances in San Diego, Los Angeles, San Francisco and Long Beach and will originate his "Kemtone" Blue Net programs from Frisco and Hollywood.

☆ ☆ ☆

● ● ● Vocallovely Ilene Woods, featured with Paul Whiteman's orchestra on Philco's Summer "Hall of Fame" series, will make her nite club debut Sept. 16 when she opens at the Versailles in Gotham. ● Jean Tigue, formerly heard via the Blue Net, has been added to the NBCast of "Beat the Band" . . . Jean, at one time led her band on the Coast. . . ● Vaughn Monroe and his Orchestra (currently featured at the Paramount Theater on Times Square) returns to his old stand, the Hotel Commodore, end of September. . . ● Two years ago, Bob Lewis, with an honorable discharge from the Army, took over the emcee job on WNEW's "Start The Day Right," succeeding Hal Moore who was drafted. . . next Monday, Moore will receive an honorable discharge and will, in turn, succeed Lewis. ● Birney Ines, Jr., owner of Radio Stations, WCBI, Columbus, Miss. and WELO, Tupelo, Miss., has been promoted to the rank of Major . . . he's stationed at Key Field, Miss. . . ● The War Department nixed Bob Hope's idea of doing his initial program of the new season from Hawaii. . . ● Nat Brandwynn and his Orchestra move into the Waldorf-Astoria Starlight Roof Thursday and will have several MBSshots weekly.

☆ ☆ ☆

● ● ● Now that the Fighting Yanks are in sight of the Eiffel Tower, you'll be hearing that new ditty, "Say Pop, Send your Guide Book to Me," which deals with a Yank of World War II seeking the advice of his Dad, Doughboy of World War I. . . ● It isn't generally known, but Rudy Vallee is quite a ventriloquist, having studied the art with Charlie McCarthy's employe, one Edgar Bergen. . . ● Lee Davis, comedian-emcee on the WORevue, "Keep Ahead," has been signed for an additional 10 weeks on that program. . . ● Back in 1919, sound effects for radio was born, when it was discovered that "to bring on a comedian, the opening and closing sound of a door was needed" . . . since the door to the studio was too far away from the mike, an ingenious musician gave the lid of the upright piano a bang—it did the trick. . . ● Eddie Garr, CBS comic wants to star in and produce a comedy version of "Hamlet."

☆ ☆ ☆

—Remember Pearl Harbor—

# CHICAGO

By BILL IRVIN

**T**HE Morris B. Sachs Cloth Chicago, through Wade Advertising Agency, will start spot of Herbie Mintz on Monday, 28, it was announced by Gil sales manager of WENR. Program, entitled "But Not For" has been heard over WENR several years and mixes musical ories with reminiscences of the "Old Days" in Chicago. The ute show, Monday through will be aired from 10:15 to 10:30 CWT. Contract is for 39 week Mintz under the Sachs banner Chicago clothier is now heard total of 2¼ hours each week WENR.

Placement of three new pr an expansion order for 312 on ute announcements and a new for 70 time signals and three minute announcements pace business week at station WM according to Oliver Morton, of the NBC Central division spot sales department.

The Ford-Hopkins Co. (El One Cold Tablets) through H. V. tor and Sons Advertising Co. dered a 15-minute program aired Mondays, Wednesdays, and days from 10:45 to 11:00 p.m., beginning Sept. 25. Contract 28 weeks.

The third new program is minute show, sponsored by the lantic Brewing Co. (Tavern Beer), through Campbell-Mil be heard Monday through Friday 5:05 to 5:15 p.m., CWT for 13 beginning Sept. 11. The pansion order came from Curtis Publishing Co. (Sat Evening Post) through MacP Aveyard Co., New York, for the tension of their present schedu six one-minute announcements week for 52 weeks.

**WCBM**

A QUALITY STATION  
with MASS APPEAL

in a  
**RICH MARKET**

**WCBM**  
BALTIMORE  
THE BLUE NETWORK STATION

JOHN ELMER  
President

FREE & PETER  
EXCLUSIVE NATIONAL

GEORGE ROE  
Gen. Mgr.

# WAC Advt. Budget To Include Radio Anns. For Four Weeks

(Continued from Page 1)

first break in the controversy that followed the War Department's \$5,000,000 WAC advertising budget being allotted solely to newspapers and magazines through Y&R and widespread resentment in the broadcasting industry came to a head when the NAB polled the stations and found an overwhelming sentiment in favor of sharing such advertising with other media. Previously, RADIO DAILY had polled leading broadcasters amongst small and large stations, with the preponderance of opinion favoring radio getting its share of the paid WAC advertising.

Young & Rubicam wire, signed by Carlos Franco, who is head of the agency's time buying bureau, tended to lay the onus of the non-radio budget on the War Department and stated that the "schedule (radio) was approved by the War Department following recommendations" made by the agency. Y&R wire to all U. S. stations follows:

War Department approved Young & Rubicam WAC recommendation for four-week schedule starting Sept. 4, for one one-minute and one station break transcribed announcement between 6 and 10 p.m. local time five days per week. Mondays through Fridays, cancellable on two weeks' notice. If you accept paid government advertising, please wire us today best times you can make available with preceding and following programs and hold pending our selection. Representatives being told about this wire sent you in interest of speedy action required.

Statement by Young & Rubicam further explains that under the plan the spots and breaks are tied in with other advertising already announced. Also that, "the introduction of radio into the WAC program during the first four months of the campaign

completes the original recommendation of Young & Rubicam. The action follows finding that a substantial number of broadcasters are ready to accept paid government advertising. No curtailment of advertising in other media is contemplated."

### Industry Reaction

Reaction in the industry and NAB is that a major victory has been won and a precedent established for future controversies or situations of similar nature which may arise in course of the war and in post-war periods. Spokesman for the NAB said unofficially that they were satisfied with the move so far, but were wondering about what happens after the four weeks are up. However it is gratifying to see that clouds clear up, he said, and that the agency has seen the light.

It is estimated unofficially that something over \$500,000 will accrue to radio as a result of the schedule, although it is expected some outlets will not accept the paid advertising. The great majority, however, have gone on record as seeking it. Average small or medium sized outlets along with the large watters will probably bill \$13,000 daily for the spots and station breaks. This will average down from over \$2,000 for the schedule for the 50,000 watt independents down to as little as \$15 a day for the small stations.

Franco said he was unable to estimate what the total budget would be for radio during the four weeks in question, since he did not have all his replies from the stations throughout the country. In some cases he said, he had immediate phone calls from station managers reiterating that they would not accept paid advertising. Most of the stations though, he believed would take the schedule. Much work had to be done on time selections and choice of availabilities.

## 6 New Canadian Stations Since Outbreak Of War

Fifteen licenses have been issued for broadcasting stations since the war started, but only six have been able to obtain equipment to put stations in operation a Transport Department official said last week. Applications are received from time to time by the department, but doubtless many who would make applications have been discouraged because of the difficulty of obtaining equipment, said an official. Canadian electrical companies have facilities for making broadcasting equipment the official said, but at present they are occupied with orders for the fighting forces. Of the six stations brought into operation since the war started, three have been 1000-watt and the other three of lesser power. All are independent stations. The CBC has erected some small relay stations and some have had power increased.

## Schedule Helen Traubel "Telephone Hour" Guest

Helen Traubel, American-born Wagnerian soprano, will be the guest artist on "The Telephone Hour" Monday, Aug. 28, over the entire NBC web, 9-9:30 p.m., EWT.

### I OFFER . . .

TOP-RUNG RADIO WRITERS IN ALL CLASSES . . . CONTINUITY, NEWS EDITORS, COMMERCIAL SPOTS, COMEDY CONSTRUCTIONISTS, CAG-STERS, ETC.

FRANK McGRANN

Radio Specialist

POSITION SECURING BUREAU, INC. (Agency)

331 Madison Ave., New York, MU. 2-6494

## NEW BUSINESS

WPDQ, Jacksonville: Wrigley Chewing Gum Co., 10 transcribed announcements for 10 weeks, through Ruthrauff & Ryan, Inc., Chicago, Ill.; A. G. Spaulding & Bros., National Tennis Matches, through Stanley G. Boynton, Detroit, Mich.; P. Du & Sons, Inc., three spot announcements weekly for 13 weeks, through W. Earl Bothwell Advertising Agency; Republic Pictures, transcribed announcements, through Donohue & Coe, New York City; National Oats Co., five transcribed announcements weekly for four weeks, through Lew Ramsey Advertising Agency, Davenport, Iowa; Newbro Mfg. Co., Atlanta, Ga., three transcribed announcements weekly for 30 weeks; through Cole & Co., Memphis, Tenn.

WNEW, New York: James F. Waters, Inc. (automobile repair) six programs weekly, five weeks, through Harry A. Berk, Inc.; Casite Company (lubricating oil) one-minute ET announcements, 52 weeks, through Keeling & Company; Hennafoam Company (shampoo) three programs weekly, 27 weeks, through Arthur Rosenberg Company; Slater Electric & Mfg. Company, one program weekly, indefinitely; Paragon Oil Company, six programs weekly, 13 weeks, through Diener & Dorskind; County Perfumery Company, five one-minute ET announcements weekly, 18 weeks, through Atherton & Currier advertising agency.

WFBI, Pawtucket-Providence, announces the following new national spot accounts: Westinghouse, spots; Swift & Co., spots; Mueller's five-minute news broadcast Monday thru Friday.

**HARVEST . . . the rich fruits of WBYN's minute programming idea-music, news, sports and exclusive racing results pleasantly spotted while you work.**

**1430 on dial. WBYN**

For Availabilities:

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

## AGENCIES

AUMILLER, with Pedlar, & Lusk for the past two years, has been appointed media director of the agency in charge of all radio publication media plans. This is an association with Pedlar, & Lusk, Mr. Baumiller was previously with Ann-Erickson for 11 years.

TITAN SOAP CO., New York, manufacturers of Sweetheart Soap, announces the appointment of E. J. Jones Company, New York, as their advertising agent, effective Sept. 1.

L. BRENNAN has joined the staff of Doherty, Clifford and Lusk, Inc., as assistant secretary of the corporation. For 19 years, being chief of Doherty, Clifford and she was assistant account on Bristol-Meyers at Pedlar & Lusk, Inc.

ALBERTI, well known in the radio and motion picture fields, has been appointed Director of National Radio Activities for National Public Radio, September 17th-23rd, according to Harry Miller, executive vice president of Alberti, who is managing the professional activities, has similar capacities in the field of advertising and public relations of the Plymouth Division of the Chrysler Corporation.

NYLAND has joined the staff of Benton & Bowles, Inc., as assistant secretary. Nyland, who has worked on the Bituminous Coal account, was previously the advertising manager of Nash Motors Corporation and, prior to that was in charge of advertising and public relations of the Plymouth Division of the Chrysler Corporation.

SCHADE has been appointed to the staff of the advertising and sales promotion department of Silex, Inc., according to R. J. Silex, advertising and sales promotion manager. He formerly was in charge of the Pratt & Whitney Division of United Aircraft and worked for several years as sales promotion manager with the Silex Coffeemaker Company.

ONS, casting and assistant producer for B. B. D. & O., has been appointed assistant television director for the agency. Miss ONS who replaces Hank Larom, has been with the agency since last August, who is in charge of the television department.

## WANTED

Wanted: cash for 150 foot Antenna with coupling unit and lighting system. One frequency monitor, one modulation monitor, interested in all or part. Write Box 8, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

# Two AFM-WLB Rows Referred To Vinson

(Continued from Page 1)

charged that WLB was without jurisdiction because the cases had nothing to do with the war effort.

Friday's action followed by a day the Thursday hearing at which Petrillo failed to appear but at which his counsel announced that the musicians would not obey the WLB order to lift the recording ban against Columbia Recording Corp., RCA-Victor and the recording division of NBC. The unusual feature of the WLB action was that it sent the cases to Vinson rather than to President Roosevelt. This action had been taken only once previously. It bore out the reports that the labor board had hesitated to take positive action against Petrillo, by committing the cases to the White House, because the public might consider the matter frivolous and petty. WLB got around this, going half way up—to Vinson.

Actual preparation of the papers certifying the matter to Vinson will take about a week, it was explained.

# Special Mutual Programs Set For V-Day Festival

(Continued from Page 1)

special features division, under direction of Tom Slater, has planned programs in preparation of the V-Day celebration. The broadcasts already scheduled include "Victory Salute to the United Nations" (musical), "The Nation's Capital" (narrative), "Surrender Day at an Army Camp" (narrative), "Main Street, U.S.A." (narrative), and a "Memorial Service."

# Civilian-Home Receivers After Downfall Of Reich

Washington, D. C.—Executive vice-chairman Charles E. Wilson of the War Production Board, in a statement last Friday, has informed radio manufacturers that the manufacture of civilian radio receiving sets will be resumed after the fall of the Nazis, but not before. He stated further that the curtailment of arms production after Germany's downfall may ease the release of enough materials for making possible the lifting of quota restrictions on the radio industry.

# COAST-TO-COAST

—PENNSYLVANIA—

**PITTSBURGH**—Joseph Horne Co., of this locality, is presenting a later edition of the popular "8:45 a.m. Newsreel," heard over WCAE from 12 to 12:15 p.m., Monday thru Saturday. Bill Beall brings WCAE listeners these up-to-the-minute newscasts, accompanied by special shopping notes from Penny Stanwyx.

Another news program is being aired over WCAE by the Pittsburgh Railways from Monday through Saturday for a 13-week period. Purpose is to influence women to become motormen on the local trolleys.

—TEXAS—

**DALLAS**—Stories of the war front and home front are the weekly presentation of the War Chest of this city in a series of programs aired each week over WRR. . . "Songs of Louise" formerly heard over WFAA, is now being aired over KGKO on Tuesday night at 9:15. Program features Louise Mackey as vocalist and Hugh Waddill as organist. . . **TEMPLE**—KTFM has added another program to its ever-growing schedule of productions by the McCloskey General Hospital, of this community, and one of the Army's six great amputation centers. The new 30-minute show, "McCloskey Presents," made its debut two Saturdays ago in the afternoon at 4:30.

—OHIO—

**CINCINNATI**—"The Miss Greater Cincinnati Health, Beauty and Talent" prelim to the "Miss America" contest has moved into the final round under sponsorship of WCKY. . . WKRC educational department, headed by Dr. Judson J. McKim, has published a booklet based on its 18-week "Problems of Peace" series, heard over WKRC. . . Newest member of WLW's staff of news commentators is Robert Parker, a European correspondent for the Associated Press for almost a decade, and author of the best seller, "Headquarters Budapest," published in June.

—VIRGINIA—

**RICHMOND**—Until now, WRVA has distributed over 10 million cigarettes on their "Smokes for our Wounded" drive, which was begun in mid-December of 1943. Joe Brown, originator and emcee of this show, continues to bring to federal hospitals in the Old Dominion, and to Camp Lee's Regional Hospital, twice-weekly live talent variety programs that precede his regular "Okay, America" all-soldier talent transcribed broadcasts, Tuesday nights at 10:30 and Saturday nights at 8. The smokes are handed out during and after these broadcasts to disabled, enlisted men and wounded war veterans.

—DISTRICT OF COLUMBIA—

**WASHINGTON**—"Army Air Forces Band," a series of concerts presented by the Army Air Forces Band, will be heard over WWDC for the next three weeks. Scheduled for broadcast on Sunday night at 8:30, WWDC will give local audiences an opportunity to hear the excellent voice of Cpl. Glenn Darwin, formerly of the Metropolitan Opera Company, and other artists now in the service.

—KANSAS—

**SALINA**—Continuity writers Ema Lou Bireline and Irene Strotkamp of KSAL didn't have time to bake a birthday cake for one of their four apartment-mates. Instead they placed candles on a watermelon with toothpicks, scratched "Happy Birthday, Dorothy" on the side, and all enjoyed a new kind of birthday party.

—LOUISIANA—

**NEW ORLEANS**—Tom Holbrook, WWL announcer, is apparently doubly conscious of the station for which he works. The other morning while giving a Sunway Vitamin commercial, Tom was spelling out the word "Sunway" for the benefit of the listening audience. Following is what he said, "Address your cards and letters to Sunway, spelled S-U-N-W-W-L."

—MARYLAND—

**FREDERICK**—WFMD is arranging for an intensive advertising campaign in its primary coverage area, beginning September, it was announced by the parent company, the Monocacy Broadcasting Co. last week. The campaign, built around paid ads in weekly newspapers, will be tied in with a regional sales drive to be initiated at the same time by the enlarged WFMD sales department.

—MASSACHUSETTS—

**BOSTON**—John Duff Stradley, noted commentator, speaks on WCOP tomorrow, his topic being "Johnny Veteran Comes Back to What." . . . **WORCESTER**—New mikeman at WTAG is Arthur Kane, formerly of WESX, Salem, and WMEX, of this city. He replaces William Fariss on the WTAG announcing staff.

—NEW YORK—

**NEW YORK**—Allan Black, for five and a half years a staff announcer at WEVD, N. Y., has joined the announcing staff of WQXR. . . Helen Berk, member of WQXR subscription department since last November, has been transferred to the publicity department as a secretary. . . In cooperation with the current N. Y. State Guard recruiting drive, WOR broadcast last Saturday, Aug. 19 a special program featuring Maj. Paul C. Raborg, public relations officer of the military group, and Paula Stone, actress, as speakers. . . Henry Sylvern, who began his musical career at the early age of 4, was named musical director of WINS last week. . . In response to requests from servicemen on the battlefronts, WNEV has inaugurated a new series titled "V Disk Command Performance" for airing on Tuesdays, Wednesdays, Thursdays, and Fridays at 9 p.m.

—CALIFORNIA—

**SAN FRANCISCO**—Bob Sweeney has resigned as KYA's chief announcer to do free lance radio production. . . Byron Nelson is the new sales representative of the Blue Network, succeeding Gene Grant who has been shifted to the Hollywood office. . . Don Searle, manager of KGO-Blue, was married to Mrs. Dorothy Wilcox Williamson in Reno, Aug. 8, it was revealed very recently. They are enroute to New York for a conference with Blue execs. Don will return after attending the NAB convention in Chicago.

# NBC Parade Of Stars Set For New

(Continued from Page 1)

now on their way to over 100 stations. Included are the recordings, script matter and numerous programs covering the 90-odd spots using the NBC network.

Once again, recording stars form the backbone of Stars with nearly 100 featured artists represented by special recordings or suitable of regular broadcasts. At the material more valuable number of spots, many shorter, have been recorded.

In addition to this collection of records, the kit contains a separate folder for every NBC program arranged in a file accord day of the week. In these folders are suggested "live" announcements, exclusive press stories, photographs of the stars, spot advertisements for 15-minute programs, "Bandbox" and folders are attractive by art treatment in promotion drive plan.

Promotion Drive Plan

Introduction of the Parade of Stars will be preceded by an intensive motion campaign in radio advertising trade papers, supported with posters, stickers and pieces. On Aug. 22, the parade will be revealed to all stations in circuit talk from Radio City Trammell, NBC president, and William S. Hedges, NBC vice president. Hedges and Witmer and Hammond will discuss the importance of program promotion and explain how the NBC Department has planned a special promotion program for company and affiliate cooperation in the Special network programs. . . Increase public interest in the parade and displays of the "Bandbox" associated material will be a major objective in New York and other key cities.

Following the nationwide introduction of the Parade of Stars, stations will receive additional material at regular intervals. This will be in the form of special promotion and audience building devices sent to stations each month.

This year, as in previous years, stations will be asked to complete records of their Parade of Stars and usage. Information in this way by the NBC Department has been responsible for many of the improvements in the 1944-45 Parade of Stars material.

# Promotion Cartoon

WOR, "that power-full station," up a full page that makes use of the cartoon as a means of promoting radio programs. In the cartoon, WOR has four clever cartoon characters show influence of feature programs upon its listeners, thus making it worthwhile for an advertiser sponsor. The sheets have been sent to all agencies.

August 21, 1944

Don Albert	Thomas Hudson
Ken Carpenter	Bob Jellison
Bob Haring	Carlton Kadell
Howard W. Friedman	

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 36

NEW YORK, N. Y., TUESDAY, AUGUST 22, 1944

TEN CENTS

## NAB "War Meet" Agenda

### Order Eases Equipment Shortage

Smith, of the WPB Radio Section, said the jobbers will be able to offer parts and equipment on all A-5 ratings without special permission from the WPB, which lists the restrictions on wholesale distributors.

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### Moves 'Drummond' 'White Lights' Spot

"White Lights of New York," the program emceed by news-musician Louis Sobol, will have its final broadcast over WOR on August 28. The series debuted over WOR on March 19 and was sponsored by the E. J. Sperry Co. "The Adventures of Drummond," WOR feature, will move into the Monday, 7:30 p.m., slot vacated by "Bright Lights."

Continued on Page 4)

### Agency To Use Tele-Viewers' Panel On WABD

The Tele-Viewers' Panel for the week in connection with the sponsored "Boys from Boise," original musical comedy for Sept. 28 via WABD has been selected.

Continued on Page 2)

### Shaw Injured

Charles Shaw, CBS foreign correspondent, attached to the London office, was reported injured on August 17. He has been in France since then. Day and nature of his injuries and circumstances are not yet known. He will be hospitalized in London for an indefinite period, according to advices from London. Shaw was hurt in line of duty in France.

### Invitation!

An invitation has been extended to those attending the NAB War Conference in Chicago next week, to attend the Ringling Bros. and Barnum & Bailey Circus at Soldiers Field. Invitation has been extended by Beverly Kelley, radio director of the show, and those wishing to attend may leave requests with Mrs. Ella Nelson, in the NAB Office, fourth floor, Palmer House.

### College Conference Set For November

Columbia, Mo.—Third Regional Radio Conference at Stephens College, to be held here Nov. 17, 18 and 19, plans a new departure in the form of such conferences and the theme of the three-day parley will be, "Radio Programming for the Home." Emphasis will be placed on women's children's and service shows. Theme and sessions will be planned in terms of interest and value to people in the area.

Continued on Page 5)

### Protest Sent FCC On "Money" Programs

W. E. Long Co., Chicago advertising agency has sent letters to the members of the FCC protesting the over-all viewpoint being taken on "telephone money" programs and promotional ideas of radio stations and sponsors. Through E. J. Sperry, the FCC is protesting the over-all viewpoint being taken on "telephone money" programs and promotional ideas of radio stations and sponsors.

Continued on Page 4)

## Pons and Kostelanetz Return From 13-Week Overseas Tour

### DuMont At RPI Exercises In Address To Graduates

Troy, N. Y.—Allen B. DuMont of Passaic, N. J., a pioneer in the elements of Radar, told the graduating class of Rensselaer Polytechnic Institute that they were eager to return to the various war theaters, and plan to continue their service.

Continued on Page 4)

227,396 radio homes in its daytime primary coverage area make WLAW the "buy" North of Boston!

## Post-War Development Looms Large In Panel Discussions; Speakers Headed By Chairman Fly

### Carnegie Hall Show Sked For Major Web

New half-hour network program originating at Carnegie Hall and featuring concert artists, plus Bruno Walter as permanent conductor, is expected to hit the airwaves shortly, although neither web nor sponsor has been revealed.

Arrangements are being made between the manager of Carnegie Hall and Hu Chain Associates to produce the radio program which will have a major web.

### NBC Reporter Treanor Loses Life In France

Tom Treanor, NBC and Los Angeles "Times" correspondent, has been killed in France. First report of his death was received yesterday in a broadcast by the network's John H. Johnson.

Continued on Page 5)

### CBC Shortwave Outlet Ready For Test Nov. 1

Montreal—The shortwave broadcasting service of the Canadian Broadcasting Corp. will be ready for a test on Nov. 1, officers of the corporation announced.

Continued on Page 4)

Executives War Conference of the NAB, opening in Chicago August 28 and running to Thursday August 31, inclusive, is expected to draw a record-breaking attendance, with advance registrations at the organization's headquarters at the Palmer House in that city, having already passed the 800 mark. Complete program has been announced.

Continued on Page 6)

## Network Delegations Set For NAB Confab

More than three score network headquarters' top executives will be in attendance at the NAB War Conference at the Palmer House, Chicago, next week, with approximately 15 going from CBS in New York and nearly as many from NBC. Blue Network will also have a sizeable delegation, while Mutual which has also scheduled a delegation.

Continued on Page 7)

## Sesac "Program Builder" Issued To The Industry

Sesac has issued a new "Program Builder," a 161-page book bound in loose-leaf form, the issue including a Key to Sesac Publishers, Thumb-nail Index and a list of Sesac's 1944-45 program schedule.

Continued on Page 7)

### Sad Story

Lathrop Mack and his NBC Guest Relations softball team went down to another defeat Saturday afternoon at the hands of the Paramount Theater softballers. The score, 11-6. Paramount got off to a six run start in the first inning and a four-run rally by the NBC team fell short by two runs. Team was sked last night to face "Mexican Hayride" cast.

A CBS affiliate, WLAW is also known for its interesting, carefully selected local features!

Adv.



Vol. 28, No. 36 Tues., Aug. 22, 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

(Monday, Aug. 21)

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163 3/8	163 3/8	+ 1/8
CBS A	32 1/2	32 1/2	32 1/2	—
CBS B	32 1/2	31 7/8	32 1/2	+ 1 1/4
Crosley Corp.	22 3/4	22	22	- 3/4
Farnsworth T. & R.	13 1/4	13	13	—
Gen. Electric	38 3/4	38 3/8	38 3/8	- 1/8
Philco	35 3/8	34 5/8	34 5/8	- 5/8
RCA Common	11 1/8	10 7/8	11	- 1/8
RCA First Pfd.	76 1/4	76 1/4	76 1/4	—
Stewart-Warner	16 7/8	16 3/8	16 3/4	—
Westinghouse	105 3/8	105	105 1/8	+ 1/8
Zenith Radio	42 3/4	42	42 3/4	- 1/4

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 1/2	17 1/2
WCAO (Baltimore)	22	—
WJR (Detroit)	36 1/2	—

## 20 YEARS AGO TODAY

(August 22, 1924)

Interesting feature of the local air waves yesterday was Jackie Coogan, screen star, speaking on the "Modern Children's Crusade," under the auspices of the Near East Relief. . . Broadcasting companies have a plan under consideration to limit political speakers to 15 minutes each daily in which to air their views.

# Pons And Kostelanetz Return From 13-Week Overseas Tour

(Continued from Page 1)

to do so as soon as they have fulfilled the many concert engagements already scheduled in the States.

Miss Pons, Kostelanetz, Carolyn Gray, her piano accompanist, and Frank Versaci, her flutist, travelled through the Middle East, the Persian Gulf Command, Africa and the Italian Theaters of war, covering approximately 25,000 miles.

During the press interview it was revealed by Miss Pons that all her unit's performances were broadcast to the various local army camps, in addition to being played to tremendous audiences of servicemen. It was also pointed out that Miss Pons gave 28 concerts within the period of 30 days, which compares to 40 concerts she gives during an average concert tour of the States.

### "Ave Maria" Favorite

The most popular request number among the servicemen was "Ave Maria" which Miss Pons sang to Kostelanetz's "servicemen orchestra." She alternated between the Gounod and the Schubert compositions, as these were considered the most familiar.

Among the other selections included in their repertoire were "The Bell Song" from Lakme, "The Blue Danube," "Estrellita," and the "Song of India." Kostelanetz's performances included songs from "Show Boat," Victor Herbert melodies, "Swanee River," "Dixie," "Rhapsody In Blue," "Begin the Beguine," "Lo, Hear the Gentle Lark," and the "Dancing Doll."

Kostelanetz said he had carte blanc to organize orchestras from among the able performers in the various branches of the local fighting forces. In Cairo he was able to assemble a 50-piece orchestra by combining two British bands. In Italy he assembled

six GI bands, each consisting of seven men.

While in Italy they performed before 23,000 servicemen at one time, and followed this performance up with a concert in the famous San Carlo Opera House in Naples. Both concerts were broadcast to the civilian populations in Naples and Rome.

Kostelanetz worked mostly with non-professional GI bands which he pointed out were wonderful. Instruments were acquired from every conceivable point—from pawn shops, police bands, local night clubs, etc. In Teheran under his baton were three professional musicians now in uniform: Sgt. Paul Brodsky, formerly violinist with the Firestone Orchestra in New York; Sgt. Frank May, formerly double bass player with the Cleveland Symphony, and Sgt. Paul Goldenstein, noted violinist.

He said that the men who came to the performance from the front lines were restless during the first two numbers, but that they calmed down after that and enjoyed the music in such an obvious way that it seemed to be having a therapeutic effect on their nerves. Kostelanetz went on to say that he believed that that reaction is one they could not experience through listening to jive music.

## Storm Agency To Use Tele-Viewers Panel On WABD

(Continued from Page 1)

been announced by the Charles M. Storm Co. Having a direct line into the homes of almost 100 per cent of television set owners in the East, the agency is convinced that it can now judge the listener preference more accurately than any radio poll ever has been able.

### AVAILABLE SEPT. 1st.

Advertising  
Promotion  
Publicity  
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background.

Box M75, Radio Daily, 1501 Broadway, New York 18, N. Y.

# No Matter how you slice

If you don't look age, popularity, and right in the eye . . . still baloney!

**POWER** alone basis for buying radio. What good are a people if they don't

**POPULARITY** alone no basis. Suppose it you 5 times as much twice as many lists

**COST** alone is no stick either. If nobody tens it's a waste of money

Intelligent advertising look at ALL THREE.

We've got the facts Baltimore on all three these vital factors. prove that W-I-T-H delivers more listeners-per-dollar spent!



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY



## WALTER COMPTON BACKGROUND FOR NEWS

add **KVOE** to his sponsor list



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

Your **SALES DOLLARS TRAVEL FAR** . . . when you use them on **WIBW** The Voice of Kansas TOPEKA

Ben Ludy, GEN'L. MGR.

# The New York Times

announces the purchase of

## RADIO STATION WQXR AND ITS FM OUTLET WQXQ

We are proud to acquire a broadcasting medium which throughout its history has consistently maintained such high standards of quality in its productions.

This policy we shall continue and improve under the same management which successfully built up Station WQXR and Station WQXQ.

The best musical features will form the bulk of programs as before, and we look forward to the time when WQXR, as The Times own station, will expand its news presentation so as to be of still greater service to its listeners and our readers.

WQXR  
1560 Kilocycles



WQXQ  
45.9 Megacycles

*The High Fidelity Station*

Station WQXR 730 Fifth Avenue, New York 19, N. Y. Circle 5-5566

# Carnegie Hall Show Sked For Major Web

(Continued from Page 1)

different concert artist share the podium each week. Spokesman for the Chain Associates indicated the proportion of the sponsorship needed, pointing out that a major steel manufacturer and an oil company are bidding for the contract.

When the program reaches the air, it will go under the title of "Carnegie Hall Concerts," and include many of the Columbia Concerts, Inc. artists in the first dozen programs.

## Protest Sent FCC On "Money" Programs

(Continued from Page 1)

director of radio, the agency points out that in its investigation of so-called lottery programs, many clean-cut shows are being taken into the general category.

Letter to the FCC members also reveals that the agency at its own expense offers to help stations and clients to avoid the taint of "lottery" its "telephone money" and similar types of programs.

## DuMont At RPI Exercises In Address To Graduates

(Continued from Page 1)

stitute on Sunday, Aug. 20 that technological advances accomplished during wartime are equal to 25 years of usual peace-time progress. A graduate of RPI, DuMont delivered the main address and received the honorary degree of Doctor of Engineering at the 120th commencement exercises. He was cited for improving the science and art of television, and for pioneering in use of cathode-ray tube.

## Steele "Screen Test" Maestro

Ted Steele, radio maestro, returned last night as leader of a new all-star band on M-G-M's "Screen Test," and will be heard every night (Monday through Friday) over the Mutual Network, from 9:15 to 9:30 p.m.



## California Commentary!

● ● ● Resignation of Don Gilman from his Blue Network post here came as a surprise to both close friends and others in the industry. . . . Don has been a network vice-president on the Coast for many years and he will be missed. . . . considerable speculation as to who will be the successor in Los Angeles to direct the Blue activity in these parts, and it is presumed the announcement will be made at Blue headquarters in New York, as soon as feasible. . . . in the meantime, many messages of well wishers have flooded the Gilman desk relative to his new vice-president post with the California Oil and Gas Assn. . . . This is not exactly a case for the FCC and Chairman Fly, but for a moment t'other day, we thought CBS had a "monopoly"—on pulchritude at Brittingham's, the Columbia Square eatery. In a booth were Doris Callahan, who resembles Ann Sheridan, but who confines her activities to CBS' production department as a secretary, and three other stunning members of the fair sex, who we believed must also be on the CBS payroll. . . . Being a stickler for accuracy we asked Doris the names of her fellow diners, only to learn that they were all professional models. . . . Hal Halley, former purveyor of press material for the Hollywood Palladium and the Casino Gardens, is all smiles these days. He is producing "Swing Time," over KMTR, and on Thursday it provided for listeners participating, with the result that the KMTR switchboard was tied up completely for the entire half hour (the show's length) as was that of E. Broox Randall, insurance agency, whose 'phone number, Hillside 6111 is so similar to that of the station, Hillside 1161. The show consists of interesting comments on "swing" records, and the listeners were asked to furnish the name of the record mentioned, band or singer.

☆ ☆ ☆

● ● ● His theory that dyed-in-the-wool radio men, who have handled "men-in-the-street" interviews and who have a smattering of news background would make outstanding war correspondents has worked out in practice, G. W. (Johnny) Johnstone, director of the Blue news and special features, told his hearers at a Hollywood Authors club luncheon. . . . He cited the work of George Hicks and Gordon Fraser, and in a little confab with the writer predicted Cleo Roberts would do brilliant work in the D-Day of the Pacific. . . . He plans to engage a member of the staff of WENR, Chicago, as one of his overseas correspondents. . . . Charles E. Davis, president and general manager of WWPG, Palm Beach, Fla., ("the world's winter play ground") who is visiting in quest for a California station, has been holding a reunion with H. W. Wilson, manager of KPRO, Riverside, who launched the Florida station for his company in 1941. Jennings Pierce, NBC Western division manager of public service and station relations, is vacationing at Huntington Beach.

—Remember Pearl Harbor—

## CBC Shortwave Outlet Ready For Test Nov. 1

(Continued from Page 1)

ration said yesterday. The two transmitters at Sackville, N. B., are now complete but there has been delay in getting some of the necessary gear. Criticism is made that the equipment and system to be used will soon be obsolete, the new method being by recordings. CBC officials deny this. They state that the recording method will be used but in a supplementary way it is also claimed that where the shortwave is direct and immediate, the recording system involves delays and requires a day by day ar-

## Borden Moves 'Drummond' Into 'White Lights' Spot

(Continued from Page 1)

beginning Sept. 4. Borden, in the interests of Horton's Ice Cream, also sponsors "Bulldog Drummond." Ned Wever stars as the British sleuth, Captain Drummond.

Young & Rubicam is the agency handling the accounts for the Borden Company. Emdon Fritz is the WOR Account Executive.

rangement. The CBC board is to meet next Monday and the appointment of a general manager will be considered. The appointment of a chairman will be made by gov't.

# FIRST

with  
NATIONAL  
SPOT and  
LOCAL  
TIME  
BUYERS

*Not just  
this year—  
Bit,  
every year.  
Continuously*

# WRG

Represented NBC Spot Sales

## Washington



## The SCHOOL of RADIO TECHNIQUE

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

6 Weeks' Day Course

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Taught by Network Professionals, for Beginner & Advanced students, include:  
● ANNOUNCING ● STATION ROUTINE  
● NEWSCASTING ● ACTING  
● CONTINUITY WRITING ● DICTION  
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Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N.Y.  
CIRCLE 7-0193

## Conference Set For November

(Continued from Page 1)  
 focusing attention on the station and its problems. In addition to demonstration of live broadcast shows in the above category, discussions will be held around FM, television and radio by leaders in each of the categories. Sessions are also being planned on station management, sales promotion, audience measurement. Seminars, clinics or study groups with practical demonstrations will be held. General sessions of the confab will be held around specific controversies.

The advisory committee, for the conference, will include Doris Egan, NBC; Willard D. Egolf, Col. Harold Kent, War Department Liaison, U. S. Office of Education; Slater, Mutual; Harry Blue Network; Keith Tyler, AER; Judith Waller, NBC; George KVOO, Tulsa; Chester KKOK, St. Louis; William Flanagan, KRNT, Des Moines; George KSD, St. Louis; Dr. W. C. Myers, Stephens College, and Arthur Casey, KMOX, St. Louis.

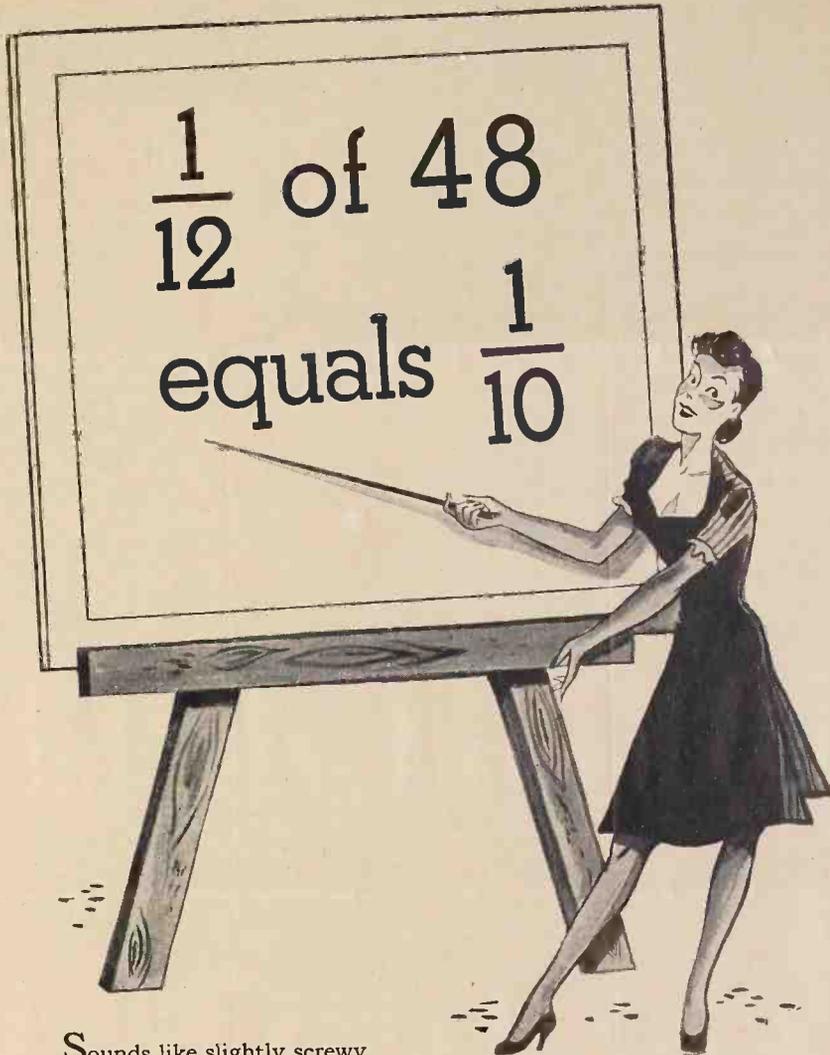
Representatives from 40 different stations from four major networks, Broadcasting Corporation, Canadian Broadcasting Corporation, NAB, and other radio and governmental agencies and schools are planning to attend the annual conference.

## Reporter Treanor Loses Life In France

(Continued from Page 1)  
 from the American sector in France. He leaves a wife, the late Eleanor Stimson, and three children.

Treanor lost his life when a jeep which he was riding was run over by an American tank, according to reports, who added that the correspondent was with an American tank unit driving toward Paris.

"Paris was where he wanted to be," MacVane said. "He was at the very front units of the American Third Army pushing toward Paris. There were Germans behind him and all around him. It was his great ambition to be the first radio correspondent to reach Paris and send the word back to the people back home. Tom's life was great," MacVane's said.



Sounds like slightly screwy mathematics, so we'll explain. The voice of station WENR reaches well into four states—Illinois, Michigan, Wisconsin and Indiana. Four states—one twelfth of the 48 that make up America.

But because of the happy circumstance of these states being thickly populated it adds up to 13,000,000 Americans—and that's One-Tenth of the Nation.

This may be news to you but

it's practically legend to the host of new advertisers who have come into the WENR fold. And as far as we can make out, as happy and content a list of advertisers who ever spoke on the airways.

Why not? Besides spreading its voice to One-Tenth of the Nation WENR does so at the lowest rate per 1000 families.

Worth looking into, wouldn't you say?

*Sell ONE-TENTH OF THE NATION...over* **WENR**

Chicago's Basic Blue Network Station  
 890 kc.—50,000 watts—clear channel

**HAPPY BIRTHDAY TO YOU**

- August 22
- William Brenton
  - Carl Carter
  - Ernest Hackworth
  - Faye Parker
  - Julia Sanderson
  - Martha Raye
  - Lesley Woods

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales  
 NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

# NAB "War Meet" Agenda

## Plan Full Schedule Starting Monday Thru Friday

(Continued from Page 1) been laid out, with but few minor adjustments due on the agenda which is printed on this page.

Special luncheon speakers have been chosen for the general luncheon sessions. They are: Hon. Robert A. Lovett, Assistant Secretary of War for Air, who will be heard Tues., August 29; FCC Chairman James Lawrence Fly, who has accepted President J. Harold Ryan's invitation to speak, will be heard on Wednesday; at the Thursday luncheon, Paul G. Hoffman, chairman for the Committee on Economic Development will be present along with C. Scott Fletcher, director of Field Development for the Committee. Hoffman is president of the Studebaker Corp.

### Post-War Panel

Of special importance is the panel discussion scheduled for Thursday when post-war developments will be freely handled, such as FM, television, facsimile and AM as well. Strong list of speakers will take part in this roundtable. Any person may make a statement from the floor during this session, provided he takes no longer than three minutes.

All of the major networks will hold affiliate meetings, also cocktail parties either Monday or Tuesday.

NAB associate members, such as equipment manufacturers, transcription men, market research organizations and station representatives are expected to have strong delegations on hand at the Conference. Most of them will probably be located on the seventh floor of the Palmer House, where the meet is being held.

Full agenda subject to last minute changes, follows:

- SUNDAY, AUGUST 27, 1944**
- 9:00 A.M. to 5:00 P.M.—Registration.
- MONDAY, AUGUST 28, 1944**
- 9:00 A.M. to 5:00 P.M.—Registration.
- 10:00 A.M. to 12:00 Noon — Committee Meetings:
- Legislative Committee
- Sales Managers Committee
- Accounting Committee
- Public Relations Committee
- Engineering Committee
- Radio News Committee
- 11:00 A.M.—Broadcast Music Incorporated. Board of Directors Meeting.
- 12:30 P.M. to 2:00 P.M. — Committee Luncheon Meetings:
- Public Relations Executive and Code Compliance Committees.
- Sales Managers Executive Committee.
- Research Committee.
- Clear Channel Group.
- (Business Session to follow)
- 2:00 P.M. to 5:00 P.M.—Committee Meet-

- ings:
- Code Compliance Committee.
- Labor Executive and AFM Steering Committees.
- Music Committee.
- Small Market Station Committee.
- 4:00 P.M.—NAB Association of Women Directors.
- 7:00 P.M.—Dinner Meetings: NAB Board Directors. Program Directors Committee.
- TUESDAY, AUGUST 29, 1944**
- 9:00 A.M.—Registration.
- 9:30 A.M. to 12:00 Noon — General Session.
- Call to Order.
- "Radio Broadcasting and the War Effort," President Harold Ryan.
- Appointment of Conference Committees. Announcements.

- BROADCAST ADVERTISING CLINIC**
- Dietrich Dirks, KTRI, Chairman, NAB Sales Managers Executive Committee, Presiding.
- Review of the Retail Promotion Plan. Paul W. Morency, WTIC, Chairman Retail Promotion Committee.
- What the Program Was Designed to Accomplish.
- What It Has Achieved. (A Transcribed Presentation).
- Subsequent Developments in Retail Radio Advertising.
- What NRPGA Is Doing. Llewellyn Harries, Sales Promotion Manager, National Retail Dry Goods Association, New York.
- Introduction of Assistant Director of Retail Radio Advertising.
- Clinical Test for Joske's of Texas, in San Antonio.
- "If I Were Selling Department Stores." Paul McCarthy, Advertising and Promotion Director, J. N. Adams & Co., Buffalo, N. Y.
- Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB, Atlanta, Georgia.
- "Post War Opportunities and Problems." T. A. M. Craven, Vice President, Iowa Broadcasting System.
- Future Plans of the Sales Managers Executive Committee and the NAB Department of Broadcast Advertising. Study and Presentation to the Building and Housing Industries. Lewis H. Avery, NAB Director of Broadcast Advertising.
- General Discussion.
- 12:00 Noon—Recess.
- 12:30 P.M. to 2:00 P.M.—General Luncheon.
- "The Air Forces Look to the Future." Honorable Robert A. Lovett, Assistant Secretary of War for Air.
- 2:15 P.M. to 5:00 P.M.—Public Relations Clinic:
- Edgar Bill, WMBD, Chairman NAB Public Relations Executive Committee, Presiding.
- Presentation of "Certificate of Appreciation" by the United States Signal Corps to a member of the NAB Administrative Staff. Colonel Leland H. Stanford, Signal Officer Sixth Service Command.
- "Broadcasters' Public Relations." Charles Francis Coe, Vice-President and General

- Counsel, Motion Picture Theatre Owners of America, New York.
- "Radio—Our Newest Freedom." Honorable Bourke B. Hickenlooper, Governor of Iowa.
- Report of NAB Radio News Committee. Karl Koerber, KMBC, Chairman.
- "The Council on Radio Journalism." Fred S. Siebert, President American Association of Schools and Departments of Journalism, University of Illinois.
- "Listeners Activities." Mrs. Dorothy Lewis, NAB Coordinator of Listener Activities.
- "Women's Role in Radio." Miss Ruth Chilton, WCAU, President NAB Association of Women Directors.
- Report of NAB Program Directors Committee. Harold Fair, WHO, Chairman.
- "Programming." Clarence Meuser, Vice President in charge of Programs, National Broadcasting Company.
- "The Radio Council Plan"—A Symposium "Prestige for Radio." E. L. Hayek, KATE, Director NAB 11th District.
- "Program Promotion." John J. Gillin, Jr., WOW, Director NAB 10th District.
- "Free Time Requests." William B. Quarton, WMT, Chairman, NAB Code Compliance Committee.
- "Radio Education." Kolin Hager, WGY, Director, NAB 2nd District.
- "Youth Interests." F. C. Sowell, WLAC. Resource Panel: C. S. Young, WBZ, Gene O'Fallon, KFEL, Ralph Hardy, KSL, I. R. Rosenhaus, WAAT, Craig Lawrence, WHOM.
- 5:00 P.M.—Adjournment.
- WEDNESDAY, AUGUST 30, 1944**
- 9:30 A.M. to 11:00 A.M.—Station Coverage Method:
- Report of NAB Research Committee, Hugh M. Feltis, KFAB, Chairman.
- Report of NAB Sales Managers Executive Committee, Dietrich Dirks, KTRI, Chairman.
- Advertising Agency View, Frederick R. Gamble, President American Association of Advertising Agencies.
- Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Clipp, WFIL.
- Bureau of Standards for Audience Measurement: Progress Report, Hugh M. Feltis, KFAB, Chairman NAB Research Committee.
- Discussion.
- 11:00 A.M. to 12:00 Noon—Business Session of National Association of Broadcasters:
- Nomination and Election of Directors at Large.
- Consideration of Proposed Amendments to

## U. S. Signal Corps Will Give Cita To Associate

National Association of Broadcasters By Laws. Recess 12:30 P.M. to 2:00 P.M.—Lunch Honorable James Lawrence Fly, Federal Communications Commission 2:15 P.M. to 3:15 P.M. — Small Station Panel: "What We've Learned About the and Possibilities of Small Stations"; Marshall Pengra, KRMAN NAB Small Market Station. "What About National Spot Bill Chart Presentation of the Cover by the NAB Engineering and Departments. "The Determination of 1/2 max Lines," Howard S. Frazier, Director of Engineering. "The Estimation of Primary Paul F. Peter, NAB Director of Selling." Lewis H. Avery, Director of Broadcast Advertising. "A Small Market Station as a Ground," William B. Suttle. "The Opportunity and Response Small Market Station Managers Transcribed Presentation. Discussion. 3:15 P.M. to 3:30 P.M.—"The Loan—What Radio Can Do to Help." Ted R. Gamble, National War Finance Division, Treas department. 3:30 P.M. to 4:15 P.M.—Music (Continued on Page 3)

**I OFFER . . .**

SEVERAL DIRECTOR-PRODUCERS, NETWORK AND N. Y. AGENCY TRAINED, IDEALLY EQUIPPED TO HANDLE BIG SHOWS OR TAKE COMPLETE CHARGE OF A RADIO DEPARTMENT. SALARIES FROM FIFTY-TWO HUNDRED TO FIFTY THOUSAN

**FRANK McGRANN**  
Radio Specialist

**POSITION SECURING BUREAU, INC.**  
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331 Madison Ave., New York, MU. 2-6494

**WANTED**

Will pay cash for 150 foot Antenna with coupling unit and lighting system. One frequency monitor, one modulation monitor. Interested in all or part. Write Box 888, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

**WBYN**

Exclusively flashes Race Results from All Tracks every few minutes . . . 12 to 6:30 daily.

And for music, news, sports, all day: "1430 on your dial"



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



quarter-hours every week beam the messages of local and national spot advertisers into the homes of 17 counties—the entire Western North Carolina market—over

**WWNC 570 KHz**

Serving Western North Carolina from ASHEVILLE

**DON S. ELIAS, Executive Director**  
Represented by The KATZ AGENCY

# Network Delegations Listed for NAB 'War Conference'

(Continued from Page 1)

of its own in Chicago will be strongly represented. Office executives listed below do not include the many that will be in other divisions such as the Pacific Coast.

**Small Heads NBC List**  
Officials going to Chicago are: Tomell, president; Frank E. Tomell, vice-president and general manager; William S. Hedges, vice-president in charge of stations; James J. Bell, manager of spot sales; T. Rumble, head of research; H. E. Green, research; Clarence Menser, vice-president in charge of programs; O. B. Hanson, president and chief engineer; Hammond, director of advertising and promotion; James M. Assistant director of advertising and promotion; C. Lloyd Egner, assistant director in charge of radio relations; H. B. Hickox, Jr., manager of relations department; Watson, station relations manager.

**Blue Activity**  
Network has completed arrangements for activities which will include participation in the NAB. On Monday morning, there will be a meeting of the Stations Planning and Advisory Council. In the afternoon there will be a general meeting of Blue Network executives and representatives of about 100 affiliated stations. The day will be featured by Mark Woods, president of the Blue Network; Edward J. Noble, president of the board of the Blue

## Program Builder" Issued To The Industry

(Continued from Page 1)  
Publishers, Topical Section and other chapters planned for stations and transcription men. Selections is broken down into various categories such as languages and nations, folk songs and dances, etc., Gay Nineties songs, sacred and Latin American recording music, quartets and many others.

**Fresh Fruit, Vegetables**  
During the first 6 months of 1944, Colorado shipped 5,220 carloads of fresh fruits and vegetables.



PRINTED BY THE KATZ AGENCY

Network Co.; Chester LaRoche, chairman of the executive committee of the Blue Network Co., and Edgar Kobak, executive vice-president of the network.

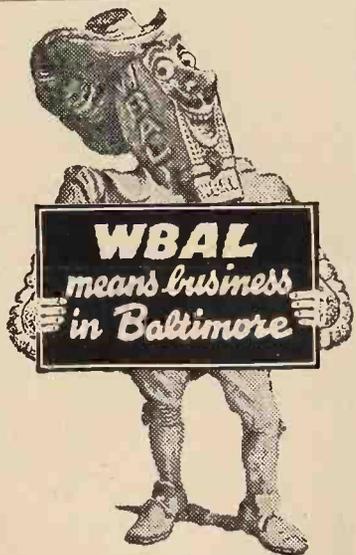
### Noble Host at Dinner

On the evening of Monday, Aug. 28, Mr. Noble will be host at dinner to representatives of the network's affiliates. All Blue functions will take place at the Palmer House.

New York executives of the Blue to attend the convention are: Edward J. Noble, Mark Woods, Edgar Kobak, Chester La Roche, Keith Kiggins, Robert Kintner, Robert Swezey, John Norton, Edward Evans, Stanley Florsheim, Ivor Kenway, Archie Grinalds, Bernard Connolly, Oscar Schloss, Jr. and Frank Conrad.

### CBS's Top Execs

Paul W. Kesten, executive vice-president; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; H. V. Akerberg, vice-president in charge of station relations; Douglas Coulter, vice-president in charge of programs; Thomas D. Connolly, director of program promotion; George Crandall, director of press information; Arthur Hull Hayes, general manager of WABC and WABC-FM; John J. Karol, assistant sales manager and market research counsel; Robert L. Kennett, manager of program relations division; Howard Lane, director of station relations; William B. Lodge, acting director of engineering; Howard S. Meighan, manager of eastern division CBS Radio Sales, New York; Charles E. Midgley, Jr., sales service manager; William A. Schudt, Jr., eastern division manager of station relations; Walter Seigal, manager of photographic division and Paul W. White, director of public affairs and news broadcasts.



Edward Petry & Co., National Representative



*Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food!*

If you want women to know about your product . . . build your message around one of these eternally feminine subjects . . . grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.



**Modern Romances** . . . true-life stories from the pages of Modern Romances . . . exciting, warmly human dramatizations women (young and not so young) find helpful, inspiring . . . in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-, 2- or 3-a-week broadcast.



**Let's Take a Look in Your Mirror** . . . starring Stella Unger whose helpful hints on how to be more attractive and charming . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman (young and not so young) . . . 156 5-minute programs—3-a-week for 52 weeks.



**Betty and Bob** . . . people like your neighbors but they live exciting lives . . . convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth Orchestra. Startling sales record for many products. 390 5-a-week quarter-hours.



**Come and Get It** . . . first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows—ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select . . . all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

National Broadcasters



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.

## NAB Sets 'War Meet' Agenda; Record-Breaking Crowd Seen

(Continued from Page 6)

Report of the NAB Music Committee, Campbell Arnoux, WTAR, Chairman.  
Broadcast Music Incorporated, Merritt Tompkins, Vice President and General Manager.  
Discussion.

### Adjournment

THURSDAY, AUGUST 31, 1944

9:30 A.M. to 11:00 A.M.—Labor Clinic:  
"NAB Labor Relations—A Look Ahead," John Morgan Davis, NAB General Counsel for Labor Relations.  
"The AFM Recording Ban," Sydney Kaye NAB Special Counsel.  
"The AFM 'Platter Turner' Situation," a Report, Harold Ryan, NAB President.  
"The AFRA 'Pay-With-in-Pay' Principle," William J. Friedman, Attorney for Chicago Class B Stations.  
Discussion.

11:00 A.M. to 12:00 Noon—Legislation:  
Report of the NAB Legislative Committee, Don S. Elias, WWNC, Chairman.  
Recess

12:30 P.M. to 2:00 P.M.—General Luncheon. (Subject to be announced.)  
Paul G. Hoffman, Chairman and C. Scott Fletcher, Director of Field Development, Committee for Economic Development, New York.

2:15 P.M. to 4:45 P.M.—"The Post War Future of Broadcasting"—A Symposium: Commander T. A. M. Craven, Presiding. A Factual Discussion of AM, FM, Television and Facsimile designed to bring before the broadcasters data which will be of value in determining post-war expansion.

Each of the following will speak for fifteen minutes:  
Paul Chamberlain, General Electric Company.

Thomas S. Joyce, Radio Corporation of America.

William B. Lodge, Columbia Broadcasting System.

Niles Trammell, President National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

General Discussion: Any member of the panel is privileged to direct questions to any other member.

Questions may be asked from the floor of any of the members of the panel, subject to the ruling of the Chairman as to their pertinence to the discussion.

Any person on the floor desiring to make a statement may do so, but such statements shall not be longer than three (3) minutes.

### Adjournment

FRIDAY, SEPTEMBER 1, 1944

10:00 A.M.—NAB Board of Directors.

MEETINGS OTHER THAN OFFICIAL MONDAY, AUGUST 28, 1944

2:00 P.M.—Blue Network Affiliates Business Meeting.

3:00 P.M.—Columbia Broadcasting System Districts Nos. 2 and 6—Business Meeting.

4:00 P.M.—National Broadcasting Company Parade of Stars Meeting.

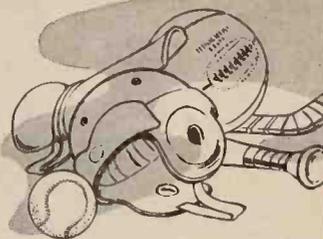
Mutual Broadcasting System Affiliates Business Meeting.

5:00 P.M.—NBC Affiliates Cocktail Party.

5:00 P.M.—Blue Network Affiliates Cocktail Party.

Mutual Broadcasting System Affiliates Cocktail Party.

7:00 P.M.—Blue Network Affiliates Dinner.



His Parents call him "Worthen"  
But he's "BUD"  
to SPORTS FANS in MAINE

THE word "tradition" is not one to be used loosely in New England, especially in Maine, but that's what Worthen C. "BUD" Cornish has become in the twenty years he's been Sports Editor and Columnist of the *Portland Press Herald* and on the air over WGAN with his lively, informative, reliable sports broadcast, "Along the Maine Stem."

Every weekday from 6:05 to 6:15 p.m. State-of-Maine sports fans take time out to hear "Bud" Cornish give the latest local and national sports results, along with his own timely comments and reports of the behind-the-scene activities of his listeners' favorite sports.

If you want to make a home run in the Portland, Maine, market and that of 14 counties in Maine and one in New Hampshire, "Bud" Cornish is all set to go to bat for you. We suggest you get in touch with us or our national representative . . . immediately!

STATION **WGAN** PORTLAND  
MAINE  
5000 Watts  
560 Kilocycles  
Columbia Hotel, Portland, Maine

CBS Member Station

National Representative: PAUL H. RAYMER CO.

# WCKY

DELIVERS MORE TUNED-  
IN HOMES FOR THE  
ADVERTISER'S DOLLAR  
IN METROPOLITAN  
CINCINNATI THAN ANY  
OTHER STATION.

L. B. Wilson  
C B S

FIFTY GRAND IN POWER

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

B, NO. 37

NEW YORK, N. Y., WEDNESDAY, AUGUST 23, 1944

TEN CENTS

## Soldier-Network Expands

### FCC Rule Affects Alternate Transmitters

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday Section 3.64 of its standard station rules to permit a station operating with different day and night to obtain a license authorizing the use of alternate transmitters of different power for night use. Section, as

reads: "Alternate main transmitters: Licensee of a standard broadcast station may be licensed for (Continued on Page 5)"

### Sets Producers for Fall & Winter Season

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday assigned producers for the Fall and Winter assignments was announced yesterday by the Young and Rubicam agency. The list follows: "New Adventures Sherlock Holmes," Glenhall "Dinah Shore Program," Walker, "Eddie Cantor Program," and "Adventures of Ozzie and Harriet," Al Scalpone; "Melody Time," Francis Van Hartsvelt; (Continued on Page 5)

### Named Controller of Philco Corporation

Washington Bureau, RADIO DAILY  
Washington—John Ballantine, former CPA and a member of the Pennsylvania Institute of Certified Public Accountants, the American In-

### "V-Day" Specials

Washington—Newspapers planning V-Day extras and special editions will not be allowed any extra print for this purpose, Carroll Board of the War Production Administration said yesterday. The necessary newspaper will have to be printed from current consumption quotas as continuing paper shortages prohibit additional allow-

### Lea Summons Fly

Washington—The Lea committee has summoned FCC Chairman James L. Fly to appear tomorrow for a "surprise" hearing. Fly has not been notified of the subject of the session and a spokesman for the committee would not say yesterday what it was. Most committee members are out of town. It is understood that Rep. Louis E. Miller will conduct the session.

### Searle Gen. Manager of Blue Western Div.

Mark Woods, president of the Blue Network Co., yesterday announced the appointment of Don Searle as general manager of the Western Division.



DON SEARLE

Searle presently is general manager of KGO, San Francisco, and this year is celebrating his 20th year in the broadcasting business. He began in Omaha, Neb., and has operated stations there, in Topeka, Lincoln, Neb., and is presently part owner of a station at Grand Island, Neb., and at Wichita, Kan. He came to the Blue Network a

(Continued on Page 5)

## Final Tele Seminar Session Cancelled Tomorrow Night

### WSAI Transfer Okayed; Other Activities By FCC

Washington Bureau, RADIO DAILY  
Washington—FCC has approved the following station transfers: WSAI, Cincinnati, from the Crosley Corp. to Marshall Field for \$500,000; WFPG, (Continued on Page 5)

188,107 radio homes in its nite-time primary coverage area make WLAW the "boy" North of Boston!

## 'G. I.' Web In European Theater Of War Spreading Out In British Isles; 50 Transmitters Used

### Strong Network Shows Resuming Next Month

More than a dozen major network programs will start a new season during the month of September on various dates, some of them being the return of seasonal favorites and other brand new shows around star personalities. Newcomers as to shows but not by name are: Rudy Vallee, Ed Wynn, Ethel Barrymore and Fred Waring.

Schedule which covers NBC, Blue (Continued on Page 3)

### Alicoate Made Chairman Of War Activities Group

Trade Press Division of the War Activities Committee of the Motion Picture Industry, unanimously elected Jack Alicoate as chairman at a meet-

(Continued on Page 2)

### REC First Fall Meeting Oct. 5 At Roosevelt Hotel

First fall meeting of the Radio Executives Club has been set for Thursday, October 5, at the Hotel Roosevelt in New York City, Warren (Continued on Page 2)

British Bureau, RADIO DAILY

London — The American Forces Network, the United States Army radio service for American military personnel in the European Theatre of Operations, which operated last year with five low-powered transmitters and 43 hours broadcasting a week to about 16 per cent of the American troops stationed (Continued on Page 7)

## Reconversion Staff Established By NBC

Organization of a special news staff to cover, correlate and broadcast all major developments in the country's reconversion program was announced yesterday by William F. Brooks, director of news and special events for NBC.

The special staff will be composed of Don Goddard, WEAf-NBC news reporter in New York, Richard Hark-

(Continued on Page 3)

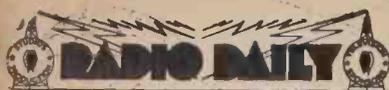
## Pledges Radio's Aid To 1944 N. Y. War Fund

Harold F. Lafount, representing the radio industry at the division luncheon of the New York War Fund Drive for 1944 in the Hotel Lexington (Continued on Page 5)

### Beauty Note

Atlantic City—John B. Kennedy will introduce the title winner of the annual Atlantic City Beauty Pageant on her first nation-wide air appearance on WJZ and Blue's coast-to-coast hookup just a few hours after she has been selected on Sept. 10. Also, the news commentator will present the "All-American Girl of 1944" with a diamond "Miss Victory" watch.

Along with its CBS programs, WLAW prides itself on its "market-wise" local features! Advt.



Vol. 28, No. 37 Wed., Aug. 23, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Tuesday, Aug. 22)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 <sup>3</sup> / <sub>4</sub>	163 <sup>5</sup> / <sub>8</sub>	163 <sup>3</sup> / <sub>8</sub>	— 1/2
CBS A	32 <sup>1</sup> / <sub>2</sub>	32	32	— 1/4
Farnsworth T. & R.	13	12 <sup>3</sup> / <sub>4</sub>	12 <sup>3</sup> / <sub>4</sub>	— 1/4
Gen. Electric	38 <sup>1</sup> / <sub>2</sub>	38 <sup>1</sup> / <sub>8</sub>	38 <sup>1</sup> / <sub>8</sub>	— 1/4
Philco	34 <sup>3</sup> / <sub>4</sub>	34 <sup>1</sup> / <sub>4</sub>	34 <sup>3</sup> / <sub>4</sub>	+ 1/8
RCA Common	11	10 <sup>5</sup> / <sub>8</sub>	10 <sup>3</sup> / <sub>4</sub>	— 1/4
RCA First Pfd	76 <sup>1</sup> / <sub>4</sub>	76 <sup>1</sup> / <sub>4</sub>	76 <sup>1</sup> / <sub>4</sub>	—
Stewart-Warner	16 <sup>3</sup> / <sub>4</sub>	16 <sup>1</sup> / <sub>2</sub>	16 <sup>3</sup> / <sub>4</sub>	— 1/8
Westinghouse	105	104 <sup>3</sup> / <sub>4</sub>	105	— 1/8
Zenith Radio	42	41 <sup>3</sup> / <sub>4</sub>	42	+ 3/4

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>2</sub>
WCAO (Baltimore)	22	
WJR (Detroit)	36 <sup>1</sup> / <sub>2</sub>	

# 20 YEARS AGO TODAY

(August 23, 1924)

In an attempt to determine just how greatly the popularity of music over-shadows the popularity of talks and other forms of entertainment over the radio, WJZ presented a program the other night which contained an overwhelming percentage of music. "By their complaints ye shall know them" is the WJZ motto.

Wolly sez—  
**SELL WASHINGTON AND YOU SELL THE NATION**  
... Sell Them on **WOL**  
Affiliated with Mutual  
Nat'l Reprs. SPOT SALES, INC.  
New York, Chicago, San Francisco

# Coming and Going

DON SEARLE, who yesterday was named general manager of the Blue Network's Western Division, succeeding Don E. Gilman, and who has been in Gotham since Aug. 14, left yesterday for Chicago, where he will attend the "War Conference" of the NAB. He then will leave for San Francisco, with stopovers scheduled en route at Kansas City and Los Angeles.

QUINCY HOWE, news analyst on the Columbia network, has returned from a week's vacation.

"PETE" JAEGER, national sales manager of the Blue Network, is back from a business trip to Boston.

R. I. ROSE, business manager of KWOS, Jefferson City affiliate of the Mutual network, has arrived from Missouri for a short visit on general business.

HENRY SOUVAIN, president of the organization bearing his name, is back in town following a trip to Hollywood.

LOU STEKETEE, station manager of WKNY, Kingston, N. Y., is in town on station and network business. WKNY is an affiliate of Mutual.

ODIN S. RAMSLAND is here for conferences at the offices of CBS. He's the commercial manager of KDAL, Duluth, Minn., an affiliate of the network.

LINUS TRAVERS, executive vice-president of the Yankee Network and of WNAC, Mutual outlet in Boston, conferred yesterday at the New York headquarters of MBS.

C. LLOYD EGNER, vice-president in charge of NBC's Radio Recording Division, and WILLIS B. PARSONS, assistant sales manager of the division, plan to leave Friday for the NAB convention.

PHIL HARRIS, guest "professor" for Kay Kyser, is at Lindbergh Field, Calif., for the broadcasting of tonight's program over NBC for the entertainment of the enlisted men at the Coast Guard Air Base.

JANE-GREY DUDLEY, of the Blue Network's station relations department, is departing herself this week at Kotuit, Me.

JOHN CHARLES THOMAS is back from a tour of servicemen's hospitals and has returned to "The Westinghouse Program" broadcast Sundays over NBC.

JOHN W. KIRKPATRICK, assistant general manager of WSPA, CBS outlet in Spartanburg, S. C., is in New York for confabs at the offices of the network.

CLAUDE BARRERE, of NBC's Syndicated Sales, is visiting stations in Ohio and Indiana en route to the NAB convention in Chicago.

## Alicoate Made Chairman Of War Activities Group

(Continued from Page 1)  
ing of the Committee held yesterday. Charles E. (Chick) Lewis was elected vice-chairman. Alicoate, publisher of "Film Daily" and "Radio Daily," succeeds Martin Quigley, resigned.

Lewis, publisher of "Showman's Trade Review," fills the spot vacated by Alicoate.

## Yoder Named Controller Of Philco Corporation

(Continued from Page 1)  
stitute of Accountants, and the National Association of Cost Accountants, joined Philco in 1942, as assistant to the treasurer.

## REC First Fall Meeting Oct. 5 At Roosevelt Hotel

(Continued from Page 1)  
Jennings, president of REC, announced yesterday. The speaker for the first luncheon session will be announced later.

## Joins Vallee Cast

Edith Gwynn, Hollywood reporter, will be one of the features on Rudy Vallee's new program, which starts September 9th at 8:00 p.m. over NBC. Miss Gwynn, plans to give a modified verbal gossip column.



# Gets what he goes after

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

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

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

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

## Cover the Rich Lehigh Valley

**WEST**  
EASTON, PENNA.  
NBC Mutual

MUSIC RACE RESULTS  
WAR NEWS MUSIC  
MUSIC SPORTS  
LOCAL NEWS MUSIC  
MUSIC RACE RESULTS  
... that's regular routine on the all day-all "minute programming" station ... 1430 on the dial ... **WBYN**  
For Availabilities:  
WILLIAM NORINS, Gen. Mgr.  
Station WBYN, Brooklyn, N. Y.

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

★ AGENCY NEWSCAST ★

JOEL F. JACOBS, account exec. at J. Pedlar, Ryan & Lusk, Inc., for 13 years, has joined the staff of Doherty, Clifford & Shenfield, Inc., in the same capacity on Bristol-Myers and Reid's Ice Cream. HERB LEDER has been named director of "A Woman of America," a Benton & Bowles production for Procter & Gamble, according to Walter Craig, radio director of the agency.

BICKFORD OF BUFFALO, INC., has been appointed wholesale distributor of RCA Victor radios, phonographs, records, tubes and television in the Buffalo area, it was announced this week by M. F. Blakeslee, RCA Victor's Eastern Region Manager. The territory which the new RCA Victor distributor will cover includes the counties of Chatauqua, Erie, Niagara, Genesee, Orleans, Wyoming, Cattaragus, and part of McKean County.

VITROPHANE CORPORATION, Brooklyn, manufacturer of household decorating papers, begins its Fall advertising campaign over 14 stations in major markets throughout the country. Dramatized announcements are to be used in English and foreign languages, also direct mail and displays. Rubin & Lesser, New York, handle the account.

FORD MOTOR COMPANY has appointed J. Walter Thompson Argentina S. R. L. (J. Walter Thompson Company's Argentine office) to direct its advertising in Argentina, effective October 1. Ford has already begun an advertising campaign in Mexico through J. Walter Thompson's Mexico City office.

FREDERICK E. MAGENHEIMER, advertising director of Mason, Au and Magenheimer, confectioners of Mason's Mints, Peaks, Black Crows, Dots and other Mason's candy products has appointed Bert Nevins Associates to develop a post-war public relations program. Bert Nevins is the account executive.

WILLIAM VASSAR, formerly with Emerson Radio and Phonograph Corporation, has returned to the company as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

O. MORLEY TANNEY has been named traffic manager of the radio department of Erwin, Wasey & Co., Inc., it was announced by C. H. Cottingham, radio director of the agency.

Reconversion Staff Established By NBC

(Continued from Page 1) ness and Morgan Beatty of the Washington staff and Louis P. Lochmer of the Hollywood staff.

This special group of "reconversion reporters" already has begun the gathering and reporting of information on the pressing problems of home economy that are emerging as the Allies move closer to Victory. Brooks emphasized that the group of reporters will study the problems of labor as well as management as they are affected by the changeover from war to peace.

Weiss Leave For Chicago

Los Angeles—Lewis Allen Weiss, vice-president and general manager of Don Lee-Mutual, left Aug. 22 for Chicago to attend the NAB convention. While in Chicago he will also attend meetings of the Mutual executive committee and board of directors.

Pat Campbell, executive assistant to the office of vice-president of Don Lee-Mutual, leaves Aug. 25 for Chicago to attend the NAB convention and will also attend sessions of Mutual's program planning board Aug. 31 and Sept. 1.

Big Network Shows Resuming Next Month

(Continued from Page 1)

is as follows: "Aldrich Fam-merly heard on NBC opens Friday Sept. 1; actually this started on CBS some years ago. Edgar Bergen (Charlie Mc-resumes on NBC Sunday Fred Waring in his new show Illinois Glass starts on the Thursday, Sept. 7; Ed Wynn in the Blue, Friday, Sept 8; Gallee returns to the webs on Saturday, Sept. 9; "Information resumes on NBC in its Monday spot Sept. 11; Ed Gardner Duffy's Tavern," comes back Blue Sept. 15; Kate Smith returns to CBS in the new Sunday program Sept 17; Ethel Barrymore program also starts Sept. 18.

Additional Shows Listed

'n' Andy return to NBC, Monday, Sept. 20; Fibber McGee and Molly, to NBC, Tuesday, Sept. 26; Eddie Cantor, also NBC, resumes Wednesday night stanza on Sept. 27.

programs may be set during the same months, particularly new ones. Mutual which is concerned with summer re-arrangements, has but one or two shows

Swart-Warner's Report Considers Post-War Plans

Chicago—A profit of \$1,133,197 is shown in the balance sheet issued by the Swart-Warner Corp. for the first six months ending June 30, 1944. This profit is indicated after the allowance of \$10,000 as provision for post-war rehabilitation and for contingencies arising out of war conditions as shown in the statement. The gross increase on sales amounted to \$12,345,588.

SPOTS IN THE MORNING? SPOTS IN THE EVENING? (with stars and sun graphic)

ASK A JOHN BLAIR MAN JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

THE MIRAGE OF MONEY PROGRAMS

Here are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

Table with 4 columns: STATION, RATING, STATION, RATING. Rows for BEFORE "MONEY MAN" and DURING "MONEY MAN" with stations WSAI, A, B, C and ratings 24.0, 16.5, 13.0, 12.2 and 31.8, 17.8, 13.3, 10.9.

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

WSAI

Division of the Crosley Corp. CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

KOA Stations in the Nation Equal KOA's Dominance: 88.8% DEALER PREFERENCE 93% LISTENER LOYALTY 10 OUT OF 10 TOP PROGRAMS 50,000 WATT POWER 7 STATE COVERAGE

REPRESENTED NATIONALLY BY SPOT SALES

LOS ANGELES

By RALPH WILK

MAN of many hobbies is Cliff Arquette, star of the Blue Network's "Glamour Manor" series, aired Mondays through Fridays. Cliff is a noted amateur photographer, and makes his own motion picture shorts. He directs, acts, produces, designs the costumes and even makes the wigs for his characters.

Six of the Jimmy McHugh-Harold Adamson songs for the 20th Century-Fox production "Something for the Boys" will be telefilmed by radio thrush Georgia Gibbs for the boys overseas. On this 16 millimeter film, a two and one-half hour show will fit into one shipping can for transportation abroad.

Eddie Albright, continuity acceptance director of the Don Lee Broadcasting System, has been named assistant to the program director. Tony LaFrano. Albright, who has been with the Don Lee Broadcasting System as continuity director for a year and a half, prior to that time had his own programs over KHJ since 1938. He has been in radio for 20 years.

Ona Munson, hostess on CBS Open House program, is not only a great admirer of the celebrated artists Dali and Picasso, she is also a personal friend. She has their original paintings adorning the walls of her home, which, incidentally, she has personally decorated.

Frances Scully whose program "Let's Take A Look," is now heard on KECA five days a week, will be heard by a transcription on KTAR, Phoenix, Arizona, five days a week for the same sponsor.

Newest cast members of NBC's Ginny Simms program might be dubbed Ginny's G. I. Jesters," for they are servicemen selected at random from the studio audience to participate in a comedy playlet. And as some shows have audience participation, Ginny's show has audience anticipation, for the names of the boys are kept strictly a military secret until their performance. As the G. I.'s run through the playlets, the folks at home may recognize the familiar voice of a husband, brother or sweetheart. When the play is over, each of the fellows wins a phone call home.



Notes From a Ringside Seat. . . !

● ● ● Three honorably discharged veterans of World War II are ready to launch their new MBSHOW, "Low-Down" . . . they are Dan Ehrenrich, WOR producer and staff announcers Barry Gray and John Scott.

● Diane Courtney will take over the CBSnowlakes program during the two weeks that Irene Beasley vacations down below the Mason-Dixon line. . . ● Ruby Newman's orchestra will play at the wedding of Alice Roosevelt Longworth's daughter, Paulina, which takes place Saturday at Magnolia, Mass. . . Ruby is the conductor of the orchestra, featured on the "Eddie Garr Show," CBSundays. . . ● We hear Hedda Hopper will remove the "kid gloves" when she starts gossiping soon via CBS . . .

● Ted Collins has already invested \$200,000 in his pro football team, the "Boston Yanks" . . . Ted looks like he can still give a good account of himself in the quarterback position. . . ● Herb Fields replaces Bob Strong's Orchestra at the Glen Island Casino. . . band "has that beat" to go places. . . ● Howard Fast, author of the book "Freedom Road," while being interviewed on her WEAf program, told Mary Margaret McBride that he was unable to obtain curtain rods for his apartment. . . before the program ended, three listeners phoned, offering the items. . . we're going to go on her program. . . we're terribly in need of \$97,000.02.



● ● ● Returning to his first love, Radio, after several years in the Movie Capitol, Herb Polesie, CBS producer, undoubtedly produces more laughs per week than any of his contemporaries . . . Herb is at the helm of three current comedy programs heard via CBS, namely, "Colonel Stoopnagle," Wednesdays, "It Pays To Be Ignorant," Fridays and "The Eddie Garr Revue" on Sundays.

● Al Borde, co-producer of the stage hit, "Follow The Girls," and at present preparing the premiere of a second Broadway musical, "Holiday For Girls," will invade the Radio Field with several ambitious package shows. . . with a varied background that covers every phase of show business, Borde bids fair to assume a prominent place in Radio Row. . . ● Terry Allen, former vocalist with Red Norvo, Larry Clinton and Johnny Long Orchestras, will be featured on a five-day-a-week CBScheduled musical, starting September 4 . . . Bill Brennan will produce. . . ● Lovely Ilene Woods, currently featured on Paul Whiteman's "Hall of Fame," Summer series via the Blue Network, will make her nite club debut, September 16, when she opens an indefinite engagement at the Versailles in Gotham. . . ● Harry Lefcourt and his Red Jackets, featured at Rogers Corner, have made five soundies for Filmcraft, produced by Bill Crouch. . . ● Howcome film scouts have overlooked the petite eye-ful, Judy Talbot, who is also the featured vocalist on the Blue's fantasy in music, "Piano Playhouse?" . . . ● Hal Brown has been Honorably Discharged from the Army and begins his 11th year as a member of the "Just Plain Bill" NBCast. . . ● Bing Crosby and his sponsors tiffed on the question of "having an audience" at the broadcasts of "Kraft Music Hall" . . . Bing won and there'll be audiences when the program returns to the air.



● ● ● Chester McCracken has moved over from Pedlar, Ryan & Lusk to become Radio Program Director at Doherty, Clifford & Shenfield. . . ● If and when Wheeling Steel Corp. returns to the airwaves, the format will again be a musical variety show BUT the principals will be professionals and the program will originate from either New York or Chicago with J. L. Grimes continuing as Producer.



Remember Pearl Harbor

Are you getting the extra in the all-important market?

Many advertisers adding WINX to their present schedules Washington, D. C.

They appreciate the loyalty and confidence of WINX listenership. They value the intimate, hometown relationship between station and public.

They feel that their product will find ready acceptance among the inspired audience. As it will.

Follow the lead of the local merchant. He is buying Most on WINX

The Best Test Market at MINIMUM COST



WINX Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY.

Gale Associates

SPECIALISTS IN RADIO PACKAGES AND TALENT

48 West 48th St. • New York City LO 3-0350

# Gen. Manager of the Western Div.

(Continued from Page 1)  
half ago and under his  
ment continues his super-  
GO and the recently ac-  
A. in Los Angeles, as well  
work operations of the  
Division.

**Coast Operations**  
time, Woods announced  
eral move in the streng-  
the Blue's Pacific Coast  
This will involve the  
Pacific Coast vice-presi-  
cessor to Don E. Gilman,  
ed as Pacific Coast vice-  
become executive vice-  
the California Gas and  
ion.

## Transfer Okayed; Activities By FCC

(Continued from Page 1)  
y, (Neptune Broadcast-  
from 21 stockholders to  
lux, Richard Teitlebaum,  
Wienthal, Alex Teitlebaum,  
erman, Jack N. Berkman,  
Swaringen, Joseph Troesch  
L. Meridian for \$83,775;  
ar City, Utah, from Leland  
Radio Service Corp. of  
W, Lawrence, Mass., from  
ogers, Harold B. Morrill  
tional Shawmut Bank of  
rving E. Rogers; WEMP,  
approved transfer of one-  
rest owned by Leo T.  
ederal Economics Admin-  
James E. Markham, Alien  
stodian, to Mrs. Robert E.  
Jr., wife of the U. S.  
\$12,500.

renewed the following  
BEN, Buffalo; WKY, Okla-  
WAPO, Chattanooga, and  
riden, Miss., till May 1,  
New York, (Marcus Loew  
gency) till May 1, 1945;  
lanta till Aug. 1, 1945;  
re, South Dakota, till May  
WKAQ, San Juan, Puerto  
ay 1, 1946.

## Rapa On Blue

e Rapa, drummer and orches-  
tor, will make his commer-  
debut on the Blue's "Spot-  
Rapa" series.

## OFFER . . . . .

OME OF THE BEST RADIO  
UBLICITY AND PROMOTION  
N AND WOMEN IN THE  
NDUSTRY.

ALSO A FEW REALLY OUT-  
TANDING RADIO RESEARCH  
MEN.

FRANK McGRANN  
Radio Specialist

SECURING BUREAU, INC.  
(Agency)

Millon Ave., New York, MU. 2-6494

## Y & R Sets Producers For Fall & Winter Season

(Continued from Page 1)

"Duffy's Tavern," Jack Roche;  
"George Burns and Gracie Allen  
Show," Ned Tollinger; "Those We  
Love," Tony Hardt.

New York Shows: "Hop Harrigan,"  
Harry Ingram; "We Love and Learn,"  
Mary Harris; "Two On a Clue," Ralph  
Butler; "Bulldog Drummond," John  
Martin; "Happy Island" starring Ed  
Wynn, Raymond Knight; "World To-  
day," Cy Pitts; "Kate Smith Hour,"  
Ted Collins, agency producer unas-  
signed; "The Aldrich Family," Ed  
Duerr; "Great Moments in Music,"  
producer as yet unassigned; "Alan  
Young Show," Dave Elton; "March of  
Time," Lester Vail; "We, The People,"  
Joe Hill; "Edwin C. Hill," Mary Har-  
ris; "My Best Girls," Wes McKee;  
"Mystery Theater," Frank Telford;  
"Fannie Hurst Presents," Eric Pink-  
er; "Bright Horizon," Day Tuttle;  
"Paul Manning," Ed Downs; "Joyce  
Jordan, M. D.," Ralph Butler; "Kate  
Smith Speaks," Day Tuttle.

Harry Ackerman will be associate  
director in charge of all production.  
The supervisors are George McGarret,  
Joe Hill, Ed Duerr and Glenhall  
Taylor.

## Pledges Radio's Aid To 1944 War Fund

(Continued from Page 1)

ton, New York City, stated that radio  
will cooperate wholeheartedly to as-  
sist the organization to reach the goal  
of \$17,000,000 set for the campaign  
that begins this Fall. At the session,  
Richard W. Lawrence, campaign  
chairman, explained the work of the  
31 agencies that will participate in  
the fund and pointed out that a single  
donation was spread over the various  
services.

## Whitman Back At B & B

A. R. Whitman, a vice-president of  
Benton & Bowles, Inc., has returned  
to this capacity after an 18-month  
leave of absence during which he  
worked with the OWI and the OPA  
in Washington.

## New FCC Rule Affects Alternate Transmitters

(Continued from Page 1)

alternate main transmitters pro-  
vided that a technical need for  
such alternate transmitters is  
shown and that the following con-  
ditions are met:

(A) Both transmitters are lo-  
cated at the same place.

(B) The transmitters have the  
same power rating except at sta-  
tions operating with different  
day-time and night-time power  
when it shall be permissible to  
employ transmitters of power rat-  
ings appropriate to either the li-  
censed day-time or nighttime  
power.

(C) The external effects from  
both transmitters are substantial-  
ly the same as to frequency stab-  
ility, reliability of operation, ra-  
dio harmonics and other spurious  
emissions, audio frequency range  
and audio harmonic generation in  
the transmitter.

## Joins WOR Staff

Helen King has joined the staff of  
WOR's Publicity department in New  
York. Miss King, formerly Radio Ed-  
itor of the Buffalo Evening "News"  
and Publicity and Promotion Direc-  
tor of both WBEN and WEBR in Buf-  
falo, at one time used to conduct her  
own contest bureau, the King Con-  
cert Bureau, in Radio City, New York.  
She also served as Contest Editor of  
the World's Fair.



counties get the force of  
WWNC's non-directional  
1,000 watt signal!

These 17 counties—the  
entire Western North  
Carolina market—are all  
in the primary and secondary  
(tertiary is bonus)  
coverage of

**WWNC 570 KC**  
Serving Western North Carolina  
from ASHEVILLE

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY.

**SPORTS  
MUSIC  
NEWS  
WHN**

50,000 WATTS  
DIAL 1050

## WHY PORTLAND, OREGON PEOPLE PREFER KGW



BONITA GRANVILLE AND  
VICTOR BORGE IN ONE OF  
THEIR LIGHTER MOMENTS

## COLONEL B. H. HENSLEY INFANTRY COMMANDING OFFICER

SAYS... "During the past two  
years, through tumultuous  
months of intensive military  
recruiting for all branches of  
the Army, radio station KGW  
has keynoted our urgent ap-  
peals. The unstinted co-opera-  
tion, the generous contribution  
of ideas and time and the  
participation by station per-  
sonnel on our various Army  
shows has been a vital factor  
in the achieving of our recruit-  
ing quotas and in maintenance  
of a spirit of understanding  
with the general public."



COLONEL HENSLEY

THE STATION WITH EAR APPEAL

**KGW** PORTLAND OREGON

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

## GUEST-ING

**S**HEILA ROGERS and a group of Canadian soldiers from Camp Borden, Ont., on the Major Bowes show, Thursday (WABC-CBS, 9 p.m.)

REP. FOREST A. HARNESS, BRIG. GEN. HERBERT C. HOLDRIDGE, NORMAN COUSINS and REP. ALBERT GORE, discussing "Should a President's Term of Office Be Limited to Eight Years," on "America's Town Meeting of the Air," Thursday (WJZ-Blue, 8:30 p.m.).

BETTY RILEY, interpreter of Spanish songs, on "Viva America," Thursday (WABC-CBS, 11:30 p.m.).

ADMIRAL CHESTER W. NIMITZ, Commander-in-Chief of the Pacific Fleet, on the "March of Time" program, Thursday (WEAF-NBC, 10:30 p.m.).

JEANNE CAGNEY, JIM AMECHE, HARRY COOL and RAY BLOCH, on "Something for the Girls," Saturday (WOR-Mutual, 9 p.m.).

ROSEMARY DE CAMP, radio and film actress, on "Stars Over Hollywood," Saturday (WABC-CBS, 12:30 p.m.).

IRWIN EDMAN, author and professor of philosophy at Columbia University, and DR. G. R. G. VAN SWINDEREN, Consul of The Netherlands in New York, discussing Hugo Grotius' "The Rights of War and Peace," on "Invitation to Learning," Sunday (WABC-CBS, 11:30 a.m.).

VERA BRODSKY, pianist, on Lyn Murray's "To Your Good Health," Monday (WABC-CBS, 6:15 p.m.).

BIDU SAYAO, lyric soprano of the Metropolitan, on "The Voice of Firestone," Monday (WEAF-NBC, 8:30 p.m.).

HELEN TRAUBEL, Wagnerian soprano, on "The Great Artists Series" of the Telephone Hour, Monday (WEAF-NBC, 9 p.m.).

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## WOMEN IN RADIO

By MILDRED O'NEILL

### Bull In a China Shop!

He was formerly in charge of publicity and special events on a New York independent. Now he's one of the khaki-ed lads of the Army's Special Services Division at Camp San Luis Obispo, California. "Treading in a feminine column," he writes, "may be dangerous for a mere male, and though it's been a year since we left the New York radio scene, I think of the radio gals it's been our pleasure to work with in radio row. You've got to hand it to the ladies—they're doing a wonderful job.

★ ★ ★

"I mean women like Anne Marie Ewing, radio director of the Russian War Relief Society. . . . Dynamo Frankie Basch, as radiant a personality before the microphone as she is behind the scene. Her charm sparked many a REC luncheon. . . . Then there is whirlwind saleswoman Sylvia Ansen of WLIB, a gal who can really bring home the contracts. . . . Another efficient and capable girl we've worked with is Edith Dick, WWRL assistant general manager. There's very little in the way of programs, sponsors, or station affairs that doesn't go through her hands. . . . Then there's Miss Brown of WHN's press department, always with program data and news bits for the press. . . . My G. I. hat is off to the radio ladies."

★ ★ ★

Speaking of letters, Margaret Arlen, heard daily over WABC, received one of which she can be proud. Early this month, Margaret conducted an intensive one-woman recruiting drive on behalf of the WAVES and during the week which marked the second anniversary of the WAVES she appeared on more than 50 programs of CBS and WABC, in addition to conducting her own program. The letter, signed by Commander Gaylord, U. S. N. (Ret.) of the Office of Naval Officer Procurement, New York, speaks of Margaret's efforts in this delightful fashion.

★ ★ ★

"The WAVES recruiting campaign which you are carrying on over WABC has been brought to my attention and I wish to take this opportunity to thank you for what I feel sure will be one of the most outstanding drives of its kind. . . . Today our Navy is the strongest in the world and has yet to reach its peak of power. Many months of fighting lie ahead and to play its full part in winning this war, the Navy must operate at the highest possible level. To maintain this level is not only the responsibility of the men and officers but also that of thousands of WAVES who replace men at shore stations. Now, as the need for more men increases, the demand for more women to join the WAVES is being intensified. It is only through the efforts of campaigns such as you are conducting, that the Women's Reserve can obtain its desired quota. . . . It is the extra bit of co-operation which seems to count these days and that which you have accorded the Navy will play a large premium. For this we are most grateful and we wish you every success with the campaign."

★ ★ ★

An example of the manner in which women of today are breaking down prejudices against them in the professions and in business is brought out in an interesting tale sent to us not long ago about a group of girls now doing a particularly secret radio job in an Ordnance base workshop in Egypt. These girls, all formerly civilians, many of whom had never done anything more strenuous than tap the keys of a typewriter, are doing men's work at the side of men workers in four main categories which include, beside radio, instruments, armory and diesel engines. To say that these girls have learned the full meaning of "secret" is to grossly understate. Only their eyes reveal the thrill they know—for no word of their work do they ever utter.

## PROGRAM REVIEW

### M-G-M SCREEN

Heard Monday through 9:15-9:30 p.m., EWT. Mutual, the "M-G-M Screen" radio has developed consistently the way of entertainment made its debut some weeks ago. The procedure is to select likely candidates for the screen and have radio join in the voting. Naturally, "test" can apply only as to some stage presence, but producers provide worthwhile material for the listener even if well; if the question of getting a test leaves the listener because he himself is not in the "test" angle since the radio on for diversion, M-G-M's efforts are bound. However, the programs are able of late to stage dramatic or musical fare that can stand on own two feet apart from the nique and format of the stage that augurs well.

Good band is on hand too and John Contin helps on the end as well. Thus a female gets the benefit of a singing which makes for additional talent. Last week's talent Dolly Dawn, band singer and conductor, who was tested around continuity entitled "Girl Meets Miss Dawn" acquitted herself after the first few minutes warmed up to both the script and songs. Not having seen her days of the George Hall tent Taft Hotel spot, we presume still an eye-ful and she certainly the voice to make good in the future.

In subsequent programs M-G-M go further—impressively full giving the contestant a part to whom to work. The producer offer one of its own stars to on each program as an air performer screen-tested. It is announced that Signe Hasso, No. 7 actress featured in "M-G-M Seventh Cross," would appear in "The Great Artists Series" of Bret Morrison, radio star, "The next contestant will be . . ."

M-G-M commercials are so puzzling for a client that he knows movie audience psychology but closes its eyes to that of the person when he is at the radio for any apologies in the commercial, the time is the going out of one's way to remind listener that they are about slipped the commercial in a genius manner, which is exact opposite, does not make Straightforward plugging of the future in question is the best minus the preamble, 20th-F okay with "Wilson" and pull punches. Kidding the comedian a comedian is one thing, smuggling is another.

### Concert Master Dies

Chicago—Leon Sametini, in the violin department of the Chicago Musical College, died early this



★ ★ ★ COAST-TO-COAST ★ ★

—NEW YORK—

NEW YORK—Dr. Edward J. Byng, creator and for many years general manager of the European Continental Services of the UP, comments on the news every Thursday and Saturday evening at 10:30 p.m. on WEVD, having begun last Saturday, August 19. . . Yesterday a.m. over WEAF at 9:30, Shirley Hart, head of the research and statistical division of the FHA, discussed post-war housing as a guest on Adelaide Hawley's program. . . Stars of "Oklahoma" will participate on WHN's "Service Unlimited" program, Thursday night at 10, August 24, for the Red Cross Gray Ladies. Harry Stockwell, Betty Garde and Betty Jane Watson will be featured. . . Dean Martin returned to his WMCA series Monday evening at 7:45, with a lineup of today's and yesterday's hit parade ballads.

—NEW JERSEY—

NEWARK—WAAT presented a program of recorded music flavored with popular tunes of old and new last Saturday evening at about 8 that was pleasant entertainment.

—PENNSYLVANIA—

PHILADELPHIA—WIP covered the invasion of Allies' troops in Southern France thoroughly between 6:10 and 10 a.m. of that day. . . At WPEN Don Frank, senior announcer, was just named manager of night operations. . . Another change at WPEN has brought Carlton Miller from Southern radio circles to WPEN's announcing staff. . . Glenn Adams, WCAU's newscaster, commutes to New York on Saturdays to handle the narrative role on CBS "This Is Maritime" show. . . WFIL has added to its music staff Margaret Labbitt, ex-announcer at WSUI, University of Iowa, in its plans for general expansion program.

—MISSOURI—

ST. LOUIS—Appeals by prominent St. Louisans for early fuel buying and OWI fuel and Treasury bond spots have, highlighted the commercial copy in H. V. Kallenborn broadcasts on KSD, sponsored locally by the White-Rodgers. . . KANSAS CITY—Awarded the Purple Heart recently, former KMBC "Oklahoma Wrangler,"

Pfc. Vic Willis, is recuperating in an English hospital. A shrapnel wound in the right hip took Vic from the Cherbourg area where he saw action since D-Day.

—MONTANA—

MISSOULA—KGVO is an example of radio station doing public service job on and off the air. Art Mosby, KGVO general manager, heads Chamber of Commerce War Industries; is secretary of Western Montana Mine Owners Association; and member of the Board of the High School Youth Project; while Jim Barber, KGVO assistant manager, is secretary of the Western Montana Press Radio Club; member of the Western Montana Council of the Boy Scouts of America; and active in other civic groups.

—NORTH CAROLINA—

CHARLOTTE—WBT news editor Jack Knell was invited to participate in the panel discussion, of the new book "The Time for Decision" by Sumner Wells, presented by the Charlotte Council on International Relations, at Queens College last Friday evening. . . RALEIGH—Harriet Pressley, producer and director of WPTF's "We the Women" program, has accepted the invitation to be guest instructor for a nutrition class conducted for the women employees of the Southern Bell Telephone Co. here. . . GOLDSBORO—Four new shows, sponsored, scripted and produced at WGBR, are being aired now all for one sponsor, The Kadis Enterprises. They are Requestfully Yours, Parade of Hits, Royal Rhythms and Luke Box Serenades. . . GREENSBORO—Sgt. Frank Brine has replaced Sgt. Jack O'Keefe on the WBIG soldier reporter program of news highlights from the air force replacement depot here. Sgt. O'Keefe was transferred to Miami.

—MASSACHUSETTS—

BOSTON—Cooperating with WSUN, WCOP presented recently a program titled "Men of the Victory Fleet," dealing with exploits of local men in the U. S. Maritime Service. . . Ed Stearns, Jr., a Navy veteran of many major battles of the South Pacific and former NBC news and special events staffer, is now turning his talents to producing the human interest problems of "The American Woman's Jury," Mutual courtroom session that comes from WNAC Monday through Friday at 1:45 p.m. . . Congressional Medal of Honor was posthumously awarded by Gen. Lewis G. Merrit to Lt. Robert M. Hanson, USMC, during ceremonies at MacArthur over WEEI last Saturday.

—NEW YORK—

SYRACUSE—As a result of recent changes at WFBL, Mrs. H. G. Watson was added to the publicity department; and Jim De Line, senior announcer at WFBL, was promoted to assistant program director. . . BUFFALO—Eudice Shapiro, young violinist of this city, played Mozart's "Concerto No. 5 for Violin and Orchestra" on the NBC Symphony Concert over WBN last Sunday afternoon, Aug. 20. She won the National Federation of Music Clubs scholarship in 1937.

—INDIANA—

FORT WAYNE—Following up a state-wide nutrition meeting that will be held here in the Fort Wayne Civic Theatre, Sept. 7, WOWO will begin a series of programs, "Food for All, The Story of Nutrition," to be heard Tuesday and Thursday. Aim is to give every possible aid to the homemaker in providing proper diets for her family. . . KOKOMO—Paul Price, experienced announcer and newscaster, recently joined WKMO.

—NEBRASKA—

OMAHA—Bob Wesslund is new addition to KOWH's engineering staff, filling in for Carl McGee, now in the Navy. . . Harold Soderlun of KFAB was named awards committee chairman of the Junior Chamber of Commerce. . . NORTH PLATE—Two Omaha residents have taken summer announcing jobs at KODY. They are Byron Demorest, student at the pre-med college of the University of Nebraska, and John Foley, university of Omaha. Both return to their studies in October.

—FLORIDA—

MIAMI—According to WIOD's newspaper "Convalescent Chatter," patients at the AAF Biltmore Regional Station Hospital at Coral Gables, Fla., are the most envied servicemen in the nation. They are awakened by Al Collins, who conducts the WIOD "Dreambuster" show, thus avoiding the shrill of bugler blows. Most of the servicemen tune in on the show at 6 a.m. to make the recorded music plus gags program very popular.

—COLORADO—

DENVER—"Music by Shrednik," a show that has originated from KOA to the NBC network for many years, can be heard now on the network on Sunday evening at 11:30 to 11:55 WMT. Milton Shrednik, music director at KOA, conducts the program which furnishes dancing music and includes numbers of the Spanish or Mexican type. Helen Marie is the vocalist.

—LOUISIANA—

NEW ORLEANS—Gordon Loudon, WWL farm director, has announced that a sectional conference of the Association of Agriculture College Editors will be held here, Oct. 3 to 5. Editors and assistants from eight Southern state colleges will attend the conference; and WWL will act as host with Gordon Loudon as chairman of the radio committee. James A. Noe, president of WNOE, and president of KNOE operating KJAN in Monroe, La., stated last week that William Hedges, vice-president of NBC, had signed an agreement placing the new radio station in Monroe on the NBC system. KJAN will be managed by James E. Gordon, who is also vice-president and general manager of WNOE.

—CANADA—

MONTREAL—Chief news announcer at CBC's Toronto studios is Earl Cameron who is heard on the 10 p.m. National News program each night of the week;

other programs announced CBC News Roundup, "Just Wanted," and various CBC casts during the day. Teen Livingstone, "the little with the big brown eyes" of a new afternoon show heard Tuesdays and Thursdays. Hartley McVicar produces a which is a sustaining feature.

—CONNECTICUT—

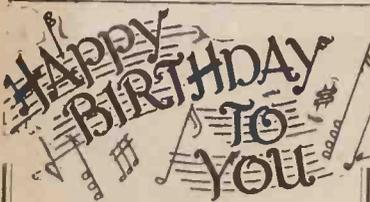
HARTFORD—WTIC will series of talks on industrial four successive Saturdays, Aug. 26, at 4:45 p.m., for Department of Labor. On series will be Albert Van superintendent of the B Plant of the New Department of the General Motors Corp, Conn.

—UTAH—

SALT LAKE CITY—John news editor, beaming over after from his sponsor, Auerbach ment Store, congratulating first anniversary of his weekly, "This Week in Review," Loudon, KUTA assistant producer, has returned to his home Francisco, to join KYA announcer.

—CALIFORNIA—

SAN FRANCISCO—Bill KGO-Blue special events and Clark Sanders, KGO will depart shortly for the Pacific on an overseas assignment. RIVERSIDE—Charlie Davis, WWPG, Lake Worth, Fla., is the month of August here with Wilson, manager of KPRO. LYWOOD—KHJ-Mutual Do "Double or Nothing" quiz for Friday, Aug. 25 at 6:30 originate from the Inter Marine Terminal of the Pan can Airways at Long Island and it will have as guest contestants the men and women handle the planes of this coast airways.



August 23

- Michael Bartlett, Wendell Hall, Lawrence Marks, Frank Pacelli, Forrest Wallace, Bob Crosby, John McCarthy, Maj. Ray Perkins, Art Van Harvey, Vivian Crozier

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RADIO DAILY

1501 BROADWAY

NEW YORK 18, N. Y.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 38

NEW YORK, N. Y., THURSDAY, AUGUST 24, 1944

TEN CENTS

## NAB's Post-War Planning

### Who Would 'Junk' Broadcasters' Code

Washington Bureau, RADIO DAILY  
Washington—Carl Everson, vice-president and general manager of WNCN, Columbus, Ohio, told the FCC today that in his opinion the broadcasters code should be scrapped. He said he has resolved to sell time to labor unions to help membership and to answer attacks by network speakers, if such attacks are important. Everson said he has resolved to sell time to labor unions to help membership and to answer attacks by network speakers, if such attacks are important. Everson said he has resolved to sell time to labor unions to help membership and to answer attacks by network speakers, if such attacks are important.

**"Grandvoxpath"**  
Daughter was born recently to Mrs. Boyd Ryan Willett, daughter of Parks Johnson of CBS' "Vox Pop," at Corpus Christi, Texas. Warren Hull says he's waiting for the day little Louise Johnson Willett will start referring to Parks as Grandvoxpath Johnson.

### GOP Buying Time For Network Talks

Republican National Committee has begun its time buying on the national networks with the first radio talk scheduled to be broadcast over the Blue, August 29 at 10:15-10:30 p.m., EWT. Other talks will be broadcast over NBC, Sept. 1, 10:30-10:45 p.m., EWT; Sept. 5, over MBS, 9:15-9:30 p.m., EWT; Sept. 7, over NBC and CBS, 10 p.m., EWT; Sept. 8, over CBS and MBS, 9:30 p.m., EWT; Sept. 9, over NBC, 9 p.m., EWT. Henry R. Turnbull, radio director

### War Dept. Clarifies 'Censorship' Order

Washington Bureau, RADIO DAILY  
Washington—Controversy over political censorship within the armed forces was apparently ended yesterday as the War Department acknowledged that there will no longer be any legal restrictions against the dis-

## Radio Programs Herald News As Paris Is Freed Of Nazis

### Canadian Railways Use Radio Communications

Montreal—Using the principles employed by Allied tanks at the front, radio communication was used in Canada for the control of trains for the first time recently when a two-

### "War Conference" Will Consider Tele, FM, Facsimile At Closing Session Scheduled For Next Thursday

### Truman Will Launch Demo. Radio Drive

Senator Harry S. Truman, Democratic candidate for the vice-presidency, will make his acceptance speech over the four networks on Thursday, August 31, 10:30 p.m., to 11 p.m., EWT. Program will originate at Truman's birth place, Lamar, Mo. Senator Tom Connally of Texas will introduce the vice-presidential candidate.

### McGee Resigns Post With WPB In Washington

C. H. McGee, Sr., of the Radio and Radar Division of the War Production Board, has resigned to return to private industry as a manufacturers' representative in Washington. McGee

### Radio Algiers To Carry Canadian Conference

Montreal—Radio Algiers, believed to be the most powerful shortwave transmitter in the world, is expected to be the outlet that will carry to the

Chicago—Post-war television, FM, facsimile and shortwave broadcasting will come in for important discussions during the convention of the National Association of Broadcasters at the Palmer House, August 28 to 31st.

Because of the growing interest in tele and FM, the officials of NAB set aside the entire afternoon session of Thursday, August 31st, for a panel discussion of "The Post-War Future of Broadcasting." T. A. M. Craven, former member of FCC and now as-

### Four Web Program Renewals On NBC

Chicago—Four leading NBC programs, including the Pepsodent show starring Bob Hope, the National Barn Dance, Alex Dreier's commentary of "The Week's News" and the Sheaffer World Parade, each has been renewed for 52 weeks, it has been announced by the web. Hope's program which will return Tuesday Sept. 12

### Planning Committee To Meet In Chicago

Chicago—The NBC station planning advisory committee will meet at the Palmer House, Chicago, Aug. 26 and 27. Niles Trammell, NBC

### Chicago Radio Group Asks NAB Cooperation

Chicago—Appealing for adequate current radio survey services and clarification on the regulations concerning the length of spot announcements, especially as they apply to the one-minute announcements, the Chicago Radio Management Club urged the directors of the National Association of Broadcasters

### Stewart Resigns As G. M. of KCMO, Kansas City

Kansas City—Jack Stewart, general manager of KCMO, Blue outlet in Kansas City, has resigned, it was announced yesterday. Stewart, who is to attend the NAB convention in Chicago next week, will announce his new association at a later date.

### Paper Anthem

Actual has been informed that the salvage Division of the WPB has chosen "Paper Troopers" as the official song of its forthcoming campaign. The music was written by Henry Sylvan and the words by Sunny Skylar, both of the New York. The MBS publicity personnel now is rising in reverence whenever the familiar bars are heard.

One glance at a coverage map will convince you of WLAW's importance North of Boston! Adv.

WLAW provides complete coverage of New England's 3rd Largest Concentrated Radio Audience! Adv.

### Radio Included

Montreal—Canadian Congress of Labor has issued a manifesto outlining its political aims, including the provision of useful jobs at union wages for every man and woman able and willing to work. One point in the manifesto asks that privately-owned and operated radio stations "be taken over and integrated with the national system under the CBC.



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# FINANCIAL

(Wednesday, Aug. 23)

## NW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 3/8	+ 1/4
CBS A	32 1/2	31 1/8	31 1/8	- 1/8
Crosley Corp.	22	21 1/2	21 1/2	- 1/8
Farnsworth T. & R.	123 1/2	123 1/2	123 1/2	+ 1/8
Gen. Electric	38 3/8	38 1/2	38 3/8	+ 1/8
Philco	34 3/4	34 1/2	34 3/4	+ 1/8
RCA Common	10 3/4	10 1/2	10 3/4	+ 1/8
RCA First Pfd.	76 1/2	76 1/4	76 1/4	+ 1/8
Stewart-Warner	163 1/2	163 1/2	163 1/2	+ 1/8
Westinghouse	104 1/2	104 1/2	104 1/2	- 1/2
Zenith Radio	42	42	42	- 1/2

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	27 1/2	27 1/2	27 1/2
Nat. Union Radio	6	6	6

## OVER THE COUNTER

	Bid	Asked
WC&O (Baltimore)	22	22
WJR (Detroit)	36	36

# 20 YEARS AGO TODAY

(August 24, 1924)

Confused radio listener writes to local newspaper as follows: Fashion talk from WJZ, violin solo from WEAF, and popular music program from WHN, all of which we were forced to listen to simultaneously because our receiver was unable to separate them, surely made a macerated combination

## I OFFER . . . . .

5 YOUNG WOMEN, EXPERT STENOGRS, WITH RADIO PRODUCTION EXPERIENCE, IDEALLY EQUIPPED TO SERVE AS EXECUTIVE ASSISTANTS TO BUSY RADIO CHIEFS OR PRODUCERS OR DIRECTORS. SALARIES START AT \$50 WEEKLY.

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Radio Specialist

POSITION (SECURITY) BUREAU, INC. (Agency)

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## War Dept. Clarifies "Censorship" Order

(Continued from Page 1)

tribution of books, magazines and newspapers to soldiers.

It was further stated that there will be no "legal restrictions" on motion pictures, radio broadcasts and rebroadcasts or other types of entertainment such as is generally offered to the public here in the States. The only regulation now in effect states that if the Army rebroadcasts a "political address" it must give equal time, if requested, to representatives of each of the four recognized political parties.

## Radio Algiers To Carry Canadian Conference

(Continued from Page 1)

people of occupied countries the opening addresses of Prime Minister Mackenzie King and Herbert Lehman, Director-General of UNRRA, when the UNRRA conferences open here on September 15, the purpose of the broadcast, it was pointed out, will be to inform those who have suffered under Nazi domination that not only military help, but the necessities of life are on the way to them. It was hinted in well informed circles that Prime Minister Churchill and President Roosevelt might also meet here during the conferences.

## Jitterbuggers Chasing Russell

Andy Russell, featured singer on the Old Gold program heard on NBC Sundays, will be guest of Paula Stone today on her "Hollywood Digest" over WNEW from 5:15-5:30 p.m. Station has been swamped by requests for passes from the "bobby sox" brigade.

## Bendix Guesting

Hollywood—William Bendix, of Brooklyn, N. Y., and star of the Blue's "Life of Riley" series, will guest star on Joe E. Brown's "Stop or Go" program, aired tomorrow night at 10:30 p.m. EWT, over WJZ and Blue Network.

## Chicago Radio Group Asks NAB Cooperation

(Continued from Page 1)

to take a stand in these measures, it has been disclosed.

The CRMC pointed out that there was inadequate survey material concerning the listening audiences in both urban and rural markets and requested that the NAB appoint a joint committee to represent stations, agencies and advertisers to review the situation.

In the case of the spot announcements, CRMC said, "There is much variation and confusion concerning the length of spot announcements, especially for the so-called one-minute announcements, on the different stations. A one-minute live announcement may vary as much as 50 per cent in the number of words allowed by different stations. Even on one-minute transcribed announcements, that are carefully timed, some stations count the words and refuse to use the spots unless the number of words are cut to their arbitrary requirements."

## Canadian Railways Use Radio Communications

(Continued from Page 1)

way system was given its initial tests in the Montreal terminal area of the Canadian National Railways. Results were reported satisfactory by officials of the National System and the Canadian Marconi Co.

The equipment used was a two-way 50-watt FM transmitter operating on an ultra shortwave length. Two locomotives, one electric and the other a diesel, have been equipped for these tests, and have been granted a license to broadcast train orders in the Montreal area by the Department of Transport. The test will be continued under the direction of the Canadian National Railways and the Canadian Marconi Co.



## Ian Ross MacFarlane

We'd like to have you meet a kind of news analyst . . . Ian Ross MacFarlane. He's quite a . . .

His analysis of the war packs a clarion-like authority cause he's been in the war up to hilt.

He lived in North Africa with British 8th Army. He went out a landing barge when the Commandos raided Dieppe. He broadcast to the U. S. the first thousand English plane raid over Germany.

He said Turkey wouldn't join Allies . . . three months before Churchill admitted failure in House of Commons. He had France number, too . . . before England made its decision to favor Spain.

During the past 20 years he lived closer to the countries of the people of Europe, about whom he talks, than probably any other commentator on the air today.

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

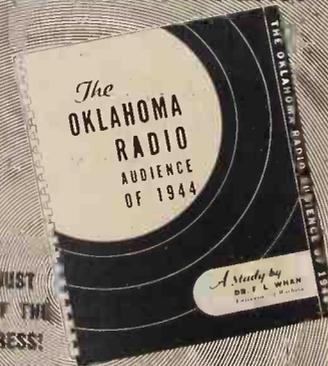


# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE

## COMPLETE PICTURE of Radio Listening IN OKLAHOMA!



JUST OFF THE PRESS!

WKY—Oklahoma City

## COMING OVER THE HURDLE RADIO



12 to 6:30 daily 1430 on your dial

## EXCLUSIVELY ON WBYN

Official Racing information from the leading tracks WHILE RACES ARE ON! That's part of the instantaneous programming on the Minute Station WBYN.

For Availabilities:

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

# TELEVISION DAILY

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★ SECTION OF THE RADIO DAILY • AUGUST 24, 1944 ★ ★ ★

## PRECAST RAPID TELE EXPANSION

### Envisions Big Market After The War

Campaign to stimulate interest in film transcriptions for RKO Television Corporation was released the results of a survey to prospective advertisers.

It is pointed out that with nine stations at the present time and a number of applications pending at the present time, the prospect of 77 stations located in 35 different states and the District of Columbia.

Construction of these stations, and many more, will start in the immediate post-war period," the bulletin states. "It is conceivable that a nationwide network facilities will be established until several years after."

It is pointed out that RKO Television Corporation is prepared to complete program build-up to advertisers and station and will offer, "Telereels" as the station picture ex-

posed with their presentation RKO Television Corporation under the caption of "Potential" which reveals the market for television for the 77 stations. The figures show 41.8 per cent of the total population of the country, 51.2 of the males and 57/993 per cent of the females. The bulletin assumes a market for 14,844,464 people in the 77 station area.

Under the leadership of Ralph Ausburn, his associate, Tom Hutchinson, RKO Television Productions have started to function in the field. Their first commercial program was to prepare film coverage of the Democratic and Republican national conventions in Chicago. This entailed sending Pathé cameras to Chicago and consideration in the film files of Pathé personalities and conventional ground.

### Seldes' Views

Art Seldes, Director of CBS Television Programs, speaking before the Television Seminar of the Radio Executives Club at Radio City recently declared that, in view of mechanical limitations, it is up to the makers of television to be flexible, bold and adventurous, in order to have a ready for post-war.

### Woman Symbolizes Television?

Los Angeles—For those who are pacing television as the communication-entertainment medium in which women share equal opportunity with men, here's an interesting sidelight, reflected from the contest just concluded by W6XAO to select a symbol for television. The contest was inspired by a group of men representing Television Broadcasters Association. In the W6XAO contest concluded recently, three men were the judges—but, not only was the winning contestant a woman, her contest entry depicted the symbol of television as a woman, heralding the miracle of light and sound.

## ATS Announces Plans Special Tele Displays For 1944-45 Awards Being Designed

The American Television Society will grant more awards for 1944-45 than for any previous year and new techniques will be employed for evaluating television achievements for this year, J. Raymond Hutchinson, chairman of the ATS Awards Committee, announced recently. The award year runs from June 1, 1944 to May 31, 1945.

Hutchinson said that the Society is considering awards to outstanding individuals participating on television broadcasts, organizations producing or contributing to pre-eminent video shows and scientists, Federal officials and others contributing to the development of television facilities or the improvement of its structure. Station awards and the Award for Service, initiated in 1943-44 with an award to Retiring President Norman D. Waters of ATS, will be continued if eligible candidates for such recognition are found.

The television press will be polled, stations will be asked to submit resumes of their years' work and ATS members and representatives will monitor broadcasts. Arrangements for

(Continued on Page 5)

Mindful of the sidewalk congestion caused by Bloomingdale's experimental window television in New York in 1939, and to the objections of retailers to this form of video screening, the Television Workshop of New York has announced the design of revolutionary display windows, enabling stores to enjoy full daytime window television without regard to the amount of daylight and noises from the street, and without causing sidewalk jams, as heretofore.

Constructed in arcade fashion, and recessed from the building line, the postwar video windows would be built at an angle of 60 degrees, thus permitting passers-by to come in off the sidewalk to view a store's window video screening, eliminating sidewalk congestion—the chief objection heretofore to window television.

A photo-electric device, which automatically adjusts itself to the amount of light coming from the outside, shades the video screens, allowing full daytime viewing of a store's tele offerings.

An acoustical device adjusts the audio portion of the program to a

(Continued on Page 11)

## TELE SEMINAR SURVEY

Continuing the survey of opinions of members of the Radio Executives club of New York City who have been attending the weekly Television Seminar throughout the summer months, Television Daily in this issue prints the highlights of answers to seven questions submitted to the tele devotees. The answers, embody the thinking of 450 topflight advertising agency executives, broadcasters, network officials, writers and technicians who have been attending the sessions. These opinions are printed on Page six of this issue.

### Expert Sees Many Post-War Stations In Plans

By WILL BALTIN

(Television Broadcasters, Inc.)

How quickly will television spread across the nation?

This question has been asked of television pioneers, radio manufacturers and electronic engineers many times during the past few years.

The answer may be found in the number of applications now pending in the files of the Federal Communications Commission in Washington, D. C. As of July 25, 1944, 65 applications for permission to erect commercial television stations in 24 states and the District of Columbia were received by the FCC, according to records compiled by the Television Broadcasters Association, Inc. Action on the applications must await the end of wartime restrictions on essential materials.

With nine stations now televising programs in the East, Midwest and Far West, and with the large number of applications for new stations filed with the FCC, television service for a major portion of the nation's population may be expected within 18 months to two years after hostilities cease and manufacture of transmitters and receivers is resumed, industry leaders aver.

Leading manufacturers are now engaged in building experimental models of their post-war television receivers. The War Production Board recently eased its ban on restricted materials to permit construction of post-war goods embodying new devices. This action is expected to facilitate reconversion to civilian manufacture when victory on the battlefield is achieved.

Prices on post-war television receivers are expected to vary from \$125 to \$400, the latter sets embodying radio-phonograph combinations, as well as projection type television screens.

(Continued on Page 5)

### Tele Speed

Experiments in television being conducted by experts for Cable and Wireless Ltd., in London, England, reveal the possibility of the transmission of 750,000 words a minute. Similar experiments are being conducted in the United States and, according to experts, the transmission figure recorded in Britain may be exceeded here.



## WHAT SHOULD A TELEVISION STATION COST?

Prospective station owners are fast discovering that DuMont has *the answers on television*... and willingly shares its "television know how" for the advancement of this magnificent new art. Prospective station operators also are discovering that DuMont telecasting equipment is "tops" in signal transmitting efficiency and effectiveness, and leads in installation and operating economies.

Eloquent evidence of DuMont leadership is provided in the design and construction of 3 of the nation's 9 television stations in service today... and in the operation (for more than 3 years) of Televi-

sion Station WABD, New York. Just as DuMont's development of the DuMont Cathode-ray Tube made television commercially practical, so DuMont pioneering in station design and operation has set a pattern for profitable station management.

"Planning Your Television Station" tells how to insure a low-cost telecast operation... outlines your equipment requirements... offers you a surprising arrangement for *reserving* equipment now, and for custom-building your telecasting set-up and training your personnel soon after victory. Please request this booklet on your firm letterhead.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.

**DUMONT**



*Precision Electronics and Television*

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

TELEVISION SECTION

Television Expert  
Looks Video Future

(Continued from Page 3)

vey on post-war merchandises, conducted recently in the magazine, television will be the item most desired category of radio equipment. 70 women participating, 67.0 said they would like to have, probably would purchase, tele-receivers when they became on the market.

is being made now to enter television at the earliest moment. The American Telegraph Company is the use of coaxial cable and boosters for this purpose, experimental relay system erected between New York and Boston.

on stations are active to New York City, Schenectady, Philadelphia, Pa., Chicago, Ill., Los Angeles, Calif., capable of service to 25,000,000 people receivers were available.

ations are pending for new stations in the following

Mass., Hartford, Conn., New York, Rochester, N. Y., Philadelphia, Baltimore, Md., Newark, Washington, D. C., Richmond, Jacksonville, Fla., Charleston, W. Virginia, Pa., Cleveland, O., Michigan, Cincinnati, O., Lafayette, Chicago, Ill., Milwaukee, New Orleans, La., St. Louis, Mo., Omaha, City, Okla., Omaha, Neb., Colorado, Albuquerque, N. M., Salt Lake City, Utah, Riverside, Calif., Los Angeles, Calif., Stockton, Calif., San Francisco, Calif., and Spokane,

nds for television are now compared by the Radio Technical Board and, upon completion will be submitted to the Federal Communications Commission for approval.

cluded that holders of construction permits for tele outlets might be licenses during the war to existing facilities on either an rental or commercial basis, and construction had reached a point where the station was capable of rendering a substantial service.

Large Images

size in television—for either the office or the home—is no longer a problem in engineering or physics.

possible to build, as was demonstrated experimentally by RCA prior to the United States' entrance into the war, projection-type television receivers that reproduce images of any desired size up to full screen dimensions.



**T**ECHNIQUE of working motion picture film into "live" action in a television show in such a way as to give viewers the impression of complete continuity of performance, was demonstrated by Charles M. Storm Co., Inc., advertising agency, in its televised show, "This Is London," put on at WABD, New York, recently.

The show, which was produced and directed by Raymond E. Nelson, agency television director, for Alfred Dunhill of London, Inc., New York pipe and tobacco concern, essayed to re-enact London life during the blitz air raids of a few years ago as realistically as possible.



It was accomplished by the Storm agency in "This Is London" by cutting three British government films into the "live" studio show. The first film showed RAF fighters taking off to battle the Luftwaffe the moment sirens sounded. The second showed the planes battling in the skies as bombs dropped on blacked-out London. The third showed fires raging in sections of the bombed city.

The film bits were so distributed as to weave into the "live" show naturally—and without pause or preliminary announcement.

The "live" show opened with a London "bobby" (played by Fred Smith, assistant to Sidney J. Ballinger, vice-president and manager of the Fifth Avenue Dunhill store) talking to an American in Trafalgar Square who wanted to know how to go to the Dunhill store at 30 Duke Street, St. James, nearby.



The principal scene was an air raid shelter after the sounding of the sirens. Impromptu entertainment, frequently an occurrence during real raids, was furnished by the cast, playing the role of Londoners who had sought safety in the shelter. An unusual feature of the show also was a realistic scene in front of the bombed-out Dunhill store on the morning after the raid, with black-bearded Alfred Dunhill himself supervising removal of the rubble. This was done by shooting blow-ups of photographs mailed to this country in 1941 shortly after the actual raid took place.



Patrick Michael Cuning Teleproductions, Los Angeles, start recording Friday on the first subject in its new "Bread Time Stories" series of commercial productions on Telecine. Two subjects, each running three and one-half minutes, are scheduled in the group being personally supervised by Cuning. Joseph Sawyer and Rudi Feld will produce one subject and Sawyer and J. J. Wills the other. Rick Freers is the tele-designer and Roger Sumner and Armand Piaggie are the tele-cineographers. Camerawork will begin in one week.



Gala plans are being made for the opening of the new television studios of the Du Mont station—WABD—in New York in September. For the past few months this pioneer video station has been doing a great deal of remodeling of studios. Technicians have also added improvements to lighting and other equipment. Experience gained in the past year's experimental televising has been utilized in the stations' construction plans. Details of the WABD housewarming will be announced in the September issue of "Television Daily."

ATS Announces Plans  
For 1944-45 Awards

(Continued from Page 3)

critical analysis of individual station productions have been completed for a number of leading stations. Small groups of Society members, including members of the Awards Committee, will be selected to view productions at specific television stations. These will be rotated among several stations, when possible, with the net result that an experienced group of observers would return a critical analysis based on comparative achievement by a number of stations. Viewing groups will be enlisted by ATS in New York, Los Angeles, Schenectady, Philadelphia and Chicago, and any other cities where programs are produced.

"In attempting to measure television as an art form, advertising medium or vehicle for public information, many problems arise which are not readily measurable with scientific accuracy," Hutchinson said. "For example, do programs put on by a station accrue to the station, the advertising agency, the sponsor, the artist, the director, or in some proportion to each? To whom shall be given the credit for technical excellence of the program, the engineers, the company, or the deft handling by the director? These and many other questions beset Awards Committees, making necessary the continued exploration for potential recipients, by many groups, for meritorious achievement. Awards undoubtedly serve to spur greater achievement."

Those serving in the American Television Society Awards work will have copies of the Evaluation Sheet developed by Hutchinson, chairman, Department of Secondary Teachers, National Education Association, Committee on Television, available for use. This rating sheet for television productions, originally produced in 1939, checks on the artists, director, camera work, technical and sound effects and the script.

Tele Debut

War Foods Administration did its first television show over WRGB this month.

A dramatization of the story of the Willow-ware plate was recently televised by WRGB, General Electric's station.

Music Aids

Selected music in high-g geared war industries lifts workers' morale, reduces fatigue and is a definite aid to production. That's the word from War Production Drive Headquarters following an extensive survey of 100 war plants, undertaken for the WPB by Wheeler Beckett, well-known conductor and composer.

# TELEVISION VIEWS OF SEMINAR EXPERTS

Below are the opinions of many of the 450 members of the Radio Executives Club who have been attending the Television Seminar in New York City:

"Surely it should continue to develop now. We will be that much further along after the war."—P. J. Stanton, VP & Gen. Mgr. WDAS, Phila., Pa.

"Give it to the people now and improve and change as indicated by developments."—A. Lewis King, Comm. Dir. WPAT, Paterson, N. J.

"Let's go ahead—the sit and wait school went out with the bustle."—Walt Dennis, Public Rel. Dir. WHN, New York.

"Present form OK plus improvements which can be added within a few months after the war."—Eugene S. Thomas, Sales Mgr. WOR, New York.

"It should not wait, yet should not close the door on post-war technical improvements, many of which only await the end of the war to be released."—Earl F. Lucas, Engineer, WPAT, Paterson, N. J.

"It must wait until receivers are possible to be produced."—John McNeil, Mgr. WJZ, New York.

"Can benefit from post-war improvements and should proceed cautiously for the receiver being the most important part of television can certainly become a fact quicker after the war."—Chas. Stahl, Comm. Mgr. WDAS, Phila., Pa.

## "Critical Viewpoint"

"I think that Television, the way that it is produced today, is doing the industry more harm than good. Any non-technical listener viewing a screen today, becomes easily discouraged and disappointed. Their attitude is that if this is television what is all the fuss about? Television should not be ballyhooed to the public until the pictures are very much improved and there is also a great improvement in the camera technique, make-up and lighting, which today is very amateurish. Production is a very important phase after the mechanical difficulties are overcome. This phase of Television is receiving very little attention today."—Leon Levy, Pres. WCAU, Phila., Pa.

"Tele should await release from military restriction any improvements that may have been made in the course of the war."—Arnold B. Hartley, Program Dir. WOY, New York.

"It should await post-war improvements—but that doesn't mean stop present program development."—M. S. Novik, Director, WNYC, New York. The following are opinions of advertising agency people:

"I believe television should be developed in its present form with a view toward preparing for the use of post-war technical improvements as soon as they become available."—Kenneth Whatmore, Acct. Exec., J. D. Tarcher & Co.

"Let's go ahead with what we have—but improve it as we go along."—Art Sinsheimer, Dir. of Radio, Peck Adv. Agency.

"Develop television in its present form."—E. L. Larsen, John Loveton, Radio Dirs., Geyer, Cornell & Newell, Inc.

"Let's start right now! Television is too important a medium to hold down any longer."—Jo Lyons, Radio Prod., BBD&O.

"Nothing should be placed in the way of the rapid development of commercial tele."—Marcel Schloff, Adv.

"I believe television should be developed in its present form. The various improvements will follow accordingly."—Gilbert Salke, Merchandising Consultant, Hearst Adv. Ser.

## "Gives Tele Greenlight"

"Let's quit kidding ourselves about post-war television in terms of the generally known developments of today. Tele already has, as a result of war necessity, unreleased developments; many, many things that will be immediately available post-war and make for far, far better all-around television. Certainly it should go ahead immediately post-war. We can't afford to hold it off on the vagaries of further prospective but nebulous development."—Ted Long, Dir. of Television, BBD&O.

"It seems sound to avoid any exploitation of the medium until wartime improvements are incorporated. Let's use the present facilities, however, to become as 'program wise' as possible."—John Allen, Radio Dir., Marschalk & Pratt Co.

"It should be developed immediately post-war with whatever developments are available."—Frank Silvernail, Bus. Mgr. Radio Dept., BBD&O.

"Tele should await post-war improvement!"—Walter Neff, Pres., Neff-Rogow, Inc.

"Tele should await post-war developments if signs point to availability in about two years."—Arthur Kron, Radio Dir., Gotham Adv. Co.

"I feel it should not be made a mass product until it is thoroughly perfected. We in advertising know there is only one sure method of sale and re-sale—that is by word-of-mouth recommendation. Poorly perfected tele means the entire venture has failed before it has even started."—Roberta J. Bard, Dir. Radio, Huber Hoge & Sons.

"Television today is limited; but post-war will see the execution of advanced electronic blueprints now held in abeyance. And as that day approaches, it becomes increasingly apparent that we, who are doing experimental tele work, must approximate program-wise the technical strides being made in the labs."—Martha Whatmore, Writer.

"Good pictures are being transmitted but, like other and all industries, it will continually improve with age."—F. O. Pease, Ross Federal Service, Inc.

The following are opinions of radio station representatives:

"It should definitely be developed in its present form, and the normal course of advancement and improved technique let it go."—John Mayo, Radio Adv. Co.

"Certainly there is plenty of room to develop the production and possibilities in television right now—regardless of technical developments for the future."—Peggy Stone.

"Get tele started now—the sooner the better!"—Paul Wilson, Rambeau Co.

"Go ahead with the present form—why wait?"—N. P. Colwell, Jr., McGillvra.

"Present form with changes added as they develop."—Lewis Moore, Adv. Co.

"For the sake of the public, tele should await post-war improvements. However, if it is to be a race between television and FM by the manufacturers then tele should move in fast and not await technical improvements. They will have to come later—probably several years later the meantime the transition from AM to tele can be accomplished by the intervening stumbling block of FM."—Robert Eastman, John B.

"Should await post-war technical improvements, especially in view of lack of critical materials at the present time."—Wm. S. Ewing, S. Inc.

"Tele should await post-war technical improvements."—Frederick The Walker Co.; Pierce L. Romaine, Paul H. Raymer Co.; D. H. D. The Katz Agency, Inc.

## Network Opinions

The following are opinions of network officials; they prefer to be anonymous:

"5000 owners of RCA tele sets attest to their satisfaction with technical picture quality. It's the quality of entertainment on the set that counts."—NBC.

"Tele should be developed in its present form as technical improvements will come in any case."—NBC

"Progress in civilization and the development of technological better living should never be retarded. Caveat Emptor and the economics will take care of many things."—NBC

"Technical improvements should be hastened."—CBS

"Tele should follow its present line of development with technical progress adopted as research discoveries are refined for commercial use."—NBC.

"Tele should be developed in present form since future will take itself—even though buyers of tele sets suffer through early purchase of Blue Net.

"It should be developed in its present form."—Bue Net.

"To jeopardize the future of tele by its premature commercialization present form would retard 'the television of tomorrow' a decade."—Bue Net.

"Tele should await post-war technical improvements."—Blue Net.

"Until the war is over, the only phase of development that the public will be able to observe will be the gradual improvement of programming. As soon as the war ends the technological improvements will come in force."—CBS.

## Writer Gives Views

Additional remarks are as follows:

"Tele should be developed in its present form by all means. Technicians continue in their labs, and let the producer-directors stay in the studios and, comes the end of the war, the industry is the ahead of itself."—Morton Gottlieb, writer.

"In order to encourage the development of programming technique to test them by public reactions, tele should, I believe, be developed in present form pending the technical improvements which may not be realized for another two years or so. The early sets are bound to be modulated relatively soon whether they go on the market immediately after the war or wait a few years. There will always be improvement in the art and the service rendered."—D. W. May, Pres., D. W. May Corp.

"Tele should be developed in its present form and changes in equipment should be made in the post-war period if and when changes will advance the art and the service rendered."—D. W. May, Pres., D. W. May Corp.

"Tele should be developed in its present form—without restriction."—Frank McGrann, Pos. Securing Bur.

"Inasmuch as sets are not for sale, technical improvements should not be continued."—Chet Young, AP.

"I would say await post-war improvements otherwise we might ourselves back twenty years in consumers' acceptance."—Arch Braumite, Henry Souvaine, Inc.

"Production should be developed to its utmost now—but if there is a question of change of frequency allocation, I should think that should await post-war development."—Hazel Weihe, Richard Stark & Co.

"I think that now is the accepted time for the development of tele."—Green, Editor, National Radio Records.

"Tele should start as soon as possible."—Ralph Powell, Presto Records Corp.

# POST-WAR TELEVISION OF SPORTS

By EDWARD R. PLACE

post-war sports boom that is based upon an intense desire on the part of millions of home-coming men and women to see their favorite sportsmen and times as they were. The television camera will be used for recasting the war and times as they were. The television camera will be used for recasting the war and times as they were.



EDWARD R. PLACE

to the human eye," predicts Edward R. Place, Assistant to Vice President of RCA Laboratories. At a quarter of a football game on a November afternoon, night games, theatre performances, and other events which utilize television lighting will come well within the range of the television

### NBC Making Plans

The NBC is preparing to meet the challenge of wider and better coverage of sporting classics of the past. And in addition, telecasts will make it possible for sports fans to see and hear behind the scenes of great games that they do not ordinarily see from their grandstand or seats. For example, the annual Army-Navy football game: it's a sell-out, and it's hard to get tickets. But that's not all. A half-hour before kickoff, the knob on the television receiver in your living-room, "NBC Televents." You see the highlights go through their preliminary. You watch the stands packed, you hear the bedlam of the game. In this time, you are getting a picture of developments from the television commentator, including probable starting line-up and names of the players, and you see your "Televents scorecard," or exchange comments with the commentator about the players practicing and passing, or running rough signals, before you see both teams look good to you. You hear their leaders feel about the game. Let's suppose you promised to take your family to a 4-star Hollywood theatre in the afternoon of this past week's Army-Navy game. That means that you have to pass up the television broadcast of the game because theater television of the game is a double feature including a feature movie and NBC's telecast of the game on a twenty foot motion picture screen. The demonstration of theater

television by RCA on May 9, 1941, featuring the Overlin-Soose championship fight at Madison Square Garden, heralded the linking of the Nation's playhouse into television networks. Also, in 1941, a baseball game at Ebbet's Field in Brooklyn was televised for an amazed theater audience.

At that point, the question on your mind is answered. You get the inside dope and predictions of a Navy victory from the coach of the Middies; and then from the mentor of the Army eleven. These face-to-face episodes in a pre-game telefilm are impressive.

In a flash you are back at the stadium witnessing the coin-tossing ceremony in the middle of the field. A few moments later the teams trot onto the field. The referee's whistle blows for the kick-off that brings you sixty minutes of spine-tingling competition between two of the Nation's finest football teams.

Between the halves, you see the Cadets and Middies march, hear the bands and the cheering of the throng. You don't miss a highlight on the field from the beginning of the game to the end. In fact, you see more than the spectators at the game because the television cameras not only bring you panoramas but also close-ups and greetings from scores of celebrities in the boxes, including the Secretaries of War and Navy and famous Generals and Admirals who only a short while back, it seemed, were winning historic battles against the Nazis and Japs for Uncle Sam across the seas.

And when the final whistle blows, the spectators file out of the stands, but you remain in your chair while television brings you the post-game comments of the winning and losing coaches and captains, close-ups of the outstanding heroes of the game, analysis from leading sports experts in the press box and finally the personal appearance sign-off of the glib commentator whose play-by-play description of the television pictures, supplemented by the newsreel sidelights, has given you and your companions such an enjoyable afternoon.

Before you go to bed that night, you decide to get the television sports round-up, and you not only see the touchdown plays of the Army-Navy game in review once more but you also see the highlights of a dozen other leading games played that afternoon, all made possible by NBC television newsreels under the direction of NBC and Station WNBT, NBC's television station atop the Empire State Building. The newsreel films were all rushed by airplane from outlying cities to New York, developed and printed in time to be shown on the television sports round-up.

### Umpire's Comments

The comments of Bill Klem, veteran baseball umpire, who witnessed the RCA theater-screen demonstration, gives sports fans more than an inkling of the thrills in store in the coming days of peace. Said Klem:

"With theater television you can show big league baseball games while they are being played. There are about 30,000 people in the stands for a big game, and each team plays 154 games a season. Thousands of fans find it hard to get into the ball parks, yet 60,000,000 fans see the games each year. The fans paid over \$1,200,000 to see the seven games of the last World Series. When these games are shown all over the country by theater television, those millions of spectators will become billions, and what it will mean in money paid into theaters is an amount that baffles my powers of multiplication."

It doesn't make any difference what your favorite sport is, NBC will bring it to you in the post-war days.

Perhaps, your college is participating in an intercollegiate rowing regatta. The races are held starting at noon, and are spread out most of the afternoon with varsity, junior varsity and freshman events. In addition to getting race scenes on your television receiver at the exact time they are being run off, you can see the highlights concentrated in a newsreel of a half-hour's length several hours later in the evening. Or you can take your choice of whichever program comes at the more convenient time for you. "Live" and film television broadcasting can apply

to all sports classics in which there is great public interest.

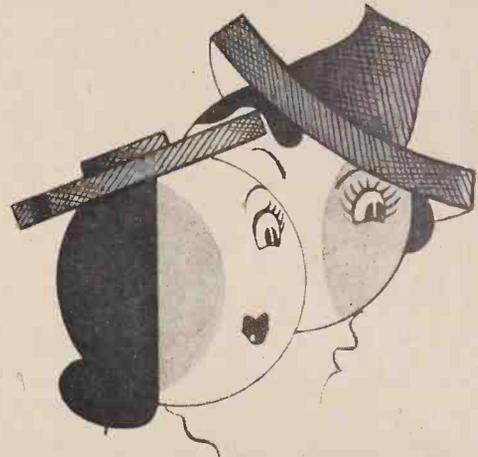
### Human Interest Angles

The big difference between television of sports events to date and in the post-war era will be the emphasis of human interest sidelights and happenings behind the scenes that the newsreel will make possible, supplementing the actual competition picked up by the television camera for simultaneous viewing. The television camera also will be capable of greater scope and variety in depicting the drama of sports than have been utilized so far.

Millions of sports fans are as yet unaware of the extent to which television has already covered the sporting scene in the New York area, where approximately 5,000 of the Nation's 10,000 pre-war television receivers are located.

Since April, 1940, WNBT has televised 16 baseball games, amateur and professional; 17 college and professional football games; 47 evenings of professional and amateur wrestling; 12 hockey games from Madison Square Garden; 29 intercollegiate basketball programs, also from the Garden; 17 evenings of boxing; seven afternoons of tournament tennis; 22 leading turf stakes and a dozen track meets; also other spectacles such as

(Continued on Page 13)



## "THE SEEING EYE"

Just as television is the "Seeing Eye" of radio, the feminine influence at KGFJ provides the seeing eye and ear to direct those fem-controlled dollars into the tills of KGFJ clients. Management by and programming for women has made KGFJ a little giant in getting sales results that are quite out of proportion to costs.

Los Angeles' Little Station With BIG Results

1417 So. Figueroa

Los Angeles 15

PR. 2434

Thelma Kirchner, Manager

THE 24 HOUR STATION

KGFJ 1230 KC.

# IN TELEVISION BROADCASTING...

RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.

BUY MORE WAR BONDS



**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

LEADS THE WAY . . . In Radio . . . Television . . . Tubes . . . Phonographs . . . Records . . . Electronics



# RCA installations now in operation

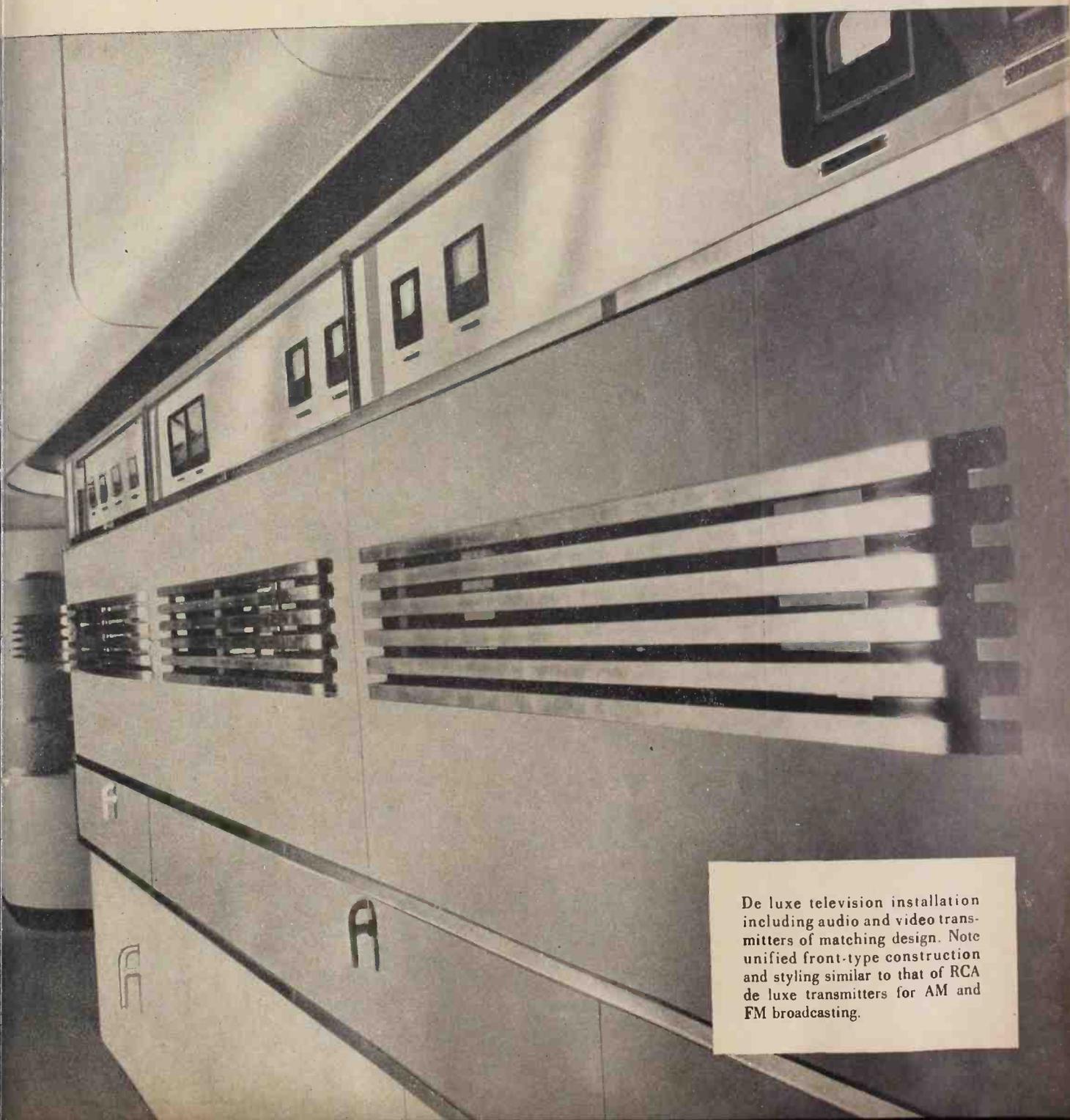
The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regu-

lar television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequalled.



De luxe television installation including audio and video transmitters of matching design. Note unified front-type construction and styling similar to that of RCA de luxe transmitters for AM and FM broadcasting.

# PRODUCTION AND MAKE-UP DISCUS

## Tomorrow's Television

By TED COLLINS

(Manager of Kate Smith, and Program Consultant of WABD, Du Mont Television Station).

Even Jules Verne, in his fanciest flights of imagination, couldn't fully visualize the possibilities of television. Here is truly a medium which staggers the imagination. The possibilities of television have hardly been scratched, from an educational and an entertainment standpoint, as well as a public service.

Let's take the educational side first. Television will undoubtedly be

adopted by schools and colleges as a means of conveying information in a quick graphic manner. By its use, the finest instructors in the country can pass along their knowledge to enormous numbers of pupils at the same time. Stu-



TED COLLINS

dents who are disabled or unable to attend classes will be able to keep up with lessons by tuning in at home. Teachers will be able to keep pace with progress in the educational field by attending lectures through television sets.

Think of the educational value of being able to view important current events as they are happening! Many of the day-time television programs will be beamed to the schools and I believe that most of the day-light schedule will eventually be of an educational nature.

This prospect may not please lovers of daily soap operas, but it seems to me that daily dramatic serials, complete with scenery, are going to be very difficult to present, especially if the members of the cast are to be expected to memorize their roles every day.

As an entertainment medium, television presents a tremendous opportunity for keen direction and production. The problems of video presentations are far different from those connected with radio. The radio producer, if he is adept and works with flexible artists, can whip a show together in a few hours. His problems consist of getting the right material and balance. Once he sets his formula, the rest is fairly simple. In television, the producer and director have to worry about a myriad of other factors which I won't go into here as it would take too much space.

Television will develop many new stars, just as sound movies did. Acting talent will be tremendously important, as a deadpan or a self-conscious performer will register poorly.

Animation of countenance as well as motion of hands and arms will be important. Novelty acts will undoubtedly enjoy a vogue in this new medium. Even if you can do card tricks you will make good television fare.

As a public service, television will do much to aid the conduct of civil affairs and combat crime.

It wouldn't surprise me if criminals not only were fingerprinted and photographed but also recorded on film. In case they are wanted, the film will be run off on the television screen which will make their identity and subsequent capture so much surer and quicker.

People can be taught to drive more safely if they are shown graphic motion pictures of automobile wrecks and Sudden Death. Other lessons of safety can be taught similarly.

Television producers and directors have a great responsibility in bringing the right kind of programs into the home. The finesse they use will have much to do with whether television becomes a household commonplace in the near future.

### Producing New Series

Los Angeles—Production of the third in a television series entitled "Hubbard Hunt's Tele-digest" has been started by Patrick Michael Cuning Television Productions on Stage 8. The subjects which are on Tele-cine run 20 minutes and are involved with important news events. Hunt is directing the series.

### "Get Ready for Television"

"Get Ready Now to Sell Television" is the title of a new guidebook for merchants and distributors, just issued by Caldwell-Clements, Inc., New York. FCC chairman James L. Fly contributes a foreword to the volume, the 180 pages of which assemble the experiences and counsel of a number of television and merchandising authorities, compiled under the editorial direction of Dr. Orestes H. Caldwell, former Federal Radio Commissioner, and M. Clements.

### Interview Model

Jean Lindlow, "Miss Photogenic of 1944," was interviewed and re-enacted her first modeling assignment before the cameras of WRGB, General Electric's station on August 17.

### In Field Artillery

Doug McMullen, producer at WRGB, Schenectady, is now training in Field Artillery at Fort Bragg, North Carolina.

## Problems of Tele Make-

By HELENA RUBINSTEIN

(International Cosmetic Authority)

Television, an entirely new medium combining visual and audible entertainment and education, presents a whole new set of problems in facial make-up. Although we are still in the experimental stage of producing make-up in this field, we expect to attain perfection together with television itself. And we have learned a number of interesting things about television make-up in our recent work with Du Mont Laboratories. We have also recently presented a little television show of our own.

The usual grease paint, which is used for film and stage, is not at all suitable for television, because the intense heat of the lights causes grease paint to melt and become shiny, causing an undesirable reflection. Film-pact, a sponge-on cake make-up, is most suitable, according to our

experience, and we find that it holds intact for indefinite periods. When it comes to lipsticks, a complete change is in order. The combination of lights and the iconoscope causes ordinary red lipstick to do a fade-out. Blue-green lipstick seems to register best. After making a great number of varieties in blue and green lipstick, we finally evolved a shade of blue-green that seems ideal for the purpose. Care should be taken not to apply the lipstick too thickly to cause a smudge. Sometimes a tiny bit is used on the cheek, but this is not the regular practice. We have made our television lipstick of special consistency, so that it is less apt to soften and melt under the terrific heat of the lights.

The eyes present another problem, because in television the eye has a tendency to appear unusually deep-set, and also tends to fade out. The problem is to bring the eyes into prominence, to give them brilliance and expression. We have evolved an eye-shadow that is iridescent and at the same time wonderfully shiny to give a brilliant gleam to the lids, which is reflected in the eyes.

Waterproof mascara is near-magic for television, for it is really waterproof. Neither heat, nor perspiration, nor weeping, nor salt water affects it in the least. After the longest siege of rehearsal, it is not disturbed in the slightest. Eyebrow pencil is essential, too, in making up the eyes, and this is used just as on the stage.

In working with television, we

must remember that while for films and still photography usually softened, it is the contrast in this medium. Features have to be sharpened to the point of exaggeration because television tends to flatten all surfaces and gives the lack of expression. Makeup comes extremely important in getting a pleasant result.

To sharpen the features, upon the very skillful use of Accents of mascara and foundation in a warm dark tone help. Even the foundation serves a purpose. We usually advise a deep tone of film-pact as the make-up, and this helps out the features of the actor.

There are still no hard rules about television make-up requirements may vary in portion to the lighting equipment of various studios. Television is a new medium, containing potentialities for the future of the country. I personally am a fan of it used for better education, a higher standard of culture, the development of a greater drama, music, and the arts.



HELENA RUBINSTEIN

### Tele's Educational R Planned in Mexico

(Mexico City Bureau, RADIO Mexico City)—Television will be employed in Mexico for educational purposes, it is announced by Jaime Torres Bodet, Minister of Education in the neighboring republic.

Revealing that his government has a definite plan for diffusing television throughout the country by national broadcasts, the official said.

"The advantages of television in the field of public education are obvious in any country but particularly in ours, because of the enormous distances between population and communication difficulties which prevent some of our youth from being enrolled in schools." "Naturally, from a practical point, some time will be required for organization. And of course the government will have to study the best of taking advantage of the invention. It will commission Mexican experts to investigate the fact involved, and if necessary, will urge them to study in the United States."

### RCA Home Receive

The latest home-television set developed by RCA before the war produced a picture in motion 13 1/2 inches in size, nearly three and a half times the area produced by earlier models.

# TELEVISION SECTION

## Detectives Seen Postwar Prospect

end—Television in post-war functioning in combination of airplanes and other electronics, will be one of the most potent aids in crime prevention and law enforcement, Frank H. Smith, chief of the U. S. Secret Service, said recently in a talk before the 51st Annual Conference of the National Association of Chiefs of Police.

Smith said the Secret Service used to show potential counterfeiters and forgers "look out for," said Wilson, "show photos of fugitives and criminals on television sets in homes at the same time." Up-to-date methods of crime and prevention can be taught to businessmen can sit in the fireplace and see how police use the taxpayers' money.

**Catching Con Men**

Smith said a confidence man is open to your town," Wilson pointed out at the conference. "Television is a new tool to potential victims his and put them on guard."

Smith, he said, will find an invaluable use in controlling delinquency.

Smith said, "is now a reality, its use is not far off."

## Local Tele Displays Being Designed in N. Y.

(Continued from Page 3)

Several decibels above street level projecting the sound only in the arcade area, thus over-coming the objection of city fathers and amplification from store win-

postwar display windows are to utilize screens which are "floating" with merchandise to be displayed around the screens. When the screens become available, they could be adjusted to accommodate screens up to three-by-four feet in size.

Designs, developed by Irwin A. Smith, director of the Television Section, and retail display specialists executed by Donald Deskey, New York industrial designer, following several months' study of intra-television problems.

**Invasion Pictures**

Television pictures of the Allied invasion of the coast of Normandy were rushed to the Thomas S. Lee television station W6XAO in Hollywood for television broadcast.

# McDonald Gives Statement on Prospects of Television

By COMMANDER E. F. McDONALD, JR.  
(President, Zenith Radio Corp.)

It is very difficult today to appraise accurately the significance of post-war television, because nobody knows along what lines or with what speed television will develop.

For 15 years crystal gazers and televisionaries have filled the air and press with rosy predictions that television would be in every American home in the very near future. During those years television has made enormous technical progress, particularly during the war period. What we have learned in the past two years makes possible a post-war development of commercial television to quality standards hitherto unapproached.

Nevertheless, there is no more reason today to anticipate quick fulfillment of the televisionaries' rosy promises than there was five years ago. Here is why:

*Nobody has solved the all important economic problem that has been television's stumbling block through the years. Nobody has come forward with a method of providing a box office to pay for the tremendous cost of presenting television programs that would be acceptable to the American public.*

Television is still confronted by the vicious economic triangle that I described five years ago. People will not buy television receivers in large quantities unless they can be assured of programs equal, at least, in quality to motion pictures. Prizefights, football and baseball games, and such spot news events as can be scheduled, will provide but a few hours a week and will not in themselves build up a sufficient audience to interest advertisers in the tremendous costs involved. The motion picture entertainment costs the industry at least \$200,000 per hour to produce, and the

transmission cost of television will be far greater than radio. Until we are able to provide a box office, television for general use in the home will remain "just around the corner."

It seems probable to me that television's first successful commercial development will be in the theater. It is perfectly feasible to project a television image on a motion picture screen, and in post-war days it is highly probable that such projections will approach or equal the better motion pictures in quality. We may soon see the day when leading vaudeville attractions which can now be seen only by audiences attending the theaters will be televised to outlying theaters all over the city. Sporting events and such spot news as can be scheduled will be good box office attraction for motion picture theaters. There, of course, is the answer. The theaters provide a box office.

It will be a year or more after the war before wartime technical progress can be incorporated in television. Any attempt at rapid introduction of television geared to prewar standards would be the wildest kind of folly that could conceivably retard the development of television many years. If even a small portion of the public is high-pressured immediately after the war into buying television equipment which becomes obsolete as soon as the fruits of war time research are made available, the entire public will become suspicious of television in any way, shape, or form.

Some day in the post-war future television will become a great industry. It will have immense social, educational and entertainment value. We in the radionics industry can hasten that day's arrival by making haste slowly in the years immediately following the return of peace.

## British Tele Outlook Outlined by Engineers

Montreal—Nation-wide television in Britain, relayed to cinemas in the form of colored stereoscopic pictures that stand out like life, is a post-war development foreseen by the British Institute of Radio Engineers, the Transatlantic edition of the London Daily Mail reveals.

The institute forecasts also the extension of television to events happening across the Atlantic.

It foreshadows a big increase in broadcasting services by the introduction of ultra-short wave transmission.

### Home Receivers

The addition of sound equipment, possibly using part of the radio set, to home cine-film projectors may be expected, it says, and this will open up the possibility of sound films in the home, with central libraries offering a choice of all types of films.

Wireless telephone calls to New York or Calcutta, as reliable as a local call, with multiplication of the channels of international communication by using wireless as a supplement to cables, is another prospect.

### Government's Role

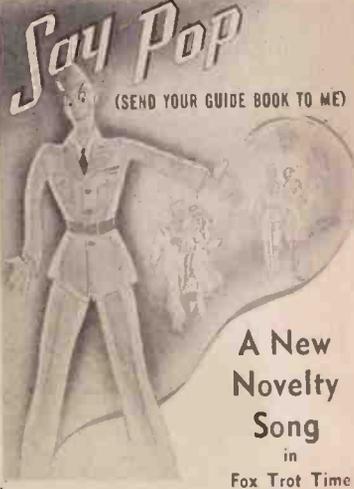
But all these developments are, in the opinion of the institute, dependent on State controls of the ether, although it points out that control of transmission does not necessarily imply Government monopoly or radio entertainment.

**For Complete Video Data**

**Refer To The**

**Television Section of the**

**1944 RADIO ANNUAL**



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in  
Fox Trot Time

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*All Material Available*

**RYTVOC, Inc.**

1585 Broadway, N. Y. 19, N. Y.

# COMMERCIAL TELEVISION STATION

## WBKB

CHICAGO  
CHANNEL 2

Frequency.....60000-66000 Kc.  
Power.....4 Kw.; 2 Kw.  
Effective Signal Radiated.....796  
Owned-Operated By...Balaban & Katz Corp.  
Business Address.....190 N. State St.  
Phone Number.....Franklin 5025  
Transmitter & Antenna Location.190 N. State St.  
Time on the Air: Monday and Wednesday,  
3:00 to 4:00 p.m.; Tuesday, Thursday and  
Friday, 7:15 to 9:00 p.m.

### Personnel

Director of Television. Commander Wm. C. Eddy  
Chief Engineer.....A. H. Broly  
Four Technicians  
Program Director.....Helen Carson  
Ten Girls in the Program Department Who  
Operate Cameras and All Equipment.

## WTZR

CHICAGO  
CHANNEL 1

Frequency: 50000-56000 Kc.; Power: Sight  
and Sound, 4500 Watts  
Effective Radiated Signal.....1270  
Owned-Operated By.....Zenith Radio Corp.  
Business-Studio Address.....6001 Dickens Ave.  
Phone Number.....Berkshire 7500  
Transmitter & Antenna Location...135 S. La  
Salle St.  
Time on the Air.....Unlimited license

### Personnel

President.....E. F. McDonald, Jr.  
Asst. Vice-President.....J. E. Brown

## KTSL

LOS ANGELES (HOLLYWOOD)  
EST. 1931  
CHANNEL 1

Frequency.....50000-56000 Kc.  
Power: Sight, 4000 Watts; Sound, 2000 Watts  
Effective Signal Radiated.....5600  
Owned-Operated By.....Don Lee Broad-  
casting System  
Business-Studio Address.....3800 Mount Lee  
Drive  
Phone Number.....Hollywood 8255  
Transmitter & Antenna Location...3800 Mount  
Lee Drive  
Time on the Air: Alternate Mondays, 7 to  
10 p.m.

### Personnel

President.....Thomas S. Lee  
Vice-President and General Manager,  
Lewis Allen Weiss  
Director of Television.....Harry R. Lubcke  
Assistant Director of Television,  
Harold W. Jury  
Television Engineer.....William S. Klein  
Television Engineer.....Gilbert P. Wyland  
Television Engineer.....Joseph N. Dean  
Television Engineer.....Fred W. Mueller  
Television Producer.....Jack Stewart  
Film Director.....Marjorie Campbell  
Building Superintendent.....Paul Marshall

## WMJT

MILWAUKEE  
CHANNEL 3  
(C. P. Only)

Frequency: 66000-72000 Kc.; Power: Sight,  
4180 Watts; Sound, 3350 Watts  
Effective Radiated Signal.....1200  
Owned-Operated By.....The Journal Co.  
Business-Studio Address.....720 East Capitol  
Drive  
Phone Number.....Marquette 6000  
Transmitter & Antenna Location.....720 East  
Capitol Drive

## WCBW

NEW YORK CITY  
CHANNEL 2

Frequency: 60000-66000 Kc.; Sight, 61250;  
Sound, 65700  
Owned-Operated By...Columbia Broadcasting  
System  
Business Address.....485 Madison Ave.  
Studio Address.....15 Vanderbilt Ave.  
Phone Number.....MUrray Hill 6-6340  
Transmitter & Antenna Location....Chrysler  
Building  
Time on the Air: 4 hours (or more) weekly

### Personnel

Manager.....Worthington Miner  
Program Director.....Gilbert Seldes  
Chief Engineer.....Dr. Peter C. Goldmark

## WNBT

NEW YORK CITY  
CHANNEL 1

Frequency: 50000-56000 Kc. (Sight, 51250;  
Sound, 55750); Power: Sight, 5000 Watts;  
Sound, 3250 Watts  
Effective Signal Radiated.....1800  
Owned-Operated By.....National Broad-  
casting Co.  
Business Address.....30 Rockefeller Plaza  
Phone Number.....Circle 7-8300  
Studio Address.....30 Rockefeller Plaza  
Transmitter & Antenna Location....Empire  
State Bldg.  
Time on the Air: Full time commercial license

### Personnel

Vice President & Chief Engineer...O. B. Hanson  
Development Engineer in Charge of Technical  
Television Operations...Robert E. Shelby  
Station Engineer.....T. J. Buzalski  
Vice President in Charge of  
Programs.....C. L. Menser  
Business Manager.....John T. Williams  
Director of Live Broadcasts.....Edward Sobol  
Director of Film Broadcasts.....Paul Alley  
Manager of Production Facilities...N. Ray Kelly

## WABD

NEW YORK CITY  
CHANNEL 4

Frequency:.....78000-84000 Kc.  
Power: Sight, 5000 Watts; Sound, 1500 Watts  
Owned-Operated By.....Allen B. Du Mont  
Laboratories, Inc.  
Business-Studio Address...515 Madison Ave.,  
N. Y. C.  
Phone Number.....Eldorado 5-4822  
Transmitter and Antenna Location.....Same  
Time on the Air...6 Hours Weekly, Tuesday,  
Wednesday and Sunday evenings.

### Personnel

President.....Allen B. I.  
General Manager.....Sol P.  
Acting Chief Engineer.....Morris  
Acting Operating Engineer.....Elean  
Production Supervisor.....Edward W.  
Production Assistants.....Bob Jameson

## WPTZ

PHILADELPHIA  
CHANNEL 3

Frequency: 66,000-72,000 Kc.; Sight, A  
imately 2½ Kw.; Sound, Approximately  
Effective Signal Radiated...Approximate  
Owned-Operated By.....Philco  
Television Corp.  
Business Address.....Tioga and  
Phone Number.....Nebrask  
Transmitter & Antenna Location...Wyn  
Pa.  
Time on the Air: Wednesday and Friday  
nights

### Personnel

Chief Television Engineer.....F. J. B.  
Station Manager.....Walter  
Program Director.....Paul

## WRGB

SCHENECTADY, N. Y.  
CHANNEL 3

Frequency: 66000-72000 Kc.; Power: V  
40,000 Watts, Oral, 20,000 Watts  
Owned-Operated By.....General Electr  
Effective Signal Radiated.....1 River  
Business Address.....1 River  
Phone Number.....New  
Transmitter & Antenna Location...New  
land, N. Y.  
Time on the Air.....Nine Hours W

### Personnel

Manager of Broadcasting.....Robert S.  
Assistant to the Manager...Robert L. G.  
Assistant to the Manager.....B. J. R.  
Program Manager.....Robert E.  
Chief Engineer.....W. J. P.

## ACTIVE EXPERIMENTAL STATION

## W6XYZ

HOLLYWOOD  
(Paramount Studio Lot)  
CHANNEL 4

Frequency: 78,000-84,000 Kc.; Power, Vis  
1,000 W; Oral, 1,000 W.  
Owned-Operated By...Television Producti  
Inc.  
Business Address.....5451 Marathon  
Hollywood 38  
Phone Number.....Hollywood 2  
Transmitter and Antenna Location,  
5451 Marathon St., Hollywood  
Time on the Air.....Six Hours Per W

### Personnel

President.....Paul Raibov  
Vice-President.....Bernard Good  
Vice-President.....Y. Frank Freem  
Director of Television.....Klaus Landab

# Production Eyes Sports World

Continued from Page 7)

the rodeo and Westminster club's annual dog show.

inaugurated public television service and offered commercializing sets to the public in 1939. NBC televised the opening ceremonies of the New York Fair on April 30, 1939, and television milestone was the "diamond," the base game between Columbia and Rutgers in New York on May 17.

major league baseball game on the air was the Brooklyn Cincinnati game, telecast by NBC on August 26, followed that year by the first college football game to be telecast—Fordham vs. Georgetown, on September 30.

hockey was televised for the first time by the NBC camera in Madison Square Garden, on February 22, 1940, the first basketball game to be telecast on the air on February 28, 1940, in a game of NYU vs. Georgetown.

burgh vs. Fordham. A few days later, on March 2, the first inter-collegiate track meet at Madison Square Garden was telecast.

other novelty in 1940 was the telecast of a baseball game played between New York and Philadelphia, transmitted by means of NBC's long distance transmission when staff of the New Brunswick, N. J., station watched the screen for the first play account of the contest between Columbia and Rutgers at Madison Square Garden.

television today is contributing to the enjoyment of sports by wounded soldiers and men hospitalized in the New York area, and will be a boon to more than a million disabled veterans in the years to come. This tele- service was inaugurated by NBC last October when the station brought direct from Madison Square Garden to hospital tele- viewers.

## Official Sees J. S. Leading In Tele

however, B. C.—Following con- sultations with CBC officials and pri- vate television operators on the West coast, Dr. Augustin Frigon has called on private broadcasters "to support and strengthen the system now in operation in Canada" in a statement re- leased here today.

Frigo's acting general manager of the CBC, Dr. Frigon has been in British Columbia during the past week on an inspection trip from his Ottawa head- quarters.

television, Dr. Frigon pointed out, presents an extremely difficult and complex problem which has not yet been solved anywhere in the world except in the densely-populated east- ern United States, and in England where public money is used.

# Tele View of the Month

"Miss Television of 1945" was the title won by Miss Pat Geoghan, a Con- over model, in a contest sponsored by WABD, DuMont station in New York, recently. Miss Geoghan was picked from three hundred girls who audi- tioned for the title. She received a \$100 War Bond, a screen test and a television contract as well as a contract as featured model with a Chicago mail order house.



## Studio Tele Production

By THOMAS H. HUTCHINSON  
(Production Director, RKO Television Corp.)

The production of good television studio programs is not going to be easy. The necessity of more experi- ence and the advisability of gaining that experi- ence just as soon as possible has been more than proved by the caliber of television programs that are on the air today. It is true that today's televi- sion director has plenty of alibis



THOMAS HUTCHINSON

but that doesn't help the finished product. Too many of us are forget- ting that in general a good radio program is not a good television idea.

Most of today's programs suffer from poor program material and very bad studio operation. It is not enough merely to turn a camera on an artist. More thought should be given to help- ing the television audience see the thing that is of visual interest at the moment. If we are looking at a dancer we should have a long shot and not a medium close shot cutting the dancer off at the knees. If we are to have a close-up we should see her feet, possibly her face, perhaps her limbs, but never merely her waist line. If we are looking at hats—let's have close-ups, not pictures taken back so far that details of the article

## Shoe Company Buys Television Period

To touch off their first radio adver- tising campaign for the promotion of Air-O-Magic Shoes for Men, Marion Shoe Division, Daly Brothers Shoe Company, has scheduled a television program at the DuMont Television Station, WABD, in New York on the night of Wednesday, August 30th. It is believed that this is the first time a manufacturer of men's dress shoes has used television commercially.

A visual quiz will be conducted by Dr. Sigmund Spaeth, the "tune detec- tive" who has been appearing for the past three years on the Metropolitan Opera Forum Quiz; guest participants will be Jessica Dragonette, well- known star of radio; Elizabeth Jane- way, popular author who has ap- peared as a guest on "Information Please" three times; Walter Dorwin Teague, outstanding industrial de- signer; and Jerome S. Meyer, grand- daddy of the quiz, who has written more than a dozen books on the sub- ject of home entertainment.

Advertising for Air-O-Magic shoes is handled by Norman D. Waters and Associates, New York agency. The television program will be directed and produced by Norman D. Waters, assisted by the Television Workshop.

### Change Firm Name

West Coast Bureau, RADIO DAILY  
Los Angeles — Name of Patrick Michael Cuning Television Produc- tions has been changed to Patrick Michael Cuning Teleproductions owing to a conflict with the Paramount subsidiary known as Television Pro- ductions. The Cuning organization has its headquarters at Stage 8 on Sunset Boulevard.

(Continued from Col. 3)

are completely lost. Most television directors seem to forget that in fash- ions the audience is interested in the article worn rather than the model. We are all prone to try and get as much of a person into a close-up as possible. This is bad artistically, and particularly so, because of the fact that in many of our present-day re- ceivers the best picture is in the center of the tube. That is where the object we are trying to see should be.

No one needs to be told that medium shots, with two artists at the extreme edge of the picture is bad from every angle, yet we see many shots of that kind. And above all, television programs need rehearsal if we are to try and present more than a speaker or a singer.

Apparently television directors are ignoring proven production technique that could be easily followed if they took the time to analyze the camera angles in any good moving picture. It is about time that television produc- tions began to improve instead of continuing to make the same mistakes over and over. The more programs the television audience sees, the more it has a right to demand, and today's programs are a long way from what they should be. If we expect to hold our audience we should begin to pro- duce better programs.



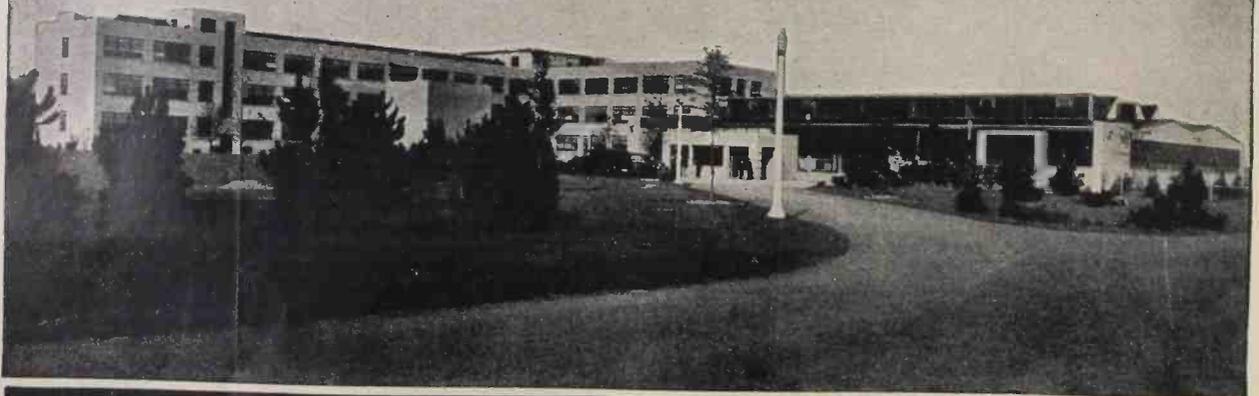
## Super-FM Soundproofs the Air

● THUNDERSTORMS charge the atmosphere with static . . . man-made static may also cause interference on the standard broadcast waves . . . but listeners to FM (Frequency Modulation) hear each musical note or spoken word as clearly as though in a sound-proof auditorium. Using very high frequencies—tiny wavelengths—FM brings perfection into radio reception under all atmospheric conditions.

For many years, RCA Laboratories have had a constant interest in the technical development of FM. Research in this field continues, but most of

it is related to the war effort and is of a military nature . . . Prior to the war RCA manufactured and sold FM broadcast transmitters. After the war RCA will manufacture and sell a complete line of FM transmitters as well as high-quality super-FM receivers, utilizing a new type of circuit.

When peace comes RCA will use its background of experience and engineering facilities in the broadcast transmitter and receiver fields, to build the type of apparatus broadcasters will need and receiving sets which will reproduce all broadcast programs with utmost realism and tonal quality.



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RCA LABORATORIES • PRINCETON • NEW JERSEY

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radio—television—  
phonographs—records  
—tubes—electronics



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# FM, Facsimile Meet Agenda

(Continued from Page 1)  
 the Cowles group of  
 speakers who will par-  
 the panel will be Thomas  
 Radio Corporation of Amer-  
 Camberlain, General Elec-  
 William B. Lodge,  
 Broadcasting System,  
 Mullen of  
 Edwin H. Armstrong,  
 Paul E. Godley and  
 Hogan of WQXR, New

and FMBI to Attend  
 tives of the Television  
 Association and FM  
 Inc., are planning to  
 will participate in the  
 Right now there are 76  
 for television stations  
 with the FCC while FMBI  
 applications for FM sta-  
 record in Washington.

between the TBA group  
 BI may be brought out  
 at the NAB panel dis-  
 has been charged that  
 FM applicants seek tele-  
 bands and are seeking li-  
 FM to protect bands  
 eventually hope to use

# Designs Post PB In Washington

(Continued from Page 1)  
 of the Orders and Appeals  
 of the Domestic and Foreign  
 of the Radio and Radar Divi-

# Wireless, Inc., From Chi. To N. Y.

Norton, president and  
 manager of Press Wireless,  
 announced that the company's  
 offices will be moved from  
 New York on or about  
 the 1st. The move is being  
 made to facilitate adminis-  
 tration of communications, manufac-  
 turing, and other activities.  
 Headquarters will be at 1475  
 Times Square, where the  
 company occupies several floors.

# Celebrates 20th Year In Radio Saturday

Preston, who conducts  
 "Saw Shop" program heard  
 on 4 to 4:30 p.m., and Sun-  
 day from 12:30 p.m., will ob-  
 celebrate his 20th year in radio Satur-  
 day, Aug. 6. An artist and special-  
 ized musical comedy and light  
 entertainment for many years, Preston  
 has on his own show record-  
 ing musical comedies plus Gil-  
 bert Sullivan operas in which he  
 has starred for years ago. His broadcast  
 on Aug. 27, will highlight  
 his 20th anniversary numbers.



## Radio Is My Beat. . . !

● ● ● Today our beat takes us out to the Bonnie Briar Country Club at Larchmont where NBC's annual golf tournament is held. . . . the various weather forecasters predicted everything but sunshine or snow for the day but the John McKay luck prevails. . . . old sol never wore a brighter smile. . . . first foursome to tee-off at exactly 1:30 p.m. was Bill Hedges and Sheldon Coones of NBC and Tony Pugliese and Charlie Groomes, the latter two of INS and Advertising Age respectively. . . . last to tee-off was a twosome—Julius Haber of RCA Victor and our own M. H. Shapiro, (who incidentally acquired the highest handicap, a neat little 70). . . . lowest handicap, 11, was given to Ralph Daigh of Fawcett Publications. . . .

● Best dressed golfer was John F. Royal who gulped his lunch the more quickly to get to the links. . . ● Best dressed non-golfer was the genial host himself, John McKay, who anticipated his guests' every need. . . . and if he missed, one of the four NBC page boys whom he brought along, was Johnny on the spot. . . ● Two Scripps-Howardites, Si Steinhäuser of the Pittsburgh Press and Norman Siegal of the Cleveland Press spent most of the afternoon watching the swimmers in the pool, the winner of the tournament hadn't yet been ascertained at press time, though Clarence L. Menser had a neat 44 at the end of the ninth hole. . . . a perfect day was spent by the guests which in addition to the above mentioned included: Jack O'Brien, Orrin Dunlap, Edward Place, Sidney Robards (whose tee-off at the first hole was the best of all the starts), Niles Trammell, Frank Mullen, Albert Dale, R. J. Teichner, John MacDonald, Clay Morgan, William F. Brooks, Horton Heath, Ernest de la Ossa, Lathrop Mack, Ray Norr, George Slade, Fred Bate, Ed Lowell, Ad Schneider, Frances McCall.



● ● ● The gentlemen of the fourth estate included Louis Alwell, Barry Faris, Ward Green, Ralph B. Jordan, Walter Moss, Robert McCormick and Jack Oestreicher of INS; Edmond Allen United Press; Jack Alicoate and Don Mersereau of RADIO DAILY; Edwin Balmer, Red Book; Al Brimmer, Tune In Magazine; Hugh Beach, John Caldwell and Fred Vanderschmidt of Newsweek; Aubrey L. Clarke, Philadelphia Record; Joseph V. Connelly and Bradley Kelly of King Features; Ed Duffy, Hearst Publications; Edward Fales and Andrew B. Hect of Click; Richard Field, This Week; Irving Genatt, Confectionery-Ice Cream World; Oliver Gramling, Tom O'Neil and Andy Lang of Press Association; Tom Hagenbuck, Clayton Irwin and Tom Paprocki, Associated Press; Lawrence Hughes, Advertising Age; Bill Juengst, Brooklyn Eagle; Nat Kahn, George Rosen, Lester Turoff, Don Walsh and Fred Stengel of Variety; Nick Kenny, Mirror; Tom Kennedy and Tom Swift, New York Times; William J. Kelly, Colliers; Cy Kneller, Radio Television Weekly; Ben Kaufman, Television Magazine; Leonard Liebling, Musical Courier; Arthur Levey, INP; John McManus and Robert Warburg of PM; George Marden and Phil Newsome, United Press; Stanley Mullen, Advertising and Selling; Shelley Pilice, Journal of Commerce; Fred Sammis, Radio Mirror; James Stewart-Gordon, American Magazine; Don Short and Paul Schoenstein of Journal American; J. L. Stougenburgh, Electronics Industries; Robert Stephen, Cleveland Plain Dealer; Si Schaltz, Philadelphia Record; Todd Wright, Daily News; Bob Wilkinson, Crowell Publishing Company; Joe Wiegiers, McFadden Publications . . . and now for a duck into the pool for yours truly.

— Remember Pearl Harbor —

**Two Blue Programs Renewed**  
 Miles Laboratories, Inc., of Elkhart, Ind., has renewed for another 52 weeks "Quiz Kids" and "Lum and Abner," beginning Sept. 24 and 25, respectively, on the Blue. Wade Advertising Agency, Chicago, controls.

**NBC Ups Time In War Shows**  
 One hundred and thirty-seven hours and 12 minutes was devoted by NBC to war effort programs during June according to figures reported by NBC research department, an increase of 22 hours and 35 minutes over May.

# Radio Shows Herald Liberation Of Paris

(Continued from Page 1)  
 and in some instances they were scheduled for presentation later in the week.

"Salute to Paris," was the title of a special show aired by WOR-Mutual between 8:30 and 9 p.m., which featured the voices of Martial Singher, baritone of the French Opera Com-

## Downey's Serenade

Morton Downey is credited with being the first entertainer to musically announce the Liberation of Paris. Morton dedicated his program to the Paris liberators over the Blue Network at 3 p.m., yesterday, singing such songs as "Mademoiselle from Armentieres," "Marseillaise," "Pack Up Your Troubles in Your Old Kit Bag" and a new tune, "Let's Sing a Hymn For G. I. Jim."

pany, Paris, and Enny D'Vries, French soprano. Earlier in the day, at 3 p.m., Morton Downey was heard in a special musical program on the Blue. WQXR musically celebrated on the "Symphonic Matinee" yesterday afternoon.

**CBS' Special Program**  
 Another special program "Paris is Free" was presented by CBS at 10:30 last night, and was a documentary program from the fall of Paris to the liberation.

All of the networks and news services gave the flash at about the same time, from 6:30 to 6:40, and the stations augmented the original flash with reports from their various correspondents in London and both Northern and Southern France.

WNEW, New York station, is planning a special program, "Paris Is Free" which will be presented today from 10:35 to 11 p.m. Program will feature shortwave pickups from London and Paris as well as studio dramatizations.

This evening at 7:00 the Blue Network will present a program along the same general theme as the other special programs, titled "Bench on the Quai," which will describe life under Nazi rule.

## Planning Committee To Meet In Chicago

(Continued from Page 1)  
 president, representatives of the eight NBC districts and other NBC executives are expected to attend the sessions according to A. W. (Sen.) Kaney, NBC central division station relations manager.

## Coast Show Sold

Los Angeles—The Wilshire Oil Company, through the Dan B. Miner Co., has signed a 52-week contract to sponsor a novel 15-minute program titled "That's A Good Idea" on KNX and the California Network starting Saturday, September 2, 6:30-6:45 p.m., PWT.

# Everson Would 'Junk' Broadcasters' Code

(Continued from Page 1)

under the station's new policy, most of the deletions would not be made.

Everson was on the stand most of the day at the opening of the second week of hearings on the UAW petition to lift the station's license on charges of anti-labor bias.

"Under the new policy," Everson explained, "we will censor for libel any matters causing political distrust." He said he believed that part of the controversial script of Richard Frankenstein, vice-president of the UAW, would have caused "political distrust" and was wisely censored. He referred to portions linking Senators Burton K. Wheeler (D., Mont.) and Gerald Nye (R., N. D.) to "isolationists."

"Use of such terms as 'sniveling appeasers' and 'Fascist'," Everson said, not only caused "political distrust" but also appeared libelous. "Our new policy," he continued, "opens up a wide vista. We can do many things now that we could not do before."

Everson was under cross-examination a considerable time by Ernest Goodman, CIO attorney. Everson admitted that some of the scripts by Fulton Lewis, Upton Close and others carried over WHKC as a Mutual affiliate would also in his opinion cause "political distrust" and said he would not defend them.

John Moses, program director for WHKC, was the witness for awhile in the late afternoon and is expected to return this morning.

The CIO expects to offer as a witness Milton Stewart, UAW official, to "analyze" some of the Mutual scripts claimed to be strongly biased against labor and the New Deal.

## Standard Radio Busy

Los Angeles—Standard Radio embarks on the busiest week in the transcription concern's 10-year history this week with no less than eight recording sessions scheduled between then and Friday, when Jack Richardson, Standard's production head, leaves for the NAB convention in Chicago.

## Yost NBC's New Choral Head

Appointment of Ben Yost as choral director and supervisor of choral music activities for NBC on Aug. 28 was announced by C. L. Menser, vice-president in charge of programs, yesterday. Yost has organized and directed choral units that have performed for USO-Camp Shows, Inc. all over the country.

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

# Four Network Programs Sign Renewals Over NBC

(Continued from Page 1)

for a new season again will be sponsored by the Pepsodent division of the Lever Brothers Company. The new contract, through Foote, Cone and Belding, is effective Sept. 9 on the full network. The National Barn Dance sponsored by Miles Laboratories, Inc. has been renewed on 63 stations effective Sept. 30. The program will continue to be heard Saturdays from 8:00 to 8:30 p.m., CWT. John Morrell & Company through Henri, Hurst & McDonald, Inc. renewed sponsorship of Alex Dreier, NBC commentator, effective Sept. 30 on the full network. The program heard Saturdays 9:45 to 10:00 a.m. with a repeat from 11:00 to 11:15 a.m. features Dreier with guest news analysts in a weekly news roundup. The Sheaffer World Parade was renewed for 52 weeks on the full network effective Sept. 17 by the W. A. Sheaffer Pen Company through Russell M. Seeds Company, Inc. The

program starring commentator Upton Close, singer Curt Massey and Roy Shields and his orchestra is heard Sundays from 2:00 to 2:30 p.m., CWT.

Miles Laboratories, Inc., on Elkhart, Ind. has renewed its sponsorship of the Quiz Kids program and the Lum and Abner series for another 52 weeks, it was announced this week by E. K. Hartenbower, sales manager of the Blue Network's central division. The Quiz Kids are heard over 140 stations of the Blue each Sunday at 6:30 to 7:00 p.m., CWT with a recorded repeat for the West Coast at 10:30-11:00 p.m., CWT. The Lum and Abner series is broadcast via 124 stations Monday through Thursdays at 7:15 to 7:30 p.m., CWT with a live repeat for the West Coast at 10:15 to 10:30 p.m., CWT. The Quiz Kids renewal is effective Sept. 24 and Lum and Abner Sept. 25.

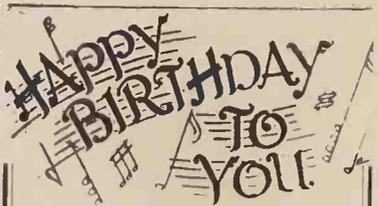
Both programs are handled by the Wade Advertising Agency, Chicago.

## Bulova Veteran School Dedicated Over WNEW

The Bulova School of Watchmaking, of Woodside, L. I. established to aid physically handicapped veterans without charge to them or the federal government, held dedication ceremonies over WNEW, Wed. Aug. 23, from 1 to 1:30 o'clock. Included among the speakers were mayor F. H. LaGuardia, Lt. Gov. Joe R. Hanley, Queens Borough President James Burke, and John H. Ballard, Bulova School trustee. The school will have courses in all phases of watchmaking and retailing.

## New Application Filed

The Glens Falls Broadcasting Corp., of Glens Falls, N. Y., with frequency 1230 kc., and 250 watts day and night, filed an application late last week with the FCC in Washington, D. C. The applicants are H. Scott Killgore, president; William F. Rust, Jr., vice-president; E. Arthur Hungerford, Jr., treasurer; all of them presently on active duty with U. S. Navy; and Alfred D. Clarke, secretary, prominent attorney in Glens Falls, N. Y.



August 24

- Phil Baker
- Louis E. Dean
- W. Frank Hipp
- Jimmy Fidler
- Dennis James
- Helen Russell
- Arlene Black
- Ralph Lambert Kirberry

## NBC's Football Sked Opens September 16

Bill Stern, director of sports for NBC, will embark on one of his heaviest Autumn football schedules September 16 by broadcasting a play-by-play account of the Michigan-Iowa Pre-flight game from Ann Arbor at 1:45 p.m., EWT. This game, scheduled very early in the season brings together two of the strongest teams in the Mid-West, and starts Bill Stern's annual coverage of the football classics over NBC.

## New WMCA Show

Leon Janney, Gilbert Mack and Bryna Raeburn have been signed as regulars for the new WMCA comedy-drama series "They Live In Brooklyn," which bows in Monday, August 28, 9:30-10 p.m., EWT. Nick Cosentino, playwright, will do the scripting.

# 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.

# GOP Buying Time For Network

(Continued from Page 1)

of the Committee, announced the foregoing will be a preliminary six talks to be made by Dewey and three talks by Bricker of Ohio at an undetermined time to follow the above talks.

Mark Larkin, formerly of the Hays organization, has been appointed radio publicity director of the national campaign, it was closed by Turnbull.

Radio directors of the New and Northern Atlantic Coast have been invited to attend a special meeting which will be held after the Roosevelt election to discuss campaign tactics for September. Expected to attend are Jack Morgan, Maine; Harold D. son, New Hampshire; John V. Mass.; Milton Lyons, Colorado; Harold Adonis, N. J.; Lee J. house, Pa.; James M. Dewey, J. Killoran, Del.; Galen T. T. R. Allen, R. I. Turnbull, preside.

## Gets Blue Post

Los Angeles—Ed Egen made sales promotion manager of the Pacific Blue, succeeding Pederson, who will devote time to servicing Blue ad-



ASHEVILLE ranks 6th in population in North Carolina... but it climbs to 2nd place in food sales... ranks with the leaders in drug sales, and one of its principal advertising forces... a force which covers 17 counties as well as Asheville, is

**WWNC 570**  
 Serving Western North Carolina from ASHEVILLE  
 DON S. ELIAS, Executive Director  
 Represented by The KATZ AGENCY

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 39

NEW YORK, N. Y., FRIDAY, AUGUST 25, 1944

TEN CENTS

## Get WAC Spot Contracts

### Witness Heard; WHKC Sessions End

Washington Bureau, **RADIO DAILY**  
Washington—Hearings to determine whether WHKC, Columbus, Ohio, should be deprived of its license continued late yesterday afternoon with attorneys given 30 days to file briefs and to more to answer opposition. Case was brought by the Co-Operative local of the United Automobile Workers, which claimed that WHKC had favored programs hostile to labor and had blue-pencilled

(Continued on Page 6)

### Promotion Dept. Sets Day For Parade Of Stars

The promotion department has prepared a 23-sheet, easel-size display to explain the composition and the scope of the network's curatorial Parade of Stars promotion, now distributed to 145 NBC affiliates. The display will be demonstrated to advertising agencies and NBC executives and personnel. It was prepared thus far by Charles P. Ham-

(Continued on Page 3)

### Appoints Orbach Hollywood News Head

Los Angeles—Henry Orbach, has been appointed head of the news and special features department of the Columbia Broadcasting Network in Hollywood, according to a joint announcement by Don L. Brown, and G. W. Johnstone, manager of the news and special features department of the Blue in New York. Orbach previously had resigned. He

(Continued on Page 3)

### Squirt

In deference to food conservation measures, Mousie Powell, maestro of the maniacal menagerie of musicians broadcasting twice weekly over MBS from Ben Harrison's Aquarium Restaurant, is cutting down the number of bottles of club soda he squirts at customers and cronies during his performances. Instead of the usual 30, he now requires only 28.

### One Candle

There were happy birthday greetings in a big way recently for Hildy Gauss, secretary to CBS News Director Paul White. Hildy found her desk bedecked with ribbons, presents and, best gag of all, more than 30 humorous poems written to her by members of Columbia's news department—also a lone candle burning in a giant candle-holder.

### TBA Officials Meet In Schenectady Today

Schenectady—Directors of the Television Broadcaster's Association, Inc. are meeting here today, and the program calls for inspection of General Electric television facilities.

Among those present will be: Allen B. DuMont, DuMont Laboratories and president of TBA; Will Baltin, secretary-treasurer; Paul Raibourn of Paramount Pictures; F. J. Bingley, Philco Radio and Television Corp.; O. B. Hanson of NBC; J. R. Poppele of

(Continued on Page 3)

### Whiteman To Open Blue's Creative Music Programs

Paul Whiteman, musical director of Blue, announced yesterday he will conduct the first performance of a new composition titled "Scherzo a la Russe" by Igor Stravinsky, noted composer, on the initial broadcast of

(Continued on Page 6)

## Behind Scenes Tele-FM Battle Slated For NAB Convention

### Keystone Network Totals 209 Stations

With the addition of nine new stations to its affiliation listing, the Keystone Broadcasting System now has 209 stations. The nine new affiliates

(Continued on Page 2)

Kill 3 birds with one stone! Reach important parts of Mass., N. H., and Me. with WJAW! Advt.

### Stations In New York Accept Campaign Under Advertising Budget Revised By Young & Rubicam Agency

### OWI Beams Details Of Wash. Conference

Washington Bureau, **RADIO DAILY**  
Washington—Complete world coverage of the Dumbarton Oaks Conference through the medium of governmental broadcasting facilities was disclosed by the overseas radio section of the OWI yesterday. These reports have been featured on 275 programs daily since the deliberations began. The programs, in 26 languages, are flashed to countries large and

(Continued on Page 2)

### CBS Group Attending NAB Meet Announced

Chicago—A list of representatives of Columbia-owned stations who will attend the NAB convention was released here yesterday together with the personnel of the Affiliates Ad-

(Continued on Page 6)

### U. S. Rubber Concert Sked To Originate From Garden

Final broadcast of the New York Philharmonic-Symphony concert summer series over the Columbia Broadcasting System will originate

(Continued on Page 3)

First spot announcement contracts for radio's participation in the WAC recruitment budget were placed with broadcasters in New York City yesterday by Young & Rubicam, Inc., agency handling the \$5,000,000 budget for the War Department.

Contracts are for a period of four weeks effective September 4th and call for 10 announcements weekly, minute and station break transcribed spots, Monday through Friday. Radio has been allotted \$500,000 in a revised

(Continued on Page 6)

### Collingwood's Story A Parisian Mystery

Mystery of Charles Collingwood's whereabouts was just as much a mystery to CBS last night as his story was to other networks who looked with dismay and then disfavor at the foreign correspondent's relayed story of Paris being freed and reprinted from the broadcast in such dailies as the New York "Times" and others throughout the country. Understood

(Continued on Page 6)

### WLW Executives To Attend NAB War Conference

Cincinnati—A large group of WLW executives will attend the NAB executives war conference in Chicago, August 28 to August 31. Included in

(Continued on Page 3)

### Service!

Syracuse—The service rendered by Al Friedrichs, salesman at WFBL, to his accounts is the very best possible. While attending to a service call recently, his customer was taken ill suddenly with appendicitis and was rushed to a hospital for an emergency operation. Al took charge until a substitute was found, and gave his usual service to customers.

Featuring CBS programs at 680 kc., WJAW does a whale of a job North of Boston! Advt.



Vol. 28, No. 39 Fri, Aug. 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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# FINANCIAL

(Thursday, Aug. 24)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/8	164	+ 1/8
CBS A	31 3/4	31 1/8	31 5/8	- 1/4
CBS B	31	31	31	- 1/2
Crosley Corp.	22 1/4	21 3/4	21 3/4	- 1/8
Farnsworth T. & R.	12 3/4	12 1/2	12 1/2	- 1/8
Gen. Electric	38 3/8	38	38 3/8	.....
Philco	35	34 1/4	34 3/4	+ 5/16
RCA Common	10 5/8	10 1/2	10 5/8	- 1/8
RCA First Pfd.	76 1/2	76 1/4	76 1/2	+ 1/8
Stewart-Warner	16 1/2	16 1/8	16 1/4	- 1/2
Westinghouse	104 1/2	104	104	- 1/2
Zenith Radio	42	42	42	.....

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	28	28	28	+ 1/2
Nat. Union Radio	5 7/8	5 3/4	5 3/4	- 1/4

## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 3/8	17 3/8
WCAO (Baltimore)	22	22
WJR (Detroit)	36	38

# 20 YEARS AGO TODAY

(August 25, 1924)

When the Prince of Wales arrives on the Berengaria this week, King George and Queen Mary may learn exactly how he was received if they tune in on WJZ, New York. England will also get a word-picture of the liner steaming up lower bay to quarantine, and of the prince's disembarking amid the greetings of a distinguished reception committee.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KINGO is THE Bay Area Buy!

# Coming and Going

LINTON BAGGS, vice-president of WPDQ, Mutual network outlet in Jacksonville, and ROBERT R. FEAGIN, manager of the station, are here from Florida for conferences with their national representatives and for talks with officials of the web.

W. H. SUMMERVILLE, general manager of WWL, Columbia network affiliate in New Orleans, in town this week for visits at the CBS headquarters.

JOHN ESAU, general manager of KTUL, Tulsa, Okla., is in New York on station and network business. The outlet is affiliated with CBS.

O. B. HANSON, NBC vice-president and chief engineer, leaves today to attend the board of directors meeting of the Television Broadcasting Association at Schenectady, Saturday, August 26. He will then go to Chicago to attend the NAB Convention.

PAUL WHITE and MRS. WHITE—she the former Margaret Miller—have returned to their respective duties at CBS following a brief honeymoon. Mrs. White is a documentary program script writer while her husband is director of public affairs and news broadcasts for the network.

VICTOR A. BENNETT, vice-president in charge of national sales at WAAT, left over the week-end on a trip through the midwest, to wind up at the NAB convention in Chicago, where he will join IRVING ROBERT ROSENHAUS, vice-president and general manager; AL SCHILLIN, vice-president in charge of local sales, and FRANK W. BREMER, technical director.

MARGARET SNIDER, secretary and continuity writer in the farm department of WEAJ, is in New Brunswick Tuesday to attend open house for newspaper and radio women at Rutgers University.

WILLIAM WYSE, owner of KWBW, Hutchinson, Kans., who has spent the major portion of this week in Gotham, plans to leave over the week-end for Chicago and the NAB "war conference."

JACK ROURKE, producer of "Haidt Time for Hires" for N. W. Ayer agency, left yesterday for Washington, from where the show will originate Monday night.

SAM HARRINGTON, manager of the Chicago office of the National Concert and Artists Corp., has returned to Chicago after spending a few days in New York on business.

CHARLES MICHELSON, of the transcription firm bearing his name, leaves over the week-end for the Chicago meeting of the NAB, after which he will visit Cincinnati and Richmond, Ind.

JOSEPH B. CARRIGAN is in town. He's the president of KWFT, Columbia's outlet in Wichita Falls, Tex.

ALEX KEESE, sales manager of the Taylor-Howe-Snowden Group, of Texas, is returning to the network's Dallas headquarters by way of Chicago, following a short business trip to New York.

DON PRYOR, CBS news reporter located in the network-owned station in the Nation's Capital, WTOP, vacationing this week in Gotham.

BLANCHE WOLFFE, magazine editor for the Mutual network, expected back at the network Monday following an exciting two weeks in Chicago, instead resumed her chores at the network on Tuesday.

ELMER HANSON, commercial manager of KLOL, Grand Folks, N. D., a caller this week at the New York offices of the station's national representatives. He's remaining here the rest of the week.

## OWI Beams Details Of Wash. Conference

(Continued from Page 1)

small all over the world on a round-the-clock basis.

On being queried as to the nature of the broadcasts officials of the OWI replied: "We are playing it straight." In other words, factual information regarding the conference, as well as reactions to it by prominent people here and abroad is being supplied without supplementary comment, analysis or interpretation by the Office of War Information."

## Keystone Network Totals 209 Stations

(Continued from Page 1)

include WELO, Tupelo, Miss.; KGKEK, Sterling, Colo.; KGKB, Tyler, Texas; KPLT, Paris, Texas; KRIC, Beaumont, Texas; WDWS, Champaign, Illinois; Kentucky stations include WHOP, Hopkinsville; WSON, Henderson; WPAD, Paducah.

**AVAILABLE SEPT. 1st.**

Advertising  
Promotion  
Publicity  
Executive

29 years old, draft exempt, good appearance, co-operative spirit. Creative ideas, thorough knowledge copy, layout, production, contact. Six years radio background.

Box M75, Radio Daily, 1501 Broadway, New York 18, N. Y.

**CKLW**

**BEST RADIO BUY**

**in the DETROIT AREA**

5,000 WATTS  
DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM



# TRICK STUFF

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

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

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

In Baltimore there is on... answer... if you want the... results per dollar spent... buy W-I-T-H, the successful... independent station.



**W-I-T-H**

**IN BALTIMORE**

TOM TINSLEY, President  
REPRESENTED BY HEADLINE

## Tele-FM Tiff Slated For NAB Convention

(Continued from Page 1)

An interesting unofficial battle of representation is expected to develop at the convention and are expected to do considerable preliminary planning before the convention opens up the Tele-FM at Thursday's session.

Tele Backed by Web Execs. Television is expected to get the support of such leaders as O. B. Hancock, chief engineer of NBC, Tom Glavin, head of the RCA organization and Allen Weiss of Don Lee network, while Walter Damm of WTMJ, Newark, president of the FMBA, will lead the frequency modulation crowd. The FM crowd, in a pre-convention bulletin, issued a list of the applications for FM stations and pointed out that "FM has maintained a ratio of one ratio over standard three and one-half to one ratio television."

## Rubber Concert Sked Originates From Garden

(Continued from Page 1)

Madison Square Garden instead of Carnegie Hall in order to accommodate the unprecedented avalanche of requests from listeners eager to hear the broadcast in progress before the S. Rubber Company sponsored broadcast reverts to its seasonal policy of playing before subscription audience. Final broadcast is set for Friday, October 1, 3-4:30 p.m., EWT. Conductor for this occasion will be Arthur Rodzinski and the guest soloist will be the Metropolitan Wagner soprano, Helen Traubel.

## Promotion Dept. Sets Play For Parade Of Stars

(Continued from Page 1)

NBC director of advertising promotion; James M. Gaines, assistant director; and Hartley Samuels, manager of program promotion; together with members of NBC sales, stations, production and management departments.

## KSO Staff Announced

St. Paul, Minn.—KSO, recently purchased from the Cowles Group by Wesley Murphy, announces the appointment of George J. Higgins as general manager. Higgins' former stations have been the Minneapolis Tribune and WTCN in the Twin Cities. He is still associated with WTCN as vice-president. Herbert F. Holm, formerly of the Minneapolis Tribune, has been appointed the controller of the station; studio supervisor, Floy Blett; Dick Burris, director of the newsroom; sales staff include Max M. Gilman and Mort Lane. KSO will be represented in the national field by the Hendley-Reed Company.

## WLW Executives To Attend NAB War Conference

(Continued from Page 1)

the group will be James D. Shouse, vice-president of the Crosley Corporation in charge of broadcasting; Robert E. Dunville, Crosley vice-president and general manager of WLW; Eldon Park, assistant general manager of WLW; Harry Mason Smith, general sales manager; R. J. Rockwell, engineering director; Marshall Terry, director of promotional activities and Howard Chamberlain, program director. Mr. Shouse will participate in the NAB legislative committee meeting as a member and will also attend the meeting of NBC's stations planning and advisory committee and the clear channel service meetings, which will be held in Chicago.

## Blue Appoints Orbach As Hollywood News Head

(Continued from Page 1)

takes over his new duties on Sept. 1, coming from KGO, San Francisco. Orbach has been a news editor and newscaster since 1933 and his first job in this capacity was with KFEL, Denver. From there he went to WKY, Oklahoma City; then to KARK and to the Blue Network. His successor in San Francisco will be announced shortly.

## Emerson Radio Ups Net Sales

The net sales of Emerson Radio & Phonograph Corp. for the 39 weeks ended July 29 have amounted to \$14,426,106, in comparison with \$7,280,949 in the same period of 1943, it was announced by Benjamin Abrams, president, this week.

## TBA Officials Meet In Schenectady Today

(Continued from Page 1)

Mutual and assistant secretary of TBA; Worthington Miner of CBS; E. A. Hayes, electronics department of G. E. and R. L. Gibson of G. E. After lunch at the Mohawk Golf Club, the meeting will be held. Following the meeting will be a dinner at which R. S. Pears, C. H. Lang, and Dr. W. R. G. Baker, all vice-presidents of G. E., will be guests. A visit to the WRGB studios to witness the evening's program is scheduled after dinner. Saturday morning the visitors will inspect the transmitters and relay station located in the Helderberg Mountains.

# LINNEA NELSON, CARLOS FRANCO and FRANK SILVERNAIL

## SELECTED CJAT

IN CANADA, CJAT, Trail, was acclaimed top station in Billboard's seventh annual promotion survey.

Linnea Nelson of J. Walter Thompson Company; Frank Silvernail of Batten, Barton, Durstine & Osborn; and Carlos Franco of Young & Rubicam, Incorporated, were the judges.

We were not surprised, nor were the Station's executives. They've long been recognized as prime promoters. We are proud to have CJAT on our list of top Canadian Stations.

# WEED and COMPANY

NEW YORK BOSTON CHICAGO DETROIT LOS ANGELES SAN FRANCISCO

# WILL YOU SPONSOR DEMOCRACY?

ON election day in 1940 more than 30,000,000 Americans stayed away from the polls.

Another election year is here. It is a year when Americans are laying down their lives for the right to vote. There must be no repetition of the disgraceful performance of 1940.

Every American must realize that in a democracy all citizens have not only the privilege but the duty to vote. There is no more sacred obligation of citizenship.

You believe in America. You believe in "the way of the ballot box." You have a responsibility.

Will you sponsor democracy? Will you use your programs to awaken our fellow citizens to their responsibility? Will you tell them where and when to register? Will you urge them to get out and vote?

*Our Radio Division will be happy to provide non-partisan material—scripts, transcriptions, music—for your programs. If there is anything we can do to help you get this message across, let us know. We want to help. We want help.*

## NATIONAL CITIZENS POLITICAL ACTION COMMITTEE

- Hon. George W. Norris  
Honorary Chairman
  - Sidney Hillman, Chairman
  - James Patton, Vice-Chairman
  - Freda Kirchwey, Vice-Chairman
  - Clark Foreman, Secretary
  - R. J. Thomas, Treasurer
  - James McGill, Comptroller
- 205 EAST 42nd STREET  
NEW YORK 17, N. Y.



### Reporter At Large . . . !

● ● ● Radio is rapidly taking on the proportions in the Motion Picture Execs' scheme of things, it rates. . . . M-G-Moguls seem to have a fine package in its "MBScreen-test program," as a distinct medium to dispense entertainment thus earning the appreciation of many millions of listeners and it should discover a wealth of new talent for their studios. . . . Universal Pictures, too, has hopped aboard this latest "kilocycle-wagon" and has made a deal with NCAC, sponsoring the latter's Blue Net package, "On Stage Everybody," produced by Lou Goldberg and directed by George Weist. . . . heard now Saturday mornings at 11 a.m., the program will move to the 7:30 p.m. slot, Saturdays, starting September 16. . . ● Kay Stevens, vocalovely featured on the WHN "Gloomdodgers" program, rates time on the networks. . . ● The Sammy Timbergs (she's the former Rose Marie Sinnott, "Ziegfeld Follies" Dolly) were Blessed-She-vented, last week. . . ● "Effie Klinker" will be the name of the new feminine character who will be added to Edgar Bergen's Holly'wooden-heads' . . . Mrs. Robert Hartel of Milwaukee, who submitted the name is the winner of a \$100.00 War Bond. . . ● Martin Starr, United Artists radio director, starts a new WMCA series today. . . ● Kenyon & Eckhardt has tripled its floor space at 247 Park Ave. during the past year and half. ● Beatrice Kay, singing-comediienne, currently in Hollywood, will questar tomorrow on Kenny Baker's program. . . ● Gale Associates are handling screen star Olivia de Havilland for radio appearances. . . ● Bob Hope will be profiled in the October issue of Readers' Scope ● A Sporting Goods firm wants Jinx Falkenburg to give a series of lessons, via an air program, on tennis, swimming and archery.

☆ ☆ ☆  
● ● ● Sotto voce to J. McKay: Shap's low score represented only "Nine Holes" in the tourney. . . . but you didn't say so. . . . and is he embarrassed. . . . When the Koussevitsky-conducted "Boston Symphony" returns to its regular Saturday at 8:30 p.m. spot on the Blue Net, starting early in September, the format will remain unchanged. . . . we'd like to continue to hear the mellow tones of Don Lowe who did such a fine announcing job last year. . . ● Chris Cross and his Orchestra leave the Hotel Edison tomorrow for a two-week engagement at the Million Dollar Pier at Atlantic City thence to the Hotel Biltmore in Gotham with Blue Network airings. . . . his new vocalist, Allan Kay, is going places. . . ● Ralph Dumke, WEAFeatured every morning as the "two-minute-man," will portray an important role in the Broadway production, "Sadie Thompson," which goes into rehearsal next week. . . ● Dick Byron, baritone heard on the "Roth Revue," via WEA, will do a repeat-guest-shot next Wednesday on the CBSquibb musical. ● Jack Haley and a troupe includingly Mary Brian, Frances Faye, Betty Yeaton and Judie Manners, have reached Gotham after an 18,000-mile overseas entertainment tour. . . . Haley returns to the NBCoast-to-Coaster, "Joan Davis Show with Jack Haley" Thursday. ● Ed Saulpaugh will produce the new series of musicals which will start Sept. 5 and ethered every Tuesday at 11:30-11:55 p.m., via the Blue. . . . Whiteman will baton the first four programs, followed by Joseph Stopak, Paul Lavalle, Van Cleave and Theodore Weingand.

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● ● ● There is plenty of harmony, musical and matrimonial in Clarence Fuhrman's ace orchestra at KYW in Philly. . . . three of his gal musicians are wedded to three of his bandmen. . . ● Groucho Marx is mulling an offer to head another ether comedy session. . . ● J. Walter Thompson and the Blue Net will host Thursday at a cocktail party at the Rainbow Room in honor of Fred Waring, whose Pennsylvanians will start a new series of musicales Sept. 7, for Owens-Illinois Glass. . .

☆ ☆ ☆  
— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

SHEPARD CHARTOC, SENeca Hotel suite Tuesday night of last week. Quiet, that's the word for the radio, which Shep had turned on to a CBS program, (naturally) "Columbia Presents Corwin" Sunday. He heard a feminine voice the loudspeaker say, "Mr. Chartoc, we see you now." Reasonably, Chartoc bent an ear to the broadcast. Any doubt that he was the referred to in the radio draw was dispelled a little further along when he heard the Chartoc character addressed by his full name—Shepherd Chartoc. This is the second time that Norman Corwin has named one of his characters Chartoc, although the first time it was Steve Chartoc.

Joe Kelly, quizmaster of the Quiz Kids, was the subject of an article in a recent issue of the Satevepos "The Magnificent Ignoramus." He is also a great program favorite of the National Barn Dance. Scarce had the magazine reached the new and then letters from indignant Barn Dance fans began pouring in, protesting against the title of the article. Patiently Joe replied to a loyal complainant, explaining that he was all in fun and that his character had not been impinged.

Ida Bailey Allen, the well-known radio home economist, will be principal speaker at a luncheon Friday at the convention of the National Food Distributors Association at the Hotel Sherman.

Among the new additions to the WENR-Blue staff are Bennet Orfield, who joined the announcing staff of the station. He former was with WWJ, Detroit, WXYZ, Detroit and WTCN, Minneapolis. Orfield replaces Bob Sabin, recently inducted into the army. Addition to the WENR-Blue news staff is Janet Porro, formerly with the United Press and Division in Chicago. She replaces Marvin Clough, who will be effective to the New York news room on September 1.



When Worcester's largest users buy radio buy time, they buy an audience—the WTAG audience.

# WTAG

WORCESTER

# "ON STAGE EVERYBODY!"

The Blue Network's Sensational Opportunity  
Show now opens even wider the doors  
to Fame and Fortune for Radio and Screen  
"Big Names" of tomorrow through a  
**GREAT 26-WEEK CONTEST**

**E**VER since the Blue Network Company was formed, it has been the *opportunity* network for radio artists. One important contribution has been the program, "On Stage Everybody!", which during the last 30 weeks has provided opportunity for countless professional singers, actors, and other artists to air their talents coast to coast.

Beginning October 7th, "On Stage Everybody!" proposes to give aspiring talent an even more profitable opportunity by staging a unique 26-week contest which offers the winners opportunity not only in radio but on the screen as well!

#### HERE IS HOW THE CONTEST WILL OPERATE:

1. Each week for 26 weeks, "On Stage Everybody!" will present a group of "acts" . . . carefully and impartially auditioned from professional talent.
2. The ten most talented acts will be given contracts to appear in the full-length picture, "On Stage Everybody!", to be produced by Universal Pictures, one of Hollywood's top five studios.
3. All professional talent is eligible. Anyone desiring to enter this contest should contact the Blue Network's Program Department for complete details.

"On Stage Everybody!" emphasizes the Blue Network's policy that radio must discover and develop talent of its own. We believe that this new contest feature of "On Stage Everybody!" is an even bigger step in the right direction.

#### "ON STAGE EVERYBODY!" is for sale!

*The inherent commercial strength of this program, combined with the possibilities of the contest feature, provide an unusual vehicle for the alert advertiser. FOR FURTHER INFORMATION: Blue Program Sales or National Concert and Artists Corporation.*

*The Blue Network*

AMERICAN BROADCASTING SYSTEM, INC.

## Collingwood's Story A Parisian Mystery

(Continued from Page 1)

A confidential check is being made by one of the press associations to learn just what happened to bring forth the apparently premature story. Whether Collingwood was in Paris or not was still unknown up to last night. CBS has been unable to contact him. The network believes that he may be in the city, but other webs are inclined to believe otherwise. Most credible explanation seems to be that Collingwood did the story in advance and it was released too soon.

At any rate CBS yesterday issued the following statement:

"This is what CBS has been able to learn today concerning the Charles Collingwood story, datelined 'Paris,' and carried on this wire last night.

"The story reached London by courier plane toward midnight, London time. It was in typewritten form and with it was a film recording made by Collingwood. It was the first time in the experience of our London office that such a record had been accompanied by a script and it was assumed, it now appears erroneously, that the script had passed Army field censorship. The radio censor in London passed the script in time for delivery on the air at 12:45 a.m., London time, upon the statement of Columbia men there that they assumed such prior censorship had taken place.

"Both the Collingwood story and the film recording, which was played later and which proved to parallel the script, contained these words:

"The people of Paris rose in their might and drove the Germans out and then we came in with the French Second Armored Division proudly leading the way into the city which is the spiritual home of all Frenchmen."

"Collingwood is an able and experienced war reporter, whose coverage of the allied invasion of North Africa won him both the Peabody and National Headliners Award in 1943."

Meanwhile other webs have carried reports by their correspondents seeking to give a clear picture of the status of Paris and its battle within the city, for freedom. The Blue had Gordon Frazer on yesterday and MBS also had some news on the situation, along with NBC.

## Tele Productions Scheduled For WRBG

Two psychological thrillers, "Crime in the Clubhouse," by Hal Stewart, and "The Eighth Step," by John Hugh, which were first presented by the Television Workshop over WABD-DuMont will be repeated at WRGB, Schenectady on Sept. 7th and 15th respectively. "The Eighth Step" will be under the direction of Irwin Shane, while Tony Ferreira will handle "Crime in the Clubhouse." Special effects are being planned for both productions.

## CBS Group Attending NAB Meet Announced

(Continued from Page 1)

sory Board who will meet with CBS executives. The list follows.

WABC, New York—Arthur Hull Hayes, general manager.

WBBM, Chicago—H. Leslie Atlas, vice-president in charge of Central Division and general manager; J. L. Van Volkenburg, assistant general manager; Walter Preston, program director; J. Kelly Smith, general manager of CBS Radio Sales; J. J. Bealoungy, Central division operations engineer and chief engineer; Jonathan Snow, promotion manager; Florence Warner, educational director; Shepard Chartoc, director of press information and Public events; Ralph Hatcher of the station realtions department; W. Donald Roberts, western sales manager; and Robert Buckley, assistant western sales manager.

WBT, Charlotte, N. C.—A. D. Willard, Jr. general manager.

WCCO, Minneapolis-St. Paul—Austin E. Joscelyn, general manager, and Hugh McCartney, chief engineer.

WEEL, Boston—Harold E. Fellows, general manager.

KMOX, St. Louis—Merle S. Jones, general manager.

KNX, Los Angeles—D. W. Thornburgh, vice-president in charge of western division and general manager.

### Affiliates Meeting

Expected in attendance at the Affiliates Advisory meeting, in addition to Columbia executives, are the nine members of the board: C. T. Lucy, WRVA, Richmond, Va., chairman; Arthur B. Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif.; Franklin Doolittle, WDRC, Hartford, Conn.; Leo J. Fitzpatrick, WJR, Detroit; I. R. Lounsberry, WKBW, Buffalo; Clyde Rembert, KRLL, Dallas; John Rivers, WCSC, Charleston, S. C., secretary, and W. H. Summerville, WWL, New Orleans.

## UAW Witness Heard; WHKC Sessions End

(Continued from Page 1)

UAW programs replying to the attacks.

On the stand all afternoon was Milton Stewart of the Bureau of Applied Social Research, Columbia University, who testified he had analyzed scripts of Fulton Lewis, Jr., Cecil Brown, Boake Carter and Upton Close, whose programs are carried by WHKC as a Mutual affiliate. Stewart said that 175 programs showed that those portions devoted to opinion were generally unfavorable to labor, to the unions and to the CIO Political Action Committee. Philip Lauks, attorney for WHKC, attempted unsuccessfully to have his testimony thrown out.

John Moses, WHKC, program director, was on the stand in the morning. Under cross-examination by counsel for the UAW it was brought out that the 13 NAM transcriptions now being carried by the station contain such remarks as the hope of

## New Business On WABC Includes 3 New Accounts

New business announced by WABC, New York, includes new contracts with Gallowhur Chemical Corp., M. Louis Products Co., and 20th Century-Fox Film Corp.; renewals by Abraham & Straus, Corinthia Inc., Savings Banks of New York State, Sheffield Farms Co., and Wildroot Inc.; and an increase in the schedule of Nedick's Stores, Inc.

Gallowhur, for the insecticide "Skat," participates in "Personally, It's Off the Record," 4:30 to 4:45 p.m., EWT, Wednesdays, Thursdays, and Fridays. J. Walter Thompson Co. is the agency. M. Louis Products, will advertise Egg Nog Shampoo on the "Arthur Godfrey" program, 6:30 to 7:45 a.m., EWT, Tuesdays and Saturdays, beginning Sept. 19. Hirshon-Garfield, Inc. handles the account. 20th Century-Fox, for various coming films, is backing one-minute announcements adjacent to the midnight news on WABC from 12:05 to 12:06 a.m., EWT, Fridays and Saturdays. The account was placed thru M. H. Hackett, Inc.

Effective Sept. 4, Abraham & Straus, Brooklyn department store, will renew sponsorship of "Missus Goes A-Shopping" with John Reed King, 8:30 to 8:45 a.m., EWT, Mondays, Wednesdays, and Fridays. Neff-Rogow, Inc. is the agency. Corinthia, for its Lipstick, renews Monday through Saturday participations in the Godfrey program, beginning Sept. 2. Arthur Rosenberg Co., Inc. handles the account. Saving Banks, for its services, renewed participations in the Godfrey show, Mondays through Saturdays. Ruthrauff & Ryan, Inc. placed the account.

Sheffield, for its dairy products, is continuing its Tuesday, Thursday and Saturday sponsorship of "Missus Goes A-Shopping." The agency is N. W. Ayer & Son, Inc. Wildroot, for its Cream Oil, has renewed backing of "Quicky Howe and the News" Mondays and Wednesdays, 6 to 6:10 p.m., EWT. Batten, Barton, Durstine & Osborne Inc. handles the account.

Nedick's, for its Orange Drink and counter service, effective Aug. 21, has purchased announcements adjacent to WABC's 8 to 8:15 a.m., EWT, news period on a Monday through Saturday basis. Currently, it uses the announcements on a Tuesday, Thursday and Saturday schedule. Weiss & Geller, Inc. is the agency.

## Raabe Back With WRVA

Richmond, Va.—Rudolph W. Raabe, for two years chief engineer of WRNL, is back at home base, acting as control supervisor for WRVA. Mr. Raabe was with WRVA for 10 years, from 1932 till 1942.

business men that "government keeps its fingers out of business." Then it was developed that Moses had censored from a UAW script aired over the station a comment about "business griping about government control." Moses insisted that the NAM programs are educational and should not be considered in the same class as the UAW live programs.

## New York Stations WAC Advt. Contra

(Continued from Page 1)

sion of the budget original sent press media alone.

New York stations who on acceptance of the WAC budget were:

WOR (Mutual) WJZ and the following independent stations: WMCA, WINS, WOVI, WQXR WBNX, WBYN, WABC (CBS) and WNBC (NBC) reported they were taking the Young and Rubicam schedule. WNEW reported that it on a gratis basis and WABC declined the business.

At the offices of Young & Rubicam it was stated that scores of letters for out-of-town stations had been placed in the mails and the exact number of stations included in the participation will be available until later.

### NAB Officials Please

Officials of NAB questioned and pleased with the action of the placement of the business venture an opinion that leaders would increase their efforts of the WAC recruiting campaign. One official indicated that broadcasters would be urged at NAB meeting to lend all-out support to the WAC campaign.

In Washington it was reported officials of the radio division are taking steps to reinstate the WAC campaign announcements in radio allocation packets. The announcements were withheld weeks ago when OWI learned that radio was not included as a station in the WAC recruiting campaign progress.

## Whiteman To Open Creative Music Program

(Continued from Page 1)

the Blue's Creative Music Program to be called "Music Out of the Box" on Tuesday night Sept. 5, over WJZ and Blue Network.

Stravinsky's work is one of the original compositions commissioned by this network expressly for performance. The remaining 20 will be aired one each week during the Sept. 5th broadcast on Tuesday evenings, with the series ending Sept. 26. They will be conducted by Blue staff baton wielders.

The Blue Network's Creative Music Fund, of a non-profit nature, was established in May of this year to encourage prominent composers to write modern "vest-pocket" or symphonetic pieces. The other noted composers included Roy Harris, Aaron Copland and Creston of serious music; while popular field lists David Rose, Gould, Peter de Rose, Victoria Osteen and Ferde Grofe. Kay Arme, singer, will be the vocalist in the program.

**AGENCIES**

★ **WORDS AND MUSIC** ★

**PROMOTION**

BY HERMAN PINCUS

**Radio News Bulletin**

Servel, Inc., of Evansville, Indiana, manufacturer of the Servel Gas Refrigerator, is posting daily throughout the plant bulletins that contain the latest news about the progress on all fronts gathered from the two local stations, WGBF and WEOA. The news is recorded by a stenographer, and when she has transcribed it, she has the news forwarded to the mailing department for reproduction and distribution.

Begun as a promotional feature of the Fifth War Loan Drive for the employees, the notice was then named "Invasion News." Now it has been resumed on account of the employees' requests as "Radio News Bulletin." Although this service is performed once daily, Servel has arranged with the two stations for "spot news" transmissions when they occur.

**Dunninger's Challenge**

Dunninger, the Master Mentalist, who is managed by National Concert and Artists Corp. of New York City, has issued a challenge to anyone to duplicate him in his recent performances of reading a person's mind without any writing having been submitted to him by the individual. The prize is \$10,000 which the loser must pay to any recognized charity.

The challenge is being publicized on a large sheet posting duplicate copies of comments expressed by the celebrities who have been on the "Brainbuster's" radio programs. These noted people of different professions were stunned at Dunninger's ability to read their minds without having them divulge their thoughts via writing or speaking.

**County Fairs Coverage**

Having covered the recent county fair at Xenia, Ohio, WING, of Dayton, O., will resume this year coverage of all fairs within the neighboring counties. At the fair, WING's special events department arranged three 15-minute programs each day, picking up the color and movement of the crowds and entertainment. The station's Mobile Unit attracted the attention of rural sightseers. It participated in all the parades and festivities. The shows were sponsored by the Dayton Coca-Cola Bottling Co. and the Bryan Motor Sales, distributors for Ford-made tractors.

**RADIO**

**WRITER - DIRECTOR**

DESIRES AGENCY

CONNECTION IN NEW YORK

Many Years' Successful Experience

Big Network Shows

Write: Radio Daily, Box 890

1501 Broadway, New York 18, N. Y.

**FIREMAN, SAVE MY (brain) CHILD:** Most everyone with even the slightest knowledge of Tin Pan Alley or its inhabitants, knows, or at least has heard of Johnny Tucker. This songwriter, has long been a New York City fireman (writing ditties between fire alarms). One day last week, while music publisher Jack Rich was demonstrating a new song titled, "Face The Sun," theme song of the CBS "Stoopnagle" program, Tucker walked into the office and had just about wedged his 230 lbs. of good nature onto the softest chair in the office, when the siren of a fire engine was heard from the window facing Broadway. Quick as a flash, Tucker ran to the window, his eyes scanning the famous thoroughfare, seeking the flames. This is merely to introduce Johnny so that you'll appreciate the story which is a "Ripley" if there ever was one.

Back in 1921, when Johnny Tucker was little more than a youthful recruit-fire-eater, (and we might add a few pounds less in the avoirdupois department) he dreamily polished the slide-pole at the fire-station, engrossed in pleasant thoughts of the royalties that he "was going to earn" from a new song he had written titled, "Maggie—Yeth Mam" when the alarm sounded.

Into his boots, down the pole and atop the hook 'n' ladder hastened Tucker and the apparatus sped northward on Broadway. By the time they reached 47th Street, his buddies sensed Johnny's nervousness but when they stopped at 49th Street in front of the Hilton Building, they realized the cause of his despaired expression. The fire was located in the office and stock room of Clark & Leslie, PUBLISHERS OF HIS SONG.

Tucker was the first to climb the ladder to the window ledge of the burning office, disappeared for a few moments and then reappeared with several books in his arms. When he got down to the ground, he hastened to Edgar ("Among My Souvenirs") Leslie, who was in the throng watching, and said, "Ed here are your books. I didn't want anything to happen to the royalty records on my song."

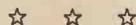


Comes September 4 and once again the families of farmers of the mid-west states of Nebraska, Minnesota and South Dakota, will assemble at Yankton, to be greeted by their respective Governors, Dwight Griswold, Ed Thye and M. Q. Sharpe and learn who had been named "The Typical Mid-West Farmer" of the year in this WNAX-sponsored contest. Never has the importance of food been universally recognized as bearing so vital a part in the war effort and Phil Hoffman's staff is to be congratulated on the results of their efforts towards teaching the most up-to-the-minute methods of tilling the soil, caring for the livestock and harvesting of richer crops.

Governor John Moses of North Dakota and Governor B. B. Hickenlooper of Iowa have signified intentions of attending at least part of the ceremonies and the guest artists include "The Lone Ranger" and his horse "Silver," Parks Johnson and Warren Hull of "Vox Pop" fame, Bob Chester and His Orchestra and the famous WAC Military Band from Des Moines, Iowa.



**TIN PAN ALLEY-OOPS:** One of the stem's youngest and most promising composer-arranger is a lad named Mill Orent, whose arrangements for Chris Cross' Hotel Edison Orchestra "really sends".....and get an earful of his latest composition, "Whirlpool," published by Lewis Music..... Paul-Pioneer Music Co. have a likely looking ditty in "Paris Will Be Paris Once Again," written by Jack Rosenberg, Ira Schuster and Paul Cunningham..... Musical Directors are beginning to write in for the increasingly popular ballad, "Seven Days A Week." Musicraft Records report that it has back orders for 400,000 platters for the Joan Brooks recording of it.



—Be A Rational National—

**CORNELL & NEWELL,** has appointed four new members in the New York office. R. Montgomery, Jr. has the copy department, after 18 of Army service. He was advertising and sales manager for Packard Motor Company, New York, and program manager of Newsweek magazine. S. Hatch resigned as manager of Duane Jones to rejoin the G. C. & N. department. Misses Schiller and Ferol Stratton added to the agency's art ent.

**KENYON & ECKHARDT, INC.,** has John W. Swallow as director of Pacific Coast radio operations. W. formerly program director in Hollywood and still act-president of Television Enterprises, Inc. will be located at Kenyon and Eckhardt's West Coast office in Hollywood, which is under direction of Briggs.

**AINSWORTH** has joined Jones Company as merchandising director. He formerly was in charge of merchandising and re-operations at Benton & Bowles, and more recently was associated with advertising manager at Schenck and Killers Corp.

**TON MENZER,** formerly public director of Union College, and deputy director of New York State Office of War Relocation, recently was named director of public relations for Yale and Manufacturing Company with in the Chrysler Building, New York.

**TH AND BULL,** Los Angeles advertising agency has moved into new building at 6642 Sunset Boulevard, in the heart of Hollywood radio row.

**MAEL C. FINA COMPANY,** New York City, manufacturers of advertising materials, has appointed Moss to handle their advertising.

**Radio Mfg. Corp. Installs Panama Talking System**

Chicago—Within the short time of a few weeks, a new two-way radio-telephone communication system operating on FM was delivered and installed in the Panama Canal Zone, and announced last week by Paul Galvin, president of the Galvin Manufacturing Corp., which accomplished the job. The equipment, which permits quick communication throughout the entire area of the Canal, is used by public administrators in the zone to police both Pacific and Atlantic regions in this vital area of transportation.

# ★ ★ ★ COAST-TO-COAST ★ ★

### — NEW YORK —

**H**AVING returned from Hollywood, where they went for a motion picture assignment, Al Trace and his Silly Symphonists are being heard once again over WNEW from the Hotel Dixie. . . Charlotte Keane, a rising young radio-actress, has joined the cast of "Aunt Jenny," heard over WABC-CBS Mondays through Fridays, at 11:45 to 12:00 Noon, EWT. To entertain wounded soldiers WHN's "Little Review," a children's show aired Saturdays from 10:30 to 11:15 a.m., played its second visit to Mitchell Field hospital Tuesday, Aug. 22. Milt Greene, WMCA's one man duet of song and piano is being heard from 5:03 to 5:15 Monday through Friday instead of 3:03 p.m. as originally scheduled. . . In its current drive to raise \$250,000, the Travelers Aid Society of New York will have Kendall Boice, vice-president in charge of sales for WQXR, heading its radio division.

### — CANADA —

**TORONTO**—The program "Radio Readers Digest" will start on the Dominion Network of the CBC on Sept. 10, in the interests of Campbell Soups, and will be heard Sundays from 9:00 o 9:30 p.m. The account was handled by Ward Wheelock, Phila. . . **HALIFAX** — Permission to establish a 100-watt radio station here has been granted the Canadian Broadcasting Corp. by the Federal Transport Department, Munitions Minister Howe announced in the Dominion House of Commons. Speaking during examination of the Transport Department's civil estimates, Howe said he had erred when he stated that the CBC had never been granted the permission. The CBC's application to operate the station had been approved last March 27. . . **PRINCE ALBERT**—Anne Russell, known to Canadian radio listeners as Annabelle, made her second trip to Western Canada to participate in the Prince Albert Exhibition, starting Aug. 10. To give Miss Russell a real introduction, Jack Coalston, production manager of CKBL, and staff, accompanied her on the last part of her journey by plane.

### — INDIANA —

**FORT WAYNE**—The 154th anniversary of the founding of the U. S. Coast Guard was celebrated over WOWO with interviews of SPARS by Rosemary, and the swearing into the service of a Fort Wayne SPAR recruit. . . Another celebration was that of WOWO-WGL salesman Kempler Wilkens as the father of Kempler Marshall Wilkens, Jr., born Sunday, Aug. 20, weighing nine pounds and four ounces.

### AVAILABLE—STATION MANAGER

8 years Radio experience; now in fifth year as Station Manager. Age 30, 4-F draft status, B.A. degree. Familiar with all phases broadcasting including sales, production, management, continuity and on-the-air work. Single. Eastern or mid-west location preferred. Want permanent affiliation, preferably with station planning television. Box No. 887, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

## PICTURE OF THE WEEK



*Julie Conway, singing star of "Finders Keepers" sees "Hope" in NBC's sparkling "Parade of Stars."*

### — TENNESSEE —

**MEMPHIS**—Miss Earle Cage, WHBQ auditor, heeding the government's plea not to travel is spending her vacation here but she's not just "sitting at home." Resolved to have a real vacation as a tourist of Memphis, she visited the places of interest.

### — TEXAS —

**SAN ANTONIO**—Bud Thorpe, under the sponsorship of Heyers Heat Powder will do the quarter-hour 10:00 p.m. newscasts Monday through Friday over WOAI. . . Olive Humble has joined the staff of KTSA as secretary to merchandising manager Bud Lutz. . . **DALLAS**—The Dallas County Legal Control Committee is presenting "Soldiers of Freedom," a quarter-hour presentation saluting the returned heroes of the armed services.

### — COLORADO —

**DENVER**—KOA has sold a schedule of announcements to the Union Pacific Railroad in behalf of this company's unclaimed and refused freight auction. . . KLZ is broadcasting a new Sunday evening series titled "Your Best Friend" for the Do Do Dog Food Co., of this city. KLZ announcer Morey Sharp is the featured narrator on the program.

### — CONNECTICUT —

**HARTFORD**—As a new service to listeners, on the "Strictly Swing" show each Saturday afternoon over WDRC, emcee Jim Garrett plays a collector's item record. About five minutes in advance he warns the audience that the record is coming up so that those with home recording units can get set up to transcribe the collector's item.

### — OHIO —

**CLEVELAND**—Walter A. F. nouncer and promotion manager WMRN, Marion, O., is now singing over WJW. He has altered the program for air purposes, to "Walter Clevelanders were entertained by the nationally known Barbershop Quartet Monday, Aug. 14, having started at Hotel Stabler Barbershop with a quartet over WJW at 10:45 a.m. In the quartet visited the boys at the Hospital at 6 and 8, when they visited the servicemen and women at the Door Canteen.

### — VIRGINIA —

**RICHMOND**—Rudolph W. chief engineer for WRNL for the past two years, has returned to WRVA as control supervisor. Besides his WRVA activities he is chief of the Boys' Club of the Episcopal Methodist Church, in this city.

### — KANSAS —

**SALINA**—As a tie-in in connection with the Fall elections, KSAL plans a series of programs to be titled "Listen to Your Vote." These programs, featuring education, urge the listener to hear and consider the candidates before they vote.

### — NEW JERSEY —

**NEWARK**—Most worthwhile development after a WAAT "Coffee Klatch" according to emcee Norman Benson was the placing of eight boys in foster homes. The Children's Welfare Society of Newark made the announcement after which members of the audience and immediate photographs offered homes for the children. . . **PATERSON**—Appointments for the Community War Chest Drive in New Jersey announced Tuesday by the board of directors include: Ted Webbe, program director of WJLW, chairman of the Speaker's Club, and Dave Golden, WPAT publicity director, as chairman of the Special Events Committee.



### August 25

Zinn Arthur Ken Christie  
James M. Carroll Harry R. Lubin  
Edward Davies John R. . .

### August 26

Jack Berch Charles Michel  
Dr. Lee de Forest Larry Lar  
George Francis Hicks Frank P  
Tim Gayle Paul Valenti

### August 27

Lewis R. Abel Eddie Ho  
Harry Neigher Mack Par  
Alfred Stracke R. E. Mea

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

28, NO. 40

NEW YORK, N. Y., MONDAY, AUGUST 28, 1944

TEN CENTS

## Ryan Keynotes NAB Meet

### "Electronics Park" Set Huge G. E. Project

...use, N. Y.—Immediately upon  
...axation of Government build-  
...structions, General Electric will  
...construction of a huge new  
...n a site just east of Liverpool  
...few miles from this city, it  
...cially announced by company  
...at a chamber of commerce-  
...d dinner at the local Hotel  
...se. Both the film and the radio  
...ules are being advised of GE's  
...ng the green light to the pro-  
...timated cost of which will be  
(Continued on Page 4)

### Goddard's Survey Shows Post-War Veteran Plans

...Goddard, WEAF news com-  
...por, is conducting a survey of  
...y regarding post-war plan-  
...at already indicates that the  
...corporations are planning for  
...arning serviceman and woman.  
...example, the news analyst in  
...broadcast expressed grati-  
...in learning that the Ameri-  
...roleum Institute, through its  
...ent, William R. Boyd, Jr., in-  
(Continued on Page 2)

### Mutual Sponsors Okay Fall Programs

...new shows scheduled for Fall  
...tion over Mutual were an-  
...nd late last week. The first, a  
...on of the quiz theme, is titled  
...That Villain," and will make  
...tial appearance Wednesday,  
...at 8:30, under the sponsor-  
(Continued on Page 2)

### Safe

...ntimer Warnow, 18-year-old  
...of network musical conductor  
...rk Warnow, who has been miss-  
...in action in the European thea-  
...for three weeks, was Friday  
...arried as a German prisoner of  
...Young Warnow was a waist-  
...ner on a Flying Fortress and  
...h taken part in many bombing  
...ions over enemy and adjacent  
...tery.

**Gubb Plugs Tele**  
In an address before the North-  
eastern Farm Bureau Conference  
at the Hotel New Yorker, Larry E.  
Gubb, chairman of the board of  
directors of Philco Corp. predicted  
that in post-war America television  
would be among the many indus-  
tries that will play an important  
part, both from an employment  
and a merchandising and market-  
ing standpoint.

### Coe First Movie Exec. To Address NAB Folk

Chicago—Charles Francis Coe, vice-  
president and general counsel of the  
Motion Picture Producers and Dis-  
tributors of America, will arrive from  
New York today and tomorrow will  
be one of the principal speakers at the  
afternoon session  
of the NAB War  
Conference. Mr.  
Coe, the first mo-  
tion picture exe-  
cutive ever to ad-  
dress the broad-  
casters, will speak  
on the subject of  
"Broadcasters'  
Public Relations."



CHARLES FRANCIS COE

Mr. Coe is wide-  
ly known as a  
writer and orator.  
He is a leading at-  
torney at Palm  
Beach, Fla., and is  
nationally known  
as a writer of special articles on crime  
(Continued on Page 2)

### More Than 1,000 Broadcasters Gathered For Executives War Conference; Important Speakers Sked

By FRANK BURKE, Editor, RADIO DAILY  
Chicago—Paying tribute to the industry for unselfish service  
in war activities, J. Harold Ryan, president of NAB, in his annual  
report, keynoted the spirit of Executives War Conference which  
opened at the Palmer House today, when he urged the member-  
ship to give continued 100 per cent support to the war effort until  
Victory is won.

Approximately 1,000 broadcasters and associated executives  
of the industry were on hand for the opening of the convention  
and indications were that the attendance would surpass any  
previous convention. Reservations exceeded the capacity of  
the Palmer House and many of the  
convention visitors sought accommo-  
dations at other Loop hotels.  
Addresses by James Lawrence Fly,  
(Continued on Page 4)

### Four N. Y. Dept. Stores Buying Time On WNEW

Four large department stores of  
New York City, namely Gimbel  
Brothers, Francis Rogers and Sons,  
R. H. Macy & Co., and Hearn Depart-  
ment Stores, Inc., will sponsor pro-  
grams over WNEW during September,  
has been announced by the station's  
sales department.

Two of these department stores  
(Continued on Page 4)

### New Commercial Show Debuts On Blue, Oct. 6th

"The Doctor Talks It Over," will  
bow in over the Blue Network Fri-  
day, October 6, 10:30-10:45 p.m. EWT,  
for the American Cyanamid Com-  
pany it has been announced. Although  
there has been no confirmation, a  
(Continued on Page 2)

### Gov't On 'Farm Hour' To Use Wire Recorder

Chicago—For the first time in his-  
tory, the U. S. Department of Agri-  
culture will make use of the magnetic  
wire recorder for farm radio pro-  
grams when it starts a series of grass-  
roots recordings for spot broadcast-  
(Continued on Page 4)

### Lever Brothers Adds CBS Outlets For Two Programs

Lever Brothers Co., through J.  
Walter Thompson Co., and for their  
products of Lux Soap and Vimms,  
(Continued on Page 4)

**★ THE WEEK IN RADIO ★**  
NAB's Post-War Session  
By CHARLES MANN

**T**HE National Association of Broad-  
casters' Convention in Chicago  
held the spotlight, with indications  
pointing to the heavy schedule of dis-  
cussions on post-war television, FM,  
facsimile and shortwave broadcast-  
ing.  
Medium: Young & Rubicam, Inc.,  
agency in charge of \$5,000,000 WAC

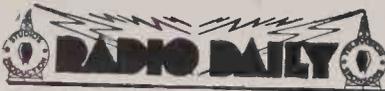
budget for the War Department,  
placed its first spot announcement  
contracts for radio's role in the re-  
cruitment budget with New York City  
broadcasters. Contracts are for the  
month of September.  
Scrap: Having decided to give or  
sell time to labor unions to solicit  
(Continued on Page 34)

Your radio schedule North of Boston isn't com-  
plete without WLAW! Send for a coverage  
map!

One reason for WLAW's popularity is its 5000  
W., clear-channel signal at 680 kc. Advt.

**Watermelon**  
Raleigh—Evidence was sub-  
mitted to the "Tar Heel Farm Jour-  
nal" program on WPTF recently to  
prove the news item which told of  
a watermelon bearing markings of  
a moon, stars and planets. The  
melon, grown by R. H. Suitt, of  
Creedmoore, North Carolina, was  
on exhibition in Studio A during  
the 45-minute "Farm Journal"  
broadcast.

## Industry And NAB On To Victory...



Vol. 28, No. 40 Mon., Aug. 28, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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**FINANCIAL**

(Aug. 25)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 7/8	163 7/8	- 1/8
CBS A	32	32	32	+ 3/8
CBS B	31 3/8	31 3/8	31 3/8	+ 3/8
Farnsworth T & R	12 1/2	12 3/8	12 1/2	- 1/8
Gen. Electric	38 3/8	38 1/8	38 1/4	- 1/4
Philco	34 1/2	34 1/4	34 1/2	- 1/4
RCA Common	10 5/8	10 1/2	10 5/8	- 1/8
RCA First Pfd	76 1/2	75 3/4	76 1/2	- 1/8
Stewart-Warner	16 3/8	16 1/8	16 3/8	+ 1/8
Westinghouse	104 1/8	103 3/4	104 1/8	+ 1/8
Zenith Radio	41 3/4	41 3/4	41 3/4	- 1/4

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	163 3/4	173 3/4

**Two Mutual Sponsors Okay Fall Programs**

(Continued from Page 1)

ship of Dubonnet Wine Company. The other show, titled "Steel Horizons" and sponsored by Allegheny-Ludlum Steel Co., is a series of semi-classical musical programs with a new talent-twist and will be heard Sun., Oct. 1. A woman guest-vocalist will appear every week, selected through auditions to be held in various large cities, and brought to New York with all expenses paid. It is hoped that quite a bit of as yet unrecognized professional will be unearthed through these auditions.

**Gary On Joke Quiz**

Arthur Gary last Saturday replaced Doug Brown as hitch-hike announcer on "Can You Top This," heard over NBC from 10:30-11 p.m.

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

**Radio Daily Headquarters**

Radio Daily's NAB War Conference Headquarters are in Suite 1564 and 1565W at the Palmer House. Telephone—Randolph 7500.

**Coe First Movie Exec. To Address NAB Folk**

(Continued from Page 1)

with a high rating as a penologist and criminologist. He is known to friends in the motion picture industry as "Soccer" Coe—a nickname given him when he was an amateur boxer. In his present executive post with the Motion Picture Theater Owners of America, Mr. Coe handles the public relations policies of the movie industry.

**New Commercial Show Debuts On Blue, Oct. 6th**

(Continued from Page 1)

spokesman indicated that Milton Cross will be signed as interviewer for the series. The agency is Hazard Advertising Company. The contract is for 52 weeks. This program will have three repeats: 11:30-11:45 p.m.; 12-12:15 a.m.; and 1-1:15 a.m.; all EWT. Format for this series is designed to have a different nationally known doctor interviewed.

**Goddard's Survey Shows Post-War Veteran Plans**

(Continued from Page 1)

tends to take advantage of the increased knowledge acquired by the veteran by placing him or her in positions which will make use of this training.

The broadcast, which centered around the post-war plans of the oil and petroleum industry, further stressed that many phases of the trade like petroleum chemistry through expansion will offer new products in the field of plastics, textiles and synthetics—thus making available new jobs. Also, the post-war plans will allow for a large number of people who will be entering the petroleum industry for the first time.

**WPAY Signs AP**

Portsmouth, Ohio—WPAY has contracted for the special AP radio wire through Press Association, Inc., according to an announcement made yesterday by Paul Wagner, manager of the station.

**NOW ON WPAT**

**Helen Taylor**

**Brilliant Champion of Women's Rights**



**Listen to LUNCHEON WITH HELEN**

**12:35 to 1 P. M. DAILY**

**Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.**

**RADIO STATION WPAT**

NEW JERSEY

**PATERSON, NEW JERSEY**

**PARAMOUNT BLDG. NEW YORK**



**The work b...**

The harbor tug is a tiny... But what she lacks in glam... size, she makes up with her po... hard-working, slugging pow...

Some radio stations are li... tug. You take W-I-T-H in Balt... W-I-T-H is the successful... pendent station. It has no g... call letters. No network affi...

Yet when advertisers wa... job done in Baltimore, the... time buyer buys the W-I-T-F... ence. Because W-I-T-H pro... more sales results per dollar... than any other station in...

There are a lot of facts abo... for you to see. Clean, cold cts... Glad to show them to you anyme...



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

**TOM TINSLEY, President**  
 REPRESENTED BY HEADLEY



## The story behind the W-I-T-H "News Room"

W-I-T-H is recognized as the NEWS station in Baltimore. W-I-T-H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W-I-T-H "News Room" is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that

packs into each period all the vital news.

Do you see now, why W-I-T-H delivers more audience for the dollar spent? We've got the hard as nails facts, if you want them.



# W-I-T-H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by Headley-Reed*

# NAB War Conference Opens Today In Chi.

(Continued from Page 1)

chairman of the FCC, Honorable Robert A. Lovett, assistant secretary of War for Air, Charles Francis Coe, vice-president and general counsel, Motion Picture Producers and Distributors of America and Paul G. Hoffman, chairman of the Committee for Economic Development, will highlight the convention. Chairman Fly's address is scheduled for the Wednesday luncheon meeting while Secretary Lovett will be heard at the noon luncheon session tomorrow. Mr. Coe's address is scheduled for the Tuesday afternoon session and Mr. Hoffman will be heard on Thursday.

### Post-War Planning

Post-war planning promises to be one of the most important subjects to come before the convention. This session, titled "The Post-War Future of Broadcasting," is scheduled for Thursday afternoon. It will be in the nature of a symposium with Commander T. A. M. Craven presiding. Speakers will be heard on the subjects of television, frequency modulation and facsimile and broadcasters will be invited to submit questions.

The Thursday afternoon meeting and the pending report of the "Post-War Planning Committee" under the chairmanship of J. Harold Ryan are expected to shape the activities of the broadcasters in the year to come. Members of the committee are as follows: John J. Gillin, Jr., WOW, Omaha, Nebr.; Nathan Lord, WAVE, Louisville, Ky.; G. Richard Shafto, WIS, Columbia, S. C.; William B. Way, KVOO, Tulsa, Okla.; John V. L. Hogan, WQXR, New York, N. Y.; Hugh Feltis, KFAB, Omaha, Nebr.; Edgar L. Bill, WMBD, Peoria, Ill.; Harold Fair, WHO, Des Moines, Iowa; Dietrich Dirks, KTRI, Sioux City, Iowa; George M. Burbach, KSD, St. Louis, Mo.; William B. Quarton, WMT, Cedar Rapids, Iowa; Karl Koerper, KMBC, Roseburg, Oregon; Eugene Carr, WGAR, Kansas City, Mo.; Marshall Pengra, KRNR, Cleveland, Ohio; J. Leonard Reinsch, WSB, Atlanta, Georgia; Lewis Allen Weiss, KHJ, Hollywood, Calif.

### Web Affiliates to Meet

Aside from the general convention sessions a heavy schedule of network affiliate meetings, station rep cocktail parties, and regional net meetings are scheduled. NBC Planning and Advisory committee met Saturday and Sunday and today the web's "Parade of Stars" promotion display opens at the Palmer House. CBS has scheduled a dinner meeting of the Columbia Affiliates Advisory Board at the Palmer House for tomorrow evening and the Blue's Station Planning and Advisory Committee this morning.

Officials of the Mutual network have gathered in Chicago for a board of directors meeting which will be held at the Drake Hotel and many of the broadcasters affiliated with the web will take an active part in the NAB convention.

## Office of The Governor

DWIGHT H. GREEN  
Governor

August 16, 1944.

Mr. J. Harold Ryan, President of  
National Association of Broadcasters  
Washington, D. C.

Dear Mr. Ryan:

I would like to be present in person to welcome the National Association of Broadcasters when it holds its war conference in Chicago, August 28 to 31, but a previous engagement will not permit me to do so. Therefore, please permit me to use this means of extending a cordial welcome to Illinois.

The members of your Association are doing an outstanding job in connection with the nation's war effort. Not only are you keeping the American public constantly informed of momentous events in every theater of war, but you have given invaluable aid to make the war loan, salvage and other home front campaigns successful. I am glad at this opportunity to express my appreciation of your wartime services.

Please convey my most cordial greetings and good wishes to all the officers and members of the National Association of Broadcasters, together with my hope that this Chicago meeting may be well attended and thoroughly enjoyable.

Sincerely yours,

*Dwight H. Green*  
GOVERNOR.

### Four N. Y. Dept. Stores Buying Time On WNEW

(Continued from Page 1)

have been on the station for a considerable period. The Rogers store, located in the Bronx, began to broadcast over WNEW two years ago, and has been heard uninterruptedly since, using from three to five 15-minute programs weekly. WNEW is the only radio outlet used by Rogers.

Macy's began an institutional advertising campaign on WNEW in May, 1943, and recently renewed for another year. Macy's is now using spot announcements for a campaign of direct selling.

The Hearn account started this month with six quarter-hours on the "Make Believe Ballroom."

### Gimbel's Starts Sept. 9

Gimbel's starts Saturday, September 9 from 9:45 to 10:00 a.m. for a period of 13 weeks. It will feature "Calling All Girls," a transcribed program for teen-age girls. "Calling All Girls," presented in cooperation with the magazine of the same title, will feature dramatized stories and games, in addition to interviews with name band leaders and topflight male singers. "Calling All Girls" also presents special fashion chats by Nancy Pepper, fashion editor of the magazine;

### Lever Brothers Adds CBS Outlets For Two Programs

(Continued from Page 1)

has increased the number of CBS outlets for their two programs, "Lux Radio Theater" and "The Frank Sinatra Show," on CBS.

When the "Lux Radio Theater" show will begin its 10th year on Sept. 4 at 9 p.m., the following six stations will be added: WHUB, Cookeville, Tenn.; WENT, Gloversville, N. Y.; WKMO, Kokomo, Ind.; WSAU, Wausau, Wisc.; KSJB, Jamestown, N. D.; and KTTS, Springfield, Mo. The program is produced and directed by Cecil B. DeMille, and is heard also on 31 CBC stations.

"The Frank Sinatra Show" returned on CBS Aug. 16 at 9 p.m., when on that date, these six stations were added: WKMO, Kokomo, Ind.; KTTS, Springfield, Mo.; KEYS, Corpus Christi, and KGBS, Harlingen, Texas; KSJB, Jamestown, N. D., and WSAU, Wausau, Wisc. It features Sinatra as emcee and star, Eileen Barton as vocalist, a choral group and Axel Stordahl's orchestra.

Tom Shirley as announcer; Linda Allen, national director of the "Calling All Girls" Club, and comedy by "Jennie Jabberwocky."

## "Electronics Park" As Huge G. E. Project

(Continued from Page 1)

between \$7,000,000 and \$800,000 hailed the step on the week-end opening a new chapter in the field of electronics, including the project for at Liverpool will be centered of the organization's activities in science.

The new development will rank in importance and physical size with the huge Nela Park developments of scientific and manufacturing equipment of illuminating equipment in suburban Cleveland. Gerard Swope, president, as well as Owen D. Young, board chairman, and Dr. W. A. Baker, vice-president in charge of the electronics department, commented that the Liverpool plants collectively will be known as "Electronics Park."

### Dr. Baker's Headquarters

GE will establish in the Park administration building, research laboratories and assembly shop. Such work as television will have its greatest development there, and Baker will make it his headquarters. One of the factors, it was revealed, prompted the location of the new project near the proximity to Syracuse University.

Although no direct confirmation was available on the week-end, observers promptly expressed the view that GE would build its new station in connection with Electronics Park, thus relegating WRGB to an important status although that station has been the experimental key up to this point. It was also indicated that the plans for a master station, which have been shown repeatedly by GE at press conferences on other occasions, will undoubtedly materialize first at Electronics Park.

### Gov't On "Farm Hour" To Use Wire Recorder

(Continued from Page 1)

ing over local stations and recording on the Blue Network at date announced later. The recording will be made in collaboration with the agricultural college and local station farm program directors immediately at the University of Nebraska farm experiment station. Chas. Bond, field supervisor of radio for the Department of Agriculture, will be in charge of the recording.

Arrangements for the recording were made by Keith Himebau, director of information, and Vernon Kadderly, chief of the radio division of the Department of Agriculture with the Armour Research Foundation of Chicago, which developed the recorder. The recorder, being portable as a typewriter, can be used directly to farms and farm experimental stations, and recordings on the spot on spools of fine wire broadcasting either direct from wire itself, or from electrical transcriptions to which the wire recordings can easily be transferred.

(Continued on Page 34)

★

**WJJD**

*Is Happy to Announce  
the Appointment of*

**PAUL H. RAYMER CO.**

*As Exclusive*

**NATIONAL REPRESENTATIVE**

*Effective Immediately*

★



# NAB Registrations



(Palmer House)

**ERNEST ADAMS, WHIO**; Mort Adams, KBS; Pat Adelman, KTBC; Herb Akerberg, CBS; Mr. & Mrs. E. A. Alburty, WHBQ; John Alexander, KODY; Walter H. Allen; KALB; Frederick L. Allman, WSVA; Miss Armstrong, WMBD; Mr. & Mrs. C. E. Arney, Jr., NAB; A. L. Ashby, NBC; Alfred Ashcroft, RADIO DAILY; Leslie Atlas, CBS; Ralph L. Atlas, WIND; Ellis Atteberry, KCKN; Lyle Backer, Fed. Tel. & Radio Corp.; Bill Bailey, Broadcasting Magazine; George Bailio, WSMB; Owen H. Balch, KSAL; John M. Baldwin, KDKL; A. C. Baltimore, WBRE; Glenn Bannerman, CAB; Charles Barbe, Sesac, Inc.; Charles Barham, WCHV; John L. Barnes, WGAC; Claude Barrere, NBC; Miss Betty Bartlett, KFRE; Paul R. Bartlett, KFRE; Robert T. Bartley, NAB; Ralph Bateman, Katz Agency, Inc.; Robert Bausman, WISH.

Ben Baylor, WMAL; C. K. Beaver, KARK; Wally Beavers, WCOL; Mrs. Aurelia S. Becker, WTBO; J. Behr, Radio Eng. Labs.; Leroy W. Beier, Presto Recording Corp.; John C. Bell, WBRC; Andrew W. Bennett, WWPG; Samuel H. Bennett, KMBC; Mr. & Mrs. Bernard Berk, WAKR; Edwin Berr, WHB; Mr. & Mrs. Edgar L. Bill, WMBD; F. D. Binns, WLAC; Frank Bishop, KFEL; George Blackwell, WBLK; Milton Blink, Standard Radio; W. C. Bochman, WCOS; L. F. Bockhoven, Western Elec.; Hugh K. Boice, Jr., WMBD; George W. Bolling, John Blair & Co.; Hale Bondurant, WHO; H. H. Born, WHBL; Judge G. Borrah, WSMB; Mr. & Mrs. F. W. Borton, WQAN; R. L. Bowles, WGKV; Miss Georgia Bowman, Am. Red Cross; Quincy A. Brackett, WSPR; Mr. & Mrs. Robert E. Bradham, WTMA; Gustav K. Brandborg, KVOO.

R. W. Brazeal, KFPY; George Brett, Katz Agency, Inc.; Mrs. G. Gertrude Broderick, Federal Radio Education Committee; Foster H. Brown, Jr., KFBU; Thomas L. Brown, WHDL; Kenyon Brown, KOMA; Charles Bruce, WSOY; Ralph R. Brunton, KQW; Richard Buckley, John Blair & Co.; Paschal Buford, KHBG; Reed Bullen, KVNU; Mr. & Mrs. George M. Burbach, KSD; Charles Burke, WJR; Frank Burke, RADIO DAILY; Carl Burkland, CBS; Mr. & Mrs. Don Burton, WLBC; Joseph C. Burwell, WMBS; Gene L. Cagle, KFJZ; R. W. Caldwell, Graybar Elec. Co.; S. W. Caldwell, CJBC; Harry Camp, WGAR; Don D. Campbell, WBRC; Martin Campbell, WFAA; Mrs. Charles C. Cannan, WOW; Luella Ruth Cannan, WOW; E. R. Cappellini, KALB; John T. Carey, WIND; Leonard T. Carlson, WKBB.

David Carpenter, WKNE; H. K. Carpenter, WHK; Mr. & Mrs. James Carpenter, WKBB; Ollie L. Carpenter, WPTF; Eugene Carr, KMPC; Joe B. Carrigan, KWFT; Hervey Carter, WMUR; N. L. Carter, WSMB; E. M. Case, WRAK; L. P. Cashman, WQBC;

## City of Chicago

EDWARD J. KELLY

Mayor

August 16, 1944.

Mr. J. Harold Ryan, President of  
National Association of Broadcasters,  
Washington, D. C.

Dear Mr. Ryan:

I note with interest that the National Association of Broadcasters is to hold its War Conference at the Palmer House the latter part of this month.

You may be sure that the delegates of this important conference will receive a hearty welcome. All Chicago will consider it an honor to play the host to a group who have performed such an outstanding public service.

I hope to have the pleasure of a visit with you while you are in Chicago.

Sincerely,

*Edward J. Kelly*  
MAYOR.

Mr. & Mrs. William H. Cate & daughter, KBTM; Mr. & Mrs. Clifford M. Chafey, WEEU; Paul R. Chamberlin, General Elec.; Ted Chapeau, WJHP; A. L. Chilton, KSKY; Ruth Chilton, WCAU; Arthur B. Church, KMBC; Wells, Church, Rep. Natl. Committee; D. Claringbull, CBC; Plez Clark, KFH; Donn Clayton, KSJB; Marie E. Clifford, WHFC; Mr. & Mrs. George Clinton, WPAR; Roger W. Clipp, WFIL; Reginald Clough, Tide Mag.; W. E. Cobb, WMAZ; L. Dale Coffman, WGY; I. T. Cohen, Am. Society of Composers, Authors and Publishers; Herbert Cole, Fed. Tel. and Radio Corp.; George D. Coleman, WGBI.

Sam Collins, WCED; James Connolly, Blue Network Co.; Tom Connolly, CBS; Frank Conrad, Blue Network Co.; Nathan W. Cook, WIBX; Clyde F. Coombs, KARM; Richard B. Coon, WKIP; Helen Cornelius, NAB; Emile Cote, Langworth Transcriptions; C. H. Cottingham, Erwin, Wasey & Co., Inc.; Charles W. L. Coulson,

WHAS; Douglas Coulter, CBS; Edwin W. Craig, WSM; W. F. Craig, WLBC; George Crandall, CBS; Mark Crandall, KFEL; George Cranston, WBAP-KGNO; Mr. & Mrs. Guy Crecelius, WGBF; S. E. Crew, WCBT; Wayne W. Cribb, KHMO; John M. Croft, WJPA; Frank Crowther, WMAZ; Claude C. J. Culmer, Sesac, Inc.; George Cushing, WJR; Mr. & Mrs. Howard Dahl, WKBH; Harben Daniel, WSAV; J. A. Davenport, WATL; W. R. David, Genl. Elec.; Donald D. Davis, WHB; Harold Davis, WCAU.

Mr. & Mrs. John M. Davis and 7 yr. old daughter, NAB; William M. Dawson, WARM; Lorraine Dean, The Advertiser; R. R. Decker, Genl. Elec.; W. C. De Horthy, WAML; Mr. & Mrs. Herbert Denny, Standard Radio; George DePue, WKNE; Robert Dettman, KDAL; Ottis Devine, WSM; Dietrich Dirks, KTRI; Everett L. Dillard, Commercial Radio Equip. Co.; Merwin Dobyns, KGER; C. W. Doheny, Standard Rate & Data; Dor-

othy Doran, WAKR; W. J. C. E. Hooper, Inc.; Wm. WJHP & WCOA; Me... KFOR; Willis Dunbar, KZ... Dunn, WDAY; T. W. Du... Tom Eaton, WTIC; Miss... KCCF; W. O. Edholm, J... Egner, NBC; Willard... T. C. Ekrem, KVOD; I... WWNC; John Elmer, W... G. Elvin, WSPD.

John Elwood, KPO; Ed... KRNT-WNAX; John E... James Etherton, WCBI; Mar... ridge, WHAS; C. Arthur... Edward Evans, Blue Net... Mr. & Mrs. F. J. Evans, SA... den R. Evans, WHBY; Ch... son, WHK; Harold Fair... & Mrs. Sam Fantle, Jr., SO... liam Fay, WHAM; Harold... CBS; Mr. & Mrs. Hug... KFAB; John E. Fetzer, W... thur Fifer, WTAD; Mil... Trans Radio Press; Leo... WJR; F. E. Fitzsimonds, W... Flanigan, WSPD; Fred... WRAL; Quinn Floyd, FR... Fontelieu, WSMB; Maj... Forster, Joint Liaison... Ralph D. Foster, KWTO... KDYL; Howard Frazier, J... T. Frechette, WFHR; An... enthal, WJR.

E. H. Fritschel, Gene... Co.; Mrs. Mildred Fuller, C... Fulton, WGST; J. B. Fuc... James Gaines, NBC; Fran... WGST; J. L. Gallagher, W... Gammons, WTOP; Miltor... KCRC; Mr. & Mrs. Rayme... WRAW; Sims Gaynor, The... Press; David G. Gentli... Mrs. G. P. Gentling, BO... George, WGAR; Arthur... KJR; Marjorie L. Gilch... Treasury Dept.; Ted Gil... Mr. & Mrs. Ken Given, LB... Glasgow, KABC; W. J... KPRO; W. H. Goan, WA... Godwin, MBC; Mr. & Mrs... don, WNOE; E. J. Gough... M. B. Grabhorn, Blue N... Walter Graham, WMAZ;... Douglas B. Grant, WM... Gray, KOIL; Abel Gre... Ken Green, NBC.

Sherman D. Gregory, Sch... tillers Corp.; Mr. & M... Grimes, KOMA; Archie... Blue Network Co.; Gayle... WKY; Gerald Gunst, Ka... Inc.; F. A. Gunther, Rad... ing Labs.; Sanford R. Guy... Frank Haas, Erwin, Wasey... K. K. Hackathorn, WHK... enah, Standard Radio; K... WGY; C. T. Hagman, WT... Hahn, KSOO; Allen Ha... A. W. Hallett, Graybar E... Charles Hammond, NBC; I... Hance, KSTP; Michael

(Continued on Page 8)



# LIFESAVER FOR RADIO BUYERS

## buy spots by the "Rule of 3"

Your selection of a radio station in any one market is solved simply and sensibly by radio's "Rule of 3". If you have a spot announcement schedule to place, there are three important things a radio station has to offer you. They are 1) coverage, 2) programs and 3) rate. In the Hartford Market, you get the most attractive combination of these three on WDRC.

BASIC CBS FOR CONNECTICUT

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM



**E. B. MARKS Delivers  
3 GOLDEN JUBILEE SPECIALS**

Now the Grandest Hit to Hit the Nation

**WHAT A DIFF'ERENCE A DAY MADE**  
And a Grand follow-up to Paper Doll and Poinciana



**Authentic PETER MAURICE EDITION**

The Great Hit Song of World War II

**LILLI MARLENE**

(My Lilli of the Lamplight)



**ISLE OF THE MIDNIGHT RAINBOW**

Hawaiian and Lovely  
The Great Hit from

**"HATS OFF TO ICE"**

Frank Hennigs, Gen. Prof. Mgr.



**EDWARD B. MARKS MUSIC CORPORATION**

RCA BUILDING . . . RADIO CITY . . . NEW YORK 20, N. Y.



*The hallmark of accuracy  
in Radio Station measure-  
ments for the past eight  
years.*

**MARKET ANALYSES • MAPS  
PROMOTION — AM. FM. TELEVISION**

More than 300 Radio Clients

**WALTER P. BURN & ASSOCIATES, INC.**  
7 WEST 44th STREET • NEW YORK 18, N. Y.

**NAB Registration**

(Palmer House)

(Continued from Page 6)

WHCU; Elmer Hanson, KDAL; O. B. Hanson, NBC; Ralph Hardy, KSL; H. H. Harris, Graybar Electric Co.; Wiley P. Harris, WJDX; Arnold Hartley, WCOP; Hardy Harvey, KABC; Mrs. M. O. Hathaway, NAB; Wilbur H. Havens; WMBG; Carl Haverlin, MBS; Stanley Hawks, KRNT.

E. L. Hayek, KATE; Arthur Hull Hayes, CBS; Beecher Hayford, WJHP; Con Hecker, KVOG; William S. Hedges, NBC; Ruth Henkin, KSOO; Joseph Henkin, KSOO; Mr. & Mrs. Morton Henkin, KSOO; L. A. Herdtl, KVNU-KID; A. W. Herman, WPAP-KGNO; Weldon Herrin, WRBL; Stanley N. Heslop, WNBK; Clair Heyer, Armour's Livestock Bureau; Sheldon Hickox, NBC; Edward E. Hill, WTAG; Mr. & Mrs. Felix Hinkle, WHBC; Oscar C. Hirsch, KFVS; Philip Homan, KRNT-WNAX; Raymond Hollingsworth, KGNC; Herbert Hollister, KANS; Thad Holt, WAPI; C. E. Hooper, C. E. Hooper, Inc.; Harold Hough, WBAP-KGNO; Rex G. Howell, KFXJ; W. F. Huffman, WFHR; W. E. Hutchinson, WAAF; William Hunt, Variety; F. Marion Hyatt, WJHO; Bill Irvin, RADIO DAILY; A. H. Jackson, Blaw Knox Co.

Graybar Electric Co.; W. J. L. Caster, WTAD; DeWitt L. Caster, Howard Lane, CBS; Tom Caster, Treasury.

Mr. & Mrs. T. B. Lanford; C. O. Langlois, Langworth; H. F. Laub, KID; R. Le; gayer, KSAL; John J. Law; Craig Lawrence, KRNT-WAX; Leader, The Keyes Co.; James Gate, WIOD; Clarence Leh; Dalton LeMasurier, KJL; Levy, Broadcasting Magazine; Lewis, RCA Victor, Division of Corp. of America; Mr. De; Lewis, NAB; Mr. & Mrs. Ha; Linder, KWLM; Edward L; WSOY; Lou Lindsay, KUC; Lindsley, KFBI; Lee Lita; C. B. Locke, KFDM; Wil; CBS; Mr. & Mrs. Howar; WFD; Maury Long, Blad; Magazine; Mr. & Mrs. N; WAVE; Mr. & Mrs. Bury; WOC; Alfred Lowe, W; Loyet, WHO; C. T. Lu; Clark Luther, KFH.

George M. Jackson, WBOW; Lowell Jackson, Katz Agency, Inc.; K. A. Jadassohn, Sesac, Inc.; J. Frank Jarman, WDNC; George H. Jaspert, WLAW; Dan E. Jayne, WELL; John Carl Jeffrey, WKMO; Mr. & Mrs. Albert Johnson, KOY; Jay A. Johnson, WTAX; Leslie C. Johnson, WHBF; Walter C. Johnson, WTIC; George Johnston, Sesac, Inc.; B. N. Jones, WBAP-KGNO; Frank Jones, WCOL; Mr. & Mrs. Hugh O. Jones, WGCM; Merle Jones, KMOX; Richard E. Jones, CKLW; W. E. Jonker, Western Electric Co.; C. B. Jordan, KFJZ; Austin E. Joscelyn, CBS; George E. Joy, WRAK; Harold P. Kane, WJTN; John Karol, CBS; Sydney M. Kaye, Broadcast Music, Inc.; Eugene Katz, The Katz Agency, Inc.; Miss Maxine Keith, Caples Co.; Mr. & Mrs. K. K. Kellam, KTHS; George F. Kelley, Jr., WCSH; Jack Kelly, WCOL.

J. P. Lynch, Graybar Electric; C. P. MacGregor, C. P. MacGregor; James MacPherson, KOA-B; McAlister, KFYO; W. G. Mc; WDBO; Rhea McCarty, W; McConnell, WISH; James; NBC; Walter McGreery, K; McCullough, WIOD; Mr. J; WDWS; Mr. & Mrs. G. M; mott, KBUR; Mrs. John; WSPD; Mr. & Mrs. Jos. H.; KVOD; Mr. McKechnie, Fe; phone and Radio Corp.; J. I; General Electric; Emmet H; WJPR; Bob McRaney, W; Robert L. Mackin, WHLS; Madson, KSL; J. O. Male; Miss Mary Mangold, KBU; M. Marget, KVOX; Glenn; Jr., WMBR; Richard H. Mas; Robert T. Mason, WMRN; Massie, WRBL; Cecil; WNBK; Frank Mathews, F; D. A. Mation, WAML; thews, WGKV; John F.; KYSM; Howard Meighan, S; tin F. Memolo, WARM; Ra; sohn, WAKR; Jack Merdia; Thomas W. Metzger, WMR; H. Meyer, WSRR; P. J. Mey; Julius I. Meyerson, WKY; chuels, KABC; Ned Midg; Mr. & Mrs. Allan H. Miller; Miller Productions; Frank; WDWS; David R. Milster; Franklin Mitchell, WJR; M; ell, WJR; R. E. Mitchell; Barney Molohon, U. S. Treas; ert H. Moody, WHIO; Herbe; Trans Radio Press; James; WSLS; Vernon Morelock, Advertising Agency; Paul; rency, WTIC; Glen Morgan; Jim Moroney, WFAA; A. KGVO; Earl Mullin, Blue; Co.; Edwin Mullinax, WLA; Elmer Muschany, KXOF

Herbert Kendrick; Fred H. Kenkel, C. E. Hooper Co.; Leslie L. Kennon, KWTO; Ivor Kenway, Blue Network Co.; Frank E. Kesler, WDBJ; Paul Kesten, CBS; Stanton P. Kettler, WSPD; Keith Kiggins, Blue Network Co.; Gerry King, Standard Radio; Mr. & Mrs. Frank M. King, WMBR; Marvin Kirsch, RADIO DAILY; W. T. Knight, Jr., WTOC; J. W. Knodel, Free & Peters, Inc.; Albert A. Koenig, KFOR; Karl Koerper, KMBC; Harold R. Krelstein, WMP; Edward J. Kroen, WKPA; Herbert L. Krueger, WTAG; Mr. Lack, Western Electric Co.; F. E. Lackey, WPAD; P. E. Lackey, WPAD; C. A. Lacy, WJDX; Harold A. Lafount, WCOP; Ben A. Laird, WOSH; J. W. La Marque,

Thomas W. Metzger, WMR; H. Meyer, WSRR; P. J. Mey; Julius I. Meyerson, WKY; chuels, KABC; Ned Midg; Mr. & Mrs. Allan H. Miller; Miller Productions; Frank; WDWS; David R. Milster; Franklin Mitchell, WJR; M; ell, WJR; R. E. Mitchell; Barney Molohon, U. S. Treas; ert H. Moody, WHIO; Herbe; Trans Radio Press; James; WSLS; Vernon Morelock, Advertising Agency; Paul; rency, WTIC; Glen Morgan; Jim Moroney, WFAA; A. KGVO; Earl Mullin, Blue; Co.; Edwin Mullinax, WLA; Elmer Muschany, KXOF

(Continued on Page 12)

*Serving*

*With Pride*

**902 AMERICAN RADIO STATIONS**

*with*

**AMERICAN MUSIC FOR TODAY AND TOMORROW**

*from its storehouse of more than*

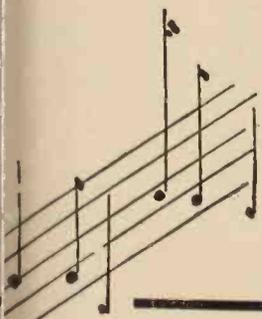
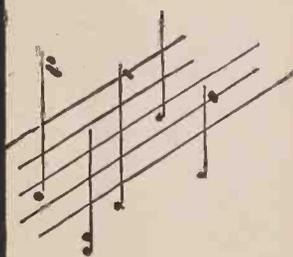
**100,000 COPYRIGHTED COMPOSITIONS**

*of*

**AMERICA'S FINEST PUBLICATIONS**

**THE BEST  
MUSIC**

**SESAC**  
**IN**  
**AMERICA**



Answer to your music problems  
**SESAC PROGRAM BUILDER!**  
In mails Now!! Watch for it!!

475 FIFTH AVENUE  
NEW YORK 17, N. Y.

Over 600 SESAC tunes recorded  
on commercial and library  
transcriptions in one month.

# Sponsors and Agencies Big Contributors in Blue's Growth to Man-Size in Three Years

*Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier "To Do Business with Blue." Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President*

**R**IGHT after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: "The Blue is now a mature network." Allowing for bias in our favor, we like to think our station is right—that *we are now man-size*.

Let us see how the Blue measures up to "man-size"—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here's a medium that may soon fit into your marketing plans.

## **Big Handling of Big News**

Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a "name," and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of *Time* and *Life* ("Time Views the News" program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers' platform; Martin Agronsky and Harry Wismer on the conven-

tion floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Baukhage, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of *Time* and *Life*. They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder *Variety* said that the Blue had the "best all-around coverage" of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kiernan and by Cleve Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur's headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for *Newsweek*, did the summary after each session exclusively for the Blue.

## **More Stations, More Coverage**

From the viewpoint of stations and coverage, we believe the *man-size* fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 21 stations to the Blue since January 1, 1944.

## **Progress in Programming**

Our Daytime Programming philosophy (based on survey findings that listeners want *more than* serials, they want variety) is proving out. We believe we are now man-size in *listening*. Hooper, who should know, says that taking the morning hours—9 to 12—the Blue has been in top position, i.e. ahead of all other networks,

every month from January, 1944, on. That didn't happen by virtue of one program which pushed up the average, but by virtue of consistent performance all through the morning. (Incidentally, we do have the No. 1 morning program on the Blue—"Breakfast with Sardi's.")

And it begins to look as though in the afternoon, we are going to duplicate our morning performance.

Another program point: Since January, 1944, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or money; but simply that we are honest enough to admit we haven't such a corner and welcome brains when they appear.

## **Advertisers Find Net Man-Size**

Now comes the crucial question: do advertisers think we have grown to man-size? Let us judge what they think by what they do. When they bought BLUE, part of the reason may have been that there was no time elsewhere; when they renew and stay on the Blue, there must be because the Blue delivers audience at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have sold 11 new programs to old advertisers. When you turn to our list of new and old advertisers, we invite your attention to two factors:

- 1—the importance of the advertisers who are on BLUE (figure for yourself whether they are sort who would buy a network because they are the salesman's hair-cut, or because they work results)
- 2—the type of program and the caliber of the advertising. (more and more, advertisers are investing enough money to insure good shows — knowing that people listen to programs, not to kilocycles)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are sponsors whose 45 programs were so ordered. Man-size networks, so to speak.

## **Never Too Young or Too Old**

In addition to all this we believe we are doing a man-size job of covering listeners' interests

They are (almost) never too young or too old to get pleasure out of tuning to the BLUE. For kids of pre-school and school age, we have the biggest block of children's programs on any network; for the "bobby sox" age we have the top name bands of the country, Spotlight Bands; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue's summer schedule—the new comedy shows make us perhaps the No. 1 comedy network in the summer with a challenge to old time comedy programs returning in the fall. Can-size? You be the judge.

Now, how about the part our network is playing in the industry: let us be content with the fact that at the Conference of Education by Radio, held in May at Columbus, O., our representatives were far from silent. We have also been vocal about the rating service picture. And we think that we were pioneering for all radio when we entered the International Guild through our affiliation with a group of leading stations in Brazil. Also, the Blue has its eyes and its mind on Television and FM.

### An Industry Job

Our national advertising campaign is man-size, so, we think. We have long believed that the radio industry needed and would benefit from a broad-gauge advertising campaign—a year-round "listener-relations" project designed to dramatize for the people exactly what broadcasting was doing to serve them; what radio meant in terms that were at the same time broad and intimate. In other words, a job for the industry's leader. That job, we undertook. The doing of so many things in ways bigger than we have ever done them before has required more people—we have more people. When we started out, February 1, 1942, we had 407 people. On July 1, 1944, our payroll totaled 769. Meantime, 138 of our men and women are in the Armed Forces of our country.

### Living Up to A Slogan

The final remark: you might think from what we have said that we are pretty pleased with ourselves. Well, we are not. We aren't satisfied until we can't do better: and we are going to try and try hard. For example, we have under way a Blueprint of future operations—to insure the best possible all-round postwar service to listeners and advertisers. Our slogan "It's easy to do business with the Blue." Sometimes, we are sure, it isn't so easy and realizing the fault is ours, we are going to continue working and improving so that our slogan will be true in every sense of every word.

*The Blue Network*

AMERICAN BROADCASTING SYSTEM, INC.

## NEW COAST-TO-COAST ADVERTISERS ON THE BLUE

(Added Since January 1, 1944)

### EVENING

ADVERTISER	PROGRAM	DAY & TIME
American Cyanamid Co.	The Doctor Talks It Over	Fri. 10:30-10:45
American Meat Institute	Life of Riley	Sun. 10:00-10:30
Borden Company	Ed Wynn	Fri. 7:00-7:30
*Bristol-Myers	Nit Wit Court	Tues. 8:30-9:00
*Cummer Products	My Best Girls	Wed. 8:30-9:00
Elgin Watch Company	Keep Up With the World	Sun. 10:30-11:00
Esquire, Inc.	Coronet Story Teller	M-Fri. 9:55-10:00
	Coronet Quick Quiz	Sat. 9:55-10:00
	Let Yourself Go	Tues. 10:30-11:00
Eversharp, Inc.	Falstaff Show (central zone)	M-W-F 11:00-11:15
Falstaff Brewing Co.	Greenfield Chapel Service	Sun. 8:00-8:15
*Ford Motor Co.	Early American Dance Music	Sat. 8:00-8:30
	Earl Godwin	Fri. 10:00-10:15
Hastings Mfg. Co.	Heidt Time for Hires	Mon. 7:00-7:30
Hires, The Chas. E. Co.	Dunninger (formerly sust.)	Wed. 9:00-9:30
Kem-Tone	Musical Autographs	Sat. 10:00-10:30
Larus & Brother Co., Inc.	The Man Called X	Sat. 10:30-11:00
Lockheed Aircraft	Scramby Amby	Wed. 7:00-7:30
Manhattan Soap Company	Joe E. Brown—Stop or Go	Thurs. 10:30-11:00
McKesson & Robbins, Inc.	Leland Stowe (formerly sust.)	Sat. 7:15-7:30
National Board of Fire Underwriters	Fred Waring & His Pennsylvanians	Thurs. 7:00-7:30
Owens-Illinois Glass Co.	Philco Summer Hour	Sun. 6:00-7:00
*Philco Corp.	America's Town Meeting of the Air (formerly sust.)	Thurs. 8:30-9:30
Reader's Digest	Monday Morning Headlines	Sun. 7:15-7:30
**Serutan Company	Ted Malone	M-W-F 10:15-10:30
Westinghouse Electric]		

### DAYTIME

ADVERTISER	PROGRAM	DAY & TIME
Aluminum Co. of America	Ethel Barrymore	Sun. 3:30-4:00
Borden Company	Fannie Hurst Presents (Women's Service Program)	Sat. 10:00-10:30
Chatham Blankets	What's Cookin'?	Sat. 11:00-11:15
Chef Boy-Ar-Dee Foods	Mary Small Revue	Sat. 10:30-10:55
*Clark, D. L. Co.	The Listening Post	Sun. 5:00-5:30
Curtis Publishing Co.	Hop Harrigan	Tu.-Fri. 10:45-11:00
General Foods	Leland Stowe—Commentator	M-F 4:45-5:00
Grove Laboratories	My True Story (formerly sust.)	Sun. 1:55-2:00
Libby, McNeill & Libby	Sammy Kaye's Tangee Serenade	M-F 10:00-10:25
Luft Co., George W.	Darts for Dough	Sun. 1:30-1:55
*Pepper, Dr., Co.	Breakfast at Sardi's	Sun. 4:00-4:30
Procter & Gamble	Glamour Manor	M-F 11:00-11:15
	The Aunt Jemima Show	M-F 12:00-12:30
**Quaker Oats	Hollywood Star Time	M-F 10:25-10:30
RKO Radio Pictures, Inc.	George Hicks	M-F 3:15-3:30
Scripto Mfg. Co.	World of Song	Sun. 1:15-1:30
*Sherwin Williams	Kiernan's News Corner (East-Central only)	Sun. 4:30-5:00
**Sweets Co. of America	Time Views the News (formerly sust.)	M-W-F 2:00-2:15
Welch Grape Juice Co.		M-W-F 4:30-4:45

\*New program for old advertiser (change or replacement)  
\*\*Additional program for old advertiser

## OLD BLUE ADVERTISERS CONTINUING

(Day and Evening)

ADVERTISER	PROGRAM	DAY & TIME	STARTED
Allis-Chalmers Mfg. Co.	The Boston Symphony	Sat. 8:30-9:30 PM	Dec. 25, 1943
Bristol-Myers Co.	Parker Family	Fri. 8:15-8:30 PM	Oct. 1, 1939
Carter Products	Keepsakes	Sun. 8:30-9:00 PM	Oct. 1, 1939
	Deadline Dramas	Sun. 12:00-12:30 Mid.	Sept. 5, 1943
	Jimmie Fiddler	Sun. 9:45-10:00 PM	Dec. 26, 1943
Clipper Craft Clothes	Dorothy Thompson	Sun. 8:15-8:30 PM	Mar. 2, 1942
Coca-Cola Co.	Spotlight Bands	M-Sat. 9:30-9:55 PM	Mar. 19, 1942
	Morton Downey	M-Fri. 3:00-3:15 PM	Sept. 21, 1942
Ford Motor Co.	Watch the World Go By	M-Fri. 8:00-8:15 PM	Feb. 8, 1943
General Mills, Inc.	Lone Ranger	M-W-F 7:30-8:00 PM	July 12, 1942
	Jack Armstrong	M-W-F 5:30-5:45 PM	May 4, 1942
Gum Laboratories	Hello Sweetheart	Sat. 5:45-6:00 PM	Aug. 31, 1942
Hall Brothers	Meet Your Navy	Fri. 8:30-9:00 PM	Dec. 18, 1943
Harvel Watch Co.	John B. Kennedy	Fri. 8:30-9:00 PM	Aug. 21, 1942
Jergens, Andrew, Co.	Walter Winchell	Sun. 1:00-1:15 PM	Dec. 19, 1943
	Basin Street	Sun. 9:15-9:45 PM	Sept. 2, 1934
Kellogg Co.	Breakfast Club	M-Fri. 9:45-10:00 AM	April 4, 1943
	Breakfast at Sardi's	M-Fri. 11:15-11:30 AM	July 5, 1943
	Gil Martyn—News	M-Fri. 11:30-11:45 AM	May 3, 1943
	Blind Date	Mon. 8:30-9:00 PM	Aug. 9, 1943
Lehn & Fink	Counterparty	Mon. 9:00-9:30 PM	Oct. 25, 1943
Mall Pouch Tobacco Co.	Quiz Kids	Mon. 9:00-9:30 PM	Sept. 28, 1942
Miles Laboratories, Inc.	Lum 'N' Abner	Sun. 7:30-8:00 PM	Sept. 4, 1940
	Hot Copy	M-Thurs. 8:15-8:30 PM	Sept. 29, 1941
O'Cedar Corp.	Terry & the Pirates	Sun. 5:30-6:00 PM	Sept. 29, 1943
Quaker Oats Co.	Drew Pearson	M-Fri. 5:00-5:15 PM	Aug. 29, 1943
Serutan Company	Gangbusters	Sun. 7:00-7:15 PM	Feb. 1, 1943
Sloan, Dr. Earle S., Inc.	Raymond Gram Swing	Fri. 9:00-9:30 PM	Oct. 12, 1941
Socoony Vacuum Oil Co.	Dick Tracy	M-Thurs. 10:00-10:15 PM	Oct. 14, 1940
Sweets Co. of America	Breakfast Club	M-Fri. 5:15-5:30 PM	Sept. 28, 1942
Swift & Company	Capt. Midnight	M-Sat. 9:30-9:45 AM	Mar. 15, 1943
Wander Co.	Famous Jury Trials	M-Fri. 5:45-6:00 PM	Feb. 8, 1941
Williamson Candy Co.		Tues. 9:00-9:30 PM	Sept. 28, 1942
			Nov. 11, 1940



*The Pacific Coast, too,*  
**HAS TWO TO WOO!**



The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made OUTSIDE the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this OUTSIDE HALF.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, with 36 local stations, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to

100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper in 3 weeks.

If you want to woo and win both halves of the Pacific Coast, BUY DON LEE!

*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.

*crop report on . . .*

# acres in the air



Get the gleam in this farmer's eye...the happy mixture of pride and awe.

He is a *sales* cultivator; an advertiser who began, four years ago, transplanting his crops to network radio acreage. He has just reckoned up the yield of his fields during this period. Hence his pleased expression.

Prior to 1940, his harvests were only so-so. Up one year; down the next. Then he sampled the soil of network radio. Every year since, he has prospered mightily. By 1943, his sales had risen 324%; profits were up 775%!

Over all, he's been sowing lots more seed every year, with more and *more* and MORE of it in radio—and every network penny of it in MUTUAL. First a small hookup, then more and *more* and MORE stations. Up to 182 today.

And here, in tabular form, are the reasons for that pleased gleam in his eye. (All four years showed gains, and 1944 is producing even better).

	1940	1943
<b>NATIONAL ADVERTISING</b>	<b>\$388,000</b>	<b>\$892,000</b>
<b>PERCENT IN MUTUAL</b>	<b>39%*</b>	<b>65%</b>
<b>NUMBER OF STATIONS</b>	<b>10</b>	<b>178</b>
<b>NET SALES</b>	<b>\$991,000</b>	<b>\$4,206,000</b>
<b>NET PROFIT (before tax)</b>	<b>\$209,000</b>	<b>\$1,831,000</b>
<b>HOOPERATINGS (same period each year)</b>	<b>4.4</b>	<b>10.3</b>

\*Including non-MUTUAL spot campaigns in two cities in 1940; the entire radio dollar has been devoted to MUTUAL since 1942

We're withholding this man's name at his request. But we *can* tell you this: he's not really a farmer (except in the sense of raising profitable sales); he's not a war baby (no war contracts, and a scant tenth of his goods go overseas); he's not unlike other MUTUAL clients who have found "the more *MUTUAL*, the more *sales*" (you should see the happy glint in *their* eyes, too)!

There's more to this story than fits this space. The rest of the facts would fill a book. So we're filling such a book now. Watch for it—and learn what *you* can raise from MUTUAL'S air acres.

*This ... is MUTUAL*





ООРУЧНИКЪ

RUSSIAN HOOPER-

(Free Translation):

"Year after year, G. E. Hooper, Inc., and other impartial surveys have established WMC, Memphis, Tenn., as the Station in the Memphis area most people listen to most."

- ★ 5000 WATTS DAY & NIGHT
- ★ NBC NETWORK
- OWNED AND OPERATED BY
- ★ THE COMMERCIAL APPEAL

★ Represented Nationally by the BRANHAM COMPANY

# Financial Report

ALTHOUGH the books of NAB are kept upon a year basis, we have had compiled a statement of the income and outlay of the Association for the entire year since the 1943 Conference. The books are audited by independent certified public accountants and copies of the report are submitted to all Directors. Following is a financial statement:

National Association of Broadcasters  
Statement of Income and Expense

For the Period April 1, 1943, to June 30, 1944

Cash on Hand, April 1, 1943 (As reported at 1943 Convention) ..... \$36,998.49  
Less: Accounts Payable, March 31, 1943 9,634.69

\$27,363.80

**INCOME**

Receipts from all Sources ..... 499,223.87 \$526,587.67

**EXPENSES**

President's Department ..... \$57,774.96  
Treasurer's Department ..... 31,556.17  
Research ..... 21,532.28  
Public Relations ..... 25,644.16  
Labor Relations ..... 6,720.58  
Legislative ..... 24,644.35  
Engineering ..... 10,419.14  
Broadcast Advertising ..... 16,933.65  
Promotion ..... 11,356.83  
New York Office ..... 66,340.75  
General Administrative ..... 175,377.43 448,000.00

Add: Accounts Payable, June 30, 1944 ..... \$ 78,000.00

Cash on Hand, June 30, 1944 ..... \$ 85,817.67

If any members desires more complete information with reference to any of the activities or the finances of NAB, the information will be cheerfully given.

Respectfully submitted,  
C. E. ARNEY, JR.,  
Secretary-Treasurer

August 8, 1944.

# NAB Registrations

(Palmer House)

(Continued from Page 12)

WMBD; Loren Watson, WMBD; Loren L. Watson, Spot Sales, Inc.; M. V. Watson, WMBD; Mrs. M. V. Watson, WMBD; William B. Way, KVOO; Arthur J. Weaver, Arthur J. Weaver Adv. Agency; J. J. Wood, Wood & Co.; Paul S. Weil, Bryan Davis Pub. Co.; Jacob F. Weintz, Tide Magazine; Miss Josephine Welsh, WSAR; Col. Ed Wentworth, Armour's Livestock Bureau; Werner A. Matt, WHBL.

Arthur Westlund, KRE; Harold M. Wheelahan, WSMB; Chet Wheeler, KWIL; Clarence Wheeler, WHEC; Frank White, CBS; Paul White, CBS; Miss Elizabeth Whitehead, KOZY; Lee L. Whiting, WDGY; E. S. Whitlock, WRNL; Bevo Whitmire, WFBC; W. Whitmore, Western Electric; L. H. Whitten, Graybar Electric Co.; J. P. Wilkins, KFBB; A. D. Willard, Jr., CBS; H. N. Willets, Western Electric Co.; Benjamin B. Williams, WTOC; Warren P. Williamson, Jr., WKBN;

Early Willson, KABC; Howard Wilson, Howard H. Wilson Co.; Wilson, WCKY; W. A. Wilson, WCKY; A. K. Wing, Jr., Federal Tel. Corp.; Jerry Wing, KROC; Wingard, WGAR; Earl W. Wirth, WDOO; Mr. & Mrs. Lewis Wirth, Communications Magazine; Wirth, WFHR; William W. WOV.

Robert F. Wolfskill, Commercial Radio Equipment Co.; James Woods, WMRF; Woody Woods, Commercial Radio Equipment Co.; Ralph White, WGAR; Mr. & Mrs. C. J. Wight, WFOR; O. R. Wright, KOZY; Margaret Wylie, J. Walter Thompson Co.; Lee Wynn, KGER; William Young, WKBW; J. E. Yarbrough, Ed Yocum, KXRO-KGHL; Young, WBZ-WBZA; Dr. George Young, WDGY; G. E. Zimmerman, KARK; Mr. & Mrs. Frederick W. Ziv Co.

for Chicago



is TOPS—on the Dial

EXCLUSIVE WHITE SOX BASEBALL

EXCLUSIVE CHICAGO BEARS FOOTBALL

EXCLUSIVE 24-HOUR NEWS SERVICE

EXCLUSIVE BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS • 560 KILOCYCLES



NATIONAL SALES OFFICE  
230 North Michigan Ave., Chicago 1  
JOHN E. PEARSON COMPANY  
250 Park Ave., New York 17

WDEL	WBAL	WRC	WGY	WIBA	WSYR	WKBH	KDKA	WIRE	WCSH
WTAM	WSPD	WWJ	WLW	WEAU	WENY	WOW	WAVE	WLOK	WKBG
WMAQ	WTMJ	KODY	KSTP	WSJS	WSAN	WBEN	WJAC	WGAL	WEBC
WMBG	WFEA	WLBZ	WRAK	WCBS	WBRE	WDAF	WMFG	WHLB	WJAR
WGKV	WEEU	WRAW	WRDO	WIOD	WHIZ	WSOC	KELO	WBLK	WSAM
WFBG	WMRF	WHIS	KOAM	KVOO	KFAM	WFBC	WTMA	WBOW	WTIC
WTBO	WGBF				KYUM	WSAV	WALA	KANS	WBZA
KROC	KYSM				KMED	WSM	WCOA	KWBW	WBZ
KGBX	WTAR				WTTM	WBRC	WMC	KGNC	WEAF
WISE	WOPI				WAZL	WSFA	WHAM	KGHL	WOAI
WJAX	WFLA				WEST	WFAA	WSB	KGIR	WPTF
WJDX	WAML				WMVA	WBAP	WORK	KPFA	WSMB
WAPO	WROL				KSD	WDAY	WIS	KRBM	WKPT
KARK	KPRC				KSOO	KRIS	KTBS	KYCA	WFOR
KFYR	KGU	WHO	WOOD	KIDO	KPO	KTAR	CBM	KGLU	WKY
KSEI	KTFI	KOB	KTSM	CBL	KFSD	KVOA	KYW	KWJB	WLAK
KMJ	KGW	KOMO	KHQ	KDYL	KOA	KFI	CBF	KRGV	WGL



## What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 146 stations, affiliates of the National Broadcasting Company . . . are what make this network *work*.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining Amer-

ica's millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC "*The Network Most People Listen to Most.*"

A Service of Radio Corporation of America



# National Broadcasting Company

America's No. 1 Network

Our Business  
Is Building B  
For These Sta

KJR  
SEATTLE

KEX  
PORTLAND

KFBK  
SACRAMENTO

KOH  
RENO

KWG  
STOCKTON

KMJ  
FRESNO

McCLATCHY  
BEE  
LINE

KERN  
BAKERSFIELD

KTMS  
SANTA BARBARA

KMPC  
LOS ANGELES

ARIZONA  
BROADCASTING  
COMPANY

KFSD  
SAN DIEGO

KXO  
EL CENTRO

KTAR  
PHOENIX

KVOA  
TUCSON

KW  
WIGHT

PAUL H. RAYMER  
COMPANY

*Radio*

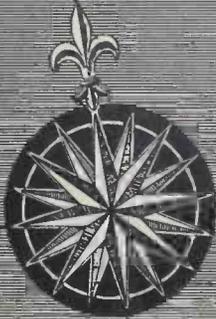
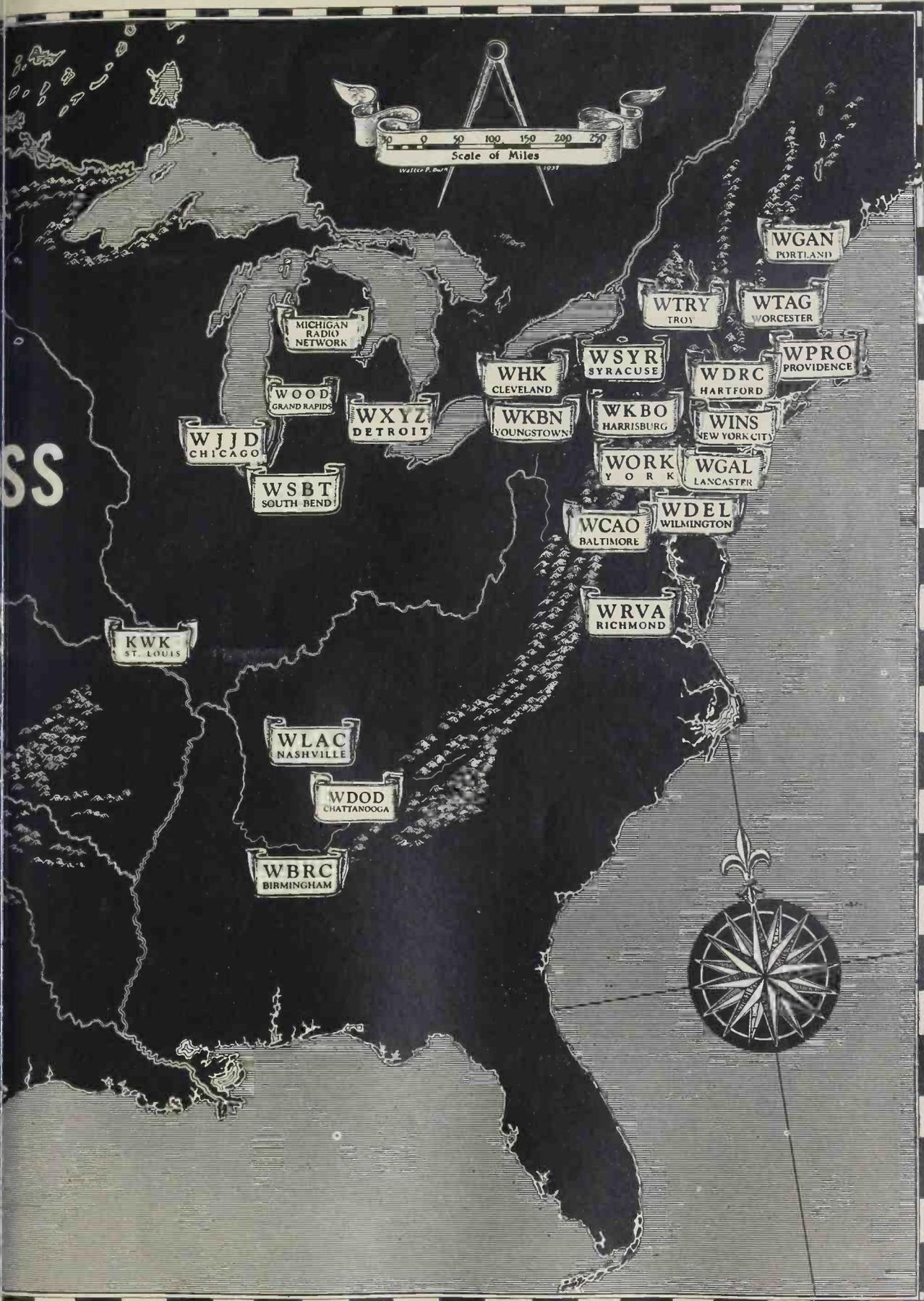
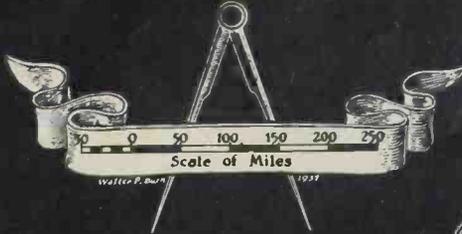
STATION REPRESENTATIVES  
NEW YORK

CHICAGO  
DETROIT

SAN FRANCISCO  
LOS ANGELES



SS



# In Kansas City



## the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB... for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "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 program or announcement availabilities,



### "phone DON DAVIS"

KANSAS CITY — Scarritt Building — HArrison 1161  
 NEW YORK CITY — 507 Fifth Avenue — VAnderbilt 6-2550  
 CHICAGO — 333 North Michigan Blvd. — CENtral 7980  
 HOLLYWOOD — 5855 Hollywood Blvd. — HOLlywood 6211

**KEY STATION for the KANSAS STATE NETWORK**  
 Kansas City • Wichita • Salina • Great Bend • Emporia  
 Missouri Kansas Kansas Kansas Kansas

### MONTHS: APRIL-MAY, 1944—KANSAS CITY HOOPER STATION LISTENING INDEX TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	Station A	Station B	Station C	Station D	WHB	Station E
	8.0	9.9	26.7	15.6	32.5	6.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	Station A	Station B	Station C	Station D	WHB	Station E
	14.3	5.8	17.1	30.7	25.5	5.4

## NAB Convention Committee 22nd Annual Meeting

### General Committee

Leslie C. Johnson, WHBF, Rock Island, Ill., 9th District Director; W. E. Hutchinson WAAF, Chicago; H. Leslie Atlase, WBBM, Chicago; Edwin R. Borroff, WENR, Chicago; Glenn Snyder, WLS, Chicago; Harry Kopf, WMAQ, Chicago; H. C. Crowell, WMBI, Chicago; R. W. Hoffman, WHFC, Cicero; Ralph L. Atlase, WIND, Chicago; Frank Chizzini, NBC Radio-Recording Division, Chicago; M. M. Blink, Standard Radio, Chicago; Neal Weed, Weed & Company, Chicago; Stanley Young, Spot Sales, Inc., Chicago; Edward E. Voynow, Edward Petry & Co., Inc., Chicago; Lowell Jackson, The Katz Agency, Inc., Chicago; J. W. Knodel, Free & Peters, Inc., Chicago; John Blair, John Blair & Company, Chicago; Harry Fritz, Graybar Electric Co., Inc., Chicago; A. R. Hopkins, Radio Corporation of America, Chicago; John Porter, General Electric Company, Chicago; Girard D. Ellis, Columbia Recording Corporation, Chicago; Sidney J. Wolf, Keystone Broadcasting System, Inc., Chicago; S. N. Aston, Howard H. Wilson Company, Chicago.

### Housing Committee

Chairman—William E. Hutchinson, WAAF, Chicago; Gill Berry, WENR, Chicago; J. L. Van Volkenburg, WBBM, Chicago.

### Reception Committee

Chairman—Glenn Snyder, WLS, Chicago; W. A. Hutchinson, WAAF, Chicago; J. L. Van Volkenburg, WBBM, Chicago; Gill Berry, WENR, Chicago; Oliver Morton, WMAQ, Chicago; Wendell P. Loveless, WMBI, Chicago; R. W. Hoffman, WHFC, Cicero; Robert E. Hansen, WIND, Chicago; Frank Chizzini, NBC-Recording Division, Chicago; M. M. Blink, Standard Radio, Chicago; Neal Weed, Weed & Company, Chicago; Stanley Young, Spot Sales, Inc., Chicago; Edward E. Voynow, Edward Petry & Co., Inc., Chicago; Lowell Jackson, The Katz Agency, Inc., Chicago; John Blair, John Blair & Company, Chicago; Harry Fritz, Graybar Electric Co., Inc., Chicago; A. R. Hopkins, Radio Corporation of America, Chicago; John Porter, General Electric Company, Chicago; Girard D. Ellis, Columbia Recording Corporation, Chicago; Naylor Rogers, Keystone Broadcasting System, Inc., Chicago; S. N. Aston, Howard H. Wilson Company, Chicago.

### Elections Committee

Chairman—Felix Hinkle, WEBC, Canton, Ohio; J. E. Baudino, KDKA, Pittsburgh, Pa.; Earl W. Winger, WDD, Chattanooga, Tenn.

### Resolutions Committee

Chairman—H. K. Carpenter, WHK, Cleveland, Ohio; William Fay, WHAM, Rochester, N. Y.; Wiley P. Harris, WJDX, Jackson, Miss.; Arden X. Pangborn, KEX, Portland, Ore.; Rev. James A. Wagner, WHBY, Green Bay, Wis.

### Sales Managers Committee

Dist. 1—Kingsley F. Horton, WFEL, Boston, Mass.; Dist. 2—John A. Bacon, WGR, Buffalo, N. Y.; Dist. 3—Thomas B. Price, WWSW, Pittsburgh, Pa.; Dist. 4—Stanton P. Kettler, WMMN, Fairmont, W. Va.; Dist. 5—Frank Crowther, WMAZ, Macon, Ga.; Dist. 6—C. K. Beaver, KARK, Little Rock, Ark.; Dist. 7—Joseph Eaton, WHAS, Louisville, Ky.; Dist. 8—H. M. Loeb, WFDF, Flint, Mich.; Dist. 9—Edwin C. Allen, WIBA, Madison, Wisconsin; Dist. 10—Hale Bondurant, WHO, Des Moines, Iowa; Dist. 11—Lee Whiting, WTCN, Minneapolis, Minn.; Dist. 12—Clark A. Luther, KFH, Wichita, Kans.; Dist. 13—Alex Keese, KGNC, Amarillo, Texas; Dist. 14—W. E. Wagstaff, KDYL, Salt Lake City, Utah; Dist. 15—Clyde F. Coombs, KARM, Fresno, Calif.; Dist. 16—Ned Connor, Los Angeles, Calif.; Dist. 17—Chet Wheeler, KWIL, Albany, Ore.

### Sales Managers Exec. Committee

Chairman—Dietrich Dirks, KTRI, Sioux City, Iowa; C. K. Beaver, KARK, Little Rock, Arkansas; Sam H. Bennett, KMBC, Kansas City, Missouri; Arthur Hull Hayes, WABC, New York, N. Y.; James V. McConnell, NBC, New York, N. Y.; John M. Outler, Jr., WSB, Atlanta, Ga.; W. B. Stubb, KOMO-KJR, Seattle, Wash.; John E. Surrick, WFIL, Philadelphia, Pa.; Walter Johnson, WTIC, Hartford, Conn.

### Small Market Stations Committee

Chairman—Marshall Pengra, KRNR, Roseburg, Ore.; James R. Curtis, KFRO, Long-

view, Texas; Robert T. Mason, WYON, Marion, Ohio; Fred Schilpin, KRM, Loud, Minn.; William B. Smullin, WYRE, Eureka, Calif.

### AFM Advisory Committee

Chairman—J. Harold Ryan, NA, Washington, D. C.; Edward A. Allen, WFL, Lynchburg, Virginia; Mark Ethridge, WLV, Louisville, Ky.; John J. Gillin, J. W. G. Omaha, Nebr.; Kolin Hager, WGY, Tarrytown, New York; Paul Kesten, C. York, N. Y.; Harry LePoidevin, WNCN, Raleigh, N. C.; Paul W. Morency, WJLA, Washington, D. C.; Frank Mullen, NBC, New York, N. Y.; Stephen R. Rintoul, WSRR, Hartford, Conn.; G. Richard Shafto, WIS, Springfield, S. C.

**SMALL STATIONS:** Herbert King, WMBR, Jacksonville, Fla.

**NETWORK:** Paul W. Keste, New York, N. Y.; Frank M. ... NBC, Washington, D. C.

### Associate Membership Committee

Chairman—Don S. Elias, WVN, Asheville, N. C.; E. L. Hayek, KATE, Alton, Minn.; James D. Shouse, WLW, Chicago, Ohio.

### By-Law Revision Committee

Chairman—Paul W. Morency, WJLA, Washington, D. C.; Barney Lavin, WDAY, N. D. (resigned); Frank King, WMBR, Jacksonville, Fla.

### Convention Program Committee

Chairman—Kolin Hager, WGY, Tarrytown, N. Y.; Harry R. Spence, KXR, Washington; Herbert Hollister, Wichita, Kansas.

### Convention Site Committee

Chairman—Ed Yocum, KGH, Montana; John J. Gillin, Jr., WOW, Nebraska; Nathan Lord, WAVE, Louisville, Kentucky.

### District Meeting, Membership and Organization Committee

Chairman—James W. Woodruff, Jr., Columbia, Ga. (resigned); G. Richard WIS, Columbia, S. C.; Leslie C. Johnson, WHBF, Rock Island, Ill.

### Finance Committee

Chairman—J. O. Maland, WJLA, Moines, Iowa; Roy F. Thompson, Altoona, Pa.; Paul W. Kesten, C. York, N. Y.

### Directors of NAB Copyright

John Elmer, WCBM, Baltimore, Md.; J. Gillin, Jr., WOW, Omaha, Neb.; Hough, WBP, Fort Worth, Texas; J. Scripps, WWJ, Detroit, Mich.

### Accounting Committee

Chairman—H. K. Carpenter, WHK, Cleveland, Ohio; Samuel R. Deau, CBS, New York, N. Y.; Charles C. Leonard, WAVE, Louisville, Ky.; Harry R. McKeon, NBC, New York, N. Y.; Jess Swicegood, WKPT, Knoxville, Tenn.; John B. Conlay, WOWO, Fort Worth, Texas; Lloyd C. Thomas, KGFW, Neor.

### Code Committee

Chairman—William B. Quorton, Cedar Rapids, Iowa; William S. Hodges, New York, N. Y.; Felix Hinkle, WFB, Washington, D. C.; Eugene P. O'Fallon, KFE, Denver, Colo.; Arden X. Pangborn, KEX, Portland, Ore.; Jan Schimek, CBS, New York, N. Y.; Lee B. Waitles, KYW, Philadelphia, Pa.

### Program Directors Exec. Committee

Chairman—Harold Fair, WHO, Des Moines, Iowa; Irvin Abeloff, WRVA, Richmond, Va.; William Adams, WEBC, Rochester, N. Y.; Robert DeHaven, WTCN, Minneapolis, Minn.; Glen Jackson, WSPD, Toledo, Ohio; Douglas Coulter, CBS, New York, N. Y.; Clarence L. Mense, NBC, Kansas City, Mo.; Ray Shannon, KMBC, Kansas City, Mo.; George Sutherland, WPCI, Pawtucket, R. I.

### Public Relations Committee

Dist. 1—E. E. Hill, WTAG, Worcester, Mass.; Dist. 2—Michael R. Hanna, Ithaca, N. Y.; Dist. 3—George D. ... WGBI, Scranton, Pa.; Dist. 4—Irvin Abeloff, WRVA, Richmond, Va.; Dist. 5—Walter Tison, WFLA, Tampa, Fla.; Dist. 6—

(Continued on Page 22)

*Announcing the forthcoming publication of*  
**RADIO ADVERTISING  
FOR RETAILERS**

by C. H. SANDAGE

*Visiting Professor of Business Research, Harvard University Graduate School  
of Business Administration to be published by the Harvard University Press*

study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case-study of the experience of more than 1,000 typical local and retail business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of the Harvard Business School, says, in part:

*Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising; although considerable research has been conducted on the use of radio for national advertising, heretofore few studies have dealt with the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by retailers and other local advertisers.*

*When industry again becomes dependent on the demand... a large volume of production and a high degree of employment can be maintained only if advertising and sales promotion are effective. Then the*

*result of such studies as this one on local advertising will be especially useful..."*

The study and report were completed by Prof. Sandage under the guidance of an Advisory Committee consisting of Professors Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanley F. Teele, all of the Harvard Business School. The book will be published about November 1. Its price will be between \$4 and \$5. Printing conditions are such that it may be advisable for those who wish early copies to write their reservations to Division of Research, Harvard Business School, Soldiers Field, Boston 63, Massachusetts.

The format and typography of the book have been conceived and directed by Mr. W. A. Dwiggin. It is profusely illustrated with charts which summarize the findings.

The topics discussed are implied in the following chapter-titles:  
Extent and Character of Radio Use by Local Business Firms ★ Radio as a Medium for Selling Specific Merchandise ★ Radio as a Builder of Good Will and Store Traffic ★ Factors Making for Success or Failure ★ The Radio Audience ★ The Radio Program ★ Spot Announcements ★ The Commercial Message ★ The Radio Station ★ Advertising Agencies and Other Service Organizations ★ The Regional Advertiser.



DIVISION OF RESEARCH

HARVARD UNIVERSITY GRADUATE SCHOOL OF BUSINESS ADMINISTRATION

Boston, Massachusetts

# 50 SPONSORS Per BROADCAST!

"JOE and RALPH"



—Another CKLW Scoop . . . It's The

# EARLY MORNING FROLIC

The combination of JOE and RALPH and a good station are doing a dynamic selling job in this great market 3½ hours daily, six mornings per week!

Maybe it's the wacky comedy of both lads, as they manage to be both friendly and witty during those early hours between 6:00 and 9:30 A.M. Perhaps it's the variety of recordings, news, drama and dialogue that pulls the greatest concentrated audience in this area. *The net of it is:* a sure-fire selling job at small cost in America's Third Market. We'd like to tell you more, if you'll say the word.

in the  
**DETROIT  
AREA**

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.  
Representative



5,000 WATTS  
DAY and NIGHT  
800 Kc.

MUTUAL BROADCASTING SYSTEM

## NAB Convention Committee 22nd Annual Meeting

(Continued from Page 20)

W. H. Summerville, WWL, New Orleans, La.; Dist. 7—Vernon H. Fribble, WTAM, Cleveland Ohio; Dist. 8—Clarence Leich, WGFB, Evansville, Ind.; Dist. 9—Edward E. Lindsay, WSOY, Decatur, Ill.; Dist. 10—Merle Jones, KMOX, St. Louis, Mo.; Dist. 11—Clarence T. Hagman, WTCN, Minneapolis, Minn.; Dist. 12—Robert D. Enoch, KTOK, Oklahoma City, Okla.; Dist. 13—Karl O. Wyler, KTSM, El Paso, Texas; Dist. 14—Mrs. C. G. Phillips, KIDO, Boise, Idaho; Dist. 15—John Elwood, KPO, San Francisco, Calif.; Dist. 16—P. G. Paltridge, KFL, Los Angeles, Calif.; Dist. 17—Chester R. Duncan, KOIN, Portland, Ore.

### Engineering Committee

Dist. 1—Harold Tuomas, WATE, Waterbury, Conn.; Dist. 2—Earle Godfrey, WBAB, Atlantic City, N. J.; Dist. 3—Ted Kenney, KDKA, Pittsburgh, Pa.; Dist. 4—Clyde M. Hunt, WTOP, Washington, D. C.; Dist. 5—J. C. Bell, WBRC, Birmingham, Ala.; Dist. 6—David Binna, WLAC, Nashville, Tenn.; Dist. 7—Lester H. Nafzger, WBNS, Columbus, Ohio; Dist. 8—A. Friedenthal, WJR, Detroit, Mich.; Dist. 9—Oscar C. Hirsch, WKRO, Cairo, Ill.; Dist. 10—Henry E. Goldenberg, WHB, Kansas City, Mo.; Dist. 11—H. S. McCartney, WCCO, Minneapolis, Minn.; Dist. 12—K. W. Pyle, KFBI, Wichita, Kansas; Dist. 13—George W. Ing, KONO, San Antonio, Texas; Dist. 14—John M. Baldwin, KDYL, Salt Lake City, Utah; Dist. 15—George Graves, KPO, San Francisco, Calif.; Dist. 16—Frank Kennedy, KEJ, Hollywood, Calif.; Dist. 17—J. D. Kulesar, KMO, Tacoma, Wash.

### Engineering Executive Committee

Chairman—John V. L. Hogan, WQXR, New York, N. Y.; William B. Lodge, CBS, New York, N. Y.; F. M. Doolittle, WDRC, Hartford, Connecticut; O. B. Hanson, NBC, New York, N. Y.; G. Porter Houston, WCBM, Baltimore, Md.

### Insurance Committee

Chairman—William I. Moore, WBNX, New York, N. Y.; S. R. Dean, CBS, New York, N. Y.; R. J. Teichner, NBC, New York, N. Y.

### Labor Executive Committee

Chairman—George M. Burbach, KSD, St. Louis, Mo.; Ralph B. Brunton, KJBS, San Francisco, Calif.; W. E. Hutchinson, WAAF, Chicago, Ill.; C. T. Lucy, WBYA, Richmond, Va.; John H. MacDonald, NBC, New York, N. Y.; J. Leonard Reinsch, WSB, Atlanta, Ga.; Frank K. White, CBS, New York, N. Y.; C. S. Young, WBZ-WBZA, Boston, Mass.

### Legislative Committee

Chairman—Don S. Elias, WWNC, Asheville, N. C.; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York, N. Y.; J. Leonard Reinsch, WSB, Atlanta, Ga.; Frank M. Russell, NBC, Washington, D. C.; James D. Shouse, WLW, Cincinnati, Ohio; G. Richard Shafte, WIS, Columbia, S. C.; Nathan Lord, WAVE, Louisville, Ky.; Ed Yeum, KGHL, Billings, Mont.

### Public Relations Executive Committee

Chairman—Edgar L. Bill, WMBD, Pocomoke, Ill.; Leslie W. Joy, KYW, Philadelphia, Pa.; Craig Lawrence, WHOM, New York, N. Y.; Lawrence W. McDowell, KFOX, Long Beach, Calif.; John F. Patt, WGAR, Cleveland, Ohio; Frank M. Russell, NBC, Washington, D. C.; Frank Stanton, CBS, New York, N. Y.; Kern Tipton, KPRC, Houston, Texas; Edgar H. Twamley, WBBN, Buffalo, N. Y.

### Radio News Committee

Chairman—Karl Koerber, KMBC, Kansas City, Mo.; William Brooks, NBC, New York, N. Y.; William Dowdell, WLW, Cincinnati, Ohio; Tom Eaton, WTIC, Hartford, Conn.; Rex G. Howell, KFJ, Grand Junction, Colo.; L. Spencer Mitchell, WDAE, Tampa, Fla.; Paul W. White, CBS, New York, N. Y.

### Research Committee

Chairman—Hugh Feltis, KFAB, Omaha, Nebr.; Roger W. Chapp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York, N. Y.; G. Bennett Larson, WWDC, Washington, D. C.; John C. McCormack, KTSS, Hot Springs, Ark.; Barry T. Rumble, NBC, New York, N. Y.; Frank N. Stanton, CBS, New York, N. Y.; Jack Williams, WAYX, Waycross, Ga.

### Music Committee

Chairman—Campbell Arnoux, WTAR, Norfolk, Va.; James P. Begley, KYW, Philadelphia, Pa.; Arthur B. Church, KMBC, Kansas City, Mo.; Robert Enoch, KTOK, Oklahoma

City, Okla.; C. W. Myers, KOIN, Portland, Ore.; Frank R. Smith, Jr., WWSB, Birmingham, Pa.; John R. Wahlstedt, WEEI, City, Mo.; Warren Williamson, Jr., WFTS, Youngstown, Ohio; Thomas H. Bely, New York, N. Y.; Frank K. White, New York, N. Y.

### Post-War Planning Committee

Chairman—J. Harold Ryan, NAB, Washington, D. C.; John J. Gillin, WWSB, Omaha, Nebr.; Nathan Lord, WAVE, Louisville, Ky.; G. Richard Shafte, WIS, Columbia, S. C.; William B. Way, KVOO, Tulsa, Okla.; John V. L. Hogan, WQXR, New York, N. Y.; Hugh Feltis, KFAB, Omaha, Nebr.; Bill, WMBD, Peoria, Ill.; Harold F. Des Moines, Iowa; Dietrich Dirks, Sioux City, Iowa; George M. Burba, St. Louis, Mo.; William B. Quanten, Cedar Rapids, Iowa; Karl Koerber, Roseburg, Oregon; Eugene Carr, Kansas City, Mo.; Marshall Pennington, Cleveland, Ohio; J. Leonard Reinsch, Atlanta, Georgia; Lewis Allen Welch, Hollywood, Calif.

## GENERAL INFORMATION

HEADQUARTERS: Palmer Bldg., Edward T. Lawless, Vice President and Managing Director.

GENERAL OFFICES: Offices of President, Secretary, Treasurer and NAB Staff, Room 403.

PRESS ROOM: Available to all accredited and trade publication representatives, Room 402.

REGISTRATION DESK is in the corridor on the Fourth Floor immediately to the right of the elevator lobby.

REGISTRATION FEE: Ten Dollars (\$10.00), includes lunches on Tuesday, Wednesday and Thursday.

Extra Luncheon Tickets Two Dollars and Fifty Cents (\$2.50) each. Available only to persons sponsored by an NAB member registered at the Conference.

BADGES: Identification badges will be provided all persons registered at the Conference. These will be required for admission to all business and special sessions of the Conference. Please wear your badge at all times. **NO PERSON NOT WEARING HIS OWN BADGE WILL BE ADMITTED TO ANY SESSION.**

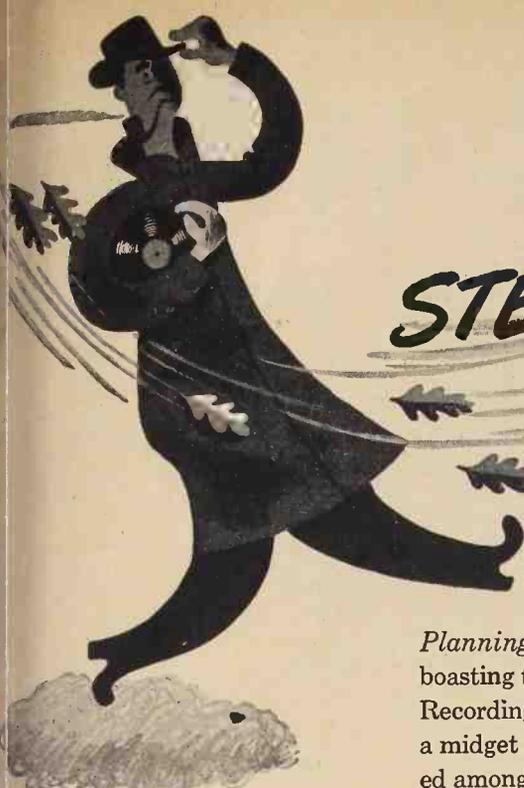
TIME OF SESSIONS: The exact time and place of all business sessions and committee meetings is clearly set forth in the program. All sessions and meetings will start promptly on time. You are urged to cooperate by being in your seat in time for an opening.

DIRECTORY OF REGISTRANTS and Daily Conference News Reports: Each evening, Monday through Wednesday, there will be delivered each registrant a complete list of persons registered at the Conference. This list will give the local address of each person. The Daily Conference News Reports will contain information on any last minute developments or changes in the Conference program. Watch for them carefully.

ASSOCIATE MEMBERS: On the Seventh Floor, west wing, will be located the reception headquarters for many of our associate members and participating organizations. A complete directory of the location of these associate members will be published in the Daily Conference News Reports.

MEETING ROOM LOCATIONS: Reception Room—Grand Ball Room—NAB OFFICE—Press Room—4th Floor.

Rooms 1, 2, 3, 4, 5, 6, 7, 8, 9, 10—Crystal Room—3rd Floor.  
Rooms 14, 15, 16, 17, 18—4th Floor.



# STEP OUT ON THE AIR THIS FALL

WITH YOUR OWN **BRAND-NEW** SHOW

*Planning Fall Schedules?* Want to build your campaign around a brand-new show boasting top-notch talent, writing, production? Ravel your brain no more! NBC Radio-Recording Division brings you costly, expertly produced shows that you can maintain on a midget budget through NBC's share-the-cost-plan whereby the expenditure is divided among many non-competing advertisers throughout the country. **THE SHOWS...**

**Destiny Trails** . . . brings to life the immortal classics of James Fenimore Cooper. First, *The Deerslayer* . . . 39 programs colorfully depicting the spirit of adventure that is our American heritage. Next, *The Last of the Mohicans* . . . 39 programs. 78 quarter-hours ready for release Sept. 15 for three-a-week broadcast.

**Come and Get It** . . . first recorded audience participation show, radio's newest quiz mixes food facts and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, whose syndicated food articles are read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—ready for release about Sept. 1.

**Ned Jordan—Federal Ace** . . . thriller with a new twist for family audience . . . woven from swift-action facts, sans fantasy . . . facts from government agencies, military journals, foreign office studies, secret memoirs, international claims trials and pithy "insides" on underground activities . . . frequently "beating the headlines." Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger, with all-new material. 52 half-hour shows ready for release about Sept. 15.

**Happy the Humbug** . . . adventures of that fanciful hybrid of the Animal Kingdom, named Happy, and his fascinating animal pals . . . whimsical adventures brimming with experiences of little boys and girls. 15 quarter-hours

for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations to start Jan. 1. Two series, available separately or in combination.

**The Christmas Window** . . . Dramatizing Children's stories both old and new, such as A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting, The Fir Tree (Andersen) and the Shoemaker and the Elves (Grimm). Each acted by a superb cast . . . all offer a direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

**The Weird Circle** . . . modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. A record of results for wide variety of advertisers! 13 brand-new adventures bring program total to 65 half-hours.

**Stand By For Adventure** . . . exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Carefully cast and expertly produced. 52 quarter-hours for one-or-two-a-week broadcast.

\* \* \*

Effective promotional material furnished with each show to build your own audience. Pick your own time . . . choose your own stations . . . select an NBC Recorded Program . . . *step out proudly on the air this fall.* Write, wire, or phone for detailed information and audition records.

See us at NAB  
War Conference

PALMER HOUSE, CHICAGO  
AUGUST 28—AUGUST 31

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.

# Station Analysis

	Stations as of July 1, 1944	NAB Membership August 8, 1944
<b>Clear Channel:</b>		
Unlimited (50kw) .....	47	38
Part-time (50kw) .....	4	4
Unlimited (5 to 25kw) .....	29	22
Part-time (5 to 25kw) .....	6	4
<b>Regional Channel:</b>		
Unlimited .....	269	211
Limited and Day .....	41	24
Part-time .....	16	7
<b>Local Channel:</b>		
Unlimited .....	428	260
Day and Part-time .....	26	7
<b>Total Commercial, Operating in Continental U. S. ....</b>	<b>866</b>	<b>579</b>
Non-commercial .....	32	2
Territorial .....	14	7
Construction Permits .....	12	4
<b>Total Standard Broadcast Stations ....</b>	<b>924</b>	<b>592</b>
Frequency Modulation .....		4
<b>Total NAB Stations .....</b>		<b>596</b>
Networks .....		2
Associate Members .....		26
<b>Total Membership in NAB .....</b>		<b>624</b>

## School Broadcast Conference

August 8, 1944

Mr. J. Harold Ryan, President  
National Association of Broadcasters  
Washington, D. C.

Dear Mr. Ryan:

It was only yesterday that the problems of peace seemed extremely remote; today, the problems of peace are already with us. The National Association of Broadcasters is to be commended for its forward looking Conference to discuss the problems which peace will bring to every broadcaster. And the problems are numerous, as we all know.

Radio can and will aid in solving the problems of peace with the same alacrity and same results as in solving the problems of war. Through continuing to present the best in programs of all kinds, radio can and will keep the American public the best informed group in the world.

Very truly yours,

*George Jennings*

George Jennings, Director  
School Broadcast Conference

## THE MIRAGE OF MONEY PROGRAMS

*Here are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.*

BEFORE "MONEY MAN"		DURING "MONEY MAN"	
STATION	RATING	STATION	RATING
WSAI	24.0	WSAI	31.8
A	16.5	A	17.8
B	13.0	B	13.3
C	12.2	C	10.9

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

# WSAI

Division of the Crosley Corp.  
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO

# KMTR News

ESPECIALLY  
EDITED  
★  
EVERY HOUR  
ON THE HOUR  
★  
24 HOURS  
DAILY!

**K. LOUIS FLATAU**

KMTR's Distinguished  
News Analyst and  
Authority on  
European Affairs.  
5:45 P.M. Daily



**KMTR** HOLLYWOOD · TOP OF THE DIAL

**570**

"The West's Greatest News Station"

# SOLD BY WNEW

# \$102,000 WORTH OF BOOKS (17,000 Sets at \$5.96)

## WNEW Impact Breaks All Records in Amazing 8 Week Campaign!\*

Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That's what we mean by WNEW *IMPACT* . . . the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on *regularly scheduled WNEW programs!*

What's the name of the book? What time of day, how many days a week was it mentioned? We'll gladly give you complete details of this *absolutely unprecedented* radio sales record if you're interested.

But even without them, it's easy to see that WNEW has the "listener confidence" that makes people buy, *sight unseen*, the products advertised on this station . . . the *IMPACT* to move such products *fast!*

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

\*This campaign is still on the air . . . still pulling strong.

# WNEW

## NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY  
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

## Today's Convention Agenda

MONDAY, AUGUST 28, 1944

- 9:00 a.m. to Registration  
5:00 p.m.
- 10:00 a.m. to Committee Meetings:  
12:00 Noon  
Legislative Committee  
Sales Managers Committee  
Accounting Committee  
Public Relations Committee  
Engineering Committee  
Radio News Committee
- 11:00 a.m. Broadcast Music Incorporated  
Board of Directors Meeting
- 12:30 p.m. to Committee Luncheon Meetings:  
2:00 p.m.  
Public Relations Executive and Code Compliance Committees  
Sales Managers Executive Committee  
Research Committee  
Clear Channel Group  
(Business session to follow)
- 2:00 p.m. to Committee Meetings:  
5:00 p.m.  
Code Compliance Committee  
Labor Executive and AFM Steering Committees  
Music Committee  
Small Market Station Committee
- 4:00 p.m. NAB Association of Women Directors
- 7:00 p.m. Dinner Meetings:  
NAB Board of Directors  
Program Directors Committee

## Today's Unofficial Activity

MONDAY, AUGUST 28, 1944  
P.M.

- 2:00—Blue Network Affiliates Business Meeting.  
3:00—Columbia Broadcasting System Districts Nos. 2 and 6  
—Business Meeting.  
4:00—National Broadcasting Company Parade of Stars Meeting.  
Mutual Broadcasting System Affiliates Business Meeting.  
5:00—NBC Affiliates Cocktail Party.  
CBS Affiliates Cocktail Party, Grand Ballroom, Drake Hotel.  
Blue Network Affiliates Cocktail Party.  
Mutual Broadcasting System Affiliates Cocktail Party.  
7:00—Blue Network Affiliates Dinner.

## LOS ANGELES

By RALPH WILK

THE Electric Auto-Lite of Toledo, Ohio, announces in view of the enthusiastic accorded Dick Haymes this as master of ceremonies of "Everything for the Boys" program, it has signed him to as the star of this program for Fall and Winter. Gordon Jenks continue as musical director Rauff & Ryan, Inc. is the agency. Bill Forman, Kay Kys's nouncer is replacing Bill Gotwin the Edgar Bergen show who turns to the air September (NBC).

It's a toss-up as to who's more excited, Tom Hargis, NBC producer and writer, or Nancy Hargis, his protegee. The former Hargis' daily program, "Heart," has been tested by Century-Fox and Warners.

Five water colors by George Peckson, Herbert Marshall's fiancée in Lockheed's "The Call of X" CBS, Mondays, included in a collection of representative paintings by contemporary American artists to be sent to U. S. and Canada. The actress specializes in Chinese characters native garb and habitat. The exhibition opens in New York late September.

Jimmy Dorsey has turned writer, and with Ted Grouya composed "Two Again," which the record for Decca. Peer International will publish the song.

Marie Hewitt has replaced Horner as head of ticket distribution at Columbia Square during Horner's two-week vacation period.

Ginny Simms has been named "Forget-Me-Not Girl" by the disabled American Veterans as they launch their annual fall sale of the blue memorial flowers. More than 900 local D.A.V. chapters throughout the nation will sell forget-me-nots to raise funds for rehabilitations and service programs for soldiers of World War II as well as disabled veterans of other wars.



"—but remember, Dad, Harry Mann announces over WFDF, 144-

# First

✓ listeners  
✓ advertisers  
✓ results

BUT, THAT IS THE  
USUAL STORY FOR  
WRC

FIRST, CONTINUOUSLY  
SINCE 1923

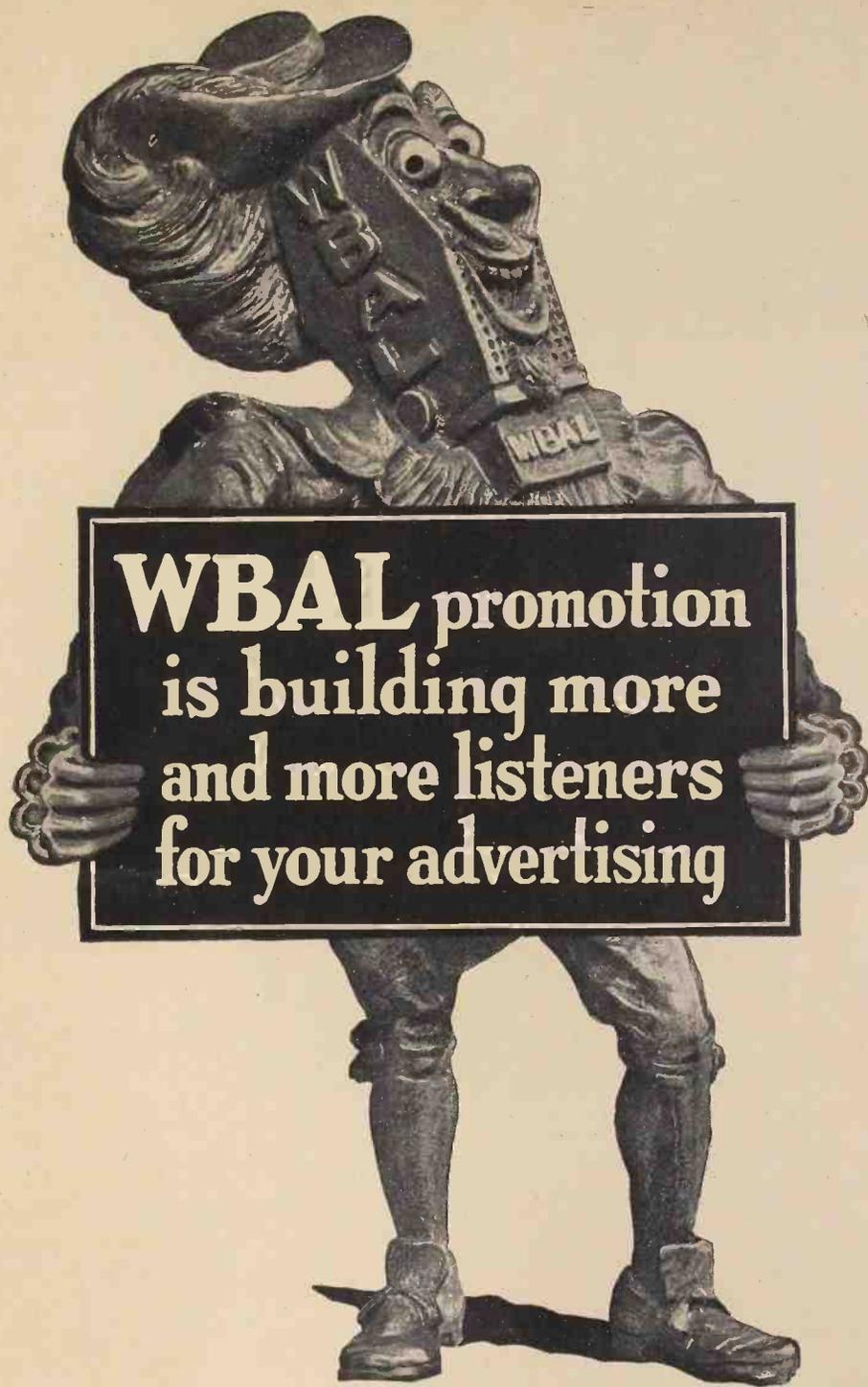


# WRC



Represented by NBC Spot Sales

## Washington



**WBAL** promotion  
is building more  
and more listeners  
for your advertising

WBAL—50,000 Watts . . . One of America's Great Radio Stations  
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

F A L T I M O R E

# Listener Activity

From the Report of Dorothy Lewis,  
Coordinator of Listener Activity

**N**naturally, **A**ll the **B**est

FRANK GRAHAM--Hollywood

*Good Luck  
to the  
N A B*

Jim Doyle  
and  
Joy Storm  
NBC

For Gin Rummy Scores  
Between NAB Sessions

Compliments  
MARVIN MUELLER  
NBC-CBS-Blue

**M**EASUREMENT of accomplishment in public relations is always difficult, but if a great increase in prestige, activity, correspondence, public appearance and consultant services spells progress, the Listener Activity Department can so report. The work is carried on under several divisions, as follows:

### Association of Women Directors

This organization with an accredited membership of 650 women on staffs of NAB stations has completed a significant year. Several studies were made concerning the character of local women's service programs and of the releases received from commercial organizations. A letter from President Ryan with a statement from the Sales Managers' Committee reached each member. AWD held a successful session at the Ohio Institute with well-known speakers as well as conducted its annual meeting where constitution and by-laws were adopted. Regional conferences have been held. Quarterly issues of the Beam were edited and released. Several AWD committees function regularly. A Rural Committee has been set up to cooperate with the Department of Agriculture, government agencies, and the Association of Farm Directors. An Advisory Stephens College Committee has been established to aid in the new course being inaugurated to train women directors and broadcasters. The outstanding event of the year was the editorial campaign on the "American Home" which was conducted during the spring months with the cooperation of 25 national women's organizations representing over 20,000,000 persons. These groups sent three specially prepared spot announcements to each AWD member. The campaign opened with a brilliant luncheon and NBC network show in February. It closed with a Blue Network program in July. Considerable newspaper publicity and much approbation from national leaders attended the effort. Another campaign is contemplated for next year.

### Radio Councils

The development of Radio Councils continues both through new or-

ganizations and the strengthening of and expansion of older ones. Thirty Radio Councils in key cities, with a combined potential membership of over 2,000,000 have gone on record for the American System of Broadcasting and are aiding local stations through program promotion, distribution of material on radio, evaluation, radio education, survey, children's programs, free time requests, etc. Increased prestige in personnel and projects characterize the year's activities. Matters pertaining to Radio Councils are checked with the NAB Public Relations Committee. A panel discussion on Radio Councils and community radio projects was scheduled at the NAB 1944 War Commem-

### Children's Programs

NAB maintains the largest file of children's programs in the world. This source material is constantly used by broadcasters, lay groups, newspapers and magazines. Many invitations to speak on the subject are received. A session on Children's Programs will be conducted at the Stephens College Radio Conference, November 1944. A brochure, giving a resume of various types of children's programs adaptable to local station production, is in process. Contact is maintained with organizations such as the American Library Association, Children's Bureau, Junior League, Parent-Teacher, etc. At the request of the Children's Bureau, Department of Labor and with the cooperation of NAB station managers, a survey was made of radio's efforts, national and local, in the reduction of juvenile delinquency. A full report will be available to the industry, together with suggested scripts for local use.

### National Organizations

Close contact is maintained with most national organizations on the local, state and national levels. Our services include cooperation in planning yearly objectives and representation of radio on convention agendas, as consultant on radio problems, in distribution of radio material, in guiding use of radio time and educating in proper listening habits and program evaluation. Since there are

almost 70,000 radio chairmen frequently, this process of is of strategic importance casters. Great strides have been recently through the cooperation of 25 national women's groups with AWD of NAB in the American Home Campaign. Each went on radio. Several national organizations passed resolutions endorsing "freedom of the air" industry. Mrs. Lewis, representing NAB, invited to a White House conference called by four major women's groups and Mrs. Roosevelt, on world's in post-war. Radio was the industry present.

A "Handbook for Radio Chairmen" is off the press for station chairmen to contribute to persons seeking information on radio. Thousands of copies will be distributed to radio chairmen from coast to coast.

### Radio Education

Through personal contacts with radio educators and visits made to education centers, reasonable information is available at headquarters. Attendance at Radio Education conferences and Workshops is maintained. Cooperation with the Association for Educational Radio is also continued. Progress, notably in New Jersey and Iowa, has been made through leadership of Radio Councils.

### Tours

During the year, Mrs. Lewis addressed about 30,000 persons at conferences, conventions, club meetings, colleges and schools, as well as broadcast over major stations. She has travelled over 20,000 miles, visiting major cities from coast to coast.

### Material

Through the Listener Activity Department over 250,000 copies of brochures and information material have been released to leaders throughout the country.

### Speakers

Lists of speakers on radio stations are also available to the public in the industry.

Acting as liaison between the industry and the public, the history of the industry holds an enviable record of harmonious relationship. Its objectives are concerned with a national program for the public, the principles of the American System of Broadcasting, with emphasis on the responsibilities of listeners in its democratic process. Increased service will be available to station organizations and individuals in national and community radio programs and in the use of radio to the interest. Continued effort will be made to bring added prestige to the industry.

## "THE LIFE OF RILEY"

Every Sunday Night

Blue Network

# Department Stores WILL USE RADIO...

... 88 of America's great department stores are currently sponsoring "CALLING ALL GIRLS". Such outstanding stores as Gimbel's in New York, Philadelphia and Milwaukee; O'Neil's of Akron; D. H. Holmes of New Orleans; Hecht's of Washington; J. N. Adams of Buffalo, and many others have found that they can merchandise their stores by radio if the program is right.

## CALLING ALL GIRLS

*is the Right Program!*



When 88 stores agree on a radio show, it must be good! Top flight casting and production beamed to the teen-agers, has won enthusiastic support for "CALLING ALL GIRLS". Backed by an outstanding promotional set-up for the teen age departments, this phenomenal program has a 98% renewal history.

*Now Comes*

## PARENTS' MAGAZINE ON THE AIR

... Bringing to department stores the prestige and authenticity of America's leading magazine on rearing children. Sponsorship of "PARENTS' MAGAZINE ON THE AIR" gives the local advertiser a magnificent network-caliber program, the right to be known as official headquarters for PARENTS' promotions, and a host of other pre-tested features.



Produced by

FREDERIC W. **ZIV** COMPANY

2436 READING ROAD, CINCINNATI, OHIO

NEW YORK

HOLLYWOOD

# ★ Technical Manpower Status

From the Report of Howard S. Frazier,  
Director of Engineering

Hello and Good Luck!  
to the  
**NAB CONVENTION**  
**MARTHA MEARS**

**BILL PENNELL**

Announcer - Reporter

"A DISPATCH FROM  
**REUTER'S**"

Good Luck  
to the

**NAB**

*Lurene Tuttle*

CBS-NBC



**PAUL CARSON**

Organist

Currently Appearing on

"ONE MAN'S FAMILY" (NBC)

"I LOVE A MYSTERY" (CBS)

"BRIDGE TO DREAMLAND"

(Blue Network)

"ROMANCE OF THE HIGHWAYS"

(Mutual)

and

STANDARD RADIO, Inc. LIBRARY

**T**HROUGH the NAB Technician Pool, this department has recruited more than 700 licensed technicians who expressed their desire to secure a position with a broadcast station and filed a formal application with NAB setting forth their qualifications and other information desired by employers. A substantial portion of this number has already been placed with broadcasters. It is impossible to determine the exact number of new technicians brought to the industry as many stations and applicants failed to report their employment to NAB.

A survey of licensed radiotelephone operators, to determine those available for placement with stations, has been conducted jointly by the Federal Communications Commission and NAB. NAB cooperated by furnishing the needed personnel to address the postal card questionnaire and also distributed the names of operators who reported a desire to obtain employment.

#### Students Recruited

The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. The Board of Directors appropriated the necessary funds for this project and the recruiting of students was carried out in the New York City area where training facilities were available and the general labor situation was less critical than in other populous centers. The four national networks cooperated in the training program by supplying experienced lectures and studio control facilities for practice use. RCA Institutes of New York coordinated the training activity and furnished an instructor who was present with the class at all times. Thirteen women were selected from more than 1,000 original applicants. Twelve of these women were graduated from the class after a part-time instruction period of twelve weeks. Nearly all are now employed by broadcast stations. At the time the original experimental class was graduated, the manpower situation had eased somewhat and it has therefore not been considered advisable to train additional women

through this cooperative industry program. The training course and the methods of instruction have been made available to many stations upon request, and it is believed this training has resulted in the placing of many competent women operators with stations.

In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact together with regulations of the War Manpower Commission has tended to stabilize technical employment in the industry.

#### Materials

Due to the adoption by the industry of conservation measures, the work of the Radio and Radar Division of WPB, the repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no station has been off the air, longer than a brief period, because of the lack of replacement tubes and parts. At the present time, we expect replacement tubes, parts and equipment to gradually become available in greater quantities. It is also anticipated that within the next few months many items of capital equipment, such as turntables, microphones, recorders, etc., will again become available to those stations which have equipment needing replacement.

#### Allocation Problems

Post-war allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to Government and commercial organizations engaged in radio communications. The Inter-Departmental Radio Advisory Committee is the group that evaluates the requirements of Government and commercial interests for spectrum space. This committee recommends frequencies to be assigned for Governmental use and certain bands of frequencies for assignment by the Federal Communications Commission to non-Government organizations. The Department of State is the agency responsible for American participation in international radio conferences held for the purpose of determining

the international aspects of allocation and operating practices.

The radio industry through the Radio Technical Planning Board's various panels is now attempting to determine the allocations required for non-Government use an effective compromise where conflicting claims originate within industry from various radio services.

Thus the allocation problem requires the closest cooperation between Government and industry. There is now every indication that the Federal Communications Commission, Department of State, the Inter-Departmental Radio Advisory Committee and the Radio Technical Planning Board will cooperate for the common purpose of securing the best possible post-war allocation of radio frequencies. It has long been recognized that this allocation cannot be made available to the various services all of the frequencies that will be requested. Already the demand for frequencies below 400 megacycles exceeds the space available in that portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies at the minimum requirements of each radio service.

## NAB Associated Members

#### Equipment Manufacturers

Amperex Electronic Corp., Brooklyn, N. Y.  
Audio Devices, Inc., New York, N. Y.  
Blaw-Knox Company, Tower Department, Pittsburgh, Pa.  
Columbia Recording Corporation, Columbia Dept., New York, N. Y.  
The Daven Company, Newark, N. J.  
Federal Telephone & Radio Corp., New York, N. Y.  
Freeland & Olshner Products, Inc., New Orleans, La.  
General Electric Company, Radio and Television Dept., Schenectady, N. Y.  
Graybar Electric Company, Inc., New York, N. Y.  
Presto Recording Corporation, New York, N. Y.  
Radio Corporation of America, RCA Victor Division, Camden, N. J.  
Radio Engineering Laboratories, Inc., Island City, N. Y.  
Western Electric Company, Inc., Radio Division, New York, N. Y.

#### Market Research Organization

Walter P. Burn & Associates, Inc., New York, N. Y.  
C. E. Hooper, Inc., New York, N. Y.  
The Hooper-Holmes Bureau, Inc., New York, N. Y.

#### Station Representatives

John Blair & Company, Chicago, Ill.  
Free & Peters, Inc., Chicago, Illinois  
The Katz Agency, Inc., New York, N. Y.  
Joseph Hershey McGillivra, Inc., New York, N. Y.  
Edward Petry & Company, Inc., New York, N. Y.  
Spot Sales, Inc., New York, N. Y.  
Weed & Company, New York, N. Y.  
Howard H. Wilson, Company, Chicago, Ill.

#### Transcription Companies

Keystone Broadcasting System, Inc., New York, N. Y.  
Lang-Worth Feature Programs, Inc., C. P. MacGregor, Hollywood, California  
NBC Radio-Recording Division, New York, N. Y.  
Standard Radio, Hollywood, Calif.

Greetings

to the

**NAB CONVENTION**

**JACK CARSON**

# CRESCENDO!



**1914!** The Kaiser is plotting to rule the world...Americans are happily whistling Victor Herbert's new "Sweetheart" and the lively hit "When You Wore A Tulip." In New York, 116 song writers and 18 publishers are gathered to study the future of their craft...in terms of production, distribution and use. They find that their interests, aims and problems are similar. They form an American Society of Composers, Authors and Publishers...inviting their fellow craftsmen to join them.

The fact that, today, it is *THE* American Society of Composers, Authors and Publishers is glowing evidence of thirty vigorous years of intelligent service to its

members and to a music-loving America. The problems of radio, sound-pictures

...and now the tremendous field of industrial music. .have been met, in turn, with considered workable solutions. New public services have been developed. New uses of music encouraged. Of the more than 900 ASCAP-licensed radio stations in this country, 600 are using ASCAP's Radio Program Service, made available without cost.

Music has grown in these thirty years. So has ASCAP. More than 1800 members are freely associated in its work today, providing musical pleasure through more than 28,000 licensed establishments.

**AMERICAN SOCIETY OF COMPOSERS,  
AUTHORS and PUBLISHERS**

---

**THIRTY YEARS OF SERVICE TO THE AMERICAN PUBLIC**

# ★ ★ Radio News Committee ★ ★

From the Report of Willard D. Egolf  
Director of Public Relations

Congratulations

to the

**NAB CONVENTION**

**JOHN GUEDEL  
RADIO PRODUCTIONS**

*Good Luck*

to the

**NAB**

**LARRY KEATING**

**Hello**

to my

**NAB FRIENDS**

•  
**Harry W. Flannery  
CBS**

Best Wishes

**TED MEYERS**

KFI

Greetings

**BERT FISKE**

"Piano Paintings"  
KFWB

**F**OR the purpose of giving expert attention to the problems and growing importance of radio news, a Radio News Committee was appointed and met in New York City on September 15-16, 1943; the committee members being:

Karl Koerper, KMBC, Chairman; L. Spencer Mitchell, WDAE; Paul White, CBS; William Brooks, NBC; William Dowdell, WLW; Rex Howell, KFXJ, and Tom Eaton, WTIC.

With typical directness, this committee went to the heart of radio's news problem, which was proper training of news personnel. A sub-committee was appointed and authorized to take up the matter with representatives of America's educational institutions. First response came from the National Association of State Universities, which furnished a special committee to meet with the Radio News Sub-Committee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State University; Mitchell V. Charnley, Professor of Journalism, University of Minnesota and Wilbur Schramm, Director, School of Journalism, University of Iowa.

#### Preliminary Plans

Preliminary plans laid by these two committees resulted in the entry of the American Association of Schools and Departments of Journalism into the deliberations, under the leadership of AASDJ President, Frederick S. Siebert, Director, School of Journalism, University of Illinois. In Chicago on June 23-24, 1944, the combined committees met and outlined a proposed Council on Radio Journalism, a permanent group to formulate standards and install full-time courses in radio journalism in schools and colleges. Siebert was joined at this meeting by AASDJ members, Paul H. Wagner, Department of Journalism, Indiana University; Richard W. Beckman, Department of Technical Journalism, Iowa State College and Frank E. Schooley, Executive Secretary, National Association of Educational Broadcasters and Program Director, Station WILL, University of Illinois.

#### Newsroom Survey

Under the direction of Richard Beckman, a survey of station newsroom manpower needs was under-

taken immediately. Fred S. Siebert accepted the responsibility of preparing the detailed Council plan for presentation to the Radio News Committee, the NAB Board of Directors and the NAB membership in convention at Chicago, August 28-31.

Thus the NAB Radio News Committee, in its few months of existence, has exhibited the ability to treat with fundamentals in the face of temptation to identify itself more prominently with the dramatic role being played by radio news in the present world-wide conflict, a role that the Committee feels is in capable hands, scarce as they may be.

As time permits, it is the intention of the Radio News Committee to take up every angle of news broadcasting and study it to the end.

#### Program Managers' Executive Committee

The Program Managers' Executive Committee was appointed and met first in March of 1943. Two meetings have been held since, the personnel now being:

Harold Fair, WHO, Chairman; Clarence L. Menser, NBC; Doug Coulter, CBS; Ray Shannon, WHAS; William J. Adams, WHEC; J. Robert DeHaven, WTCN; Irvin G. Abeloff, WRVA, and Robert Evans, WSPD.

The main objective of this Committee are maintenance of high program standards, education of program personnel and close cooperation with station management.

The Committee has given constant attention to the problems of wartime programming while pursuing its outline for industry improvement.

On January 11-12, 1944, in New York City, especial attention was given the problem of labor programming, when more than a score of A. F. of L. and C.I.O. representatives met with the Committee and discussed at length the ways and means of presenting labor to the public through the vehicle of radio. Mutually satisfactory conclusions were reached.

#### Series of Articles

At this same meeting a series of articles was outlined for NAB Reports

which could be bound into program manager's handbook. Irvin Abeloff and George Sutherland were appointed as a sub-committee in charge of preparations. With a number ready, the first article printed in a special bulletin accompanying NAB Reports of July 1944, "Foreword," by Harold Fair, Program Manager's Obligations to Management and Audience," by Irvin Abeloff. Additional articles scheduled for release are "The NAB Code of Programming," by Edgar L. Brundage, WMBD, former Code Committee Chairman; "The Program Manager Looks at the Technical Department," by Robert DeHaven, WTCN and "The Technical Department and a Look at the Program Department," by Reed Snyder, WHO. The bulletin covers all phases of programming activities and responsibilities, including music, copyrights and undersides of unions.

By undertaking this series of articles, in which program managers receive thorough definition, the Program Managers' Executive Committee is displaying its devotion to the principle of "first things first."

#### Small Market Stations

At the request of the Small Market Stations Committee, the Research and Engineering departments undertook a study of small market station coverage. For the purposes of the study a small market station was defined as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 10,000 watts power. Under this definition 379 standard broadcast stations were classified as small market stations.

From the calculated radii furnished by the Director of Engineering the Research Department plotted the calculated one-half millivolt contour of each of the 379 stations on individual minor civil division State maps applied population to each minor civil division or part thereof including the station's coverage, and totaled the population for each state. The detailed figures by states will be incorporated in a presentation to be made during the War Conference.

#### Radio Market Data Handbook

The NAB Radio Market Data Handbook, the first such publication issued by the Association, was released in October, 1943, after nearly a full year of exhaustive work by the Research Department in calculating and compiling the fact and figures. A complimentary copy of this 261-page handbook was sent to each NAB member. The book is available to others at a printing cost price of \$1.50 per copy.

The primary use of the Radio Market Data Handbook is probably the promotion of the sale of broadcast advertising. However, it is filling a need in all branches of the industry.

Greetings **NAB Gang**

Hal (GILDERSLEEVE) Peary

# ADVERTISERS CONSISTENTLY RENEW AT WFBR\*



**Advertisers like to keep their programs on the Baltimore station that does the job!**

Real friends stick with you through the years. And when that happens in radio . . . when advertisers renew contracts year after year . . . look for two big reasons—*service* and *listeners!*

WFBR has been delivering plenty of both in Baltimore for a long, long time . . . that's why advertisers stay with us!

### **Here are the facts!**

*A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years . . . then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3*

*for six years.* These are just our oldest consistent advertisers. The great majority of WFBR's advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along . . . that in Baltimore, a market of a million, it's just good business to put your shows on WFBR.

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

# WFBR

**\* ANOTHER GOOD REASON WHY IS YOUR BEST BALTIMORE BUY!**

*Gale Associates*  
 SPECIALISTS  
 IN RADIO PACKAGES  
 AND TALENT  
 48 West 48th St. • New York City  
 LO 3-0350

**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.

**THREE DIMENSIONAL NUMBERS**  
**1430**  
 1. NEWS  
 A.P. and I.N.S. flashes every few minutes  
 2. SPORTS  
 and Race Results every few minutes  
 3. MUSIC  
 as you like it all day long  
**all on WBYN all the time**  
 For Availabilities:  
**WILLIAM NORINS, Gen. Mgr.**  
 Station WBYN, Brooklyn, N. Y.



**The NAB Warms To Its 22nd Meet !!**

● ● ● Once again the stage is set and all behind-the-scenes arrangements are complete for the opening session of the NAB's Executives War Conference, opening today at the Palmer House . . . On no less an authority than C. E. Arney, Jr., secretary of the organization, registration is complete, except for the usual late minute stragglers . . . Arney and his staff have been here working like beavers for the past week, ironing out the hundred and one details incidental to the proper organization of an NAB convention . . . Assisting Arney in setting up the meet is Art Stringer (back in his old stamping ground) but still a very active Director of Promotion and Circulation for the trade association . . . and Mrs. M. O. Hathaway, auditor . . . President J. Harold Ryan, Lew Avery, director of Broadcast Advertising and Paul Peter, Director of Research, arrived on the scene Saturday ayem . . . But yesterday is when the gathering really began to show up strong and the majority of the registrants checked in.

★ ★ ★ Many familiar faces and personalities without which an NAB Convention would not be a Convention . . . filled the lobby and dining rooms . . . Gene O'Fallon, fresh as a daisy and filled with that good ole Denver (KFEL) ozone, as usual knows what's what in and out of the NAB . . . some of the web and other big and small station execs hied out to the golf clubs yesterday for a little exercise before the actual business sessions start . . . And if Walter Damm and John Shepard III, were to be seen in a huddle, you don't need an FM receiver to know what they are talking about . . . George Crandall, CBS head of the web's information bureau, wisely spots himself facing the door of the dining rooms he frequents . . . so as not to miss saying hello to friends in the industry . . . but those cocktail parties this afternoon . . . who's going to who's and when . . . they run concurrently and it looks as though the fellers will try to make at least two out of the three . . . NBC, CBS and Mutual are holding forth come 5 p.m. . . also the Blue, and the latter is planning on a dinner for the affiliates at 7 p.m. . . in other words it will be continuous . . . Mark Woods and Edgar Kobak will be near the door for shaking hands for the Blue . . . Jim O'Bryon recently appointed publicity head for Mutual will make his debut as a cocktail party host at NAB Time . . . Frank Mullen subs for Niles Trammell of NBC at the Thursday roundtable for post-war radio discussion.

★ ★ ★ Seventh floor of the Palmer House is the bee-hive dept. and housing many associate members and exhibitors . . . these include Mickey Sillerman, of Keystone Network; Loren Watson, of Spot Sales; also John Blair's men . . . Paul Raymer is at the Drake where he acted as a gracious host last night with an excellent example of how to throw a good cocktail party . . . Fred Brokaw, his New York able henchman was on hand of course . . . Joe Weed, jovial as ever among the station rep. attendees . . . Oliver Gramling of AP and Al Harrison of UP, much on the job for their respective news associations . . . Charlie Hammond of NBC has something to get excited about with his "Parade of Stars" exhibit . . . many of the Blue web folks are more or less new to NAB gatherings, such as Chester La Roche, Ed Noble and the newest Blue vice-president Robert Kintner . . . Katz Agency has open house at the Palmer, with Eugene Katz, George Brett and Steve Rintoul on hand . . . Not a few faces will be missed this year . . . many now in the services, serving Uncle Sam overseas . . . and many stationed in the U. S. are unable to make the trip . . . Local web key stations and indies are pitching in to make the visitors' stay as pleasant as possible.

★ ★ ★  
 — Remember Pearl Harbor —

**THE WEEK IN RADIO**

NAB's Post-War Session

(Continued from Page 33)

membership and to answer questions made by network speakers . . . Carl Evers, president and general manager of WHKC, Columbus, Ohio, informed the FCC that he thought the broadcasters should have a say in the Regulation: Stations operating on different power day and night should obtain a license authorizing the use of alternate transmitters of different power for the day and night according to the FCC amendment to Section 3.64 in its standard broadcast station rules.

Repairs: WPB announces that its members may now offer parts and equipment to stations to ease their problems on maintenance and repairs under the new A-5 rating.

People: Don Searle appointed general manager of the Western Division of the Blue . . . Jack Alicata, publisher of Film Daily and Radio, appointed chairman of the Public Relations Committee of the Trade Division of Motion Pictures, Industry . . . William B. Yoder, controller of Philco Corporation, C. H. McGee, Sr., of the Radio Radar Division of WPB resigned. Don E. Gilman, vice-president, in charge of western division, resigned.

Suggestion: This week's digest may interest some of our readers from radio now in the forces. Clip and mail it to us.

**Gov't On 'Farm Hours' To Use Wire Recordings**

(Continue from Page 4)

farm experts and educators farm members on their families, members of 4-S Clubs and others can have farm news, farm developments, experiments, or discuss agricultural topics on the air without the necessity of traveling to the broadcast studios. Among the radio directors and educators cooperating with Bond in the initial recording and broadcasts are: KFAB, Lincoln, Nebraska; William McDonaugh, radio director, and George Rodden, extension editor, University of Nebraska Extension Service; WCCO, Minneapolis, Minn.; Larry Haeg, president, American Association of Farm Radio Directors; WASK, Purdue University, Lafayette, Ind.; James Miles, radio director, Agricultural Extension Service; WLW, Cincinnati; Mason, farm program director; William Zipt, associate extension director, Ohio State University; and Mert Emmert, farm program director.

**New Tele Firm Incorporated**  
 Albany, N. Y.—Associated Television Productions, Inc., has been incorporated here in the office of Secretary of State.

"AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending."

ANDREW JACKSON

FREE SPEECH  
"MIKE"

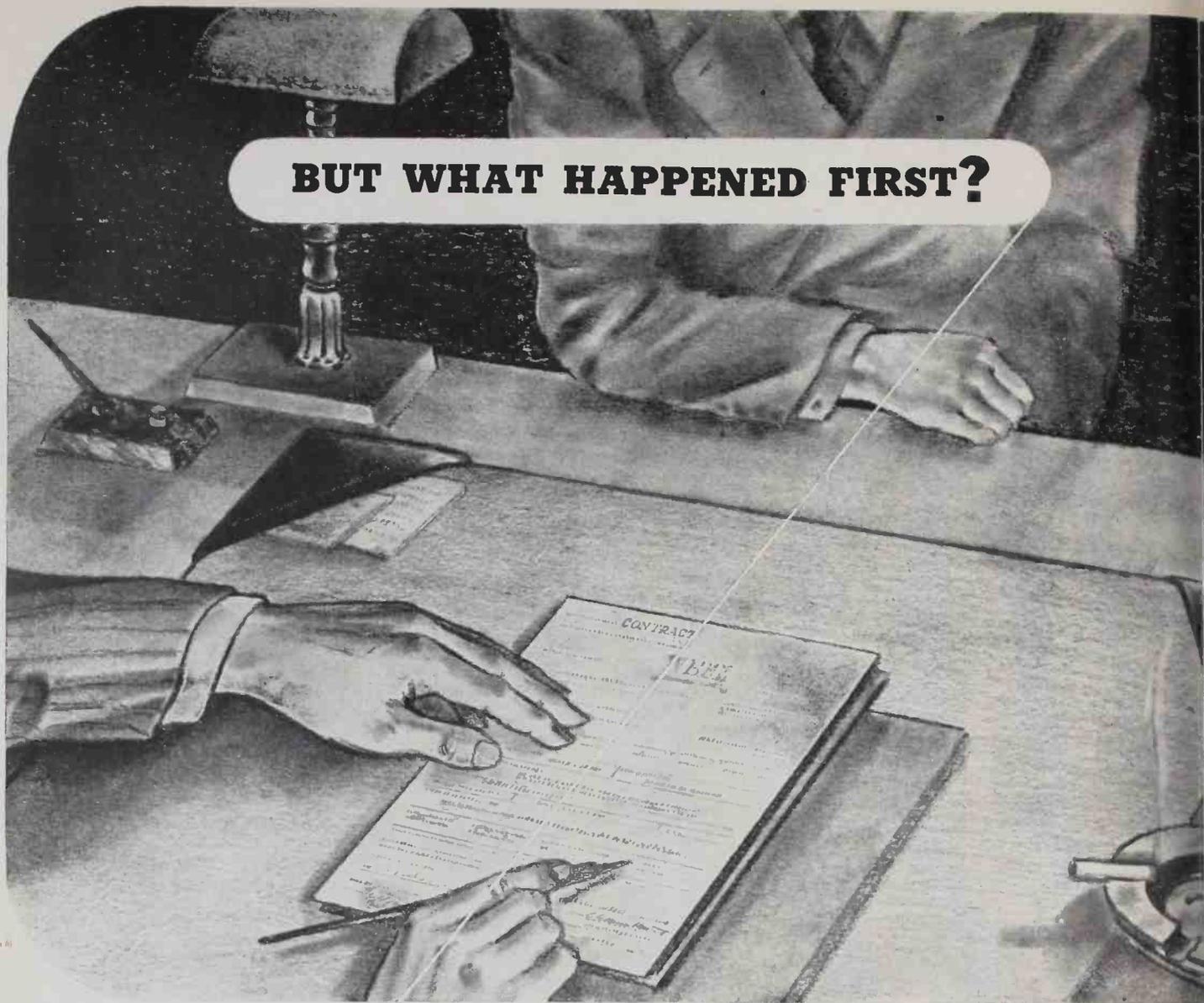


HEAR  
"VICTORY FOB"  
CBS COAST TO COAST  
Saturdays 3:00 PM E.W.T.

RADIO STATIONS

**WJR** ★ **WGAR** ★ **KMPC**  
DETROIT CLEVELAND LOS ANGELES

**BUT WHAT HAPPENED FIRST?**



*First a Weed & Company man was there with data on the market, the station, and the time. And the Weed & Company man was there first, too. Put on your letterhead*      *the line that advertises and time buyers know means business — and that you know means more business — “Nationally represented by Weed & Company.”*

**WEED AND COMPANY**

**RADIO STATION REPRESENTATIVES**

**NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD**

PR

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 41

NEW YORK, N. Y., TUESDAY, AUGUST 29, 1944

TEN CENTS

## NAB Formally Under Way

### NBC Shows Renew 2-Week Contracts

NBC programs have been renewed for 52 weeks, four of them in September and one in October. Clients are the Pepsodent Co. (Lever Bros.); John Morrell Co.; W. A. Sheaffer Pen Co.; Miles Laboratories and Emerson Drug Co. (Seltzer). Hope, who returns Tuesday, 10-10:30 p.m., EWT, is sponsored by the Pepsodent Division of the Drake Brothers Co. for Pepsodent Paste. The new contract, (Continued on Page 25)

### Panel On Mutual Board; Action On World Series

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### Hot Potato

Charles Rosen, a mild and meek tempered person who is an elevator operator in the WOR building, was also an Air Raid Warden. Sun- day an unknown former soldier stepped in at the Sector Headquarters and told Rosen: "Here is an M-16 mine for your collection." As he departed said: "look it is alive!" The cops found a load of TNT in it.

### Congrats

Chicago—Bernard Berk, president and general manager of WAKR, Akron, and Mrs. Berk, received congratulations yesterday from friends at the NAB Executives War Conference, on the occasion of their 25th wedding anniversary. In the morning they were guests of Don McNeil's "Breakfast Club" and later attended a dinner party.

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Washington Bureau, RADIO DAILY  
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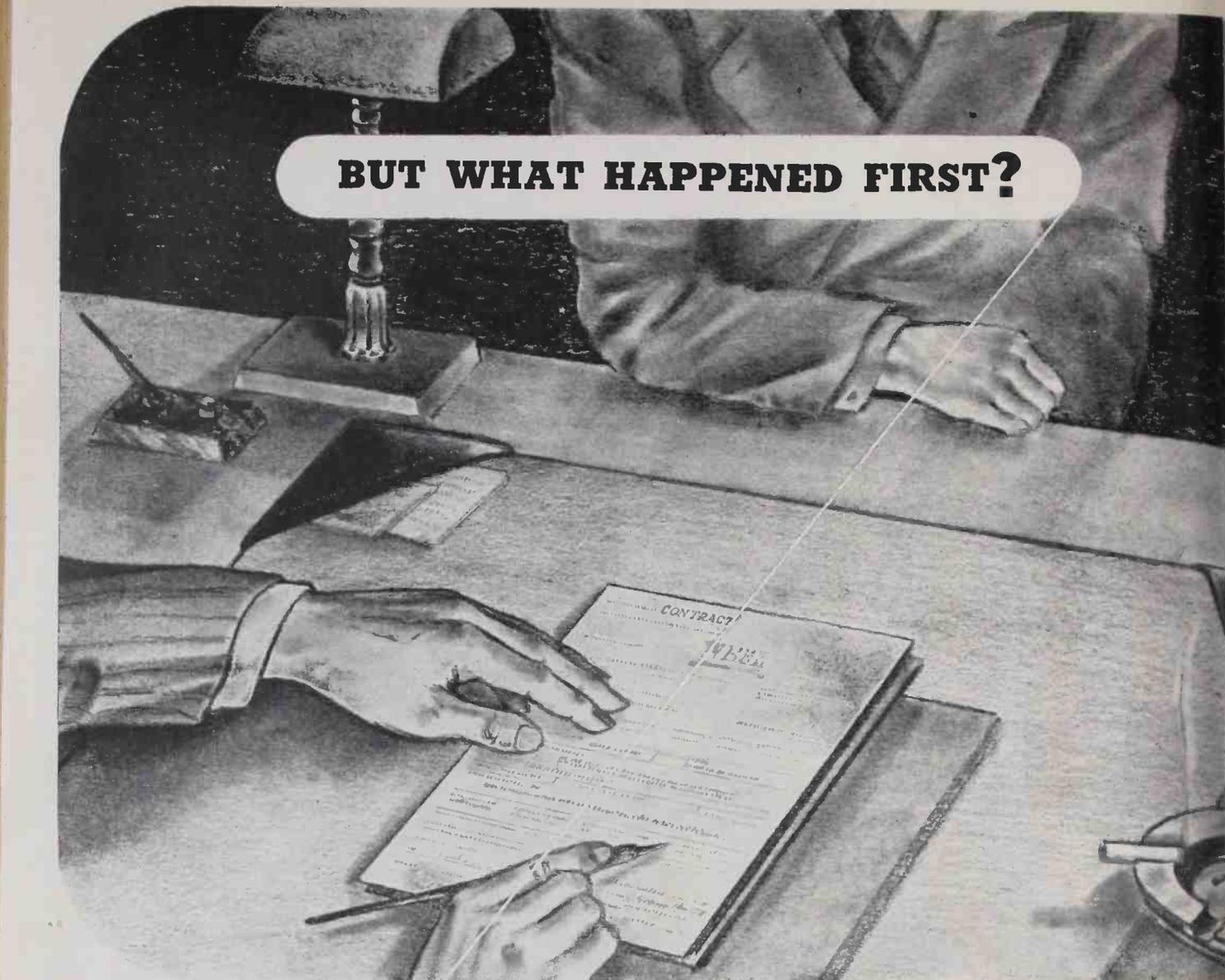
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Vol. 28, No. 41 Tues., Aug. 29, 1944 Price 10 Cts.

**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**

(Mon. Aug. 28)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/8	164	+ 1/8
CBS A	32	31 7/8	32	—
CBS B	31 1/2	31 1/2	31 1/2	+ 1/8
Crosley Corp.	21 1/4	21 1/4	21 1/4	— 1/2
Gen. Electric	38 3/8	38	38 1/4	—
Farnsworth T. & R.	12 1/2	12 1/4	12 1/4	— 1/4
Philco	35	34 3/4	35	+ 1/2
RCA Common	10 7/8	10 1/2	10 3/4	+ 1/8
RCA First Pfd.	77	76	76	— 1/2
Stewart-Warner	16 1/2	16 1/8	16 1/8	— 1/2
Westinghouse	104	104	104	— 1/8
Zenith Radio	41 1/2	41 1/2	41 1/2	— 1/4

**OVER THE COUNTER**

	Bid	Asked
Stromberg-Carlson	16 3/8	17 3/8
WCAO (Baltimore)	22	—
WJR (Detroit)	36 1/2	38 1/2

**Antoine Promoted**

Herbert J. Antoine, junior announcer at NBC, has been promoted to senior announcer by C. L. Menser, vice-president in charge of programs.

**20 YEARS AGO TODAY**

(August 29, 1924)

Three months after granting of license on April 17, 1922 to KPO, situated on the roof of Hale Brothers Department Store in San Francisco, studio facilities had been tripled, the power increased to 500 watts, and it had inaugurated a policy of putting on live talent shows instead of recordings.

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

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

**Allocation Suggestions Outlined At TBA Meet**

(Continued from Page 1)

nical Planning Board in establishing allocations for post-war television.

The resolution, endorsed by all directors present, including representatives of NBC, CBS, Philco, General Electric, Du Mont, Hughes Productions and Television Productions, Inc., subsidiary of Paramount Pictures, declared that the following points are considered the major premises involved in the matter of allocations.

"1. The directors of TBA are convinced that the public interest requires that television be allocated 30 six-megacycle channels as nearly continuous as possible starting at approximately 40 megacycles and extending to 250 megacycles.

"2. They further are convinced that the public interest requires that television be allocated 30 sixteen- to twenty-megacycle channels as nearly continuous as possible starting at approximately 400 megacycles and extending to 2,000 megacycles.

"3. It is further convinced that adequate relay channels such as suggested in the RTPB report of Panel 6, dated April 14, 1944, should be allocated to television service."

Allen B. Du Mont, president of TBA, represents the broadcasters association on the Radio Technical Planning Board. The next meeting of the RTPB will be held in New York City on Sept. 14, 1944.

The directors of TBA at last week's

**MBS Completes Deal For Cleveland Symp**

After a lengthy series of consultation, arrangements for the fall and winter concerts by the Cleveland Symphony Orchestra over Mutual have been completed. This series, which starts Sunday, October 15 from 7:00 to 8:00 p.m., EWT, will mark its second year on Mutual.

The conductor for most of the concerts will be Vladimir Golschmann, director of the St. Louis Symphony. Other guest conductors will be: George Szell; Fritz Reiner; Eugene Goossens; Dr. Frank Black and Corporal Eric Leinsdorf.

**Waring Rehearsals Start**

Rehearsals have already been started by Fred Waring and his Pennsylvanians for his new show, which will be sponsored by Owens-Illinois Glass Co., and will make its debut Thursday, September 7, from 7:00 to 7:30 p.m., EWT over the Blue Network. The program will be heard every Thursday for a year, and there will be a rebroadcast for the West Coast. Bill Blevins will probably do the announcing.

meeting also moved to change the date of its first annual conference from Dec. 7 and 8, as previously announced, to Dec. 11 and 12. The conference will be held at the Hotel Commodore in New York City, according to Will Baltin, secretary of the TBA.



**Hook them then boat them**

A fish that hasn't come to the net is still a long way from being hooked. And a radio audience that doesn't produce sales at local level misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore, W-I-T-H gets the okay often and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying... he's looking for coverage, popularity, and cost. Using that sane 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest results per dollar spent.

If you have something to sell in this 6th largest market... W-I-T-H is your best bet.

**ООРУЧНИКЪ**

**RUSSIAN HOOPER.**

(Free Translation):

**"Year after year, G. E. Hooper, Inc., and other impartial surveys have established WMC, Memphis, Tenn., as the Station in the Memphis area most people listen to most."**

★ 5000 WATTS DAY & NIGHT  
★ NBC NETWORK  
OWNED AND OPERATED BY  
★ THE COMMERCIAL APPEAL

★ Represented Nationally by the BRANHAM COMPANY



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-ED



## “... more than his belly can!”

That old limerick is red hot news . . . now. You remember how it goes . . . “Oh, a strange bird is the African . . . his bill holds more than his belly can!”

That, to us, is the radio business today. Time for the radio is a rarity. Orders come in over the transom. Every one is holding more than his belly can.

But there's going to come a time when we'll all go back to the days when advertisers will again ask . . . “How much for what?”

We welcome those kind of questions again. For W-I-T-H was started during the times a station had to sell goods.

Knowing our coverage, our popularity, and the cost of doing business, we have no fear of what the smart buyers of time will do.

The big buy in Baltimore has been W-I-T-H, the successful independent, for a long time. You'll find it true tomorrow as you found it today and yesterday.



# W-I-T-H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by Headley-Reed*

# Today's Convention Agenda

Tuesday, August 29, 1944

9:00 a.m. Registration

9:30 a.m. to 12:00 Noon General Session

Call to Order.

"Radio Broadcasting and the War Effort" President J. Harold Ryan

Appointment of Conference Committees

Announcements

**Broadcast Advertising Clinic**

Dietrich Dirks, KTRI, Chairman, NAB Sales Managers Executive Committee, Presiding.

Review of the Retail Promotion Plan, Paul W. Morency, WTIC, Chairman Retail Promotion Committee.

What the Program Was Designed to Accomplish. What It Has Achieved.

Subsequent Developments in Retail Radio Advertising.

What NRDGA Is Doing, Llewellyn Harries, Sales Promotion Manager, National Retail Dry Goods Association, New York.

Introduction of Assistant Director of Retail Radio Advertising.

Clinical Test for Joske's of Texas, in San Antonio.

"If I Were Selling Department Stores"

Paul McCarthy Advertising and Promotion Director, J. N. Adams & Co., Buffalo, N. Y.

Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB, Atlanta, Georgia.

"Post War Opportunities and Problems"

T. A. M. Craven, Vice-President, Iowa Broadcasting System.

Future Plans of the Sales Managers Executive Committee and the NAB Department of Broadcast Advertising.

Study and Presentation to the Building and Housing Industries

Lewis H. Avery, NAB Director of Broadcast Advertising.

General Discussion.

12:00 Noon Recess

12:30 p.m. to 2:00 p.m. General Luncheon

"The Air Forces Look to the Future"

Honorable Robert A. Lovett, Assistant Secretary of War for Air.

2:15 p.m. to 5:00 p.m. Public Relations Clinic

Edgar Bill, WMBD, Chairman NAB Public Relations Executive Committee, Presiding.

Presentation of "Certificate of Appreciation" by the United States Signal Corps to a member of the NAB Administrative Staff

Colonel Leland H. Stanford, Signal Officer Sixth Service Command.

"Broadcasters' Public Relations"

Charles Francis Coe, Vice-President and General Counsel, Motion Picture Producers and Distributors of America, New York.

"Radio—Our Newest Freedom"

Honorable Bourke B. Hickenlooper, Governor Iowa.

Report of NAB Radio News Committee

Karl Koerber, KMBC, Chairman.

"The Council on Radio Journalism"

Fred S. Siebert, President American Association of Schools and Departments of Journalism, University of Illinois.

"Listeners Activities"

Mrs. Dorothy Lewis, NAB Coordinator Listener Activities.

"Women's Role in Radio"

Miss Ruth Chilton, WCAU, President National Association of Women Directors.

Report of NAB Program Directors Committee

Harold Fair, WHO, Chairman.

"Programming"

Clarence Menser, Vice-President in charge Programs, National Broadcasting Company

"The Radio Council Plan"—A Symposium

"Prestige for Radio," E. L. Hayek, KATV, Director NAB 11th District.

"Program Promotion," W. O. Wiseman, Iowa Promotion Director.

"Free Time Requests," William B. Querton, WMT, Chairman, NAB Code Compliance Committee.

"Radio Education," Kolin Hager, WGY, Director NAB 2nd District.

"Youth Interest," F. C. Sowell, WLAC.

Resource Panel:

C. S. Young, WBZ, Gene O'Fallon, Ralph F. KSL, I. R. Rosenhaus, WAAT, Lawrence, WHOM.

5:00 p.m. Adjournment.

## Today's Unofficial Activities

Tuesday, August 29, 1944

p.m.

4:00—Keystone Broadcasting System Affiliates Business meeting.

6:00—Columbia Broadcasting System Advisory Board Dinner

6:30—Keystone Broadcasting System Affiliates cocktail party and dinner, Crystal ballroom, Palmer House. Speaker Lewis H. Avery, NAB director of advertising; Gary Paine, United States Department of Commerce; Miles Carpenter, chief time buyer of the Compton agency and O. P. Capelle, director of merchandising promotion Miles Laboratories, Elkhart, Ind.

### Blue Show Renewed

Wander Co., of Chicago, for Ovaltine cereal, has renewed on the Blue for another 39 weeks "Captain Midnight" which has been sponsored by this same firm on the Blue since Sept. 28, 1942. Beginning Sept. 25, the 15-minute program will be heard at 5:45 p.m., EWT, Monday through Friday, on 84 Blue stations. Hill Blackett & Co., Chicago, handles Wander's account.

### WXYZ-Theater Co-

Detroit—With the opening of "The Date" at the Hughes-Downtown Theater, WXYZ and the theater management have arranged a cooperative set-up whereby WXYZ airs a special interview of the film's star Jay Hugues plus 20 spots on its regular telecasts in return for mention of the station by the Hughes-Downtown Theater in its newspaper advertisements.

*Typical of*

# "SOLDIERS OF THE PRESS"

*Henry T.*

**GORRELL**

... of U. P. correspondents with the American  
... driving through northern France, Henry T.  
... was the first war reporter to file a dispatch  
... the Norman beachhead, first to enter Cher-  
... first to send a story direct from France to the  
... since before Paris fell to the Germans.

... winner of the U. S. Army air medal for gallantry on  
... bombing mission, Gorrell earlier covered the  
... Mediterranean sea and air war, the British cam-  
... paigns in Greece and North Africa and the Allied  
... attack on Italy.

... is typical of U. P. correspondents on every  
... fighting front—and is the central figure in one of  
... the latest of U. P.'s transcribed shows, "Soldiers  
... of the Press."

... dramatic impact of this episode, typical of the  
... show, makes clear anew why "Soldiers of the  
... Press" is broadcast by more stations than any  
... other war show in the world.



**UNITED PRESS**

# ★ Where to Go and What to Do in Chicago

## SUPPER CLUBS

- Brown Derby**, Wabash and Monroe. An all-laugh show of gay proportions with Ted Smith, Phil D'Rey, and Tommy Raft.
- Chez Paree**, 610 Fairbanks Court. Most pretentious of expensive productions, with Lena Horne starred. (Gold Coast.)
- Latin Quarter**, 23 W. Randolph. Broadway in character with solid revues. Ted Lewis, his band and show are current sensation.
- Morocco Theatre Cafe**, 11 N. Clark. Frankie Quartell presents a variety floor show and music for dancing.

## LATE SPOTS

- Club Alabam**, 747 Rush. Flaming crater dinners and similarly sizzling shows share attention. (Gold Coast)
- Backstage**, 935 Wilson. Show is not for the prim-minded or the easily shocked. (North)
- Flamingo Club**, 1359 W. Madison. A sizeable moderne setting for sizeable sophistication. (West)
- L & L Cafe**, 1316 W. Madison. Flo Whitman's revue tells the adult story. (West)
- Liberty Inn**, 70 W. Erie. Show and disposition of this late spot are dedicated to the daring. (Gold Coast)
- Playhouse**, 550 N. Clark. Oldest of Chicago's risqué centers with a long line of feminine performers. (Gold Coast)
- Silver Palm Stage Lounge**, 1117 Wilson Ave. 2 sophisticated shows of the exotic order. (North)
- SO-HO Club**, 1124 W. Madison. Intimate revues of the girls—emcee pattern. (West)
- Trocadero**, 525 South State St. Intimate night spot with girl shows and dancing.

## MUSICAL BARS

- Airliner**, State and Division. Show-lounge that gives a stratospheric sensation in its elaborate design. Musical varieties of the swing order. (Gold Coast)
- Admiral Lounge**, 24 S. Dearborn, popular loop spot with instrumental entertainment.
- Clover Bar**, 172 N. Clark. One of the town's most popular late spots, under Galvin-Collins management and with their well-liked staff together. (Loop)
- Crystal Tap**, Hotel Brevoort, 120 W. Madison. Historic circular setting for informal congeniality. (Loop)
- Minuet Club**, 939 Rush. Frank Sherman's friendly spot for the best in food and pleasing continuous entertainment. (Gold Coast)
- Preview Cocktail Lounge**, State and Randolph. New and super gorgeous cocktail rendezvous with excellent music. (Loop)

## RESTAURANTS

- Cafe de Paris**, 1260 N. Dearborn (Whi. 5620). The original Henri Charpentier, world's greatest food artist, presides at this colorful rendezvous of gourmets.
- Colony House**, 744 Rush St., brand new, featuring 25 of the world's most famous dishes, coffee by Jules Latour, soft string music and atmosphere of relaxation.
- Eastgate Dining Room**, Eastgate Hotel, Ontario and St. Clair Sts. (Superior 3580.) Noted for good food. A popular place both for dinner and late snacks.
- 885 Restaurant**, 885 Rush (Del. 0885). Smart, with notable cuisine of enviable reputation. (Gold Coast)
- Eitel's**, in the Field Building, 130 S. Clark St. (Franklin 1892). A distinguished restaurant, serving fine food in delightful surroundings.
- Eitel's Old Heidelberg**, Randolph St. near State St. (Franklin 1892). Enjoy real food, music and entertainment in the Main Dining Room and Rathskeller.
- A Bit of Sweden**, 1015 Rush St. A typical old 18th Century inn

...serving hot and cold delicacies from their famous Swedish board. Delightful atmosphere.

- Agostino's Restaurant**, 1121 N. State St. An attractive restaurant and bar with novel marine decorations.
- Monte Cristo**, 645 St. Clair (Del. 9647). A continental chef serving excellent Italian-American cuisine; dancing provided in the evening to Raby Cummings' music.
- The Nankin Restaurant**, 66 W. Randolph St. (State) Extraordinary Chinese and American food served nicely.
- Sweden House** (est. 1927), 157 E. Ohio (Del. 3688). A refreshing dining experience. Here the authentic Swedish Smorgasbord Luncheon and Dinner.
- The Ranch**, 123 East Oak Street (Del. 2794). Western atmosphere and reasonably-priced good food make this a popular dining address.
- Tiffany Room**, Hotel Chicagoan, 67 W. Madison (And. 0000) This is a cheerful dining room for enjoying good food at popular prices.

## (For Dancing)

- Bismarck Hotel**, Randolph and La Salle. Benny Strong orchestra in the Walnut Room with revue; Allen Fenech orchestra in the Tavern with featured acts; and Lois Weger in the Bismarck Inn. (Loop)
- Blackhawk Restaurant**, Randolph and Wabash. Carl Rau and his orchestra, plus other entertainers. (Loop)
- La Salle Hotel**, La Salle and Madison. Pan-American California Latin-American atmosphere and dancing to Ralph Morrison orchestra. (Loop)
- Sherman Hotel**, Randolph and Clark. Jerry Wald and his orchestra in the Panther Room. (Loop)
- Stevens Hotel**, Michigan Ave. and 7th. Carl Schreiber and Gendron orchestras in the Park Row Room.

## (Atmosphere)

- Blue Danube Cafe**, 500 W. North. European mood and music by Bela Babai's Hungarian gypsies. (North)
- Don The Beachcomber**, 101 E. Walton. Southseas scenery, rum-based cocktails and excellent Cantonese cuisine. (Gold Coast)
- Ivanhoe**, 3000 N. Clark. England in the 12th century, tapestries, wine cellars, etc., but modern musical fare. (North)
- L'Aiglon**, 22 E. Ontario. French-Victorian mansion, fine French and Creole cooking and the orchestra of Spyros Staos. (Gold Coast)
- Parkway Hotel Roof**, 2100 Lincoln Park West, open air rendezvous with a magnificent view of park, lake and skyline. (North)
- Singapore**, 1011 Rush. Maylayan background—pit barbecue ribs and chicken—good steaks—and open late. (Gold Coast)
- Sarong Room**, 16 E. Huron. Bali-Javanese in decor, cuisines and entertainment by Devi Dja and dancers. (Gold Coast)

## RACING

- Washington Park**, 175th and Halsted, Route 1—First race weekdays at 3:00 p.m., Saturdays at 2:15 p.m.

## CIRCUS

- Soldier Field**—Ringling Brothers and Barnum and Bailey's circus. Twice daily, matinee and night.

## THEATRES

### (Legitimate)

- Selwyn**—"Ramshackle Inn." You will die laughing at Zou Pitts outsmarting the mobsters. Joe Downing is featured—Harlan Briggs and Cora Witherspoon support.
- Erlanger Theater**—"Oklahoma!" The Theater Guild's national Company in the nation's musical sensation.
- Blackstone Theater**—"Early to Bed," Broadway musical hit.

(Continued on Page 23)

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.*



**WAAAT**

970 KC  
NEWARK,  
N. J.

**NEW JERSEY'S FIRST RADIO STATION**

# BMI

Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research depart-

**IS MORE THAN  
FULFILLING THE  
INDUSTRY'S MANDATE**

ment, friendly counsel of field representatives, and many other services not originally contemplated.

**AND YET THE COST OF MUSIC TO THE  
INDUSTRY TODAY — INCLUDING ALL  
SOURCES — IS LESS THAN BEFORE THE  
INAUGURATION OF BMI!**

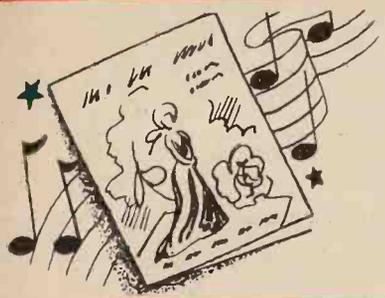
Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!

**RECORDS GALORE!**

In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.



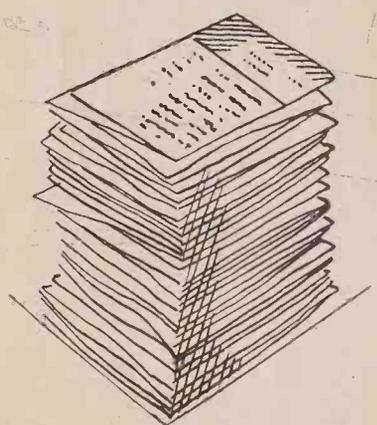
**MUSIC . . . AND MORE MUSIC!**



According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

**SCRIPTS THAT SELL!**

Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.



**AND THAT'S NOT ALL!**



To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

**THESE, AND ALL OTHER BMI SERVICES, ARE YOURS WITHOUT ADDITIONAL COST UNDER YOUR BMI LICENSE**

# BMI

**NEW YORK CHICAGO HOLLYWOOD**

### William Green On NBC With Labor Day Talk

A Labor Day address by William Green, president of the A. F. L., at a lunch-time mass meeting of employees in the yards of the St. Johns River Ship Building Co. near Jacksonville, Florida, will be broadcast by NBC Monday, Sept. 4, at 12:30 p.m., EWT. James C. Merrill, president of the company, will also speak.

Green will be introduced by M. G. Boyce, president of the Jacksonville Central Labor Union.

### Vets' Halloran Hospital Given Costly Radio System

A \$16,600 centralized radio system was presented to Halloran General Hospital by Lt. Gen. James G. Harbord, U.S.A., (retired), and chairman of the N. Y. Chapter of the American Red Cross yesterday in ceremonies featuring an acceptance address by Brig. Gen. Ralph G. De Voe, commanding officer of the hospital. Headsets, on extension cords, enable bed patients to plug in for programs on radio stations or from the hospital recreation auditorium. Of the 21 wards so equipped, 16 were furnished by the chapter, three by the Goldman Foundation.

### McCloskey South. Region Radio Sales Rep. For S-C

Appointment of Frank J. McCloskey, of Irvington, N. J., as southern region radio sales representative of Stromberg-Carlson Co., of Rochester, N. Y., by Clifford J. Hunt, sales manager of the firm's radio division, enabled the company to place its post-war sales development plans on a concrete footing. McCloskey will represent the radio division in the southern and southeastern states, extending south from North Carolina, west to Tennessee, and southwest to Texas, contacting distributors and key dealers of Stromberg-Carlson products.

## PROGRAM REVIEW

### "INQUIRING PARENT"

Sustaining

WMCA, Fridays, 1:15-1:30 p.m.

Featuring: Dr. Ernest Okun

Producer: Walter Fram

At a first hearing, the "Inquiring Parent" gives one the impression that the WMCA is trying to prevent the next generation from making the same mistakes that would ultimately harm them to A. L. Alexander's leadership. However, if one would stop to measure the number of programs aired per month, which is approximately four, and include the number of problems that can be discussed, it is concluded by Dr. Ernest Okun, the professor of education at Columbia University, during a 15-minute session, one comes to the conclusion that a great many parents' problems are going to go unsolved. "The children are going to grow up to do the proverbially wrong things that we're back to where we started in, aren't we?"

"Inquiring Parent" is simply the title connotes. Parents are urged to send their troubles they are having with their children to the program. He, in turn, analyzes the situation on the air in an informal session with Lillian Okun, who plays the parent whose problems turn out to be specifically. At this point, we'd like to do a little analyzing ourselves as to what is with the production in general.

As everyone knows, parents are their usually precocious offspring make uninteresting conversation, unless they're discussed by love on the program. Which is by way of saying that the program could stand a dramatic emphasis. If dramatization of the problems appears to be too complicated, perhaps having a stimulating script would do the trick. This would, no doubt, dispense with the somewhat stereotyped conversation that transpires between the doctor and the parent.

The foregoing is not to be taken as a dissenting commentary of the program. On the contrary, we feel the program is a most constructive and progressive one. It merits a devoted audience.

### WSB Promotes Downing To Commercial Manager

Atlanta, Ga.—Tom Downing has been named commercial manager of WSB, Atlanta, General Manager Robert Outler. Downing has been affiliated with WSB since 1941, when he joined the announcing staff. Until his promotion, he remained in this capacity except for a year's service in the Army Air Corps, from which he received his honorable discharge.

A native of Kentucky, Downing attended the University of Kentucky. Before joining the staff of WSB, he was connected with stations in Kentucky and Ohio.

## THE TREND

is toward **BETTER MUSIC**

Radio statistics prove the public wants it and —



Has It

- AMP has the largest catalog of outstanding works by the world's greatest composers.
- AMP is continuously adding the best in contemporary music.
- AMP is steadily increasing its catalog of distinguished works by American composers.
- AMP is constantly enlarging its already famous list of works by Latin American composers.
- AMP has added *this year* 500 valuable new compositions to its catalog of over 18,000 copyrights.

Public demand makes the trend. The trend makes an

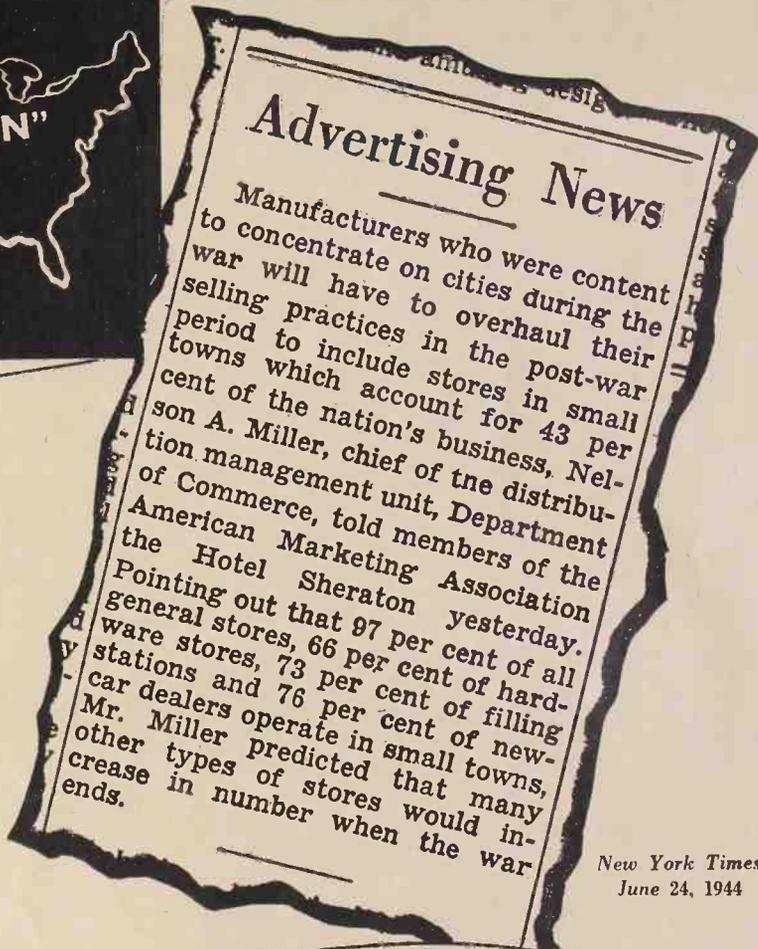


LICENSE A MUST

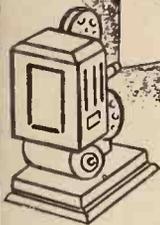
ASSOCIATED MUSIC PUBLISHERS, INC. • NEW YORK

# "FEATURE ATTRACTION"

*Say the Experts... for Now and Post-war*



*New York Times  
June 24, 1944*



Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.



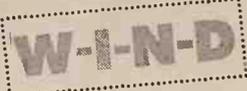
## "HOOPER Reveals Something SUPER"

Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.

# KEYSTONE BROADCASTING SYSTEM, INC.

580 Fifth Avenue, New York 19, N. Y. • 134 N. LaSalle Street, Chicago 2, Ill. • 6331 Hollywood Blvd., Hollywood 28, Cal.

for Chicago



is **TOPS**-on the Dial

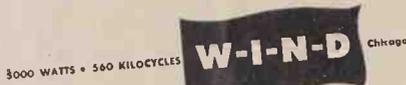
**EXCLUSIVE** WHITE SOX BASEBALL

**EXCLUSIVE** CHICAGO BEARS FOOTBALL

**EXCLUSIVE** 24-HOUR NEWS SERVICE

**EXCLUSIVE** BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively-24 hours a day



NATIONAL SALES OFFICE  
230 North Michigan Ave., Chicago 1  
JOHN E. PEARSON COMPANY  
250 Park Ave., New York 17

# ★ PROMOTION

## Color

Farnsworth Television & Radio Corporation's new promotion brochure is a humdinger. We're not referring to the pretty girls that grace the both the cover and the inside pages. We refer to the beautiful artwork in general, and the gorgeous coloring in particular. The rainbow is the theme of the production, with the various hues and values carried out separately on other pages.

Photographs show how television has improved. Other illustrations show the sound transmitter, image producer, Farnsworth plants, the magic eye, home audiences, etc.

The closing words, by James L. Fly, chairman of the FCC, point out that "there is no reason now apparent why we should not aim at a 50,000,000-set television industry mirroring the present 50,000,000-set standard broadcast industry."

## Programs For Victory

Realizing the necessity of financial aid for the servicemen to win the war, the radio stations of San Francisco, Calif., contributed more than 120 programs to the promotion of the Fifth War Loan Drive, during the month of July. Added to the Treasury transcription and special network War Loan programs, the total amounted to over 300. In time value, these broadcasts would have cost, conservatively estimated, about \$75,000 as the gift to the campaign by the San Francisco stations.

## Program Schedule

WNAX, the Cowles station at Yankton, South Dakota, and Sioux City, Iowa, has distributed a neat folder listing the schedule of programs for a three-week period to their listeners and business friends. The cover contains a tribute to H. J. Grenthot, head of the Katz Agency accounting department, including a photo of him. On the inside spread the sponsor of each program is listed directly above the show in clear light type. The folder will help considerably in keeping WNAX' listeners and professional associates informed of the programs aired on its station.

## Keystone Plans Dinner At NAB Meet Today

Chicago—A special dinner meeting of Keystone Broadcasting System sponsors and affiliate stations will be held in the Crystal ballroom of the Palmer House on Tuesday at 6:30 p.m., as the highlight of KBS participation in the 1944 NAB convention. Speakers at the dinner will stress the present and post-war activity in the beyond-metropolitan markets of America. Headquarters of Keystone will be in suite 736-741 at the Palmer House, Michael M. Sillerman, president of KBS, announced.

## Commencement Program

WLW, of Cincinnati, Ohio, ranged a special program Major General Paul R. Hawley, medical officer in the European theater of operations and a graduate of the University of Cincinnati School, can receive his honor degree of Doctor of Laws in recognition from his former alma mater at commencement exercises, from 8 to 8:15 p.m., EWT. This broadcast, Maj. Gen. Hawley will explain some of the work of the medical branch of the Army in Europe. His talk on WLW will be aired with the cooperation of BBC.

James Cassidy, war correspondent for WLW, now overseas in the promotion of the globe, has worked out plans for program which will also: presentation by Dr. Robert Walters, president of the University of the degree to Gen. Hawley; sentia; and another presentation by Dr. Stanley Dorst, dean of the Medical School, through Dr. Walter Hood to the General's mother, Bina Hawley, who will travel to Cincinnati for the affair from home in College Corner, O.

## Aids Tele Programming

Through an intensive study of programming, production manager Fred Freeland, of WOW-W, Fort Wayne, Ind., has found methods for improving the broadcast of television programs. For his helpful ideas, he has been awarded a third patent from the Westinghouse Electric & Mfg. Freeland has thorough training in radio work, years as announcer, sound editor and program director.

## News Coverage

WEAF, the key station of New York, has distributed in its listening area cards through the Public Relations Division that contain the day-by-day schedule of the new programs aired by the station. The card is small enough to enable the listener to place it on his desk or any other convenient place in his home or office. It is included in the envelope with ticket requests are answered.

## All Star Pigskin Game Sked On MBS Tomorrow

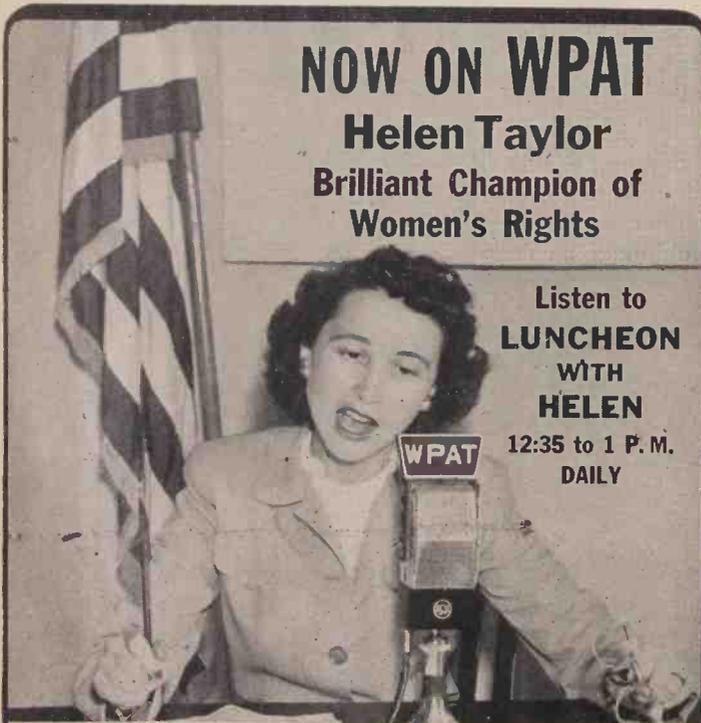
The annual All-Stars football game will be heard over Mutual Broadcasting, August 30, under the sponsorship of the Wilson Sporting Goods Co. of Chicago. The play by description given by Jack Brickham and Harry Wismer will be heard on 20 commercial stations and will be made available to the rest of the network on a sustaining basis.

## NOW ON WPAT

Helen Taylor

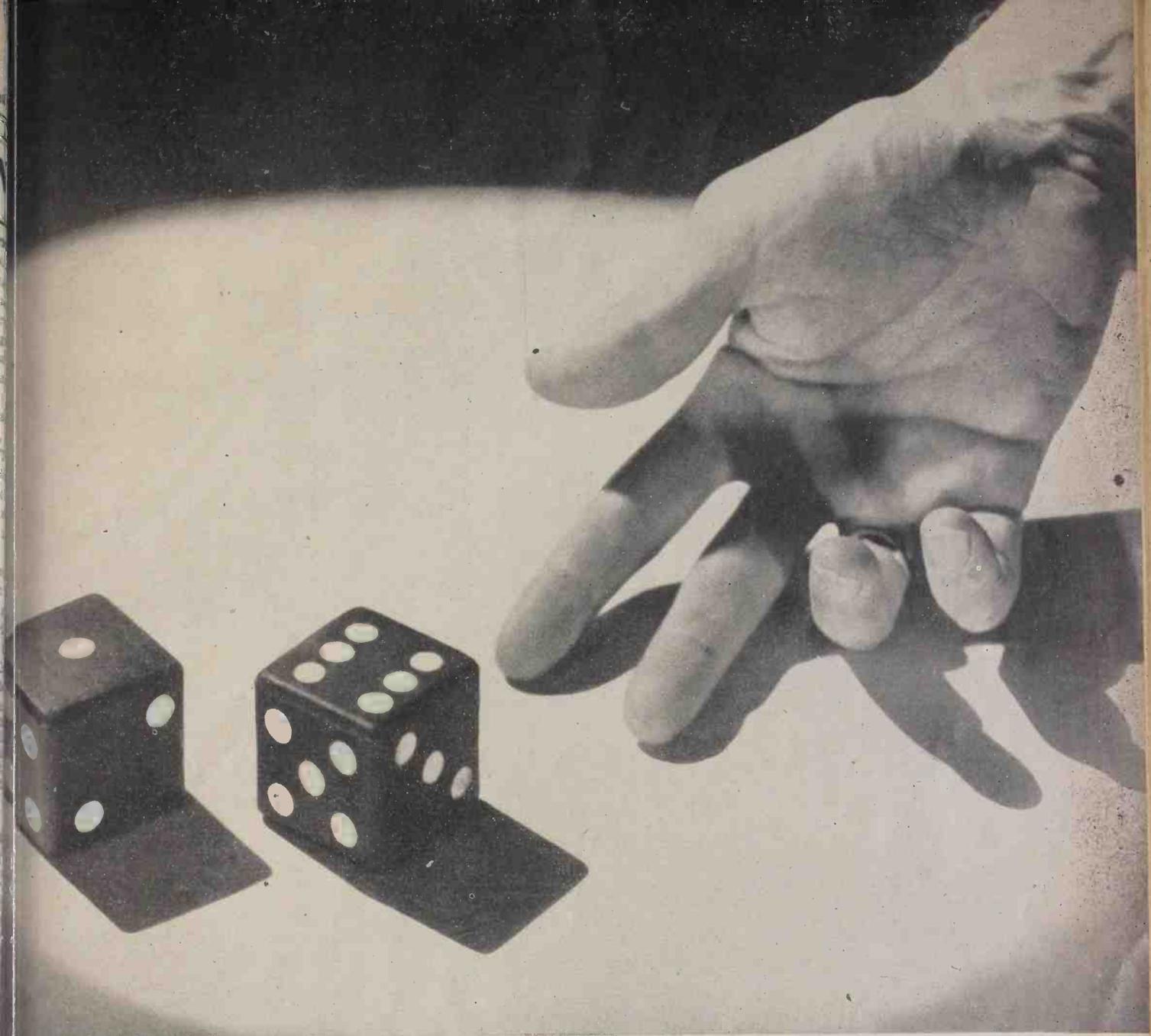
Brilliant Champion of Women's Rights

Listen to  
**LUNCHEON WITH HELEN**  
12:35 to 1 P. M.  
DAILY



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

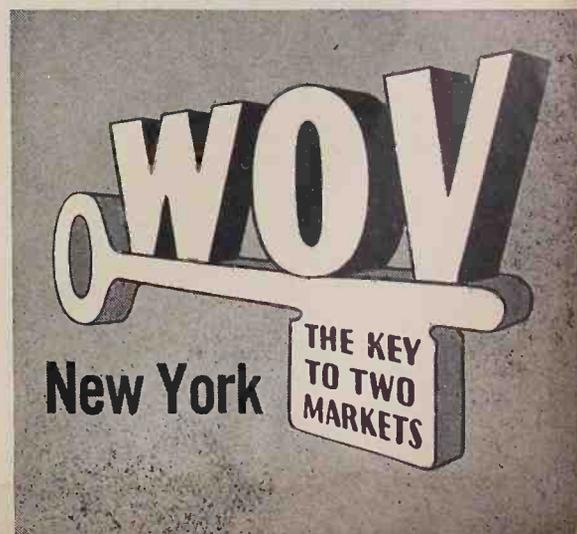
RADIO STATION **WPAT** PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK



## **A Natural in New York.....**

**YOU** can "fade" your competition with confidence if your New York sales promotion includes a WOV schedule. WOV has the combination that makes this important station a natural for a continuous listener audience . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV covers more metropolitan homes than any other New York independent station . . . at less than half the cost of the next ranking station. Around-the-clock, WOV is a natural in New York.

RALPH N. WEIL, General Manager  
JOSEPH HERSHEY MCGILLVRA, Nat'l Rep.

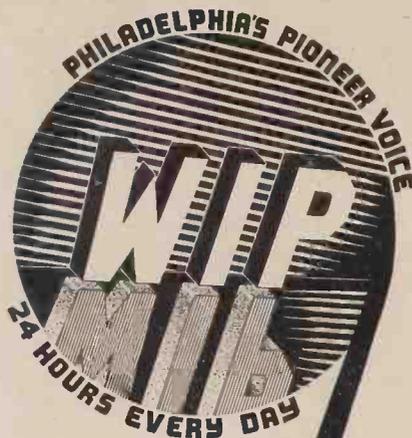


# QUALITY

AP NEWS FOR RADIO IS AVAILABLE EXCLUSIVELY THROUGH

\*AP

ASSOCIATION, INC. • 50 ROCKEFELLER PLAZA • NEW YORK 20, N. Y.



"THERE'S MUSIC  
IN THE AIR..."

By actual count 48.7% of WIP hours on the air are devoted to MUSIC...for music is what the 8,000,000 potential listeners of WIP want. Use the Station that gives its listeners what they want and your sales results are assured!

Represented Nationally by  
GEORGE P. HOLLINGBERRY CO.

MUTUAL BROADCASTING SYSTEM

## ★ AGENCY NEWSCAST

EMERSON DRUG COMPANY announces the appointment of McCann-Erickson, Inc., as its advertising agency.

RUSSELL WERTZ, sales manager of the printing division of C. E. Shepard Co., Long Island City, has been appointed chairman of the War Activities Council of the Advertising Club of New York, it has been announced by Allan T. Preyer, president of the club. He succeeded Carl J. Balliett, the retiring chairman of the board, Morse International, who is leaving New York.

A. R. WHITMAN, a vice-president of Benton & Bowles, Inc., has returned to active work with the agency following an 18-month leave of absence during which he worked with the OWI and the OPA in Washington.

DOHERTY, CLIFFORD & SHENFIELD, INC., have named Chester MacCracken radio program director. He was previously associated with Pedlar, Ryan & Lusk for three years.

GEORGE SCHECK and LOU DAHLMAN, producers of the Blue's "Swing Shift Frolics," have moved their offices to 299 Madison Avenue.

LESLIE N. DANIELS, JR., formerly of Blackett-Sample-Hummert, Chicago, and Benton & Bowles, New York, has joined the copy staff of the Duane Jones Company.

SGT. T. H. MOORE, JR., formerly of the radio department of Walter Thompson Co., has been appointed program director of stations operated by the Armed Forces in the Southwest Pacific.

CRESTA BLANCA WINE CO. of San Francisco, has appointed Barton, Durstine & Osborne advertising agency for Dubouche & Co. of Vermont.

HUGH RYAN, director of the department of Ruth Rauff & Ryan, Inc., RALPH H. SINCLAIR, copy director, and WILSON J. MAI, head of research, have been elected presidents of the agency.

CHARLES O. PUFFER, for a year and a half, account executive at Batten, Barton, Durstine & Spohn, has joined Goodkind, Joice & Morgan, Chicago, in an executive capacity. Previously, he was vice-president at Beaumont & Hohman, and partner that was with Ferry-Hanly.

HU CHAIN ASSOCIATE has been appointed to handle the advertising programming for Consolidated Artists, it has been disclosed by the company.

CENTRAL KNITWEAR of New York, are releasing to the market a four-color page magazine, a four-color page magazine, a four-color page magazine, featuring Janet Blair, Columbia Pictures star, in a "Glamour-Knit" sweater, through Hicks Advertising Agency.

### Olsen & Johnson's Show Will Be Launched In Fall

Olsen & Johnson are scheduled to make their appearance in two productions via two different media during the month of November. They are radio and the Broadway stage.

Although formulas and formats for the radio program are still in the nebulous stage, Ward Wheelock, the agency in charge of the program for Campbell Soups, announces that all indications point to it shaping into a music-comedy variety show. The time and network have not been set as yet; however, it is understood that the show will either replace the Jack Carson show heard Wednesday, 9:30-10 p.m., CBS, in which case the Carson show would be moved to another slot. Another possibility is the "Radio Readers Digest" program heard Sundays, 9-9:30 p.m., EWT, over CBS. Others signed for the Olsen & Johnson series are Eugene Conrad, script writer; Don Voorhees and his orchestra.

"Laughing Room Only" is the title of the Broadway production the Shuberts are contemplating for Olsen & Johnson. This is expected to go into rehearsal in two weeks, with tryouts scheduled for October, and the New York premiere tentatively set for early or middle November.

### Daily Prayer Broadcasts Increase On NBC Over

Response of the various religious groups now presenting daily prayer over NBC has been most gratifying, according to Dr. Max Jordan, NBC director of religious broadcasts, who said thus far, more than 200 morning and evening prayers have been offered by distinguished clergymen over WEAFL, recorded and sent to stations KOA, Denver, and WMBW, Cleveland. Started as an experiment, the prayers have now become a regular daily feature.

Among the church groups that are presented prayers are the following: Protestant denominations Presbyterian, Episcopalian, Congregationalist, Lutheran, Northern Baptist, Reformed Church, Methodist and Evangelical Lutheran. Prayers have also been offered by Catholic, Jewish and Christian Science groups. Most appointments of clergymen have been made through the Federal Council of the Churches of Christ in America, the Society for the Propagation of the Faith and the Jewish Theological Seminary.



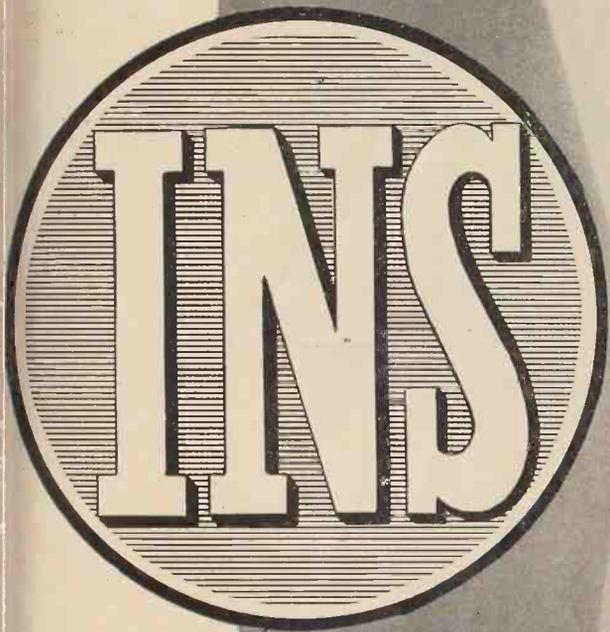
The biggest news stories of our time are just ahead.

Listeners today are demanding absolute accuracy in reporting them.

*Be Right  
—Be First  
with INS*

INTERNATIONAL  
NEWS SERVICE

*—you can depend on INS.*



# THE BLUE BEETLE

THRILLING DRAMA  
of the  
AVENGING GANG SMASHER

TWICE A WEEK — 15 MINUTE  
TRANSCRIBED RADIO PROGRAM

# THE BLUE BEETLE



## MERCHANDISING

- 1—FREE PROMOTION AND PUBLICITY IN FOX COMIC GROUP MAGAZINES WITH NET PAID CIRCULATION OF 1,800,000.
- 2—PRESS RELEASES — MATS FOR NEWSPAPER ADS, ETC.
- 3—TIE-IN WITH EXCLUSIVE 16-PAGE GIVE-AWAY BOOKLET, "RADIO COMICS."
- 4—BIG TIME PROMOTION IDEAS FOR LISTENING AUDIENCE
- 5—FREE DISTRIBUTION OF TRUCK BANNERS, DISPLAY CARDS, WINDOW AND COUNTER CARDS.

SEE HARRY S. GOODMAN  
AT N.A.B. CONVENTION  
HEADQUARTERS AT PALMER HOUSE

*Harry S. Goodman*  
19 EAST 53rd STREET at Madison Avenue... NEW YORK CITY

## NAB Membership by Network Affiliation as of August 8, 1943

	Total	NAB Member	Percentage
Total Network Affiliates	656	484	73.8
Blue	195	140	71.8
CBS	142	115	81.0
MBS	223	147	66.3
NBC	142	118	83.1
Less Duplicates*	—46	—36	
Non-Affiliates	268	108	40.3
Total Standard Broadcast Frequency Modulation Networks	924	592	64.1
Associate Members		26	
Total NAB Membership		624	
* Duplicates:			
Blue and MBS	31	26	NAB member
Blue and NBC	2	1	NAB member
CBS and MBS	5	4	NAB member
NBC and MBS	8	5	NAB member

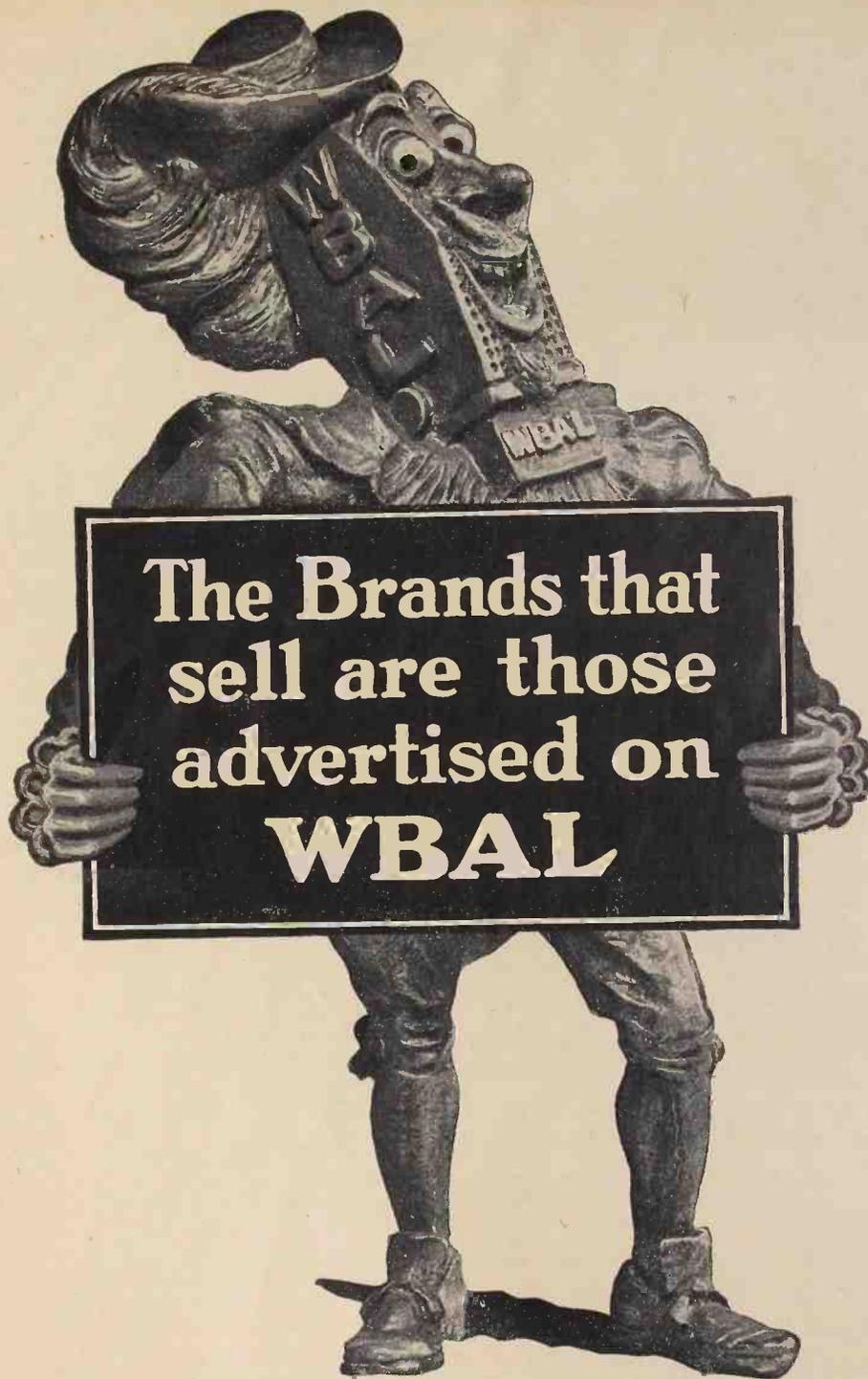
## NAB Membership by NAB Districts

District	April 15, 1943	August 8, 1943
1	34	38
2	34	44
3	27	33
4	54	51
5	49	51
6	37	44
7	25	31
8	20	20
9	23	29
10	35	41
11	21	23
12	19	25
13	20	37
14	21	27
15	25	25
16	24	27
17	33	36
FM	4	4
Networks	2	2
Associate	19	26
Total	526	624

## Contact with Membership

The weekly NAB REPORTS constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these REPORTS many special bulletins have been issued. These special bulletins are designed to carry to broadcasters complete information on important developments in the many fields in which the Association is active. Following is a list showing the title and number of special bulletins issued in the period since April, 1943:

The Beam (Association of Women Directors)	5
Special AFM Bulletin	14
Broadcast Advertising Bulletin	13
Legislative Bulletin	39
Special Information Bulletin	17
Broadcast Engineering Bulletin	3
Special Music Bulletin	3
War Bulletin	1
Swap Bulletin	28
Supplements to Selective Service Handbook	14
Retail Promotion Bulletin	7
Tax Bulletin	3



WBAL—50,000 Watts . . . One of America's Great Radio Stations  
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

B A L T I M O R E



## WFIL offers no "Open Sesame" to the Bagdad Market!

WFIL makes no grandiose claims about coverage! It has but one job to do—and it does that well. Volume sales are made through selling mediums which cover mass markets. WFIL more than adequately serves the gigantic, bustling Philadelphia Trading Area.

Ofttimes the selection of a radio station is the result of habit, impulse or impression rather than a cool analysis of facts. Surveys on radio listening in the Philadelphia Trading Area indicate more and more people listening more and more to WFIL. The rapidly mounting number of advertisers, new to WFIL, is reflected in this increased station popularity.

If you desire more sales in the Philadelphia Trading Area—and not in the Bagdad market place—then we cordially invite you to make use of the selling facilities of WFIL—Philadelphia's Most Progressive Radio Station.

PHILADELPHIA'S  
MOST PROGRESSIVE  
RADIO STATION

# WFIL

★ 560 K C

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY BY THE KATZ AGENCY

## Small Market Station

From the Report of Lewis H. Avery  
Director of Broadcast Advertising

**F**OLLOWING the NAB War Conference in April, 1943, during which a preliminary meeting of small market station managers was held, the President of NAB appointed a Small Market Stations Committee. The members of this Committee include:

Marshall H. Pengra, KRNR-Roseburg, Oregon, Chairman.

James R. Curtis, KFRO-Longview, Tex.

Robert T. Mason, WMRN-Marion, Ohio.

Fred Schilplin, KFAM-St. Cloud, Minn.

William B. Smullin, KIEM-Eureka, Calif.

James W. Woodruff, Jr., WRBL-Columbus, Ga.

Few NAB standing committees, in the experience of the Director, approach their task with more enthusiasm or more determination than the members of this group. While the accomplishments of the Small Market Stations Committee have received less publicity than those of some other committees, the nearly 400 small market stations in the United States are deeply in the debt of this group.

### Director's Thanks

The Director, too, takes advantage of this opportunity to express his sincere thanks to the members of this Committee for their untiring efforts in behalf not only of the stations they directly represent but also in the promotion of broadcasting and broadcast advertising generally.

Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties:

1. Lack of new revenue
2. Lack of manpower
3. Need for full exploitation of small market potentials

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult of solution because small stations have long served as preparatory schools for the personnel of larger stations and net-

works. But, the source of new personnel for small stations has actually disappeared through the operation of the Selective Service Act.

The Committee recommended a twofold approach to the problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When this goal is accomplished, it is the responsibility of the station to determine news of its service to the community together with market data on a regular basis, is constantly and completely exploited.

### Small Market Defined

For the purposes of the study requested by the Committee, a small market station was defined as a community of less than 50,000 population and operating with less than 5,000 watts power. Using this definition as a base, Howard S. ... NAB Director of Engineering, ... related the mechanical coverage ... Paul F. Peter, NAB Director of ... search, estimated the market data ... the 379 so-called small market stations.

The results of this comprehensive study were presented to the Committee at a second meeting, held in Washington on May 22 and 23, 1944. As a result of the discussion following that presentation, the Committee decided to present this detailed report at the NAB Executives War Conference.

### Committee Explores FM

The Committee also explored developments in FM and television which they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence ... Chairman of the FCC. (A dignitary at this meeting appeared in the July issue of the NAB REPORTS.)

Although the Committee had discussed at some length the advisability of a Small Market Stations Section on the NAB staff, it decided to defer a request for such representation until a later date. Meanwhile it urged all small market stations to make fuller use of the facilities and personnel at the headquarters of the trade association.

(Continued on Page 21)

Small Market Outlets

(Continued from Page 20)

Other Activities

Assistant Director of Retail Radio Advertising: Under a supplementary agreement approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising. Several prospects have been interviewed, and the individual selected will be announced and introduced at the NAB Executives War Conference.

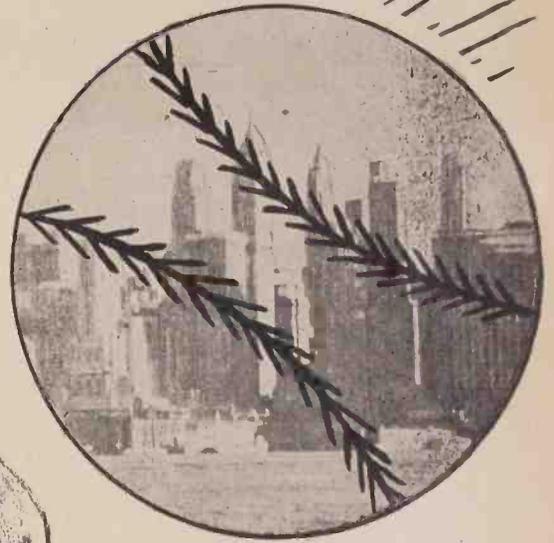
COOPERATION WITH NRDGA: Through the generous co-operation of the National Retail Dry Goods Association, the Retail Promotion Plan has received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest in department store and other leading executives in the use of broadcast advertising, the Director has consistently tried to build increasingly close contacts with this important association. Perhaps the following statement from Llewellyn Harries, Director of the Sales Promotion Division of NRDGA, sums up the results of co-operation:

The Sales Promotion Division of NRDGA will send out ten times each month its members and to the members of the National Association of Broadcasters a new magazine to be called PROMOTION EXCHANGE. This publication will have all of the latest information of that month including outstanding radio programs now being used by different stores throughout the country.

In an adjunct to this bulletin, and at retail stores and radio stations, you may hear the complete program in the manner in which it is presented, the Sales Promotion Division has started a library of these programs cut by the stations from which the programs are broadcast.

Department stores that have allowed us to present transcriptions to us have given us their permission to forward these recordings to any radio station or department store that is contemplating a new program. Their only consideration is that they would like to have the radio station or department store respect their copyrights, and not copy any of these programs for word without express permission from the store that originated the program. This activity has and will continue to be worked out with the NAB Director of Broadcast Advertising."

# ARE YOU A BROOKLYN "DODGER"?



Don't "dodge" Brooklyn! — Make a "homerun." With WBYN as your bat you're bound to hit a "homer" every time you broadcast. We mean you reach all the family. WBYN gets them by the ear with its practical "minute programming."

Don't dodge Brooklyn's major coverage solution. WBYN is Brooklyn's only full-time radio station. Brooklyn is too big not to be covered individually. Its three million population is greater than Boston, Los Angeles and even Philadelphia . . . And as added coverage WBYN reaches out to all the other Boroughs, too.

### WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news—exclusive racing results—late sports—local news between pleasant music all day long.

### YES, WBYN, TELLS ITS STORY TO ALL NEW YORKERS IN A BIG WAY

On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availabilities: WM. NORINS, Gen. Mgr., WBYN, 1 Nevins Street, Brooklyn, N. Y.

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar!



# WBYN

## BROOKLYN'S ONLY FULL-TIME RADIO STATION

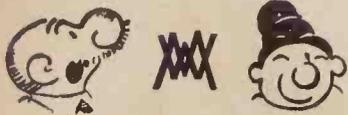


AVAILABLE

TO A SPONSOR WHO HAS A PRODUCT FOR YOUNG AND GROWN UP KIDDIES AND WANTS A HIGH T. C. SUNDAY MORNING CROSSLEY... RADIO'S MOST NOVEL TESTED AND PROVEN SHOW... THE DRAMATIZED FUNNIES. HAL GERARD AND GE GE PEARSON AS UNCLE GE AND AUNT GE GE BRING TO LIFE YOUR FAVORITE FUNNY PAPER CHARACTERS IN A HILARIOUS ADVENTUROUS EXCITING ADAPTATION OF THE CURRENT COMIC STRIPS ENHANCED WITH UNIQUE SOUND EFFECTS AND MUSIC COMBINED INTO A WELL ROUNDED HALF HOUR OF SOLID ENTERTAINMENT.

WM. MORRIS AGENCY

SPONSORED IN HOLLYWOOD BY THE LOS ANGELES EXAMINER



★ ★ **War Effort** ★ ★

From the Report of Paul F. Peter  
Director of Research

THE NAB Research Department has analyzed and tabulated the monthly War Effort reports received from stations. It has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The source of the NAB estimates is three-fold. The first phase is based on these monthly reports from broadcast stations listing the war effort broadcasting originated locally by the stations. The second phase of the estimates utilizes the OWI allocations plan for national and regional networks and network and national spot advertisers. The third phase of the estimates involves special reports from the networks giving the amount of time devoted by networks to the war effort. This is in addition to their own and their advertisers' contributions under the OWI allocations plan.

Co-op With Council

The Director of Research has worked closely with the War Advertising Council in releasing figures of radio's part in the war effort.

The War Advertising Council appointed a Media Committee consisting of a representative from Outdoor Advertising, Periodical Publishers Association, National Association of Broadcasters, and the American Newspaper Publishers Association, with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. Mr. J. Harold Ryan represented the NAB. This committee called in the research specialists of each of the media groups and Paul Peter served for NAB. This committee was able to present a specific formula for such compilations, backed unanimously by the representatives of the four major advertising media and the formula has been approved by the War Advertising Council. The committee was convinced that no single rigid procedure could be formulated which would be applicable to all media. Differing media characteristics make essential separate yardsticks which take these peculiarities into account. The section which has particular reference to radio is as follows:

War Ad Figures

"War theme advertising figures will be furnished by the National Association of Broadcasters on the basis of special reports secured from individual

stations, and network and national spot allocation reports prepared by the Office of War Information. NAB's station figures are compiled on a sample basis, and projected nationally. The committee analyzed in detail the nature of radio sustaining time to determine where similarities existed between such time contributed by stations and the editorial content of newspapers and magazines. It was agreed that radio sustaining time devoted to messages that deal with a specific home front campaign, requested by OWI or some other government agency, and furnished to the stations in the form of either scripts or transcriptions, qualify as war advertising contribution of the medium. On the other hand, newscasts, home service programs, dramatic programs with a general war background, and similar features would not qualify as an advertising contribution.

Method of Support

"Radio support of war themes will be computed as follows:

- (a) Announcements and programs which originate locally, apply average gross rates.
- (b) Network and national spot programs. apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs established by the NAB Code. For example, the Code establishes three minutes of commercial time as the maximum for a half-hour night-time program. If, on such a program, one minute of time is devoted to a war message, the war theme contribution is regarded as one-third of the total cost of the program. If the war message occupies a half-minute, the war theme contribution is one-sixth of the total, etc.

OWI Focal Point

"Inasmuch as OWI is the focal point for network and other allocation programs, the implementation of the latter procedure is dependent on OWI cooperation. The problem has already been discussed with officials of the Radio Bureau and they have approved the procedure in principle. NAB will work out the details with OWI.

"In those instances where a war theme receives thematic treatment on a network program the full cost of the show will be credited as a war advertising contribution. This technique has been used effectively by such performers as Fibber McGee and Mollie, Jack Benny, Fred Allen and others."

The Research Department has also furnished the Treasury Department with estimates of radio's war bond advertising during the War Bond Drives. These estimates have been released in the NAB Reports.

Congratulations to the

NAB

from

JOSEPH KEANS

(The Man in Black)

Best Wishes to

to

NAB

CONVENTION

HARRISON WOODS



When Worcester's largest radio buy time, they buy an audience—the WTAG audience.



The SCHOOL of RADIO TECHNICIANS

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

6 Weeks' Day Course

SEPTEMBER 5

8 Weeks' Evening Course

SEPTEMBER 19

- Taught by Network Professionals, Beginner & Advanced students, including:
- ANNOUNCING ● STATION ROUTING
  - NEWSCASTING ● ACTING
  - CONTINUITY WRITING ● DIRECTING
  - COMMENTATING ● VICE

Co-ed. Moderate rates. Inquiries Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, W. CIRCLE 7-0193

# Where To Go And What To Do In Chicago

(Continued from Page 6)

**Opera House**—"The Merry Widow." The Shubert production of Franz Lehár's world-famous operetta, as originally adapted for the English stage. Great cast of favorites and large singing chorus.

**Theater**—"Kiss and Tell." George Abbott's current Broadway smash of modern youth classifying love as ammunition essential to the war effort.

## PLACES OF INTEREST

**Planetarium**, off Grant Park.  
**G. Shedd Aquarium**, off Grant Park.  
**Lincoln Park**, 22nd and Wentworth.  
**Chicago Public Library**, Michigan and Randolph.  
**Chicago Historical Society**, Lincoln Park.  
**Museum**, Roosevelt Road and Field Drive.  
**Lincoln Park**, Maxwell between Halsted and Jefferson.  
**Lincoln Park**, lake shore from North Ave. to Diversey.  
**Museum of Science and Industry**, Jackson Park.  
**Union Stock Yards**, between Pershing Road and 47th St.  
**Museum of Art Interpretation**—Exhibit.

## "CLASS SPOTS"

**Bellevue House, Drake Hotel**, Michigan and Walton. An ornate dancing society to enjoy music for dancing by Les Rosley and songs by Patricia Gilmore. (Gold Coast)  
**Fire Room**, Palmer House, State and Monroe. Spacious and additional—George Hamilton's orchestra. Victor Borge and Abbott revue.

**Dining Room and Beach Walk**, Edgewater Beach Hotel, 100 Sheridan Road. Emil Vandas' music—Dorothy Hild's production. Nightly at 8, Sundays at 6, Mondays "Band of the Week." (North)

**Fair Room**, Blackstone Hotel, Michigan at 7th. Ultra-chic magnificence with Bill Snyder's orchestra. Phil Reagan is singing star.

**Restaurant**, Lake Shore Drive Hotel, 181 E. Lake Shore Drive. Colonel Yaschenko's Russian jewel, with gypsy music by George Scherban's ensemble. (Gold Coast)

*Editor's Note: RADIO DAILY is indebted to Marion Mark, editor of THIS WEEK IN CHICAGO, for the foregoing information.*

## Philco Servicing Sets Among Mexican Owners

(Mexico City Bureau, RADIO DAILY)

Mexico City—Philco is doing its bit to keep as many American radio receivers as possible functioning south of the border by conducting classes for local repairmen at its new "Model Service Shop" in this capital.

The courses are open not only to the company's own distributors and agents but also to any technician in the field.

**SALESMAN:** 9 years good experience—successful record. Now Commercial Manager small station—desires change for good reasons. Hard worker, go-getter, ideas—could direct station and handle sales. Present earnings above \$100. Wk. Want to make lots of money but not seeking a pension. Write, Box 891, Radio Daily, 1501 Broadway, New York 18, N. Y.



# THE PULSE, INC.

announces

## The First Report

(July-August Listening)

in

Its Co-operative, Continuing Study  
Of Radio Listening In The Philadelphia Area.

Stations Subscribing Include:

WCAU • WDAS • WFIL • WIBG  
WIP • WPEN



# THE PULSE, INC.

DR. SYDNEY ROSLOW, Director

500 Fifth Avenue  
New York City



**WKY IS THE BIG FAVORITE**  
**OF OKLAHOMA LISTENERS**  
**FOR NEWS AND MARKET**  
**REPORTS**

says

The OKLAHOMA RADIO AUDIENCE OF 1944

A study by WAAA

**WKY—Oklahoma City**

—NEW YORK—

SYRACUSE—E. R. Vadeboncoeur, WSYR's news analyst has just completed his fifth year on the air for P. Lorillard Tobacco Co. At the present time he is also vice-president of the Central New York Broadcasting Co. The first award of the \$1,500 radio fellowship, established this year by WFBL, went to Ralph R. Williams of the Associated Press and formerly director of public relations for WSB.

—COLORADO—

DENVER—Guesting on KMYR this week were Robert Stolz, Hal MacIntyre and

COAST-TO-COAST

Eddie Oliver, orchestra leaders . . . Major General Lewis B. Hershey, director of Selective Service made a broadcast a few days ago to the families of service men from the area, at the invitation of KOA.

—CONNECTICUT—

HARTFORD—A promotion effort to publicize its announcers and lead-

ing program features has been put into effect recently by WDRC. The system is on a rotary basis with every announcer and his program coming into the spotlight at approximately two month intervals . . . Bob Steele of WTIC is still puzzling over this one: a few days ago he received word from the hospital informing him that his wife had given birth to a son, and several minutes later he opened a letter from former WTIC-staffer Lt. Harvey Roesler now in Ireland, which read: "Congratulations Bob, on the birth of your new son."

—INDIANA—

FORT WAYNE—Cooperation between WOWO and local theaters was recently put into effect. The station announces the shows playing as well as coming attractions, and the theater, in return, shows trailers when radio stars appear in current pictures.

—OHIO—

CLEVELAND—Pat Patterson, who didn't think his hobby of fishing would get him into so much trouble, was presented to the sportsmen every Tuesday night on WJW, having begun Tuesday night, Aug. 15 at 10:15. The Chisholm Shoe Co., of this city,

is sponsoring the "All Out" program, and in conjunction with a sportsmen's corner will be in the Greater Cleveland stadium. TOLEDO—On a recent Saturday WSPD donated time and programs to raising funds for the 37th Division Canteen Fund. Staff together with other merchants went "all out" in this worthwhile campaign a success . . . DAYTON—Jack Wynn, Charles Reeder, comedy team of the variety show, "Side Up," of WING, are vacationing in the rolling hills of Pennsylvania during this month.

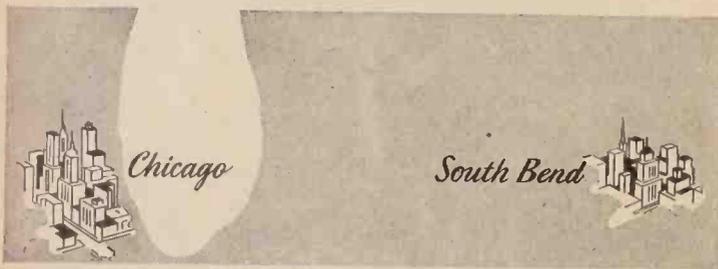
—OKLAHOMA—

OKLAHOMA CITY—KOMA's commentator, Helen B. Schuyler, luncheoned with the Oklahoma City of Education's attendance officer Bessie C. Sams, for discussing getting over via radio to parents importance of having children to school this Fall. The most important problem, according to Mrs. Sams, is getting the youngsters away from vacation jobs.

—FLORIDA—

WEST PALM BEACH—Cal Morrison, Lee Taylor, former WJNO staff announcer and now members of the armed forces were recent visitors to the studio furloughs. . . MIAMI—Bob Franey, new addition to the announcing staff of WIOD.

SOUTH BEND IS AS FAR FROM CHICAGO



- as Philadelphia Is From New York,
- as Baltimore Is From Philadelphia,
- as Louisville Is From Cincinnati,
- as Albany Is From Hartford.

SOUTH BEND is an independent market just as the cities listed above are independent markets. You can't adequately cover South Bend with a Chicago station. Indeed, this area can be dominated only by using WSBT, an affiliate of the Columbia network . . . This station reaches—in addition to South Bend's population of 112,000—27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes . . . War workers in this rich market are making big money and saving a lot of it for Post-War use. In every war bond campaign since Pearl Harbor, including the Fifth War Loan, South Bend has more than reached its quota . . . WSBT—1000 watts at 960—is 22 years old, truly a pioneer station.

PAUL H. RAYMER CO.  
National Representatives

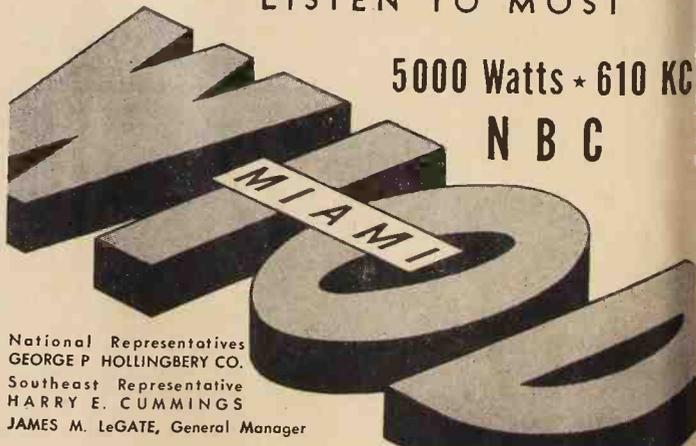


COLUMBIA NETWORK

ON TOP  
year after year!

★ THE SOUTH FLORIDA STATION MOST PEOPLE LISTEN TO MOST

5000 Watts ★ 610 KC  
NBC



National Representatives  
GEORGE P. HOLLINGBERRY CO.  
Southeast Representative  
HARRY E. CUMMINGS  
JAMES M. LeGATE, General Manager

## NBC Shows Renew 52-Week Contracts

(Continued from Page 1)  
 by Foote, Cone and Belding, effective Sept. 9 on a full contract.  
 Morrell and Co. sponsors Alex effective Sept. 30, also on a network. Henri, Hurst and Wald, Inc., is the agency. Dreier's sound-ups are heard Saturdays, 11 a.m., EWT. Red Heart Dog is the product advertised.  
 A third full network contract, for the W. A. Sheaffer Pen Company through Russel M. Seeds Company, Inc., continues the Sheaffer Parade (Sundays, 3:00-3:30 EWT) beginning Sept. 17.  
 Sponsored by Miles Laboratories, for Alka-Seltzer and One-A-Day Tablets, The "National Barn" has been renewed on 63 NBC stations, effective Sept. 30. The program is broadcast Saturdays, 9:00-10:00 a.m., EWT. Wade Advertising Agency handles the account.  
 Person Drug Co. renewed the comedy drama, "Ellery Queen," over NBC stations effective Oct. 5, for six weeks. Ruthrauff & Ryan, Inc., is the account for Bromo Seltzer. "Ellery Queen" is heard over 14 stations of the basic network on Saturdays, 7:30-8:00 p.m., EWT, and broadcast over seven West Coast stations as a pre-repeat program on Saturdays, 12:30-1:00 a.m., EWT.  
 Kept for a brief summer vacation in 1942, "Ellery Queen" has been a continuous NBC program feature since its debut on Jan. 8, 1942.

**WOR-Mutual Airs Skylar**  
 Sunny Skylar, young song star and composer, will begin a new series of "Sunny Skylar's Serenade" over WOR and Mutual on Sept. 4 from 10:30 to 8:30 p.m., and will be accompanied by Henry Sylvan and his orchestra. Program, to be heard Monday through Friday, will award \$5 for every letter, submitted by a listener, about her or his memory song, which is read on it.

## P. MacGREGOR

at  
**NAB CONVENTION**  
 SUITE 1472W  
 PALMER HOUSE  
 CHICAGO

## Coincidental Survey Disk Exhibited By C. E. Hooper

(Continued from Page 1)  
 showing just how the organization goes about making its calls and surveys. Recording was made in New York and since state laws prohibit the recording of actual telephone conversations, actresses and actors were used in this project. The term "coincidental telephone interviewing" refers to the phoning by a Hooper representative of people while they are carrying on their household duties. The exhibition was prepared to demonstrate what actually takes place when such a call is made.  
 The interviewing was performed by Mary McMahon, veteran Hooper

## Louis Calhern Signed To Emcee RCA Program

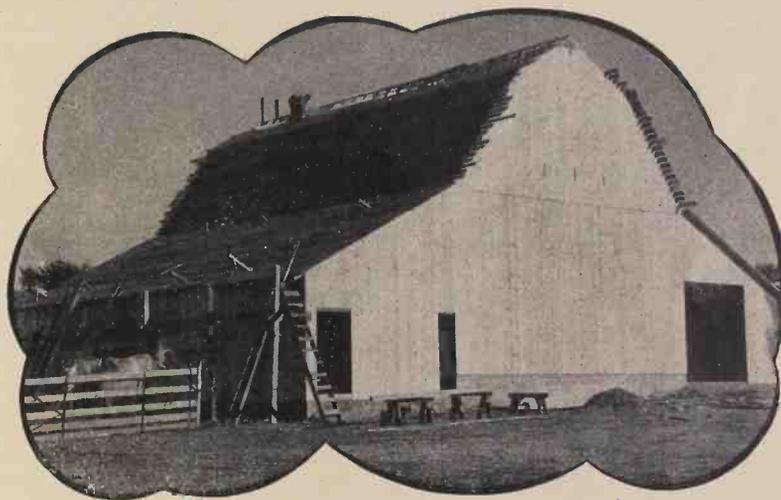
Louis Calhern, veteran actor, has been signed as emcee for "Music America Loves Best," the RCA Victor-sponsored program over NBC, beginning Sunday, Sept. 3, 4:30-5 p.m., EWT. Others to appear on this first program will be Jan Peerce, Metropolitan Opera tenor; Sigmund Romberg, composer, and Martha Stewart, vocalist.

interviewer, in the borough of the Bronx, New York City on the night of Friday, June 16, from 9:02 to 9:30. Tom Roach, purchasing agent at Hooper's conducted the recording. The actual voice reflections of those phoned are included in the recording.

## CBS Says IRAC Okays Its Television Stand

(Continued from Page 1)  
 develop tele to its fullest extent.  
 In every instance given, the IRAC either agrees or goes further than CBS on such matters as wider and more channels, the use by tele of the upper megacycle ranges and the retaining of present low and narrow channels until service is established in the higher, wider channels. Of course it must be kept in mind that the IRAC conclusions are only proposals, and that in the final analysis the decision rests with the FCC.

# NO PIPE DREAM



## Gigantic Building Program Planned By 48.9% of Kansas Farm Families\*

A new state-wide survey shows almost 50% of Kansas farm families already have "definite plans" to build homes, barns, sheds and granaries at the very first opportunity.

WIBW can help you lay the foundation for future sales of lumber, concrete, hardware, paint, equipment, and fixtures for these buildings.

If you did not get your free copy of this exclusive 55-page survey with charts and complete breakdown of these planned expenditures, a few copies are still available. Then let the friendly voice of WIBW get busy with some of the hardest-hitting selling you've ever seen in this six-state area.

\* Page 33 "Post-War Plans of Kansas Families" By Dr. F. L. Whan, University of Wichita

**WIBW** IN TOPEKA *"The Voice of Kansas"* COLUMBIA'S OUTLET FOR KANSAS  
 BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

# Victory Of Broadcaster Seen In WMAL Edict

(Continued from Page 1)

WMAL and much of the credit for the aggressive stand taken on the matter is attributed to E. H. Berkeley, general manager of the Blue's Capital outlet.

The directive order, which gives WMAL staff announcers an increase of \$50 per month retroactive to October 15, 1943, but denies the "Pay within pay" appeal of AFRA, was signed by Lewis N. Gill and Frank P. Graham, representing the public and Fred S. Oliner and Charles S. Roberts, representing industry. J. A. Brownlow and Carl J. Shipley were of record representing labor and dissenting on denial of union's request for a fee schedule relative to assigned commercial broadcasts.

## Bundy's New Show

A new twist in the way of audience-participation programs was aired over WOR recently when Jack Bundy, radio-emcee for the Village Barn staged a corn-husking contest in which the guests shucked corn to the musical accompaniment of his band of a Million Friends. During the contest Bundy gives a running commentary for the benefit of the radio audience. The program is aired three times weekly over Mutual.

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

In Southern New England People are in the Habit of Listening to WTIC

**WTIC**  
50,000 WAITS  
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



## Today, Chicago Is A Busy Place! ! !

● ● ● Crowded trains, impatient passengers in stations, share-the-ride taxicabs and long lines at the reservations windows of the Palmer House were some of the sights that greeted travel-worn broadcasters arriving in the Windy City yesterday for the NAB Executives War Conference. Rewarding the arriving guests for their inconvenience was the weatherman who dished out real comfortable Fall time temperatures the past week-end. Judge A. L. Ashby, general counsel of NBC, was among the early arrivals. J. Harold Ryan, president of NAB came early too. He was on deck with C. E. Arney, Lewis Avery, Willard Egolf, and other NABers as they greeted the registrants at headquarters over the week-end. Prexy Ryan smiled and said nothing when an inquiring reporter asked if he would be a candidate for the presidency succeeding himself. He smiled too when told of the broadcasters support of the WAC fund controversy. Marshall Pengra of KRNR, Roseburg, Ore., champion of the small stations group, seen carrying a typewriter as he edged his way into a crowded Palmer House elevator. Close behind him was Ben Ludy of Topeka and his charming wife. Alex Sherwood of Standard Radio hustling about as he set up headquarters. Busy too was Bill Parsons and Lloyd Egner of NBC recording. Affable Beverly Kelley, radio director of the Ringling Brothers Barnum & Bailey Circus, passing out circus tickets to broadcaster friends and blaming the Chicago Park board for the special service charge attached the "big show" paste boards. Charles Hammond, advertising director of NBC, receiving the congratulations of friends on the "Parade of Stars" promotion. Gill Berry, national spot and local sales manager of the Blue's central division, and Ben Baylor, assistant general manager of WMAL, Washington, seen lunching in the Empire room with Marvin Kirsch of Radio Daily. At the next table was Mayor Edward J. Kelly chatting with his son and nodding to broadcaster acquaintances. Paul Raymer, popular station rep, greeting friends on the mezzanine of the Palmer House.

★ ★ ★ Miller McClintock, president of the Mutual, and Mark Woods, president of the Blue, registered at Michigan Boulevard's Drake Hotel. Smiling Don McNeill huddling with Blue executives on a special show which was presented Monday night at Edward J. Noble's dinner. Frederick Ziv in from Cincinnati after stopping off for a week-end rest following a strenuous business week in New York. Peggy Byrne, up and coming WBBM publicist, greeting old N. Y. Radio Daily associates and furnishing Ye Ed with a typewriter, pencils and paper. Stanley Hubbard, the Northwest's militant crusader, in from KSTP, St. Paul, with word that he has returned to the ranks of NAB members. Stan's pet subject is the musicians strike situation in St. Paul and if he has his way it will become a convention issue. Many newspapermen shocked to learn that Al Fuller, popular Palmer House publicist, is seriously ill with pneumonia. G. W. Grignon, general manager of WISN, Milwaukee, among early arrivals. ditto Arch Shawd, the beau brummel of WTOL, Toledo. Dorothy Doran, radio editor of the "Akron Beacon Journal," attending the convention to do a daily column for her paper. Raymond Jeffers, of Russell Seeds agency, in the Palmer House lobby singing the praises of the Brown and Williamson account. Carl Haverlin of Mutual, renewing old acquaintances among the music publishers. Jim O'Bryon, Mutual publicity director, doing a passout from McClintock suite at the Drake. Ell Henry, Blue publicist, Jack Ryan of NBC and Shep Chartoc of WBBM rushing about in the interest of their networks. Ralph Weil, WOV, stopping at the Seneca.

★ ★ ★

Remember Pearl Harbor

# Request More Mica For Use Of Civilian

(Continued from Page 1)

In addition, relaxation of a good deal of paper work called for presenting to use mica was recommended. This slight clearing in the current picture will probably be allowed, and comes at about the same time as an official statement from the WPB copper division lauding the wire and cable industry—both production and management—for a remarkable production increase during the past year. At the same time, further increases were called for to meet military demands.

## Dem. National Committee Appoints Farm Director

J. Leonard Reinsch, radio chairman of the Democratic National Committee, has announced the appointment of John Merrifield at farm director of the radio division of the DNC. Merrifield is on leave of absence from WHAS, Louisville, where he has been farm director of the station since April, 1940. Prior to that he was farm director of WLW, Cincinnati. Merrifield will develop special farm program for the DNC to be broadcast in the Middle West.

**You can SPOT IT in a minute**  
KANSAS  
JOHN BLAIN & COMPANY  
MAN  
REPRESENTING LEADING RADIO STATIONS



# Associated gets to "Berlin" first!

**ASSOCIATED LIBRARY FIRST  
TO PRESENT BRAND NEW  
IRVING BERLIN HIT...**

**"There Are No Wings  
On A Foxhole"**

Composer personally supervises dramatic session as Barry Wood and Ray Bloch's 25-piece orchestra and 12-voice glee club give brilliant performance

**I**T READS like a Hollywood scenario, this striking example of how ASSOCIATED again "gets there fustest with the bestest."

When Irving Berlin recently returned from personal appearances abroad in "This Is The Army," he invited Ben Selvin, ASSOCIATED'S vice president and recording director, to a private demonstration of the new song his overseas experience had inspired, dedicated to the men of the infantry.

Such enthusiasm was generated during this meeting that at midnight, that same evening, Berlin and Selvin met again, with Barry Wood and Ray Bloch, to plan immediate action. Nothing was to be spared to make the ASSOCIATED transcription of *There Are No Wings On A Foxhole* an unforgettable production.

In just three days, the song was arranged, rehearsed by the elaborate group of top radio talent, and recorded in a thrilling session—with Irving Berlin right there in the control room.

Only four days later, the finished discs were rushed to ASSOCIATED subscribers throughout the country as a special release.

That's action for you. Action that scooped the entire transcription and recording field. Action that proves again: ASSOCIATED IS AMERICA'S FINEST, MOST PROGRESSIVE, MOST USEFUL PROGRAM SERVICE! Investigate ASSOCIATED now.



"That's it! Stirring—with a beat!" In the Associated studio in New York, Irving Berlin glows with satisfaction as baritone star Barry Wood puts his heart into *There Are No Wings On A Foxhole*. Ace conductor Ray Bloch and recording director Ben Selvin listen critically.



A special plea to "give it everything you've got, boys!" comes from the control room and Barry, Ray and the magnificent orchestra and glee club do just that. The result: an all-time high in Associated transcriptions!

## Associated Program Service

25 West 45th Street, New York 19, N. Y.

**MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.**

LIBRARY  
SEP 3 1944

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



28, NO. 42 NEW YORK, N. Y., WEDNESDAY, AUGUST 30, 1944 TEN CENTS

## NAB Mulls Coverage Plan

### Views Relations Radio And Movies

Chicago—In an address before the War Conference yesterday, Francis Coe reviewed the relationship between radio and movies as entertainment mediums and the over-all part played in public relations. During the course of his talk he made the point that an effort should be made to win the confidence of public opinion, in view of the ever-increasing controls placed on radio by outside agencies. Favorable public opinion, secured in part by radio, is a necessary condition for the success of the war effort. (Continued on Page 4)

### Eds Sees FM Leading As Affiliate Problem

Chicago—"One of the most fundamental problems of all Blue Network stations at the present moment is FM radio," said Eds. This was the statement made by Mark Woods, president of the Blue Network, in an address before Blue Network station managers at a meeting preceding the opening of the NAB convention. Eds is predicting great post-war development in the FM field. (Continued on Page 2)

### Brownell Protest To Webs Re Roosevelt's Speech

Chicago—Herbert Brownell, Jr., chairman of the Republican National Committee has registered a protest against the networks in connection with their radio time allotments to Governor Roosevelt. Protest is predicated on the speech of President Roosevelt which originated at Bremerton, Wash., and which Republicans concluded, that the networks had distorted. (Continued on Page 15)

### Telegenic

NBC still is getting letters acclaiming the television program on the NBC which enabled the video audience to view the OWI-produced picture of Arturo Toscanini conducting the NBC Symphony in the performance of Verdi's "Hymn to the Nations," with Jan Peerce as tenor soloist. The film, running 30 minutes, was made primarily for showing to servicemen abroad.

**Life-Like**

Chicago—At the luncheon meeting yesterday the voices of Eisenhower, MacArthur, Nimitz and Admiral King were broadcast by transcription over the public address system. During the broadcasts spotlights were focused on life-sized enlargements of the men. Credit for this colorful and highly specialized feature goes to NAB's C. E. Arney, Jr.

### CBS Appoints Yocum To Head New Office

Chicago—With the establishment in Washington of a new office to handle CBS station relations and as a service for the network's affiliates, Ed Yocum has been appointed to direct the office effective Nov. 1. Announcement to this effect was made yesterday by Joe Ream, web vice-president and secretary.



ED YOCUM

In his new post, Yocum will represent CBS affiliates in relation to general problems of allocation and station operation. Ream pointed out that the post-office will be a service for the network's affiliates. (Continued on Page 2)

### Board Adopts Proposals For Standard Method Of Research To Determine "Circulation" Of Stations

By FRANK BURKE, Editor, RADIO DAILY

### Programming Faults Analyzed By Menser

Chicago—Taking network programming departments to task, Clarence L. Menser, vice-president in charge of programming for the National Broadcasting Company, yesterday asserted before the NAB that there is a great need for a professional attitude in all aspects of programming, pointing that such "an attitude does not exist at the present time." "The program people themselves are responsible for the faults." (Continued on Page 15)

### No WJR Clients Lost Because Of New Policy

Detroit—WJR, has not lost a single advertiser because of its new policy restricting newscast advertising according to Charles Burke, sales manager for the station. The new policy, which restricts advertising to the first 15 minutes of the newscast, is effective Nov. 1. (Continued on Page 13)

### First Co-Operative Study Released Today By 'Pulse'

The Pulse, Inc., today announces the immediate release of the first report in its co-operative, continuing study of radio listening in the Philadelphia area. (Continued on Page 15)

Chicago—Stormy session of the board of directors of the NAB carried over to the early morning hours of yesterday on the subject of the Research Committee's method of measuring station coverage in a resolution being adopted endorsing the plan. It will be formally presented to the convention body this morning. The resolution was adopted by a vote of 10-0. (Continued on Page 4)

### 5 CBS Accounts Renew Current Web Programs

Renewals of current campaigns on CBS are announced by General Foods Corp., Whitehall Pharmaceutical Company, Campbell Soup Company, Ever-sharp, Inc., and Admiral Corp. General Foods, top advertiser on the Columbia network during 1943, renews "Kate Smith Speaks" effective Nov. 1. (Continued on Page 15)

### British Engineers Ponder Post-War Tele Progress

The British Institution of Radio Engineers in a report issued this week in London visualizes a Television World post-war—dependent on State aid. (Continued on Page 4)

## Hager Urges Greater Effort In Educational Air Shows

### Hat Firm's Radio Debut With Lomax Sports News

Using radio as an advertising medium for the first time, Young's Hats, largest retailer of Stetson Hats, will sponsor Stan Lomax and his sports news program on WJLA. (Continued on Page 14)

Chicago—While lauding the progress achieved by radio councils in education via broadcasting in many states of this country, Kolin Hager, NAB board member and general manager of WGY, of Schenectady, N. Y., urged all stations throughout the nation to organize a council devoted to education. (Continued on Page 13)

188,107 radio homes in its nite-time primary coverage area make WLAW the "buy" North of Boston!

Along with its CBS programs, WLAW prides itself on its "market-wise" local features! Advt.

### For Morale

Five thousand beauty kits, gifts of Mrs. Constance Luft Huhn, president of the George W. Luft Co., makers of Tangee cosmetics, headed for all war sectors served by the American Red Cross, will be presented to a Red Cross worker tonight on the regular sponsored program of "Band of the Week" over WTOP, Washington, D. C., at 5:30 p.m., EWT.



Vol. 28, No. 42 Wed., Aug. 30, 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, Aug. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 7/8	164	
CBS A	31 1/4	31 1/4	31 1/4	+ 1/4
Crosley Corp.	22	22	22	+ 3/4
Farnsworth T. & R.	12 5/8	12 3/8	12 3/8	+ 3/8
Gen. Electric	38 3/8	38 1/8	38 3/8	+ 1/8
Philco	35 1/4	35	35 1/8	+ 1/8
RCA Common	10 3/4	10 3/8	10 3/4	
Stewart-Warner	16 1/2	16 1/4	16 1/4	+ 1/8
Westinghouse	104 1/2	104	104	
Zenith Radio	42	41 5/8	42	- 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 3/4	17 3/8
WCAO (Baltimore)	22 1/4	
WJR (Detroit)	36 1/2	38 1/2

## 20 YEARS AGO TODAY

(August 30, 1924)

Madison Square Garden, the famous Diana-topped structure at Twenty-sixth Street and Madison Avenue, source of much pleasure to radio fans, and others, is now in the hands of the wreckers. It will be replaced by a modern office building.

FARM INCOME UP 25%  
Cash income of Colorado farmers was 25% greater the first 5 months of 1943 than during the same period last year.

560 Kc  
5000 W

REPRESENTED BY THE KATZ AGENCY

### Woods Sees FM Leading As Affiliate Problem

(Continued from Page 1)

ments for FM, Woods said that there will be 20,000,000 sets in operation within four years after the war. The transition from AM to FM will be gradual and the complete changeover will take from five to 10 years.

Urging all 195 Blue affiliates to make immediate application for FM permits; place orders with FM manufacturers in order to assure priorities; and use the Blue for schedule once their stations have been established, Woods stated that the Blue has FM transmitter licenses on file in New York, Chicago and Los Angeles, and will petition for a license in San Francisco.

#### Kiggins in Chair

The meeting of Blue affiliates was presided over by Keith Kiggins, vice-president in charge of stations, who stated that the main purpose of the gathering was to introduce some recent additions to the Blue's executive staff, namely Chester LaRoche, chairman of the executive committee, and Lieutenant Colonel Robert Kintner, vice-president in charge of public service and public relations. Also at the speakers table were Edward J. Noble, chairman of the board, and Edgar Kobak, executive vice-president.

The meeting was concluded with a short address by Edgar Kobak, who expressed satisfaction with the sound

### CBS Appoints Yocum To Head New Office

(Continued from Page 1)

war problems of frequency and allocation plus new developments in broadcasting, justified the establishment at this time, of a new office in the Capital.

Yocum, who resigned as NAB director for the 14th District, is manager of KGHL, Billings, Montana, and it is not known at this writing whether he is resigning this post or taking a leave of absence. It is presumed that he is leaving the station.

### WTHT Airls Wallace's Reception

Hartford, Conn.—WTHT arranged with little advanced notice for broadcast of the reception accorded Vice-President Henry A. Wallace here the past Monday. Stopping in this locality on his tour of New England, the Vice-President was guest of former Congressman Herman P. Koppleman, who once more is the Democratic candidate in the First Congressional. Many local prominent Democrats welcomed Wallace at the broadcast handled by WTHT assistant manager Fred Bieber.

and progressive job that the Blue Network is doing in the field of radio. Kiggins announced a list of Blue outlets who headed the promotion efforts and LaRoche was optimistic on future Blue web biz.

# THE MIRAGE OF MONEY PROGRAMS

Here are Hooperatings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

BEFORE "MONEY MAN"		DURING "MONEY MAN"	
STATION	RATING	STATION	RATING
WSAI	24.0	WSAI	31.8
A	16.5	A	17.8
B	13.0	B	13.3
C	12.2	C	10.9

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

# WSAI

Division of the Crosley Corp.  
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO



### Pretty good, to!

This new ship—the PV-1—has everything it takes to deliver the goods. Listen:

"The PV-1 carries a depth charges or torpedoes. It's the first sub-buster in production to meet the Navy's needs for twin-engine land-based aircraft with a wide range plus both defensive and offensive armament. The Venetian is bigger, faster, more heavily armed and able to pack a deadlier explosive wallop than the famous old hood Hudson which it closely resembles. Yet it retains all the best qualities of the Hudson, known to the R. A. F. as 'Old Boon' because of its ability to return to its base.

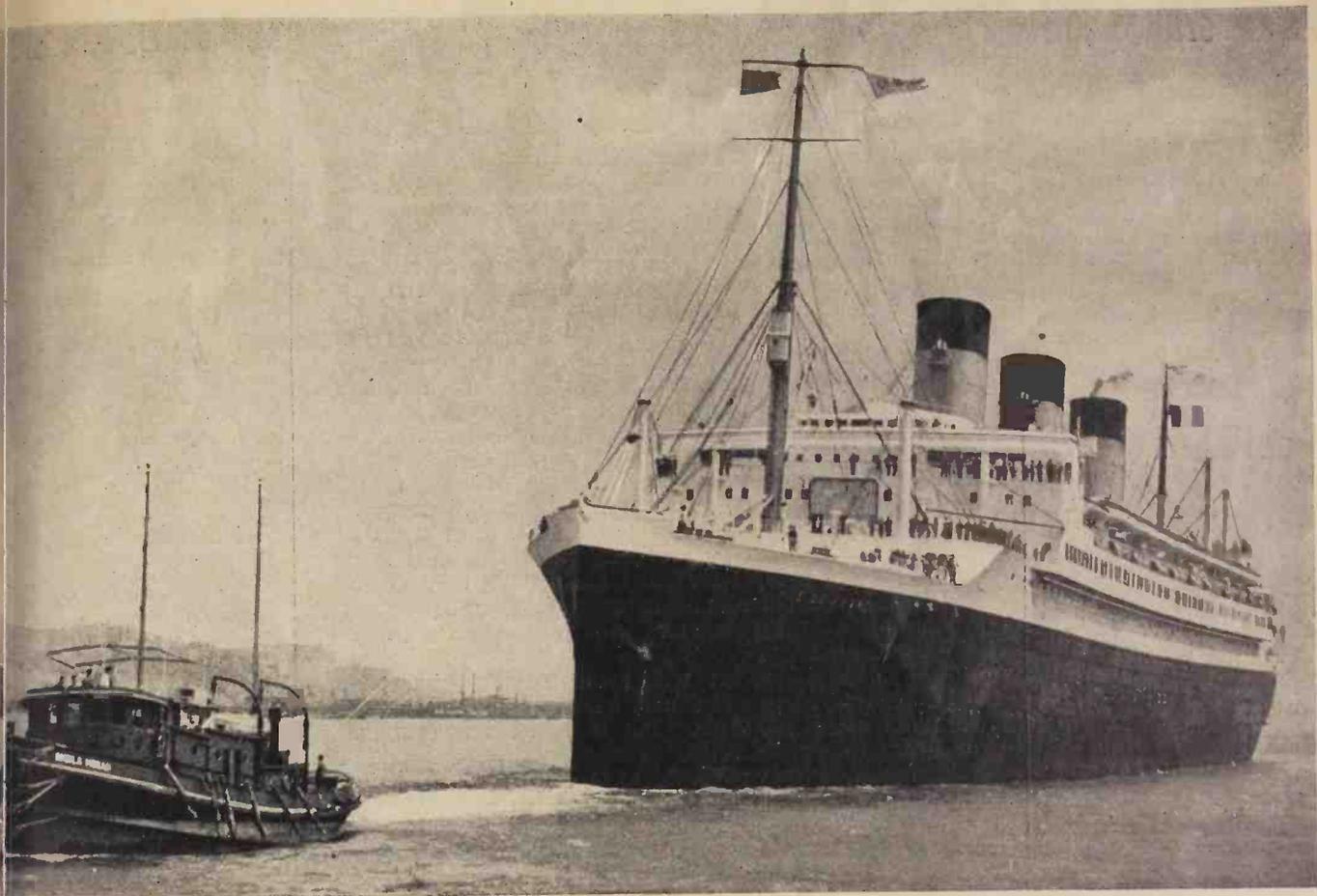
"Carrying more radio equipment than any plane Vega or Lockheed has ever built, as well as dropable gas tanks that give it a tremendous range, the PV-1 constitutes a greater menace to enemy submarines, warships, and transport than any land-based aircraft built in this country."

There's a ship that's ahead of the game. And in Baltimore radio compares with the kind of ahead-of-the-game service you get to W-I-T-H. That's the success independent that delivers more at the lowest cost of any station in Baltimore. Pretty good—too!



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY



## Pick out the work boat

It's easy to by-pass the glamour cruise ship in that picture above. You can spot in a flash the hard-working, power-slugging work boat.

And down here in Baltimore radio it's just about as easy to spot the hard-working, sales-producing dependent station that does the man-sized sales job in this, the 6th largest market.

There's not much glitter to W-I-T-H. No glamourous call letters. No sing-song network identification. No... none of that.

Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have... few radio stations have come so far, so fast.



# W · I · T · H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by Headlev-Reed*

## NAB's Coverage Plan Presented To Members

(Continued from Page 1)  
 tion, presented by Hugh Half, WOAI, San Antonio, which was adopted by the board reads as follows:

"Whereas the Research Committee has presented to the board its method of measuring station circulation and its plan of procedure to effectuate that method, and

"Whereas, the board has approved the methods recommended without passing finally on any plan,

"Now, therefore, be it resolved that the chairman of the Research Committee be instructed to present the plan in full to the conference provided that it be made clear that the board is of the opinion that there should be full disclosure of all research data authorized under the plan as adopted."

The resolution passed with one dissenting vote, that of Nathan Lord, WAVE, Louisville, Ky.

Importance of the plan as a convention topic was indicated yesterday when the membership of the NAB Research Committee under the chairmanship of Hugh Feltis, KFAB, Omaha, held a huddle yesterday and took steps to pass the word along to all broadcasters that the entire plan would be discussed at this morning's meeting of the convention. The committee declined to release a copy of the plan yesterday and declared it would be unfair to offer only "the highlights."

### Industry Reaction

Support of the Four A's and the Radio Management Club of Chicago was reported by NAB executives in the campaign to inaugurate the new plan.

Yesterday, RADIO DAILY, interviewed several agency executives in an effort to get opinions on the NAB plan. These expressions follow:

"I think it's a swell idea," declared Jack North, president of the Radio Management Club of Chicago and an official of Aubrey, Moore & Wallace Advertising Agency. "Stations have to do something uniform, and regardless of what they do it's better than nothing. Magazines, billboards and other media have a uniformity and radio certainly should have. I am all for it and so is the Management Club."

Frank Kemp of the Compton Agency declared: "The adoption of the proposed NAB coverage and circula-

## Greetings From Gen. Eisenhower

General Dwight D. Eisenhower, Supreme Commander, Allied Expeditionary Forces, yesterday sent the following message to the NAB's Executives War Conference.

"I am happy to have this opportunity to extend my personal greetings and that of my command to the National Association of Broadcasters.

"We have come to regard the radio reporters in the field as staff members. They have measured up in the fullest sense to the high standards of courage, coolness and initiative demanded of the men in our armed forces.

"No commander can fail to comprehend the vital importance of an informed and understanding civilian population. The people must know what we in the field are doing, how we are doing it, and why we are doing it. Official communiques must of necessity be brief and formal. It remains for your correspondents to give them substance and perspective; to transmit the fury of the battlefield, its problems and demands, intact and promptly to your millions of listeners. This task they have most ably performed.

"We soldiers, too, are well aware of the great part Radio has played in the double battle of production and morale on the home front. The inspirational programs, the dramatic presentations of our needs overseas, the time allotted to the various Arms and Services of our vast military organization for the clarification of their tasks—all these are contributions whose value cannot be measured in terms of their commercial cost. They may be called one more demonstration of the high spirit of unity between the civil and the military segments of our country."

tion method is a great step forward. It is something that has been needed and hoped for for years."

"I consider it the most forward step proposed by the radio industry—it is fundamentally sound and will fill a gap that has seriously hindered agencies and advertisers in the scientific use of radio as medium," Arnold Johnson, director of media and research for J. Walter Thompson, said.

Beth Black declared "the plan outlined is a tremendous advance over present confused and confusing data and would be of the greatest value to the agencies."

"A definite step forward in clearing up confusion in the whole radio industry," Harry Woodworth, BED&O.

John C. Bell of WBRC, Birmingham, was elected to the board to succeed James W. Woodruff, Jr., of WRBL, Columbus, Ga., resigned, who is now serving with the armed forces. Bell will serve as director of District No. 5.

The resignation of Ed Yocum, KGHL, Billings, Mont., as director of District 14 was accepted. Yocum resigned because he was moving from the district. Hugh B. Terry of KLZ, Denver, was elected to succeed Yocum on the board.

At 3 a.m. yesterday the board recessed to meet again on Thursday night or Friday. Several committee reports and resolutions pending will be taken up at that time.

## British Engineers Ponder Post-War Tele Progress

(Continued from Page 1)

control of the ether. But the demand for State control does not—they state—involve a Government monopoly of radio entertainment which they prepared to leave open.

The British attitude to the post-war period as planned by this recognized and important body is that nationwide television should be established in Britain with an extension across the Atlantic to the American coastline, following intensive research; colored stereoscopic television relayed to cinemas; shortwave transmission broadcasting to be used to immensely increase radio activity; an increased use of sound films in the home and of gramophone recordings to be used in conjunction with cine cameras.

### Sees Wireless Phone Advance

The institution anticipates wireless telephone calls to New York or Calcutta as easily and clearly as we now get a local call with multiplication of channels of International communication, by using wireless as a supplement for cables.

In making these proposals the Institution urges that the home programmes mapped out are too ambitious on a question of cost. It is also urged that a statement of policy must

## Coe Views Relations Of Radio And Mo

(Continued from Page 1)

by improved public-relations efforts would be a strong counterbalance to these outside regulatory influences and be a distinct advantage in itself, as far as possible, a "happy policy."

### Re Sound Effort

The soundest public relations Coe maintained, is a constant effort to improve programs and content. Along these lines he suggested that less time be allotted the advertising in the interests of creating an entertaining show and holding audience interest.

Referring to a recent suggestion that the daily deliberations of Congress be broadcast, he stated that while it is entirely proper for the government to order objectionable matter off the air, it is equally proper and even dangerous for the government to order anything off the air.

Progressing to the part of the plan that could, and should, play a part in economic recreational and cultural life of its community, he said that such station has an unequal opportunity to serve the community interests and at the same time to educate itself. These stations should make every effort to fit themselves into the daily pattern of their own communities, by improving local service, by intense cooperation with local business as well as studying the local needs, deficiencies and making a strenuous effort to meet and remedy them.

### Co-Op With Press

Cooperation with the press was urged; the two being complementary mediums. Also the airing of both pros and cons of controversial subjects, as this will boost rather than lower the station.

Stating that he "welcomed the advent of television," he warned that this new phase of the industry is imperative that radio create, within itself, a form of self-regulation so that too active external supervision may be forestalled. Predicting that the public will be tolerant of "made in good faith" he urged that television should be developed as an added industry.

### Plea For Teamwork

Closing his speech with a plea for teamwork, Coe urged the formation of some sort of a self-regulatory "set of rules" by which the industry might for the most part, govern itself. If this is created and adhered to, he predicted that "external regulation will lessen."

be issued by the Government with advance of any mass production of post-war receivers since otherwise it is obvious that manufacturers will gamble as to the future broadcast problems, from the technical areas where they should really be entrusted with enough advance information to intelligently plan their future production along the same lines as indicated to the makers.



August 30

Oliver S. Gramling Peggy Marshall  
 Paul W. Kesten M. H. Shapiro  
 Ruby MacQuatters M. P. Wamboldt  
 Howard Stanley

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



*Eddie Chase*

First in California, then in Chicago, and now in Detroit . . . EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.

## CHICAGO

By BILL IRVIN

**AN ORDER** for a new 15-minute Monday through Saturday news program featuring Alex Dreier, NBC commentator, topped the business list this week at WMAQ, it was announced by Oliver Morton, manager of the NBC Central Division local and spot sales department. Dreier will be heard from 6:45 to 7:00 a.m., CWT, beginning Monday, Sept. 11, under sponsorship of the Skelly Oil Co., which also sponsors Dreier on a midwest NBC network Mondays through Saturdays from 7:00 to 7:15 a.m., CWT. With the WMAQ program, Dreier will be reporting news for 30 minutes. The contract, for 52 weeks, was placed through Henri, Hurst and MacDonald, Inc. Other new WMAQ business included orders for 265 time signals, 260 of which were placed by the Neumonde Hosiery Co. through George H. Hartman Co., to run at the rate of five a week for 52 weeks, effective August 28.

The Melville Shoe Corp., manufacturers of Thom McAn Shoes, has signed its second 52 week contract with WLS as sponsor of the "Something to Talk About" series featuring Chuck Acree. The program will continue to be heard from 7:30 to 7:45 a.m. each Monday, Wednesday and Friday. Neff Rogow, Inc., of New York, is the agency.

### 'Radionics Exclusively' Is Zenith's Advt. Theme

"Radionics exclusively," theme of Zenith Radio Corporation's new fall advertising campaign, is also a concise summation of the company's entire post-war production and sales plans. Beginning in newspapers August 27, and continuing through the fall, Zenith is launching a dramatic advertising campaign telling America of its positive plans for concentration and expansion in the radionics field. The campaign is being handled by MacFarland, Aveyard & Company.

Explaining its advertising theme, Zenith copy tells how the radio listeners of America will profit by this vast new science of radionics developed during the war. Pointing out that radionics covers not only radio but also television, shortwave, and FM radio; that the subject has been extremely secret due to war-time censorship; and that Zenith engineers have taken a leading part in the development of the various secret devices, that have made them so valuable to the allied armed services, Zenith advertisements state that many of these radionic innovations and improvements will be incorporated in Zenith radios.

Having concentrated its experience and skill in engineering and precision manufacturing on radionics and radionics only, Zenith thus promises to bring the results of work by its highly trained specialists to every post-war user of its radios, radio-phonographs and "Global portables."

# Today's Convention Agenda

WEDNESDAY, AUGUST 30, 1944

9:30 a.m.  
to  
11:00 a.m.

#### Station Coverage Method:

Report of NAB Research Committee, Hugh M. Feltis, KFAB, Chairman.

Report of NAB Sales Managers Executive Committee, Dietrich Dirks, KTRI, Chairman.

Advertising Agency View, Frederick R. Gamble, President American Association of Advertising Agencies.

Discussion: Panel of Radio Station and Advertising Agency Executives headed by Roger Clipp, WFIL.

#### Bureau of Standards for Audience Measurement:

Progress Report, Hugh M. Feltis, KFAB, Chairman NAB Research Committee.

Discussion.

11:00 a.m.  
to  
12:00 Noon

#### Business Session of National Association of Broadcasters:

Nomination and Election of Directors at Large.  
Consideration of Proposed Amendments to NAB By Laws.

Recess

12:30 p.m.  
to  
2:00 p.m.

#### General Luncheon

#### "Broadcasting Faces The Future"

Honorable James Lawrence Fly, Chairman Federal Communications Commission.

2:15 p.m.  
to  
3:15 p.m.

#### Small Market Station Panel:

"What We've Learned About the Problems and Possibilities of Small Market Stations"  
Marshall Pengra, KRNR, Chairman NAB Small Market Station Committee.

"What About National Spot Business," a Chart Presentation of the Coverage Study by the NAB Engineering and Research Departments.

"The Determination of 1/2 mmv Contour Lines," Howard S. Frazier, NAB Director of Engineering.

"The Estimation of Primary Coverage," Paul F. Peter, NAB Director of Research.

"Summary and Suggestions for Group Selling," Lewis H. Avery, NAB Director of Broadcast Advertising.

"A Small Market Station as a Training Ground," William B. Smullin, KIEM.

"The Opportunity and Responsibility of Small Market Station Managers," a transcribed Presentation.

Discussion

(Continued on Page 11)

## LOS ANGELES

By RALPH WILK

**A PROGRAM** on which you are sure that the pronunciation of French names and places is correct. KGFJ's afternoon news summary only by paying attention to the like this, says Thelma Kirchner, manager, that a small station can compete with the networks. nouncer for the news period is Bozart, who is of French and Canadian descent, speaks four languages, has travelled extensively.

Miriam Lane, former woman's editor at WJLB Detroit, is now on daily woman's feature for the day Department store called "Chats" on KMPC, Monday through Friday.

Peggy Webber, 19-year-old freshman lead in NBC's "Star Playhouse" dramatization of "Casablanca," was enrolled for the fall term at the University of Southern California where she plans to major in dramatics.

Louise (Judy) Erickson, star of NBC's "Date With Judy," will replace actress Lurene Tuttle (as Marjorie) in the "Great Gildersleeve" program when that show returns to the air Sept. 3. Miss Tuttle, creator of the role, had to forego the fall assignment due to other commitments.

Jimmy Walker, former Mayor of New York City, is an avid follower of "The Life of Riley," never missing an episode. That's the word he has along to star William Bendix when the two met a few weeks ago.

Dinah Shore expects to be back in the United States the last week of September from her overseas tour of the Allied camps in France, England and Italy. Her new program on NBC starts October 5.

Edgar "Cookie" Fairchild is doing a symphonic arrangement for "The Changes Everything," a ballad introduced by Bob Wills and his Texas Playboys and written by Tom Duncan, Wills' vocalist, more than six years ago. It has been published by Southern Music Company and making a comeback over the air.

Tom Hargis, NBC producer, will cast Lynda King for a new role which will be into the "Gallant Heart" program, which features Ned Brinckman.

Harold Stein, chief engineer of station KLZ, Denver, is in Hollywood visiting Les Bowman, chief engineer of CBS western division and Ed Buckalew, field manager of station relations, Columbia Pacific Network.

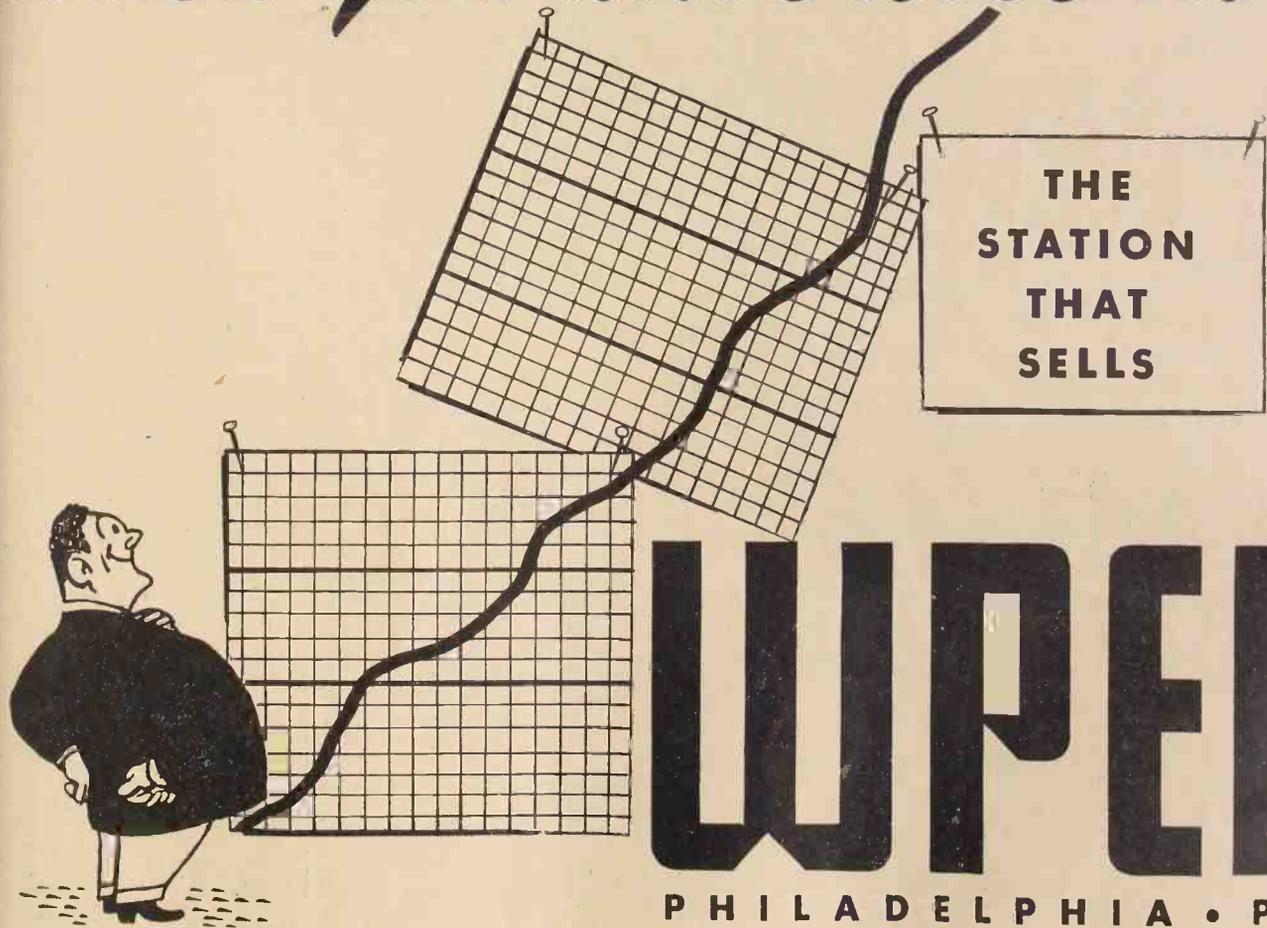
#### Massey To Hollywood

Baritone Curt Massey will transfer his Saturday "Starring Curt Massey" show to Hollywood sometime in the Fall. He will no longer be heard on "Reveille Roundup," played by Westerners, with whom he has been associated for the past 14 years. He will make his last appearance on "World Parade" on September 10. Before heading westward, Massey plans to spend a few weeks in New York making records for Columbia.

*That's what  
happens to*

**SALES**

*when you advertise on*



**THE  
STATION  
THAT  
SELLS**

**W P E N**

**PHILADELPHIA • PA •  
950 ON THE DIAL • 5000 WATTS**



## Windfall for FALL Program Hunters

NBC Radio-Recording Division has done all the hunting for you... has in captivity a new, super collection of sensationally cast, written and produced shows that you can own exclusively in your city for a thin slice of original cost since it is shared among many non-competing advertisers throughout the country. To wit:



**Come And Get It**... new radio quiz mixes food facts and fun! Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox for syndicated food articles read by millions. 78 quarter-hour three-a-week shows—ready for release about Sept. 1.



**Destiny Trails**... brings to life the immortal classics of James Fenimore Cooper. First to be dramatized, *The Deerslayer*... 39 programs stampeding with adventure. Next, *The Last of the Mohicans*... 39 programs. 78 quarter-hour three-a-week broadcasts ready for release Sept. 15.



**Ned Jordan—Federal Ace**... thriller with a new twist... woven from swift-action facts, sans fanfare... facts from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours ready for release about Sept. 15.



### STAR CHRISTMAS TIE-INS!



**Happy The Humbug**... whimsical adventures of that fanciful beastie and his fascinating animal pals... brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.



**The Christmas Window**... dramatizing Children's stories... both old and new. A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.



**The Weird Circle**... modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.



**Stand By For Adventure**... exciting happenings in far places among strange people... as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

All you have to do is pick your show... your stations... create your selling message and take to the air with a show that will stir up and hold the attention that means sales. Write today for full information, availability and audition records.

National Broadcasting Co.



**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.

## NEW BUSINESS

**KYW, Philadelphia:** Esquire, Inc., through Schwimmer & Scott Agency, Chicago, 14 announcements in five days for Coronet Magazine; Grove Laboratories, Inc., St. Louis, will sponsor Robert Heckert and the news, a 10-minute program five times weekly for 26 weeks. Product is cold tablets and business was placed by Russel M. Seeds Company, Inc.; Hubinger Company, Kookuk, Iowa (starch) has renewed its weekly station break for 20 weeks through Ralph Moore, Inc. of St. Louis; Dr. D. Jayne & Son (cough mixture) through J. M. Korn Agency, Philadelphia has placed order for five one-minute announcements per week for 28 weeks; M. & H. Sport Stores, Philadelphia will use a weekly station break for 11 weeks. Account placed by Julian G. Pollock Company, Philadelphia; Penick & Ford, New York, will use a schedule of five station breaks weekly for 52 weeks for "My-T-Fine Dessert." Agency is Batten, Barton, Durstine & Osborn, Inc. of New York; O'Cedar Corporation, Chicago, has placed order for five announcements weekly for 13 weeks. Agency in charge is Aubrey, Moore & Wallace, Inc.; Procter & Gamble, Cincinnati, through H. W. Kastor & Sons of Chicago, will use a weekly station break for "Drene" for five weeks; Philadelphia Electric Company has renewed its thrice weekly women's program "Ruth Welles at Home" for 26 weeks. Agency is Al Paul Lefton of Philadelphia; Radnai Cosmetics, through E. L. Brown (both of Philadelphia), will use twice weekly participations in the Ruth Welles program for six weeks. Product is hand cream; Strawbridge & Clothier, Philadelphia (direct) has taken six announcements over a two-day period to promote "Clover Day"; United Wallpaper Factories Inc. (Trims Ready-Pasted Wallpaper) has contracted for three participations per week in the Ruth Welles program for 52 weeks.

**WHBQ, Memphis:** Mentholatum, through J. Walter Thompson, has purchased sponsorship of Mutual commentator Cedric Foster, three times weekly; The Scott-Kelly Furniture Co. returns to WHBQ's program schedule with a quarter hour of news and music each Sunday morning for 52 weeks. The contract was placed direct; Coca Cola Bottling Co. has purchased two announcement strips. The account was placed direct and runs for 52 weeks.

### New Ascap Rep.

Portland, Ore.—Herman Kenin of Portland for almost 10 years attorney and district manager for Ascap has resigned. Kenin is also president of Local 99, A. F. of M. Stanley Shepard, recently of New Orleans, has been named Kenin successor.

**WQXR, New York:** The New School, formerly The New School of Social Research, New York City, again will use station break announcements to publicize its new term. Contract was placed through Green-Brodie, Inc.; Campbell Company, of Camden, N. J., through Ward, Wheelock Co. of Philadelphia has signed a 26-week contract for station break announcements a week beginning October 1, 1944. Theaters, through the Blaine-Thompson Advertising Agency, has purchased spot announcements to advertise two of its productions, the opera, "Song of Norway," and "Fanny the Girls."

**KNX, Los Angeles:** Paramount Pictures, Inc., New York, through Buchanan and Company, Inc., of New York, placed a 52-week contract designating the use of station breaks in the interest of their motion pictures; O'Keefe and Merritt of Los Angeles, through the Richard H. Atchison Agency of Los Angeles, placed a 52-week contract calling for station breaks. Richard B. Atchison placed the account; Hollywood Studios, through the Adolphe Land Agency, placed a 13-week contract for three times weekly participation in the 11:00 p.m. program, Florentine Gardens, Inc., through Ted H. Factor Agency of Los Angeles, placed a 13-week contract for participation in the "KNX Potluck Program." A one-minute transcription announcement is being used.

**WNEW, New York:** Ronzoni & Caroni Co., one studio program weekly, 52 weeks, through Emil Mogul, Inc.; Wright Aeronautical Corporation, (help wanted) 18 one-minute announcements weekly, 13 weeks, through Burke Dowling Adams, Keen-Sight Optical Specialists, one studio program weekly, 52 weeks, through Consolidated Advertising Agency, Inc.; Todd Shipyards Corporation (help wanted) one studio program weekly, 13 weeks, through W. P. Colton Co.; Hearn Department Stores, Inc., two studio programs weekly, 52 weeks, through Washington Square Advertising Agency; James F. Waters, Inc. (automobile repair) six one-minute announcements weekly, 4 weeks, through Harry A. Berk.

### Bendix Radio Division To Make Civilian Sets

Baltimore—The Bendix Radio Division of the Bendix Aviation Company, which has been manufacturing high precision radio, radar and other communication equipment for aircraft and military purposes, will enter for the first time the production of home radio sets for civilian consumption when the military situation allows. The firm's branch, according to the statement by its President Ernest Breech issued over the week-end.

# It's a Blue Program at the Top of all programs on the air



## CAB JULY-AUGUST RATINGS GIVE BLUE THE LEAD AMONG LEADERS

The CAB report for July-August places the Jergen's Journal at the top of all programs on the air. This emphasizes two points which we on the BLUE have long pointed out:

PEOPLE TUNE TO PROGRAMS . . . meaning that people will seek out a show which appeals to them — no matter what the network.

THE BLUE DELIVERS RATINGS . . . the BLUE'S program policies in the past two years have created for the Network an increasing listening habit. Given a popular program, the BLUE delivers ratings that mean listeners and sales.

Here you have further proof that *there is a change in the broadcasting picture . . .* with the BLUE's role assuming increased importance . . . day by day.

*The Blue Network*

AMERICAN BROADCASTING SYSTEM, INC.

Sheath-like dinner dress for that slim-trim look. Long gloves for accent.



New Fashion Trend for Feminine Time Buyers

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

NO. 1 IN A SERIES OF FASHIONS FOR FEMININE TIME BUYERS

McClatchy Broadcasting Company Sacramento, California

Robert A. STREET National Sales Manager

Paul H. RAYMER CO. National Representative

THE BEELINE



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

COAST-TO-COAST

NEBRASKA

OMAHA — Dorothy Cogswell, for 10 years with WOW here and later with NBC in Cleveland, is a one-time radio artist now turned war production exec. She is now in charge of "status of production" for artillery ammunition for the Cleveland ordnance district... NORTH PLATTE—KODY has won a soft spot in the hearts of many servicemen and women. Recently the station requested over the air letters to a serviceman or woman, and received 3,100 letters, from western Nebraskans, which were handed to each man and woman stopping at the local Canteen, some envelopes containing money and others including just plain notes of cheer.

PENNSYLVANIA

PHILADELPHIA—To aid the local Department of Public Health in combatting the spread of polio which has recently broken out in eastern Pennsylvania, WPEN aired a special 15-minute roundtable discussion at 9:15 p.m., Friday, Aug. 25, with three of the city's leading medical authorities on this disease. The 80th Birthday of the American Red Cross was saluted Tuesday, Aug. 22, over WIP with a dramatized version of the conversation between Clara Barton and Abraham Lincoln, urging him to sign the United States into the organization. A recent bridegroom was Hal Barkas, WCAU announcer, who married Ruth Cookerly, from Baltimore's Radio Row, on August 6. Carroll Alcott, WCAU news analyst who spent 17 years in the Orient as newsman and radio commentator, is hard at work on his second book on the Far East, titled "Sons of Heaven."

MISSOURI

KANSAS CITY—Augmenting the original limited broadcast schedule of KMBC-FM, started last June 24, FM transmission goes on the air now at 12 noon, Mondays through Saturdays, thus giving a daily 12-hour FM service throughout the week. On Sundays the schedule is from 7 in the morning to signoff at 12:05 a.m.

MONTANA

MISSOULA—Two national sports figures, Gil Dodds and Gregg Rice, met almost coincidentally at KGVO microphones recently. Dodds, famous runner, who is touring the nation in behalf of a Youth Movement, was booked by KGVO for an interview in connection with his visit here, when it was discovered that Rice, native Missoulian, and another crack miler, track rival of Dodds, was home on furlough from the Merchant Marine. Rice accepted the invitation to participate in the interview and, with Dodds, reminisced about their former meetings on the cinder path.

KENTUCKY

LOUISVILLE—Through personal experience, Harry McTigue, manager of WINN has learned that radio is the most effective medium of advertising. After trying to leave his house where he and his family were living and having exhausted all other channels of search for another dwelling, he resorted finally to spot announcements over his own station WINN. McTigue succeeded in finding a de-

sirable home in the same section of the city the second day.

MASSACHUSETTS

BOSTON—Bob Downey, discharged honorably from the military, is new control operator at WTAG. Dorothy Myles was added to the staff of artists and is heard Monday, Wednesday and Friday on WEEI at 4 p.m. during the "The Sky" program... WEDDING—Wedding bells rang for WTAG announcer Henry... was married to Lucille Z...

CALIFORNIA

HOLLYWOOD—Bob Shanno of WHBY-WTAG, Appleton, Wis., has joined the Hollywood staff... LOS ANGELES—of the Labor Day holiday there is no tele-broadcast over W6XA... Harry R. Lubeke announces Regular Monday tele-broadcasts resumed on Sept. 11.

OKLAHOMA

OKLAHOMA CITY—KO director Bill Bryan, took Charles Parker and a train unit, and promotion manager Wolfe brought along a camera gas well being drilled in eye in the Cement field by the Nick Oil Co., of Chickasha, Okla., Aug. 9. An on-the-spot record of the dangerous job was made on the following day. The record of the burning gas well is interesting to oil-conscious Oklahomans and served to explain the difficulties and methods of and gas drilling to the thousands of people who have become interested in this State via war industry.

NORTH CAROLINA

ASHEVILLE—Don Walker of Blue Ridge Boys, heard on WWNC's "Farm Hour," are bringing a collection of their most popular songs to be made available to listeners... RALEIGH—WPTA scribed continuity supervisor Lou Hamilton, received a note from a friend overseas. Sent across the bottom of the page the following: "Best letter I've seen in weeks." And it was signed "Censor"... GREENSBORO—Curl is handling "Alarm Clock" and "BC Sports Review" while program director Wally... vacations at Kalamazoo, Mich.

Aids in Radio Program

The creation of a Women's Institute of Life Insurance under the supervision of Mrs. Stevens Eberly was announced Friday, Aug. 18, by Holgar J. son, president of the Institute. The new branch will cooperate with national women's groups in planning for local units and in the preparation of radio programs. It will function as an educational medium and not as that of salting the country of the facts and fundamental data about life insurance.

# Today's Convention Agenda

(Continued from Page 6)

3:15 p.m.

to

3:30 p.m.

"The Sixth War Loan—What Radio Can Do to Better Help," Ted R. Gamble, National Director, War Finance Division, Treasury Department.

3:30 p.m.

to

4:45 p.m.

Music Clinic:

Report of the NAB Music Committee, Campbell Arnoux, WTAR, Chairman.

Broadcast Music Incorporated, Merritt Tompkins, Vice-President and General Manager.

Discussion.

Adjournment.

## Army To Study Music As Adjunct To Medicine

Washington Bureau, RADIO DAILY

Washington—The Institute of Applied Music has been authorized by the Army to experiment in developing the potentialities of music as an adjunct to medicine, OWI reported yesterday. Walter Reed Hospital, in Washington, has been selected for this experiment.

To determine the effect of music in certain types of mental and nervous disorders, the institute has organized to work out this problem on actual patients under the guidance of Miss Frances Paperte, former member of the Chicago Opera Co. and solist with the New York Philharmonic and Cincinnati Symphonies, this group is engaged in the experiment at the present time. The musicians are working in close collaboration with Army psychiatrists treating these patients.

**QUEST-ING**

BLONDELL, on the Frank program, Wednesday (WABC-10 p.m.).

INCLAN, singing star of the las Americas, Columbia's American network, on "Viva Thursday (WABC-CBS, 10 p.m.).

DAME, Metropolitan Lyn Murray's "To Your Health," Friday (WABC-CBS, 10 p.m.).

RUTHERFORD, on "Stars bywood" Saturday (WABC-10 p.m.).

RYAN, veteran of Columbia's Pretend," as guest on "Theater of Today," Saturday (WABC-CBS, 12 Noon).

PARKER, tenor, on the program, Sunday (WABC-10 p.m.).

GERAUD, French journalist known as "Pertinax," discussing his recently translated "Vegetables of France," on "Of Men and Bats," Saturday (WABC-CBS, 10 p.m.).

GARDE, currently featured in "Maoma," on the "Eddie Garr program, Sunday (WABC-10 p.m.).

L. BOUSCAREN, S. J., pro-canon law at West Baden Indiana, on "The Catholic Sunday (WEAF-NBC, 6 p.m.).

CONTE, currently starred in "The Purple Heart," on the "Theater" program, Sunday (WABC-CBS, 6 p.m.).

FREDERICK W. BURNHAM, pastor of the Seventh Street Church of Richmond, Va., on "Contrasted Results from the Church," on Columbia's "Church of the R," Sunday (WABC-CBS, 10 p.m.).

SHILTON, Egyptian bari- on the San Carol Opera Com- "New Voices in Song," Sun- (WABC-CBS, 9:45 a.m.).

WELL KENT, artist; J. RAY- WASH, research director of and JOHN D. MORSE, editor of Magazine of Art, discussing "Art from Nowhere," on "Invitation to the Evening," Sunday (WABC-CBS, 10 p.m.).

**Connor On CBS**

Connor makes his first ra- cess since his recent appoint- chairman of the American Press, over the Columbia net- wednesday, Sept. 5, from 10:30- m., EWT. He speaks from Shil- ton.

## THE TREND

is toward **BETTER MUSIC**

Radio statistics prove the public wants it and —



Has It

- AMP has the largest catalog of outstanding works by the world's greatest composers.
- AMP is continuously adding the best in contemporary music.
- AMP is steadily increasing its catalog of distinguished works by American composers.
- AMP is constantly enlarging its already famous list of works by Latin American composers.
- AMP has added *this year* 500 valuable new compositions to its catalog of over 18,000 copyrights.

Public demand makes the trend. The trend makes an



LICENSE A MUST

ASSOCIATED MUSIC PUBLISHERS, INC. • NEW YORK

NBC BASIC NETWORK STATION



1150 KC

Wilmington, Delaware

5000 WATTS

DAY & NIGHT

Sales Representative  
PAUL H. RAYMER

★ WORDS AND MUSIC ★

BY HERMAN PINCUS

Truth Is Stranger Than Fiction—

YESTERDAY, Joe Dunninger, mental wizard of the "Kemtone Program," was aboard a Madison Ave. bus and nearing 50th Street, he started towards the front door, thinking that the driver would make a stop there. When the bus driver went on past the corner, Dunninger said, "I wished to get off at 50th Street, why didn't you stop?" Answered the driver, "How was I to know...do you think I'm Dunninger?" "No," was Joe's reply, "because I happen to be Dunninger." "Yeah," retorted the b. d. "If you're Dunninger, I'm the president of this company"..... P. S. Dunninger got off the bus at 57th Street.

★ ★ ★

Maestro Paul Lavalle's war plant employes, currently engaged in making Radar equipment, have been assured of employment when the peace has been won..... Lavalle has contracted to manufacture television sets. ● The Christmas Party show, next Thursday on the "Joan Davis-Jack Haley" NBCream program, is a thoughtful stunt to remind listeners to mail their Yuletide Gifts and greetings to men overseas right away to insure "delivery before Christmas." ● When Charlie Barnet's band opens Friday at the Gotham Strand, he'll feature Peanuts Holland, sensational negro trumpeter.

★ ★ ★

Jay Jostyn is the proudest Radiolite in Kilocycle Lane, since his "Mr. District Attorney," copped first honors in the latest survey..... and is writer-director Jerry Devine beaming?..... wouldn't you? ● CBSongstress Joan Brooks returns to her regular five-nights-per-week songfests at 11:15 p.m., starting September 11. ● Paul Creston's second symphony has been completed and will be conducted by Artur Rodzinski at Carnegie Hall in October..... and while on the "long-hair stuff," CBS is nibbling for Shostakovitch's "Ninth Symphony" which the Russian Composer has recently completed. ● Jerry Kanner of Top Music Co. publishers of the stirring song "France Shall Rise Again," which General DeGaulle has accepted in the "Name of Free France," assures us that it was an oversight on the part of Sesac, which resulted in the name of Corp. Harry S. Miller being omitted from its promotional literature..... the soldier-songwriter's name appears on the copies along with the co-writers, Avenir de Monfred and Louis Verneuil.

★ ★ ★

TIN PAN ALLEY-OOPS: Not only does she sing a swell song on her early morning programs via NBC but good-looking Alice Cornell writes songs besides..... she just placed two songs, "Thanksgiving At Home" and "You're Ev'rything I Dreamed You'd Be" with Shapiro-Bernstein and Dawson Music Co., respectively. ● Buck Ram and Hal Kanner have completed the score for the new Versailles Club floor show which will be presented September 12. ● Ginny Simms' new Columbia disc, "I'm Glad There Is You," backed by "Chinese Lullaby," which will be released late this week, should click. ● Gus Levene, ace arranger and composer, has placed his bright rhythm tune, titled, "Face The Sun" with Melo-Art Music Co..... song is the answer to many a musical director's prayer, for a bright opener. ● It's a very nice thing to do..... we mean Hildegard's wiring a dozen roses to the wife, mother or sweetheart of the servicemen who appear on her "Raleigh Room," NBCiggle show. ● Alice Remsen has a likely ditty in "The Dream I Dreamed Last Night," which she wrote with Allan (Be Still My Heart) Flynn. ● The wonderful news from France brings to mind the lyrics of Maurice Baron's publication, "Friar Jacques," to wit: quote:—mighty pow'rs are blending, fear and slavery ending, France shall live, live again.....unquote:— ● Whenever Maestro Emil Coleman at Hollywood's famed Mocamba wishes to remind a movie star patron that there's a shooting schedule on the morrow, he faces that luminary while the orchestra plays "Seven Days A Week".....subtle—eh wot?.....George Goodwin's efficient Tune-Dex service enters its third year next week.

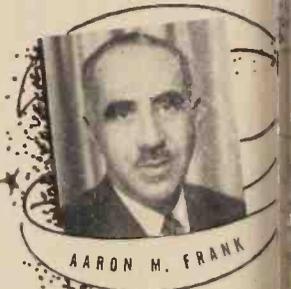
ANOTHER  
KGW  
ACHIEVEMENT IN  
PUBLIC SERVICE



AARON M. FRANK  
PRESIDENT OF

MEIER & FRANK CO. WHICH SPONSORS  
"FOUR FREEDOMS" WAR BONDS

SAYS... "While Portland has had the reputation for participation in furthering war effort, the success of Four Freedoms Show has been a revelation. The whole-hearted operation of the staff of station KGW was an important factor in making possible the raising of \$31,242,326 in War Bonds, nearly ten million dollars more than the next nearest of the cities chosen for the show. It is a pleasure to pay this tribute to KGW for the patriotic job of public service the station is doing for the war effort."



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

Regards from  
Hollywood



ES MITCHEL

Regards from  
Hollywood

and

BOB SWAN  
KFI - NBC

Best of Luck

to

NAB  
ISH

Kay Kyser's Kollege"  
NBC

PT McGEEHAN

ator

Narrator

Announcer

Greetings From  
Hollywood

DAVE VAILE

CBS

Staff Producer and  
Announcer

### Urges Greater Effort In Educational Shows

(Continued from Page 1)

to the programming and other activities dealing with education via the airlines, in an address delivered to the attendees at the NAB Conference yesterday afternoon being held in the Palmer House here.

Cites Several Examples

Speaking specifically on the topic "Radio Education," Hager pointed out several examples of jobs well done; a radio division set up in Texas as part of the State Department of Public Instruction, Colorado's tie-in with its Rocky Mountain Radio Council, California's specially-equipped radio room, Ohio's project of school broadcasts through its State University, and the progress made by Iowa, Illinois, New York and New Jersey above the average with the cooperation of their radio advisory boards.

"It is estimated that two million persons are now enrolled in Radio Councils over the nation," Hager further stated. "Most significant fact that comes out of this data is that in cases where outstanding radio education results were reported you'll generally find an alert and progressive Radio Council or comparable group sharing the responsibilities," WGY's official also emphasized.

### No WJR Clients Lost Because Of New Policy

(Continued from Page 1)

effective Sept. 1, as announced by WJR Vice-President Leo J. Fitzpatrick, eliminates the middle commercial and adopts a format providing for not more than 45 seconds of opening and 75 seconds of closing announcements on quarter-hour newscasts.

Lists Sponsors in Agreement

Burke said the following sponsors will be conforming with the new WJR policy beginning Sept. 1:

McKesson-Robbins Co.; Grove's Laboratories; B. C. Remedy; Auto Owners Insurance Co.; Cracker Jack Co.; Sinclair Refining Co.; Cunningham Drug stores of Detroit; Foster-Milburn Co.; Penn Tobacco Co.; Atlantic and Pacific Tea Co.; Planters Nut and Chocolate Co.; Peter Paul, Inc.; DeKalb Agricultural Association, and Richman Brothers Co.

### "The Shadow" Returning

"The Shadow," the-crime-does-not-pay series, returns to Mutual for the ninth consecutive year starting Sunday, Sept. 24, 5:30-6 p.m., EWT, under the banner of Blue-Coal on 29 stations of MBS. While the title role hasn't been selected yet, Marjorie Anderson will resume the feminine lead, a role she has played for the past five years.

Good Luck

NAB

EDDIE

"ROCHESTER"

ANDERSON

### PROGRAM-TALENT PROMOTION

Personable young man with strong radio background wishes to join agency, network, or publicity office. Sound knowledge publicity and advertising. Box 190, Radio Daily, 1501 Broadway, New York 18, N. Y.

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

C. P. MacGREGOR

at

NAB CONVENTION

SUITE 1472W

PALMER HOUSE

CHICAGO

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

CHATTANOOGA



POWER EMPIRE

WDOD  
CBS

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

1430  
HORSE-  
POWER

When it comes to radio race reports WBYN 1430 on the dial "comes in" first

... exclusive, minute details ... 12 to 6:30, every few minutes ... air powerful because of direct wires from all leading tracks... while races are on! Minute programming on

**WBYN**

For Availabilities:

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

# AFRA Elects Tibbett To 5th Term As Prexy

Cleveland—Elected to his fifth term as president of the American Federation of Radio Artists was Lawrence Tibbett, radio, screen and opera star, at the closing sessions of the group's sixth annual convention recently.

The organization approved a report by a committee sanctioning a merger with the Actors Equity Association, the Screen Actors Guild, the American Guild of Musical Artists and the American Guild of Variety Artists.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION

**WSAY**  
ROCHESTER N. Y.

**BERNARD DUDLEY**

Howdy Folks!  
**STUART HAMBLIN**  
"Cowboy Church"  
(Sundays)

"Lucky Stars"  
(Week Days)  
**KFWB**

*Gale Associates*  
SPECIALISTS  
IN RADIO PACKAGES  
AND TALENT

48 West 48th St. • New York City  
LO 3-0350



## The NAB War Conference Scene! ! !

● ● ● Maxine Keith, Mutual commentator, pleading with a Palmer House reservation clerk for a room which was reserved three weeks ago

..... Quin Ryan, veteran Chicago broadcaster, greeting friends at NAB headquarters..... Rumored about that Abbott and Costello have completed deal purchase of the Steel Pier at Atlantic City making \$500,000 cash down payment..... Henny Youngman, comedian, Carol Bruce and an unnamed orchestra, set for a "Beat the Band" replacement show this Fall..... Mark Woods, Ed Kobak and Edward J. Noble sharing a cab with two air corps men while en route from the Drake to Palmer House

..... C. L. Menser, NBC program chief, greeting old friends at the Drake and working on his speech for today's afternoon session..... Will Whitmore, brother Gene Whitmore, editor of "American Business," in town on a public relations assignment for Western Electric..... Reported that Joe Hartenbauer, Blue Network sales executive for the Central Division, may succeed Jack Stewart as general-manager of KCMO in Kansas City..... Stewart at the NAB convention, has several offers, and is considering sales manager's post with a regional net..... Judith Waller, NBC director of women's affairs in the Central Division, one of the convention's busiest women..... Miss Waller is trying to find positions for many of the graduates of the Northwestern University, NBC Summer Radio Institute..... Willard Egolf of NAB polling the lobby of the Palmer House for a box of 100 thumb tacks..... needed them for NAB display.



● ● ● Frank Stanton, CBS vice-prexy from New York; H. Leslie Atlass, Chicago CBS V.-P., and George Crandall, CBS publicity director, in a huddle at the CBS cocktail party in the Grand Ballroom of the Drake..... By the way, ask Atlass to tell you about his three Guernsey cows..... That serious huddle of Mort Henkin, manager of KSOO, Sioux Falls, and Harold Fair, program manager of WHO, Des Moines, was not about ratings or coverage but whether no. 5 or 6 shot was best on a pheasant.... Paul Raymer holding convention confabs in his Tribune Tower offices..... Bill Lewis greeting old friends at the CBS party..... Art Shawd, general manager of WTOL, Toledo, and Mrs. Shawd, and Art Simon, general manager of WPEN, Philadelphia, were glimpsed at the Ringling Brothers and Barnum & Bailey Circus in Soldier Field.



● ● ● With Gardner Cowles registered at the Blackstone, the rumor's around that new network is in process of formation..... there was a representative turnout of network and agency execs. and station reps. at the Keystone Broadcasting System's dinner Tuesday night at the Palmer House..... Radio friends congratulations first Lieutenant Paula T. Amrein radio officer of the Sixth Service Command Public Relations Office, on her promotion to Captain.... John D. Hynes, deputy chief of the OWI domestic radio bureau at the convention renewing old radio acquaintances and beaming over the broadcasters reaction to the WAC recruitment budget crusade..... J. D. McClean, sales manager of television equipment for G. E. modestly states that advance orders for tele equipment "run into the millions"..... Healthy advance orders reported by Ralph Powell, Presto Recording Co. who means the fact that they are way behind in production..... George Burbach, KSD, St. Louis, greeting many friends on the convention floor..... Kenneth Hance of KSTP, St. Paul, arrived Tuesday morning and Stanley Hubbard returned home to watch the musicians union situation.



— Remember Pearl Harbor —

# Hat Firm Radio Down On Lomax Sports

(Continued from Page 1)  
sports broadcasts on WOR, Wednesday and Friday evenings 6:45, beginning Sept. 6, for 52 weeks. Neff-Rogow is the agency handling the account; William Crawford, WOR Account Executive. Hats will promote this sport with window displays and gifts.

**"FURS ON PARADE"**  
The Most Comprehensive Radio Series for Furs Ever Produced!

**26 TRANSCRIBED PROGRAMS**  
Signed by KOMA, Oklahoma City, OK for VAN DYKE FURS on the air in 52 other markets!

**KASPER-GORDON, Inc.**  
140 Boylston Street, Boston 16, MA  
One of the Country's Largest Radio Program Producers

*C.P. MacGregor*  
**HOLLYWOOD RADIO THEATRE**  
Presents

**September Stars**

Sonny Tufts  
Laraine Day  
Ann Rutherford  
Dana Andrews

now playing . . .  
WEAF - WMAQ - KFI - KP

Wire today for availabilities your territory  
Hollywood 5

## Programming Faults Analyzed By Menser

(Continued from Page 1)  
 responsible, but management is responsible. And most important of all, the attitude reflected in these two groups is shared by the performers who are completely dependent upon radio for their livelihood. Actors who read newspapers at rehearsal time when they are developing characterizations, directors who fiddle away time under the guise of making spontaneity in the broad management which expects actors and directors to turn out a job under impossible limitations, all need to take a deep breath and shift their thinking to include professional standards."

Menser declared that in the post-war world, program structures must be proved by expanding scope and content, even as the world's thinking has been expanded.

**Post-War Audience**  
 The post-war audience may not be so interested. To that audience return millions of men and women who are expertly trained and who have traveled. Their outlook on life has been given both breadth and depth by the impact of their war experience. They will have little interest in trivial and great interest in things that are important. Certainly they will insist upon more information on many more subjects than they had in the past. And unless all fail, they will need great information to solve the many problems of the post-war world," Menser said. Programs which are acceptable to the audience because of entertaining and interesting content are one thing, said, pointing out that "those which are interesting to management because of revenue, are something else. We will have come a long way when we accept the fact that the newsworthiness of the program is more important than the revenue involved in booking should dictate our scheduling."

The attitude that any program is good if it is commercial must give way to the fact that in the long run a program is commercially valuable only if it is good. There was never a better time in the history of the industry than the present, for some of us are making a change in our thinking on an important point," Menser warned.

**Haphazard Training**  
 The matter of great regret that has been so haphazard, he declared, is that we demand experienced personnel, but we do little to organize and systematize the methods by which they can get the experience.

Stations and networks alike must get to their source of supply. They must get the habit of spending some of their money on experiment. Many hours provide ideal periods for the type of programming. Opportunities must be given to try out in the laboratory, if not on the air, new ideas and new treatments for old ideas. Radio programming must be creative if it is

# General Marshall's Message

General George C. Marshall, Chief of Staff, U. S. Army, yesterday sent the following message to the NAB Executives War Conference being held at the Palmer House, Chicago.

"Conspicuous among the developments unknown to the first World War is the increasing dependence of the American public on radio broadcasts. The industry exerts a tremendous influence on public opinion and it must therefore bear the burden of a heavy responsibility. You gentlemen quite evidently are fully aware of this responsibility and I believe have endeavored to give the public reasonable protection against the abuse of this powerful agency.

"The radio renders an important service towards maintaining the morale of our troops overseas, both in the way of entertainment and also by presenting accurate accounts of the march of events in the various theaters of action. The soldier, particularly in isolated stations in the vast Pacific, in Africa and in the Far East, is seriously dependent on the radio and grows more so with each passing month.

"Speaking for the Army, I thank you for your co-operation and for the important services you have rendered us. At the same time I desire to emphasize the importance of keeping the radio service, at least so far as pertains to the soldiers in our overseas forces, on a very high plane. Confusion in the public mind here at home is a mere incident in the democracy of free speech. Overseas where the morale of the group, or the organization, or the Army is a matter of great national importance, the consequences can be most unfortunate."

## First Co-Operative Study Released Today By 'Pulse'

(Continued from Page 1)  
 delphia Trading Area. Stations subscribing include: WFIL, WCAU, WIP, WDAS, WPEN, WIBG; Area surveyed are the counties of Philadelphia, Bucks, Montgomery, Chester, Delaware, Pa., and Camden, Burlington, Gloucester, N. J.

Each report, issued every two months, is based upon 129,600 quarter hour reports of listening. A true, statistical cross-section of population and economic strata is reached by the personal interview, roster method.

The Pulse for the past three years has studied the radio listening habits in the New York market where it is subscribed to by New York stations, advertising agencies, and advertisers.

to improve. But no program manager in the world should be expected to turn out really creative results with a staff which is forced to dash from one studio to the other to keep up with the schedule," Menser said.

"The post-war era will see the return from the wars of men and women capable of making great contributions to radio. Writers will have discovered that they really have something important to say. Experiences in camp and in the battle lines and in hospitals behind the lines, will have given new impetus to the imagination and a thousand human interest stories upon which that

## Brownell Protest To Webs Re Roosevelt's Speech

(Continued from Page 1)  
 this speech was political and feel that their candidate is entitled to the same consideration.

This is not a convention issue but it is being given lot of discussion in committee meetings here at the convention. Consensus of opinion is that nets won't alter their attitude which is they were carrying the President not as a candidate for office, but as the President of the United States.

Publicity directors of the four major networks met with Ted Church, assistant radio publicity director of the National Republican Committee yesterday to determine coordination methods in handling Republican pub-

licity through network channels, it was disclosed yesterday following a luncheon at the Roosevelt Hotel, headquarters for the Committee. In attendance were Ed Grief of NBC, Arthur Perles of CBS, Earl Mullen of the Blue and Chris Cross of MBS. William White, executive publicity director for NBC, presided. A spokesman for the NRC also disclosed the following additional network hook-ups for Republican talks: August 30, over MBS, 8:15-8:30 p.m., EWT, with ET repeat at 9:45-10 p.m., PWT; Sept. 1, NBC, 10:30-10:45 p.m., EWT; Sept. 8, NBC and CBS, Gov. T. E. Dewey, Republican presidential candidate, 9:30-10 p.m., EWT, to originate from Louisiana, (Previous announcement said MBS for this speech; however, NRC has announced the switch).

## 5 CBS Accounts Renew Current Web Programs

(Continued from Page 1)

Sept. 25. Broadcast Mondays through Fridays from 12:00 to 12:15 p.m., EWT, the news and talk program is heard over the full CBS network. The client presents the show in behalf of its Sanka and Sure-Jell. Young & Rubicam, Inc. handles the account.

Whitehall Pharmacal Co. renews its CBS daytime serial, "The Romance of Helen Trent," and "Our Gal Sunday" effective Sept. 18, for its Anacin, Bisodol and Kolynos products. Both programs are heard over the full Columbia network Mondays through Fridays basis. "Our Gal Sunday," advertising Anacin, is aired from 12:45 to 1:00 p.m., EWT and "The Romance of Helen Trent" from 12:30 to 12:45 p.m., EWT for Kolynos and Bisodol. Dancer - Fitzgerald - Sample is the agency.

### Campbell Soup Renews

Campbell Soup renews its dramatic "Radio Reader's Digest" program as of Sept. 10. The program which has presented guest editors during summer, dramatizes stories and articles from Reader's Digest Magazine. Heard on the full Columbia network, the show is broadcast Sunday nights from 9:00 to 9:30 EWT. The business was placed by Ward Wheelock Company.

The Eversharp quiz program "Take It Or Leave It" with Phil Baker, renewed effective Sept. 17, has been presented on CBS since April, 1940, for Eversharp Pens and Pencils. In addition to being heard on the full United States CBS network, the program is carried by Columbia outlets in Honolulu and Hilo. "Take It Or Leave It" is broadcast Sundays from 10-10:30 p.m., EWT. The agency handling the account is The Biow Company, Inc.

With its renewal effective Oct. 1, Admiral increases the network of its "World News Today" program from 43 CBS stations to 62. Broadcast Sunday afternoons from 2:30 to 2:55 EWT the program features pick-ups from CBS correspondents in the war theaters of the world, as well as news reports from New York and the nation's capital. Institutional copy is used during the commercials. Crutenden & Eger handles the account.

licity through network channels, it was disclosed yesterday following a luncheon at the Roosevelt Hotel, headquarters for the Committee.

In attendance were Ed Grief of NBC, Arthur Perles of CBS, Earl Mullen of the Blue and Chris Cross of MBS. William White, executive publicity director for NBC, presided.

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There's a woman in Bergen's life!



She'll be introduced to radio society  
Sunday September third . . . on the  
Chase and Sanborn program . . N.B.C.

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The National Daily Newspaper of Commercial Radio and Television

28, NO. 43

NEW YORK, N. Y., THURSDAY, AUGUST 31, 1944

TEN CENTS

# NAB Adopts 'Yardstick'

## War Bond Committees Meet On 6th Loan

Washington Bureau, RADIO DAILY  
Washington—Chairmen of the network War Bond Committees will meet jointly with OWI and Treasury next week following the NAB convention to discuss 6th War Loan plans. The meeting will be discussed at a meeting with detailed program to be worked out by individual War Bond Committees themselves in cooperation with Treasury. Networks are considering designating local representatives to work with

(Continued on Page 3)

## Spot Campaign To Aid Apple Sales

Washington Bureau, RADIO DAILY  
The aid of spot announcements on other advertising media, the managers of New York and New England Apple Institute plan to make consumers "apple conscious" in order to provide the adequate space for Government commodities storage plants. In connection with the project, the dehydrating industry mapped plans to acquaint the public with the advancement already

(Continued on Page 2)

## Philadelphia Orchestra Starts Sept. 30 On CBS

Philadelphia Orchestra under direction of its conductor and music director, Eugene Ormandy, begins its season of weekly Saturday hour-long broadcasts over Columbia network September 30;

(Continued on Page 3)

## It's In The Air

Chicago—The victory-charged news of the past few days which has dominated the headlines of Chicago newspapers has had a psychological effect on the Convention. Unlike the tense atmosphere which existed last May the broadcasters are in a gay, optimistic mood this year and post-war planning seems to be in the air.

### The Attendance

Chicago—Record attendance at the NAB War Conference is puzzling to officials of the broadcasters' organization. Every effort was made to keep the attendance down because of travel inconveniences. The broadcasters however, elected to come and at midnight Wednesday it was estimated that 1,500 broadcasters, network executives, agency reps and others were in attendance.

## Lea Committee Probe Will Resume Tuesday

Washington Bureau, RADIO DAILY  
Washington—Public hearings by the Lea Committee on FCC exercise of its licensing power will get under way next Tuesday, John J. Sirica, committee counsel, revealed yesterday. Sirica said he is not yet certain which cases will come up first, but he is believed ready to investigate half a dozen station files. Sirica and investigator Ralph Bark-

(Continued on Page 5)

## Denver-Frisco Tele Move Withdrawn By NBC Web

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday announced that NBC has withdrawn its television applications for San Francisco and Denver, with the network retaining applications for Washington, New York, Cleveland, Chicago

(Continued on Page 2)

## Fly Sees Fast Tele Progress With Military Lifting Ban

### Dick Haymes To Continue On 'Everything For Boys'

Dick Haymes signed a new contract this week to continue as baritone song star and master of ceremonies of NBC's "Everything for the Boys"

(Continued on Page 3)

## Membership Takes Decisive Action On Station Coverage Proposals After Receiving The Full Details

By FRANK BURKE, Editor, RADIO DAILY

Chicago—Acceptance of the Research Committee's plan for "a uniform yardstick of radio station circulation" was voted unanimously at yesterday morning's session of NAB with nearly 1,000 broadcasters on hand to learn first hand details of the plan which had been the all absorbing item of discussion at the convention the past twenty-four hours. It now goes to the directorate.

The plan, which embodies the adoption of a standard method of measuring circulation so all stations are comparable, calls for balloting radio families of the urban, rural non-farm and rural farm areas. It is the opinion of the research committee

after consultation with such experts as Dr. Paul Lazarsfeld, head of the Office of Radio Research, Columbia

(Continued on Page 6)

## UP Adds 25 Stations; Now Has 600 Subscribers

Addition of 25 new clients to the United Press radio wire was announced yesterday by radio sales manager A. F. Harrison. This brings the total number of United Press radio clients to well over 600—the highest in UP history.

The new stations are: KOY, Phoenix, Arizona; KROY, Sacramento, California; WNAB,

(Continued on Page 3)

## NBC Skeds Labor Men Back From War Areas

The six United States labor leaders who visited French battlefields under the sponsorship of the War Department will appear on the Labor Day edition of the "Army Hour"

(Continued on Page 3)

## KBS Client Optimistic On Network's Future

Chicago—"I know that every station manager has his problems, but if Keystone will continue its present operating methods, I say to you that your franchise as an independent station will be of ever-increasing value," O. B. Cappelle, sales promotion man-

(Continued on Page 5)

## More Network Stations Added By G. E.-Prudential

Prudential Insurance Company of America, sponsor of "The Family Hour," and General Electric Company, sponsor of "The World Today,"

(Continued on Page 5)

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

A signed contract is the beginning . . . not the end . . . of merchandising assistance at WLAW!

### Gets Around

The two-reel movie of Tom Slater's "This Is For Dix," Mutual network feature, surely is getting distribution. Yesterday Ed Franke dropped into Tom's office to tell him of seeing the short in England. While sitting there, a letter from Italy was delivered to Slater's desk telling of the enthusiastic reception accorded the film in the Mediterranean theater of warfare.



Vol. 28, No. 43 Thurs., Aug. 31, 1944 Price 10 Cts.

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

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# FINANCIAL

(Wednesday, Aug. 30)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	164	164	
CBS A	32 3/8	32	32	- 1/8
Crosley Corp.	22 1/4	22 1/4	22 1/4	+ 1/2
Farnsworth T. & R.	12 3/4	12 3/8	12 3/4	+ 1/8
Gen. Electric	38 1/2	38 1/8	38 3/8	- 1/8
Philco	35 1/4	35	35	- 1/8
RCA Common	10 7/8	10 5/8	10 7/8	+ 1/8
RCA First Prd.	76 3/4	76 1/4	76 3/4	+ 3/4
Stewart-Warner	16 5/8	16 3/8	16 5/8	+ 3/8
Westinghouse	105	104 7/8	105	+ 1
Zenith Radio	43	42 1/2	42 7/8	- 7/8

## NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6	5 7/8
OVER THE COUNTER		
Stromberg-Carlson	16 5/8	17 3/8
WCAO (Baltimore)	22	
WJR (Detroit)	36 1/2	38 1/2

## Plan Spot Campaign To Aid Apple Sales

(Continued from Page 1)  
accomplished in dehydration during the war.

This trade intends to produce 277,000,000 pounds of dehydrated food during 1944, of which only a small portion, specifically 27,000,000 pounds, will be available to civilians, the rest going to the armed forces.



ENGLISH • JEWISH • ITALIAN  
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD  
WEVD—117 West 46th Street, New York, N. Y.

# Coming and Going

G. W. "JOHNNY" JOHNSTONE, the Blue Network's director of news and special events, has returned from the West Coast, where he conferred with executives of the web and participated in a sendoff to Cleve Roberts and Arthur Feldman, Blue correspondents assigned to the Pacific war zone.

CHRIS CROSS, assistant publicity director of the Mutual network, has returned from vacation of two weeks, which he divided between Nantucket and Washington, D. C.

JACK ROURKE, producer of "Heidt Time for Hires," for the N. W. Ayer agency, returned yesterday from Washington, D. C., origination point of last Monday's show. He'll leave shortly for Buffalo, from which point the program will emanate on Labor Day.

ROBERT W. FRIEDHEIM, sales manager of NBC's Radio-Recording Division, is back from a trip to central and western Canada, where he visited stations and attended the convention of the Western Canadian Association of Broadcasters at Banff.

WILLARD SHIDEL, correspondent for CBS stationed in London, has arrived in the U. S. and will be heard on next "Report to the Nation" program.

HU CHAIN, of the agency bearing his name, is spending several days in Weirton, West Va., on business.

WALTER TIBBALS, radio producer for BBD&O, has left for the Coast, where he'll spend the ensuing week in programming work.

GLENN DOLBERG, DON MATHERS, RALPH WENTWORTH and SAM ROSS, field men of BMI, are spending a week in New York for conferences at the local offices.

ALMA KITCHELL, WJZ's woman commentator whose program is heard on the Blue Network, is vacationing at her Summer studio on Lake St. Catherine, Wells, Vt. Return is set for Labor Day.

PVT. ROBERT LITZBERG, sometime key man of Radio Daily's editorial staff and now prominent in the Field Artillery, U. S. Army, has left his quarters at Ft. Bragg to revel for a week amid the old familiar places in Gotham.

MARION MANN, vocalist heard on Don McNeill's "Breakfast Club" program from Chicago, in New York this week. She plans to leave for the Windy City tomorrow.

BOB KELLER, of the New York office of Burn-Smith Company, Inc., national station representatives, made a sudden departure for Chicago early this week to attend the NAB convention and to confer with John Toothill, president of the organization. He plans to return to New York some time today.

JONES EVANS, sales manager of WBAX, Wilkes-Barre, Pa., is spending a few days in New York, holding business sessions with executives of the Mutual network.

JOSEPH C. HARSCH, CBS news analyst, is vacationing this week. While he's away his nightly news program is being handled by William L. Shirer.

LEONARD ASCH, of WBCA, Mutual's FM outlet in Schenectady, paid a call this week at the offices of the network.

A. J. CUMMINGS, comptroller of WWL, New Orleans, to Baltimore for a vacation trip, during which he will attend the wedding of his sister in the Maryland metropolis.

KAL SWANSON, Lux biggie, is heading for the Coast, where he will produce a show which will bow in on the air via J. Walter Thompson.

C. H. COTTINGTON, radio director, and FRANK HAAS, time buyer, both of the Erwin, Wasey advertising agency, are comfortably ensconced in the Palmer House, Chicago, greeting their many friends during the course of the NAB convention.

## Denver-Frisco Tele Move Withdrawn By NBC Web

(Continued from Page 1)  
and Los Angeles. At the same time, the Commission announced that it has decided to consider the NBC petition against the former limit of three television licenses per licensee withdrawn in the light of the Commission's recent move upping the limit to five.

## Client Renews "Hot Copy"

O'Cedar Corporation, Chicago, has renewed "Hot Copy," as of August 27, for the second year on the Blue Network. Heard on the networks since 1941, the program has been presented on the Blue by O'Cedar since August 29, 1943.

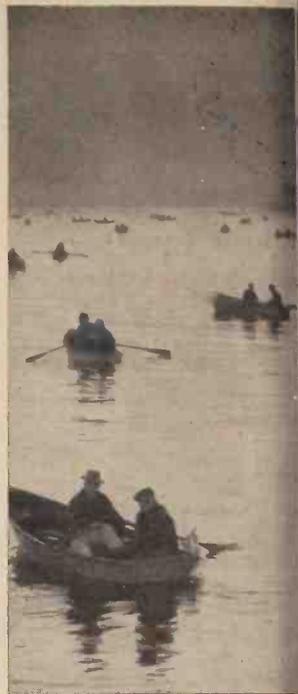
"Hot Copy," featuring the adventures of Anne Rogers, syndicated newspaper columnist, is heard Sunday from 3:30 to 4 p.m. EWT, over the complete Blue Network in behalf of O'Cedar mops and floor polish. Aubrey, Moore & Wallace, Chicago, is the O'Cedar agency.

## NBC Scholarships

Kathleen Joice of Milwaukee, Wisc., and Frank Wills, Little Rock, Ark., two of the 125 graduates of the annual NBC-Northwestern University Summer Radio Institute, have been awarded scholarships.

## Shirley Temple To Guest With Paula Stone Sept. 6

Shirley Temple, currently featured as an ingenue in the film "Since You Went Away," will make a radio appearance as guest next Wednesday, Sept. 6, on Paula Stone's "Hollywood Digest." Miss Stone's program is heard over WNEW from 5:15-5:30 p.m., EWT.



## All with the same i

That's a picture of the famous Puget Sound Salmon Derby. The boat wants to get the top haul only happens once a year.

But every day advertisers are derby to get the top haul in audience. Not just quantity, quantity at the lowest cost.

Here in Baltimore the answer is easy. You don't have to study figures. Or call in the brain trust.

You simply look at three figures concerning the stations you use. First, you look at the station coverage. Then, you check the costs. Then, you take the cost to find out what each list costs you.

Do that and we know your next buy will be: W-I-T-H the successful independent station W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

## C. P. MacGREGOR

at

### NAB CONVENTION

SUITE 1472W

PALMER HOUSE

CHICAGO



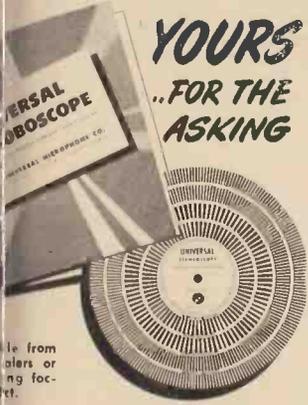
# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY

# War Bond Committees to Meet On 6th Loan

(Continued from Page 1)  
 as liaison during the plan-  
 period for the 6th War Loan.  
 special war bond message was  
 ered last nite by Rep. Laverne  
 of Wisconsin during the air-  
 of the all star football game at  
 western University Stadium by  
 at 9 p.m., EWT. Delwig was an  
 American when he attended Mar-  
 and for three straight years  
 named the outstanding end in  
 football. During those years,  
 30-31, he led his Green Bay  
 ers to three pro championships.  
 asury's radio information ser-  
 has recorded two special pro-  
 for distribution to all stations  
 ginda and North Carolina, where  
 war finance committees are stag-  
 special war bond promotions in  
 ction with tobacco auctions.  
 e disc features an interview with  
 al wounded veterans of Euro-  
 and Pacific theaters, men from  
 nia and North Carolina. The  
 features interviews with Major  
 al Roger B. Colton of North  
 na; Brigadier General W. F.  
 skins of Virginia and Robert  
 e, field director of war finance  
 on. Special one-minute an-  
 nouncements specifically directed to  
 co growers have been written  
 istributed to all tobacco states.



**UNIVERSAL MICROSCOPE**  
 yd phonograph turntable speed indicator,  
 with instructive folder, is now available  
 all phonograph and recorder owners  
 their local dealers and jobbers. As a  
 aid the Universal Stroboscope will assist  
 aining pre-war quality of recording and  
 ing equipment in true pitch and tempo.  
 Microphone Co., pioneer manufacturers  
 phones and home recording components  
 as Professional Recording Studio Equip-  
 makes this means of rendering a service to  
 ers of phonograph and recording equip-  
 after victory is ours—dealer shelves will  
 lock the many new Universal recording  
 ents you have been waiting for.

**UNIVERSAL MICROPHONE CO.**  
 INGLEWOOD, CALIFORNIA

# UP Adds 25 Stations; Now Has 600 Subscribers

(Continued from Page 1)  
 Bridgeport, Connecticut; KID, Idaho  
 Falls, Idaho; WJJD, Chicago, Illi-  
 nois; WWDC, Washington, D. C.;  
 KFAB, Lincoln, Nebraska; WKBB,  
 Dubuque, Iowa; WFEC, Sylacauga,  
 Alabama; KMLB, Monroe, Louisiana;  
 WFBR, Baltimore, Maryland; WJR,  
 Detroit, Michigan; WKLA, Ludington,  
 Michigan; WKNY, Kingston, New  
 York; WIBX, Utica, New York;  
 WAKR, Akron, Ohio; WMOH, Hamil-  
 ton, Ohio; KBWD, Brownwood, Texas;  
 KHTH, Houston, Texas; KRBA, Luf-  
 kin, Texas; KNET, Palestine, Texas;  
 WHA, Madison, Wisconsin; WLBL,  
 Stevens Point, Wisconsin; KSO, Des  
 Moines, Iowa; and WTCN, Minneapo-  
 lis, Minnesota.

# NBC Skeds Labor Men Back From War Areas

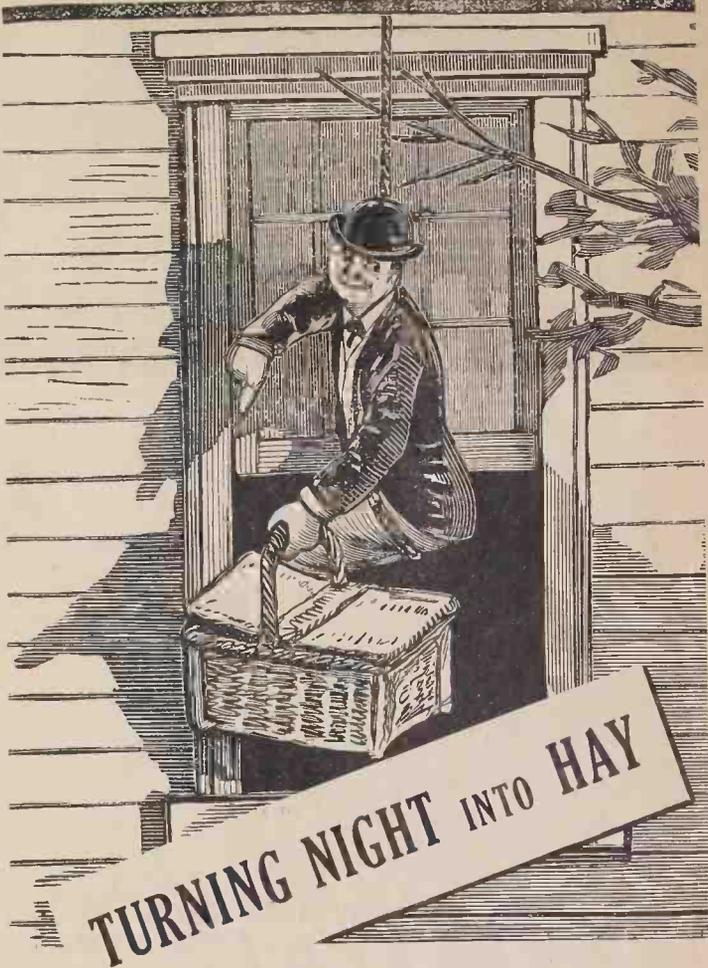
(Continued from Page 1)  
 Sunday, Sept. 3, over NBC at 3:30  
 p.m. They are R. J. Thomas, presi-  
 dent of the United Automobile Work-  
 ers, CIO; A. L. Wegener, assistant to  
 the president of the International  
 Brotherhood of Electrical Workers;  
 AFL; David J. MacDonald, secretary-  
 treasurer of the United Steel Workers,  
 CIO; S. H. Dalrymple, president of  
 the United Rubber Workers, CIO;  
 Frank Fenton, director of organiza-  
 tion for the AFL, and Eric Peterson,  
 vice-president of the International  
 Association of Machinists, AFL.  
 A message to American workers  
 from a commanding general in a  
 combat area also will be heard.

# Dick Haymes To Continue On 'Everything For Boys'

(Continued from Page 1)  
 Boys" (Tuesdays, 7:30-8:00 p.m.,  
 EWT).  
 Haymes originally joined the pro-  
 gram for the Summer season only,  
 but the listener response was such  
 that the Electric Auto-Lite Company  
 was prompted to hold him over  
 through the Fall and Winter.  
 Gordon Jenkins continues as con-  
 ductor, and the program policy of  
 two-way shortwave overseas talks  
 between service men and a feminine  
 song star as guest will be retained.

# Philadelphia Orchestra Starts Sept. 30 On CBS

(Continued from Page 1)  
 the concerts are to be broadcast from  
 5:00 to 6:00 p.m. EWT.  
 Ormandy, who has been in Aus-  
 tralia this Summer conducting a  
 series of concerts sponsored by the  
 OWI, will direct the opening concert  
 on CBS and the greater part of the  
 others in the weekly series, which  
 extends through April 14.  
 Pierre Monteux, distinguished con-  
 ductor of the San Francisco Sym-  
 phony, directs the concerts of Jan-  
 uary 6 and 13. Saul Caston, associate  
 conductor of the Philadelphia Or-  
 chestra, directs December 30.



Have you ever twirled your dial to Steve Ellis' all-night show, "Moonlight Saving Time," on WOR between the hours of 2:00 to 5:30 AM? You have! Then, sir, you're one of more than a quarter-million people who enjoy this great show nightly.

The program is, of course, almost a day's radio crammed into three and a half hours of moontime. It's orchestras; name orchestras, we mean; quizzes, star-studded recordings, sports news, the dipsey-doodle chatter of Steve Ellis. On the more serious side, "Moonlight Saving Time" is world news fresh from the ticker, on the hour and half-hour... almost everything that radio can offer!

And what it does for sponsors is no longer a secret, but a simple matter of turning night into hay.

### SAMPLES:

★ One man offered a free package containing 4 razor blades. It cost him \$20.00 to do this. He received 308 requests.

★ Another offered a small pack of tobacco and a pouch. The 3 announcements to make the offer cost him \$60.00. The result—1,344 requests for the tobacco and pouch.

We could go on talking. But why don't you go on "Moonlight Saving Time?" The cost is so very small; the results are so very great.

Ask us to tell you more. Our address is



—that power-full station at 1440 Broadway, in New York

# LOS ANGELES

By RALPH WILK

AFTER a two week visit on the coast, George W. "Johnny" Johnstone, Blue Network director news and special events, left for Chicago to attend next week's meeting of the National Association of Broadcasters. While on the Pacific Coast, Johnstone arranged final details for the departure to the Southwest Pacific of Blue Network war correspondents Clete Roberts and Arthur Feldman. Johnny's now back in New York.

J. Carol Naish has acquired an option on "Here Comes Pancho Villa" a novel by Louis Stevens, and plans to star in the radio program based upon the material. Several prospective sponsors are showing interest in the series.

Ira Cook has been signed to replace Bill Hay on the Music Box program over KMPC at 7 p.m., PWT daily except Sunday starting this week. Show is sponsored by Washington Motors and handled by Smith and Bull Agency.

Effie Klinker was officially chosen for the name of the new character to join the Edgar Bergen and Charlie McCarthy radio show this fall. Effie—described as a "bachelor girl"—will make her world debut on the broadcast of September 3rd. According to present plans, Effie will become a regular member of the official Bergen family along with Charlie and Mortimer Snerd. The NBC star received more than 4,000 letters from his fans, all suggesting monikers.

Wayne Steffner, manager of CBS San Francisco offices, was in town for a few days of conference with Charles E. Morin, sales manager for Columbia Pacific Network.

C. P. MacGregor has signed Dana Andrews to appear in "Boy Hates Girl" on the Skippy Hollywood Radio Theater.



## Winding Up In The Windy City! !

● ● ● Carrying an armful of press hand-outs, programs and other convention data, Jo Ranson, affable special events director of WNEW, New York, making the rounds.... Harold Lafount returned to New York Wednesday night.... Glen Bannerman of the Canadian Broadcasters Ass'n., greeting his many friends among the NAB.... One broadcaster leaving the Fly luncheon yesterday was heard muttering: "So long as you punch holes in the screen—the Flys will come in".... Kent L. Jeffery, commercial manager of WFIN, Findlay, Ohio, liked NAB's stand on the WAC budget—Ditto for another Jeffry.... John J. Jeffry of WKMO, Kokomo, Ind.... Lavinia S. Schwartz, OWI radio director for the Midwest, and Harry Levin, OWI rep, in New York, among governmental agency group in attendance at the convention.... George Crandall, CBS press chief, renewing acquaintance with Ted Weber, Chicago "Sun" amusement director.... Weber was formerly with CBS in New York.... Keith Kiggins of the Blue, one of the busiest men at the convention.... also Edgar Kobak, v.p. of the Blue.... John D. Hymes, deputy chief of the Radio Bureau of Domestic OWI, celebrated a birthday in Chicago yesterday and radio and agency friends showered him with congratulations. John is the government agency executive who supported the broadcasters in the WAC budget controversy. He is here conducting a regional meeting of OWI radio executives.

★ ★ ★  
 ● ● ● Chairman Fly was in great shape and unusually jovial mood.... he was wildly cheered at the session which hailed his speech and the Chairman really liked it.... judging by the broad grin.... at his press conference he easily handled all questions.... and believed that after the war, the public should seek to have manufacturers make an all-inclusive type of receiver.... that would include all modern developments, apart from AM such as FM, television, phonograph, etc.... one comprehensive set is his motto.... and let's hope they do it so that us poor guys can also buy one.... last line is our own quote.... incidentally, one Ed Kobak is slightly frothing at the mouth about the "pipe" intimating he might change his job.... and no doubt Earl Mullin must be glad that he remained in New York.

★ ★ ★  
 ● ● ● Don Douglas' capable "make-believing" in various types of radio roles, has rewarded him with a regular job on the M-G-M-MBS screen-test program. . . ● Danish-Satirist Victor Borge, returns to the "Basin Street" Blue Net program, October 1. . . ● Maggi McNellis, WEA Femcee couldn't attend the United Artists party last week at which the plaster cast was to be removed from June Havoc's broken leg.... while shopping for a gown to wear at the party, Maggi fell down a stairway with the result that her own left foot was encased in a cast. . . ● Tony Lane of the Airplane Trio, is concocting a book that will "rib" Mother Goose.... swing versions of the nursery rhymes. . . ● An important new advertising agency will soon announce its adoption of an internal policy which will give every employe, from the office boy to the highest-bracketed exec., a share in the company's profits.... a RADIOKAY to the far-sighted executives of that progressive firm. . . ● In referring to the NCAC package, "On Stage Everybody," we had it that Universal Pictures is the program's sponsor.... in truth, we really meant to write that this slicker company intended utilizing the program to seek talent for its planned picture of the same name.... sparkling program is available to a sponsor. . . ● Henny Youngman, chain cigar smoking comedian, has been signed to NBC clown on a new variety show for Raleigh Cigarettes starting Wed. Sept. 13, 8:30 p.m.... Carol Bruce and Phil Brito (one of our favorites) will do the vocal honors. . .

★ ★ ★

Remember Pearl Harbor



There has to be a **FIRST** time that a young child walks alone to school

There is that **FIRST** time when the soldier sees the horrors of war

There was a successful **FIRST** Bond Drive.

Also a very satisfactory **FIRST** call for Blood Donors.

If there is going to be a **FIRST** time that your client buys a local chain station, the **FIRST** city should be Washington D. C. - - - and the **FIRST** Station WINX

Because WINX is **FIRST** with local advertisers because it **GIVES SO MUCH FOR LITTLE.**



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

Represented Nationally by FORJOE & COMPANY

# 1430

One-time-turn of the dial to the minute station! Leave it there all day for the **BEST IN MUSIC, LATEST IN NEWS, EXCLUSIVE RACE REPORTS** every few minutes.

# WBYN

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

## Client Optimistic Network's Future

(Continued from Page 1)  
Miles Laboratories, Inc., of Ind., told affiliates of the Broadcasting System at a meeting Tuesday night at the House. "I envy you for what has in store. I'd like to be manager affiliated with Key- self. If you're planning to each a station, let me know." M. Sillerman, president of the, presided at the meeting and ed the speakers, who in- ed in addition to Cappelle, Mur- center, radio time buyer for pti. Advertising Agency, and H. Perry, regional business alit of the Department of Com- Lewis H. Avery, director of det advertising of the NAB, site briefly.

ing out that Miles Labora- s made a special survey of eone cities this spring, Cap- d that Miles was impressed ct that while they received 1, per cent of the sets-in-use popolitan areas, in these 15 ste cities the Lum and Abner ra (for Alka Seltzer) gave us ent of all the sets-in-use. ve when we take into account a that Lum and Abner have a eal to small town audiences, ts of this survey are still a testimonial for Keystone om said Cappelle.

er cent of our total popula- de in the small town and as of the country, Mr. Perry, ent of Commerce business it, reminded the Keystone

ould appear that advertising onational effort should be di- patrons of this small town market in full proportion to es potential," he said.

## eternal Light' Sked For NBC Start Oct. 8

"eternal Light" is the program divs its material from the Jew- ture, history and music, and ver NBC on Sunday, Oct. 8, 11 a.m., EWT; WEAJ, 12 noon, with the co-operation of the Theological Seminary of . The broadcasts will be er the supervision of a radio ne consisting of leading lay nical representatives of all of Jewry in this country, bi Louis Finkelstein, presi- he Jewish Theological Sem- chairman.

## man Going Overseas

al—Randy Merriman, emcee s's "Overseas Special" pro- the past three years, has ed to go overseas with a ertainment unit next fall. He rt in New York, Sept. 11 to arations for the six-month

# ★ PROMOTION ★

## School Broadcasts

Stations interested in educational programming should scrutinize CBC's booklet entitled "Young Canada Listens—School Broadcasts 1944-1945" for a thoroughly over-all picture on how the Canadian broadcasters conduct this type of public service program.

The contents of the informing brochure indicate the various topics touched upon in the airings: news, painting, literature, sports, music, science, social studies, vocational guidance, drama, Bible history and other subjects.

The broadcasts do not limit themselves to Canadian matters and terrain alone; they seem to touch adequately upon the American way of life, and the provinces of the dominion of Canada.

Perhaps the most interesting page of this publication is number 46. It is the CBC school broadcast report which asks the following questions: Did class hear program? Did subject tie in with classwork? Was language used suitable? Were sound effects and music excessive? Could program have been more suitably presented as a straight talk?

Radio's contribution to education is clearly projected here.

## More Network Stations Added By G. E. Prudential

(Continued from Page 1)  
have increased the number of CBS outlets for the two shows. "The Family Hour" added stations on August 27; "The World Today" picks up seven more outlets, as of August 28.

Prudential's increase places the show on a total of 122 stations, 90 per cent of the full United States CBS network. Advertising Prudential services, "The Family Hour" is heard Sundays, 5:00 to 5:45 p.m., EWT. The program began its fourth year on CBS August 27, when Patrice Munsel, 19-year-old coloratura soprano of the Metropolitan Opera, joined the cast. She will be heard weekly along with baritone Reed Kennedy, Al Goodman and his orchestra and chorus, and tenor Jack Smith. Benton & Bowles, Inc. handles the account.

The seven stations added to General Electric's "The World Today" are: KEYS, Corpus Christi, and KGBS, Harlingen, Texas; WENT, Groversville, New York; WDAN, Danville and WDWS, Champaign, Illinois; WLBC, Muncie and WKMO, Kokomo, Indiana. The program is heard Mondays through Saturdays from 6:45 to 6:55 p.m., EWT, with CBS news correspondents stationed in this country and overseas presenting a round-up of the latest news. For many years an outstanding CBS sustaining program, "The World Today" was purchased by General Electric in May of last year. Commercials are institutional. Maxon, Inc. is the agency placing the business.

## Reference Manual

The Associated Program Service, of New York City, has just issued a manual "Most Hours of the Best Radio Music" which serves as a reference, while stressing the advantages of the Associated Library's wide range, high fidelity, vertically-cut transcriptions—for AM and FM broadcasting.

Attractively dressed in two colors and containing 24 pages, the manual relates the entire history of the Associated Library and what it offers the nation's stations.

Included in this reference are a list of the organization's talent roster, a special section on opportunities by FM, and authentic information on the basic library and supplementary releases.

## Lea Committee Probe Will Resume Tuesday

(Continued from Page 1)

er were in Florida last week, reportedly studying the affairs of WFLL, Fort Lauderdale, which was sold by Ralph Horton to Fort Industries.

They returned, it is reported, by plane on short notice in order to be on hand for the questioning of FCC Chairman James Lawrence Fly by Rep. Louis E. Miller of the committee. Miller, however, was indisposed and the hearing was put off indefinitely.

## Barger, Garey Appointee, Resigns From Lea Comm.

Attorney Harry S. Barger has resigned from the Lea committee, last of the legal appointees of former counsel Eugene L. Garey.



ATOP A FIGHTING TANK, CORRESPONDENT BAYLOR CATCHES VOICES OF FIGHTING MEN FOR THEIR LOVED ONES BACK HOME

# WAR CORRESPONDENT

## David Baylor sends voices of hometown boys from European front via Cleveland's WGAR

WHEN David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly, starting Sunday, July 9th, Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over Radio Station WGAR. By prearranged notice to the families of men who will be interviewed, scores of homes now are hearing the voices of their fighting

men for the first time in many months. And, with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGAR.



# Today's Convention Agenda

THURSDAY, AUGUST 31, 1944

9:30 a.m.  
to  
11:00 a.m.

## Labor Clinic:

"NAB Labor Relations—A Look Ahead," John Morgan Davis, NAB General Counsel for Labor Relations.

"The AFM Recording Ban," Sydney Kaye NAB Special Counsel.

"The AFM 'Platter Turner' Situation," a Report.

"The AFRA 'Pay-Within-Pay' Principle," William J. Friedman, Attorney for Chicago Class B Stations.

## Discussion.

11:00 a.m.  
to  
12:00 Noon

## Legislation:

Report of the NAB Legislative Committee, Don S. Elias, WWNC, Chairman.

## Recess.

12:30 p.m.  
to  
2:00 p.m.

## General Luncheon

"The Challenge to Post War Broadcasting"

Paul G. Hoffman, Chairman and C. Scott Fletcher, Director of Field Development, Committee for Economic Development, New York.

2:15 p.m.  
to  
4:45 p.m.

"The Post War Future of Broadcasting"—A symposium:

Commander T. A. M. Craven, Presiding.  
A Factual Discussion of AM, FM, Television and Facsimile designed to bring before the broadcasters data which will be of value in determining post war expansion.

Each of the following will speak for fifteen minutes:

Paul Chamberlain, General Electric Company.

Thomas S. Joyce, Radio Corporation of America.

William B. Lodge, Columbia Broadcasting System.

Frank E. Mullen, Vice-President and General Manager, National Broadcasting Company.

Major Edwin H. Armstrong.

Paul F. Godley, Consulting Engineer.

John V. L. Hogan.

General Discussion: Any member of the panel is privileged to direct questions to any other member.

Questions may be asked from the floor of any of the members of the panel, subject to the ruling of the Chairman as to their pertinence to the discussion.

Any person on the floor desiring to make a statement may do so, but such statements shall not be longer than three (3) minutes.

In scope this symposium will cover present developments and what may be expected in the future from AM, FM, Television and Facsimile broadcasting.

## Adjournment.

Friday, September 1, 1944

10:00 a.m. NAB Board of Directors

# Standard Coverage Yardstick Unanimously Passed By NAB

(Continued from Page 1)

University; Dr. Raymond Franzen, research consultant and Dr. George Gallup, president, American Institute of Public Opinion, that an overall sample requirement will be 1,000,000 ballots mailed.

"When the experts complete the sample allocation by county and cities over 10,000 population, there may be some adjustment of this figure, but not much," the report states. Based on previous experience with this method—controlled-sample mailed ballot—research cost is \$1 per ballot sent out. This means \$1,000,000 for each complete measurement and such studies, according to the committee, should "be conducted every year."

## Report Presented

The report, as presented to the convention by Hugh Feltis, KFAB, Omaha, chairman of the Research Committee, details the plan and points to the approval received from the Four A's, the Chicago Radio Management Club, and representative members of the agency group. This report, in part, is as follows:

"It is estimated that the industry now spends between \$600,000 and \$700,000 every two years, for this same type of information which is not non-standard and has long been under severe criticism by agencies and advertisers.

"The job of mailing ballots is not as simple as it sounds. I mentioned before that the technique is controlled sample—mailed ballot research.

"The controlled sample phase involves a sizeable task.

"When the numbers of samples are determined—in detail for each county and each segment of the county—we then know how many ballots we must receive.

"But we will have to send more than we expect to receive. 100 return is not attainable.

"Returns up to 80 can be had by this technique of personalized approach with an incentive and an intensive follow up.

"Our expert committee will use a lower figure to insure adequacy. Perhaps 50 return.

"When we know the sample—then a list of names and addresses of families fitting the sample requirements, must be assembled.

"A dependable research organization with local representatives well distributed over the country is required for this work.

"It has to be carefully done.

"It is obvious by now—we are talking of a big operation.

"It is obvious to us—we need a bureau function for the broadcast industry.

"The pattern is set for us in other media, advertisers, advertising agencies and the medium join together in organizing a bureau.

"Basically, this is what we are asking the

NAB board of directors and our

to approve.

"We want now to join with the ANA and form a bureau.

"We feel we have a method of definitive measurements. We are the details of technique necessary to the method.

"We are ready now to promote organization.

"We ask our board to approve to establish a bureau.

"Also, to finance the bureau development stages.

"When it gets established, it is supporting.

"We have some thoughts on distribution.

"The release of information—(1) There are two general types of information to be developed.

"1. Circulation figures by county and station.

"2. Circulation area data by county levels primary—secondary and tertiary state and county for all stations.

"We propose that circulation area be made generally available.

"This could take the form of a report. Individual state reports by county in which the circulation level of subscribing stations would be reported.

"This information we would like to be furnished by the bureau exclusively to the report.

"Each subscribing station receives detailed data for the individual station's own hands.

"At its election, the station furnishes its figures to advertising agencies, its representatives and its general promotion.

"We also have some thoughts on the measurements.

"The cost of placing the measurement in the field will be a fixed figure.

"Allocation of the cost will depend on number of stations participating.

"Such an allocation can be based on rates to constitute a minimum participating fee.

"This would get the ballots into the field and returned and a preliminary made.

"The information available to participating station would be merely counties in which that station has stations day and night, shown separately.

"The complete tabulation will be published for each station on a strip per thousand ballot mentions basis, to be the subscribing fee.

"The cost to subscriber will be related to their circulation.

"To summarize in organizations we have: AAAA, NAB and ANA in forming a bureau to conduct station circulation; and produce a showing day and night circulation in all subscribing stations by county, sent to advertisers, advertising agencies, station representatives and

Also station reports showing each its circulation in terms of listening by county, which it can pass on, as to advertisers, advertising agencies, and station representatives and other.

"We will ask our board to form a bureau and its development stage."

## Korn Kobblers Renewed

The "Korn Kobblers" have been signed to a new long-term contract by Frederic W. Ziv as a result of their great success in the transcriptions scored under the previous agreement.

## July Sales Up At Westinghouse

In a business report for the month of July, the Westinghouse Electric & Manufacturing Co. indicated an increase of 17 per cent over July of last year for net sales billed for war equipment during July, amounting to

## Premiere Shifted

Premiere of "Terry Allen and Three Sisters," previously announced for Monday, Sept. 4, has been postponed until Monday, Sept. 11. The program is broadcast over CBS days through Fridays, 5:30 p.m., EWT.

\$70,251,330. To produce this quantity the firm employed a record of 117,716 persons. New orders in July came to \$60,459,346, in comparison with the \$80,579,000 of the same month of 1943.

# Radio Sees Tele Progress

## Looks Fast Move Shows Advantages Of War Uses

Continued from Page 1)  
... made by the Commission.  
... Fly, dwelling both on  
... of FM and video, gave the  
... an optimistic picture of  
... industry's future. He dwelt at  
... on the industry's present day  
... its obligations to a post-  
... world, and set at rest any state-  
... that the FIRE was a "bottle  
... in the industry's post-war

... casting is in a peculiarly  
... position to contribute its  
... this post-war goal of full  
... on and employment because,  
... very moment when returning  
... are coming back for jobs and  
... turers are turning from war  
... broadcasting will be launch-  
... new projects for public ser-  
... chairman Fly declared. "FM  
... vision, the two great ventures  
... ie ahead, ensure that broad-  
... will do its share to see that  
... -war era is one of expansion  
... prosperity rather than contrac-  
... depression," he said.

**"Future Seems Assured"**  
... ing to FM, Fly said "the  
... seems assured." He declared  
... manufacturers are forecasting  
... 00,000 FM receivers will be  
... id within a year after the  
... of hostilities.  
... ng to video, Chairman Fly  
... "side by side with FM we  
... e coming of television, which  
... r unlimited potentialities for  
... r expansion.

... you know, the Commission has  
... licensed nine commercial  
... in stations; 60 applications are  
... ing, and many more are in the  
... ing stage. The major task now  
... to complete the basic research pro-  
... hich were left incomplete at  
... eak of the war, and to as-  
... the vast technical progress  
... has been made during the war.  
... onfident that as soon as the  
... il applications of wartime ad-  
... have been worked out in tele-  
... it will be ready to move ahead  
... mmentous scale.

**Timing Seen as Important**  
... h will depend upon the timing  
... vision advance. After all, it  
... have been possible to erect  
... s. transmitters and to sell  
... on receivers at high prices as  
... k as 1929. In the state of the  
... n reached, however, the pub-  
... ction would almost certainly  
... een negative, and the invest-  
... of the industry and of the public  
... ould have been wiped out.  
... n 1939, there was the danger  
... ezing" television progress at  
... el then reached. Today, the  
... on outlook is clearer and more  
... than ever before in history.  
... ening up of the new very high  
... cies points the way to a place

on the air for television where a mov-  
ing image technically far superior to  
any known before will be possible,  
and where there will be plenty of  
room for competitive expansion. By  
harnessing this new knowledge of  
television immediately, it may be  
possible really to live up to the  
slogan of the future: 'you're there  
with a television receiver.' One ap-  
plication already filed with the Com-  
mission calls for a television image  
far clear than any heretofore known,  
and it is contemplated to put it on  
the air within a matter of months  
after the 'freeze' is off.

**Quotes British Group**  
"In a recent report, the British In-  
stitution of Radio Engineers makes  
this observation: 'It is suggested that  
the immediate post-war television  
standard will, in fact, be permanent;  
it is, therefore, desirable that these  
standards should not be "frozen" at a  
level that is below the technical and  
economic limits of the present time.'

"Where improvement is so needed,  
and where respectable engineering  
opinion indicates its attainability, it  
is obviously of the utmost importance  
that the fullest possible experimen-  
tation be undertaken as rapidly as pos-  
sible, in order to get the right answers  
and to get them promptly. Neither  
the broadcasting industry nor the  
public can afford a false start. The  
Commission is prepared to encourage  
such experimentation on the higher  
frequencies to the fullest extent pos-  
sible, in order that the final decision  
on post-war television standards can  
be made in the light of all the facts  
at the earliest feasible date.

"Another important problem in the  
offing is to afford the means for the  
successful operation of television net-  
works. The vision of important events  
must be carried over the distances.  
Moreover, the costs of programming  
will be such that few local stations  
will be able to do the job effectively  
without network affiliation.

**Sees Film Interests a Factor**  
"Here the large motion picture in-  
terests may cut across the bow of  
television network broadcasting. It is  
wholly feasible to project television  
pictures on a motion picture screen.  
Moreover, the record or transcription  
of the local television station is likely  
to be a motion picture reel, shipped  
in from a distance. It is conceivable  
that this form of local television  
broadcasting may be quite interesting  
and, hence, quite successful.

"We are proceeded on the assump-  
tion, however, that network broad-  
casting of television programs is to  
be desired. For example, the im-  
portant sporting event, the Presi-  
dential inauguration, and many other  
current news and entertainment  
events have only one locale. A net-  
work can transmit these to the pub-  
lic throughout the country. If efficient  
means are set up to accomplish this  
result, then live talent shows of high  
entertainment quality can likewise be  
transmitted from the point.

"Provision has been made to per-

mit networks to acquire television  
transmitting stations at all important  
points of program origin. The Fed-  
eral Communications Commission is  
giving extensive consideration to an  
adequate method of relay transmis-  
sion.

**Points to Tremendous Program**  
"The history of radio broadcasting  
since its static-ridden, squeaky-voiced  
beginnings in 1920 has been one of  
uninterrupted improvement and un-  
interrupted expansion. Revenues and  
profits have grown year after year;  
technical improvements have been in-  
troduced in a continuous procession;  
and, subject perhaps to a few minor  
qualifications, program quality has  
kept step with the onward and up-  
ward progress of the art.

"The number of stations affiliated  
with the major networks in 1942  
totalled 572. This increased to 604  
during 1943, perhaps in part as a  
result of the reduction in telephone  
line charges initiated by the Commis-  
sion, and to some degree as a result  
of the chain broadcasting regulations  
and the separation of the NBC and  
Blue Networks. Thus more than two-  
thirds of the nation's standard broad-  
cast stations are now affiliated with  
the nationwide networks. It remains  
true, however, that the networks do  
not yet serve the entire country, and  
that some unaffiliated stations serve  
areas not presently served by one or  
more of the four networks. There is  
thus room for a further expansion of  
network coverage, and a further  
affiliation of independent stations.

"But what of the future? Several  
of the factors which made broadcast-  
ing so profitable in 1943 and so far  
in 1944 will not last forever—the  
newsprint shortage, for example, and  
the present tax ratio. Will these  
changes result in a setback for broad-  
casting?

"I venture to doubt it. For at the  
precise moment when war-engend-  
ered revenues are withdrawn, new  
factors will arise to take their place.  
Countless manufacturers will have to  
re-educate the entire public to the  
use of their products and they will  
inevitably turn to radio. Not only  
will products long withdrawn from  
consumers because of the war be  
back, but new products will be mar-  
keted, with a resulting necessity for  
advertising them.

**Co-Operation Needed**  
"Much depends of course, upon the  
direction taken by our entire economy.  
If industry, government and labor  
cannot get together to engineer a  
smooth transition from war to peace-  
time production and distribution, if  
full production and full employment  
cannot be achieved throughout our  
economy, if segments of our society  
are to battle with one another rather  
than work together in harness  
towards the common goal, then dif-  
ficulties may lie ahead. But the ex-  
perience of the war years has cer-  
tainly shown that there is no need  
for such internal strife. We can all

## Network Tele Sure With Coverage Nationwide

pull together; and if we do, all will  
benefit.

"Let me turn from such long vistas  
to the immediate future—broadcast-  
ing between now and the Tuesday  
after the first Monday in November.  
As you know, the Communications  
Act is quite explicit with respect  
to broadcasts by candidates for pub-  
lic office. Section 315 of the Act pro-  
vides:

**Quotes from Communications Act**  
"If any licensee shall permit any  
person who is a legally qualified can-  
didate for any public office to use a  
broadcasting station, he shall afford  
equal opportunity to all other such  
candidates for that office in the use  
of such broadcasting station, and the  
Commission shall make rules and  
regulations to carry this provision  
into effect: Provided, that such li-  
censee shall have no power of censor-  
ship over the material broadcast un-  
der the provisions of this section. No  
obligation is hereby imposed upon  
any licensee to allow the use of its  
station by any such candidate."

"One feature of the present cam-  
paign is the vastly increased pres-  
tige, influence, and time on the air  
of the commentators. Their position  
has grown tremendously since 1940;  
and accordingly their role in election  
campaigns has become increasingly  
important. News and comment, com-  
ing as they do from human sources  
are peculiarly significant at critical  
stages in history.

### Responsibility "Awe-Inspiring"

"We must bear in mind that for  
the first time in history the people's  
basic right of free speech has a prac-  
tical working mechanism. Yours is  
the task to see that it is wholly ade-  
quate to the needs of a free people.  
You are the trustees of this power-  
ful mechanism, holding it and guiding  
its operations in the interest of the  
public. This is an awe-inspiring re-  
sponsibility. Basic principles of fair-  
ness and adequacy are controlling.  
So long as you fully and consciously  
assume this responsibility, you can  
stand secure against all the ill winds  
of doctrine and conflict. Radio has  
been preserved as a free institution.  
It has done a grand job in most dif-  
ficult times. Today it has reached a  
fair degree of maturity and it stands  
poised to move onward to greater  
things.

"In l'envoi-may I repeat the thought  
expressed at the San Francisco con-  
vention. The faith I then held I still  
hold. Wars may come and political  
campaigns will go. The years, like  
great black oxen, will thunder down  
the trail of unending time. But a  
free radio must ever stand as a basic  
cornerstone of our Democratic in-  
stitutions."

# ★ ★ ★ COAST - TO - COAST ★ ★

## — CALIFORNIA —

**SAN FRANCISCO**—"Bill Baldwin's Night Club" will be auctioned off September 6, to its new emcee George Fenneman, who will carry on over KGO during Baldwin's tour of duty as a war correspondent. . . . A recent speaker at the KPO-Stanford University Radio Institute was John W. Elwood, manager of KPO. . . . Jacqueline Wilson has been appointed promotion-publicity director of KFRC.

**OAKLAND**—Latest addition to the KSL staff, as of September 1st, will be Marcia Walton, formerly of KPO.

**FRESNO**—Two new additions to KMJ's staff are Nick Drakelich, a local boy, and Sibyl Silverthorn, formerly of KFI-KECA.

## — MASSACHUSETTS —

**BOSTON**—On Sunday September 3, while Elmer C. Herskind of "Uncle Elmer's Song Circle" is on vacation, Doris Tirrell will give an organ recital over WEEI. . . .

**WORCESTER**—In an effort to help halt a series of war bond thefts, WTAG has been airing announcements that the bonds are redeemable only by those to whom they are issued.

## — NORTH CAROLINA —

**RALEIGH**—Latest addition to the control-room staff at WPTF is Donald I. Massey, who moved up from transmitter maintenance. . . .

**CHARLOTTE**—WBT's farm editor Grady Cole has given considerable aid to the local paper salvage campaign, even to going out and helping to load the trucks. . . .

**GREENSBORO**—The quartet "A Father and Three Sons," combining both kinship and harmony, made its debut over WBIG recently.

**GOLDSBORO**—"Between the Lines," a news commentary by Capt. Terence Michael Harcourt is being sent down the Tobacco Network from WGBR daily.

## — CONNECTICUT —

**HARTFORD**—When V-Day arrives many important officials of Connecticut will be notified by WDRC immediately, no matter what the hour of the day or night. The station is preparing a list of names and will repeat its D-Day performance when those listed, including Gov. Baldwin, were called in the middle of the night. . . . Capt. Frank W. Stuhlman, USMC, and a former announcer of WTIC, Hartford, was recently awarded the Distinguished Flying Cross and a citation from Admiral Halsey.

## — INDIANA —

**FORT WAYNE**—Staff members of WOWO were recently invited by Jane Weston, director of "Modern Home Forum" to bring their children to a broadcast where they were interviewed and refreshments served. The idea was so successful that a repeat performance is sked for the near future.

## — NEW YORK —

**NEW YORK CITY**—Cyril Armbrister, Blue producer of "Terry and the Pirates" and "Land of the Lost" was given a birthday party last week at the Down Under Cafe, in the RCA building. . . . Latest addition

to the WHN news and announcing staff is Howard Carraway, formerly of the Blue production staff. . . . WQXR announced recently the signing of two new contracts, both for 52 weeks. The first, a daily five-minute newscast is sponsored by Penick & Ford in the interest of My-T-Fine Desserts and slated August 28. The second, which also started August 28, is a bi-weekly half-hour musical under the sponsorship of the Tourneau Watch Co. . . . Guy Lombardo and his Royal Canadians will bring WMCA's "Something for the Girls" to a grand finale on Saturday, September 2.

## — MISSISSIPPI —

**JACKSON**—A contract has been signed for the special AP radio wire between Press Association, Inc. and WSLI, L. M. Sepaugh station manager announced. . . .

**COLUMBUS**—Effective September 1, Puckett & Brown, Goodyear dealers, will sponsor Boake Carter five days a week at 11 a.m.

## — IOWA —

**OTTUMWA**—Weather reports, vital to its agricultural audience, are now being broadcast hourly by KBIZ-Mutual through the cooperation of the local U. S. Naval Air Station.

## — TENNESSEE —

**MEMPHIS**—The approach of Fall is heralded by purchase by Lew Weinberg, Clothier, of a seasonal program of football predictions to be broadcast on WHBQ, starting Sept. 22; with Alfred Kerr attempting to forecast the following day's gridiron scores. . . .

**KNOXVILLE**—WNOX has added Lenore Goddard to the staff. She was formerly with WLW, Cincinnati, as a receptionist and played bit parts in drama.

## — WEST VIRGINIA —

**CHARLESTON**—When Lieutenant Collins of the Special Services, United States Army, walked into the studios of WGKV recently, he also walked into Gil Canfield, with whom he worked in 1937 at the Cleveland Community Fund. It was the first time the two had met since those days. A special broadcast was arranged very shortly to celebrate the meeting featuring Collins, Canfield, and a "duck"—the amphibious landing unit of the Army.

## — ALASKA —

**FAIRBANKS**—Al Bramstedt, KFAR manager, broadcast an on-the-spot description from this locality the story of Russian Lend-Lease last Monday, Aug. 14. Program was transmitted via KFAR's shortwave facilities to RCAC's receiving station at Point Reyes, Calif., for line release to the NBC network for national broadcast.

## — SOUTH DAKOTA —

**YANKTON**—WNAX has completed plans for the most comprehensive football coverage the station has ever attempted. Two sportcasters will cover the games and 15-minute pre-game interviews with coaches and stars will serve to stimulate listener interest. Sked to begin September 30.

## — MARYLAND —

**FREDERICK**—The new program director of WFMD is Bill Lerner, it was announced recently. Lerner, who recently joined the staff of WFMD in charge of special events, publicity and promotion, will continue to handle these departments in addition to his new duties.

## — ALABAMA —

**BIRMINGHAM**—Several new additions to WSGN's staff are Julian A. Flint, Shirley Cantor, Jack Davis and Otis Henley.

## — OHIO —

**CINCINNATI**—WCKY announced recently that Helen Murset has joined their staff. . . . Every month WLW picks out a type of food and features it on its "Home Forum" program. Store displays, mat for newspapers and price cards are supplied to dealers as tie-ins. . . . In the August issue of "Chain Store Age," Penny Pruden WKRC food scout, was the subject of a feature article. . . .

**COLUMBUS**—New head of the WCOL publicity and promotion department is James L. Renick, formerly director of athletic news service at Ohio State U.

## — WISCONSIN —

**MILWAUKEE**—WMFM, the Milwaukee Journal FM station, aired for the first time this week a new popular ballad titled "Concerning Love" with music by Wanda Arnold and publication by BMI.

## — PENNSYLVANIA —

**PHILADELPHIA**—WIPY the finals in the Atlantic City pulchritude parade September 3. Joe Frassetto, musical director the judges. . . . Operating as "night clubber" Doe Hassler viewing visiting stage and screen on "Nite Club" over WPEN. . . .

**PITTSBURGH**—Just as "Countdown" going on air lightning struck transmitter and took it off the air. The switchboard girl, after hearing many anxious listeners praying that it won't strike same time again. . . . A new element team, "Lois and Betty," airing a quarter hour of pop songs, is being heard every week over WTNT, FM affiliate of WTNT.

## — GEORGIA —

**MACON**—A new fast-moving show heard over WBML has been announced. It consists of a local known co-ed who gathers and broadcasts the inside dope on the men from the Armed services.

## — FLORIDA —

**WEST PALM BEACH**—As a sample of civic interest and cooperation WJNO recently aired a half-hour airing of the meeting of the Resources Development Board. This broadcast was received enthusiastically by the radio audience.

for Chicago

W-I-N-D

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