

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 22

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 1, 1944

TEN CENTS

Poll OKs Airing Congress

Indie Stations Plan Election Cover

York's leading independent are readying plans to bring respective listeners complete of the Election Day returns. The stations are cancelling all specials in order to bring uninformed results, while others plan their regular program schedule the air and will interrupt programs at various intervals. We will cancel all commercial ads on Election night to bring listeners a comprehensive coverage, along with special pick-ups from the broadcast desk and city of the Daily "News," with stu-

(Continued on Page 6)

FBI Program For Sat. Night On CBS

er & Gamble for Lava soap, its new program in the 8:30-9:30 p.m. EWT time over CBS beginning Saturday Nov. 25. The dramatic series is titled, "The FBI In Grand War," based on a book by the same name written by Fred Collier. Repeat show will be heard 10:30-11:30 p.m. EWT. Network of 71 stations used; Biow Co. is the agency.

Roberts Wounded; May Get Purple Heart

According to report to the Blue Book by Arthur Feldman, its correspondent in the Pacific. Clete Roberts, another Blue correspondent probably be awarded the Purple Heart as a result of being wounded

(Continued on Page 6)

Hall of Fame Guests

After four years in California, appearing in numerous motion picture films, making records for Decca and breaking records at movie palaces (via personal appearances), the Merry Macs head East this week and will be heard as guest stars on Paul Whiteman's "Hall of Fame" program, Sunday via the Blue Net.

Government Surgeons Using NBC Television

High ranking military surgeons of the U. S. armed forces will use television on Thursday to describe their work to the medical staffs and patients in six service hospitals in the New York area through arrangements with NBC's television department.

The special program, beginning at 2:30 p.m. will originate in NBC television studios, Radio City, where Rear Admiral Ross T. McIntire, sur-

(Continued on Page 7)

AFRA Negotiations To Resume This Week

Negotiations between AFRA and the radio industry signatories to the AFRA pacts are expected to be resumed today or tomorrow. Meetings were being held regularly until recent interruption and meanwhile AFRA has been working on staff con-

(Continued on Page 7)

70% Of Stations Questioned By Straus Approve Pickup Of Proceedings; Only 13 Per Cent Opposed

Plan College Radio Conference In Mo.

Columbia, Mo.—Third annual Regional Radio Conference will be held at St. Stephens College, November 17, 18, and 19, with Commissioner Paul Atley Walker of the FCC and Representative Louis Ebenezzer of St. Louis as the principal speakers. They will speak on "The Government and Post-War Radio."

With the theme of "Radio Programming for the Home of Tomorrow," The Association of Women Directors will highlight the conference with

(Continued on Page 6)

WSM Buys News Space For Election Day Message

Nashville—In an effort to stimulate interest in voting to gain an election night audience for WSM, Harry Stone, general manager of the station, this week ordered an eighty-five line, three-column election coverage advertisement in more than 100 small dailies and weeklies through the station's coverage area. Theme of copy is "Be sure to vote November 7—then relax and listen to the returns over WSM."

Nearly 70 per cent of stations polled endorse the broadcasting of legislative debates, with only 13.5 per cent opposed, according to a survey of the industry carried out by Nathan Straus, president of WMCA, New York. Survey was conducted by Straus following his own recent endorsement of the pending Pepper resolution to permit Congressional broadcasts. Poll covered 133 radio executives with a geographical distribution extending throughout the nation. This is about 15 per cent of the stations and the returns were 69.2

(Continued on Page 6)

Study Radio's Values, Durr Advises Women

Public pressure to force the fullest possible use of radio as a medium of public entertainment and enlightenment has been called for by Commissioner C. J. Durr of the FCC, who spoke at New York's Hotel Astor before the New York Federation of Women's Clubs. Dipping into the letters of Alexander Woollcott, recently published, Durr remarked that Woollcott's brief radio career as "The Town Crier" was ended because his sponsor objected to "caustic references to people like Hitler and Mussolini."

Writing of "soap opera," singing commercials and various other cur-

(Continued on Page 8)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE

Republican National Committee 50 programs
Democratic National Committee 47 programs

NETWORK PROGRAMS TODAY

Democratic: Dorothy Thompson, MBS, 8:15-8:30 p.m., EWT; "So What?" with John Gunther, Orson Welles, Quentin Reynolds, NBC, 9-9:30 p.m., EWT; Sinclair Lewis, CBS, 9:55-10 p.m., EWT.
Republican: Governor Thomas E. Dewey, NBC and MBS, 9:30 to 10 p.m., EWT, from Boston, Mass.

Editor's Note: Foregoing figures and program schedule provided by the radio departments of the Republican and Democratic National committees.

Rely on WLAW for North-of-Boston contact. The great station . . . North of Boston . . . it's concentrated coverage at its best. Advt. WLAW . . . operating on 5000 watts, 680 kc. Advt.

Gift

adventerly, the Nazis have provided Gen. Eisenhower with a practical gift—a recently captured radio transmitter station in a two railway cars. Merle Mueller, NBC war reporter, discovered, and presented to him by Mueller. Mueller says the enemy suffer the irony of having the voice of freedom which eventually echo from Berlin.

Shopping Appeal

In an effort to promote early Christmas shopping, Alma Kitchell will form a "Be Kind to Santa Claus" club on WJZ, Friday, Nov. 3, 1:15 p.m., EWT. Jane Withers, former child movie star, will be heard as a sponsor of the club and in an appeal for early Christmas shopping. Necessity of early shopping is being stressed heavily this year.



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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, Oct. 31)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 3/4	164	
CBS A	32 3/4	32 1/2	32 1/2	
Crosley Corp.	25 7/8	25 1/8	25 7/8	+ 1/2
Farnsworth T. & R.	13 1/4	12 7/8	13 1/8	+ 1/8
Gen. Electric	38 7/8	38 5/8	38 7/8	
Philco	33 1/8	33	33	
RCA Common	10 3/8	10 1/4	10 1/4	+ 1/8
Stewart-Warner	15 7/8	15 5/8	15 3/4	+ 1/8
Westinghouse	105	104 3/4	104 3/4	- 1/8
Zenith Radio	41	41	41	+ 1/4

OVER THE COUNTER

	Bid	Asked
WCAO—(Baltimore)	23	
WJR (Detroit)	37	39

Coulter At Toronto REC
Hal Coulter, Mutual's promotion manager, was a speaker at the current meeting of the Toronto Radio Executives Club. He appeared at the invitation of C. B. Wright, president of the club.

20 YEARS AGO TODAY

(November 1, 1924)
WLS, Chicago, is developing its Saturday Night Review and Barn Dance into the most popular request program in the U. S. Two hundred telegrams were received from all over the country October 24 and that number plus one hundred and twenty more reached the station today.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, arrived yesterday for conferences at the headquarters of the Mutual network.

JACK ROURKE, producer of N. W. Ayer's Blue Network program, "Heidt's Time for Hires," leaving Chicago for the West Coast in company with the Maestro and other members of the show's personnel.

RICHARD C. HOTTELET, CBS correspondent, is now in London following several months of front-line duty. He will speak over the web this afternoon in a special broadcast from the British Capital.

FRANK C. CARMAN, president and general manager of KUTA, Salt Lake City outlet of the Blue, was a visitor at the New York offices of the station's national representatives.

JO LYONS, assistant television director of the Democratic National Committee, is returning to her post following several days' absence resulting from a bad cold.

CAPT. EVERETT E. SWALM, former RADIO DAILY staffer, is in town from Kelly Field, Tex., on furlough.

HOWARD STANLEY, promotion manager of WTOP, Washington, D. C., who was in town last week to attend the promotion sessions at CBS, has returned to the Nation's Capital.

SAM KAUFMAN, director of press information and manager of sales promotion for WCCO, CBS-owned station in Minneapolis-St. Paul, leaves Gotham today for the home offices following the promotional confabs which were held last week at the offices of the web.

MARY NELLE WILLIAMS, continuity director at WRNL, Richmond, leaves today for Virginia after having been here for a week on station business.

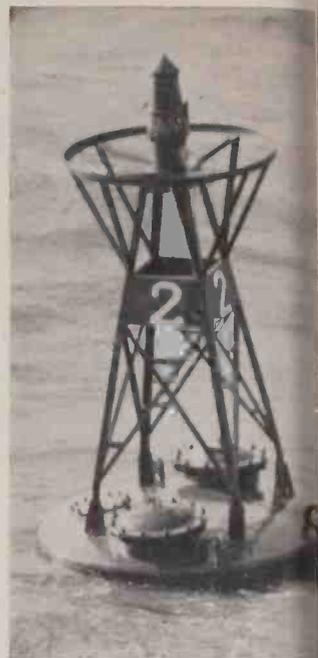
STANTON P. KETTLER, station commercial manager of WMMN, Fairmount, West Va., has arrived for a series of conferences at CBS, with which the station is affiliated.

Peggy Byrne With WLIB

Peggy Byrne has joined the staff of WLIB, Brooklyn, New York, as publicity director, Elias I. Godofsky, president and general manager of the station announced yesterday. Prior to her present appointment, Miss Byrne was a member of the publicity department of WBBM, CBS Chicago outlet, and previous to that was a member of the New York editorial staff of RADIO DAILY.

Vandeventer Joining WOR

Detroit—Fred Vandeventer, who has edited and presented the 6 p.m. and 11 p.m. news on WJR, Detroit, for the past two years, has resigned effective Nov. 1 to join station WOR in New York. Vandeventer, 40 years old, was in the Detroit bureau of the Associated Press before coming to WJR. Previously, he was a newspaperman for many years in Indiana and Illinois.



Buoys get out of line, too

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

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

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

They are available. Down in 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-REED

WPAT

930

IN THE METROPOLITAN AREA
IS AMERICA'S MOST SUCCESSFUL
YOUNG STATION!

THE REASONS FOR WPAT'S
PHENOMENAL GROWTH WILL
BE PRESENTED IN A SERIES OF
ADVERTISEMENTS TO FOLLOW

Sell your clients WPAT . . . the fastest growing station in the Metropolitan area.

WPAT
PATERSON
NEW JERSEY
PARAMOUNT BLDG.
NEW YORK

FIVE ANNOUNCEMENTS REGARDING

The Cowles Stations .

1. The name, Iowa Broadcasting Company, is changed to **COWLES BROADCASTING COMPANY**.
2. This corporation, directly or through subsidiary companies, will operate five radio stations:

KRNT Des Moines
WNAX Sioux City-Yankton
WOL Washington
WHOM Jersey City-New York
WCOP Boston

3. Executive personnel of The Cowles Stations includes:



T. A. M. CRAVEN, vice president, who recently completed a seven-year term on the Federal Communications Commission, will be the senior executive and technical advisor of all Cowles Stations, with headquarters at **WOL** Washington.



CRAIG LAWRENCE, vice president, formerly manager of **KRNT** Des Moines, will directly supervise the operation of **WHOM** Jersey City-New York and **WCOP** Boston, making his headquarters in New York at **WHOM**.



MERLE JONES, who recently resigned as manager of the Columbia-owned station, **KMOX** St. Louis, has moved to Washington as general manager of **WOL**.



PHIL HOFFMAN, vice president, formerly manager of **WNAX**, will supervise operation of **KRNT** in Des Moines and **WNAX** Sioux City-Yankton, with headquarters in Des Moines.



DON INMAN, formerly Waterloo manager of **WMT**, is now general manager and vice president of **WNAX** Sioux City-Yankton, with headquarters at Yankton.



A. N. ARMSTRONG, jr., formerly assistant manager of **WCOP** and **WORL**, is now general manager of **WCOP** in Boston.

4. **TED ENNS**, national sales manager of the Cowles Stations, has established headquarters in New York at **WHOM**. All Cowles Stations will be represented in the national field by The Katz Agency, Inc.
5. Extensive plans are under way for further improvement of the programming on all these stations. As war restrictions are lifted, physical facilities of all the stations will be expanded, coverage further extended, and a program of expansion into frequency modulation and television will be launched.

COWLES BROADCASTING COMPANY

GARDNER COWLES, JR., President

JOHN COWLES, Chairman of the Board

This Week's BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

JOSEPH E. ANDERSON

Record American and Sunday
Advertiser

The Boston Symphony broadcast from Symphony Hall Saturday night, October 28th, was up to the usual high standard when Associate Conductor, Richard Burgin, conducted Mozart's Overture to "The Impresario" and Bach's Organ Toccata and Fugue in C Major—the latter orchestrated by Leo Wiener. The Impresario by Mozart was particularly well performed. Likewise, the Bach Fugue climaxed the half-hour program—which was cut short Saturday, due to a political broadcast which followed. The Bach Fugue was cleverly contrived, frankly electric and effectively orchestrated. The program was also highlighted by a special salute to the United States Navy which was put on during a brief intermission period.

ZUMA PALMER

Hollywood Citizen News

The half-hour Boston Symphony Orchestra program was well balanced from the tuning of the instruments to the listing of products manufactured by Allis-Chalmers. Of the two works, Bach's Toccata and Fugue in C Major was played with more definition than Mozart's, The Impresario. Staats Cotsworth read the tribute to the Navy without much oratory. The interjection of other voices was like the rude interruption of a speaker. The not too long annotations by John Cornell should have been helpful to the many introduced to music's best by radio.

NOVEMBER 4th PROGRAM

Beethoven's Overture to Goethe's
"Egmont" and Beethoven's Symphony
No. 7 in A Major

8:30 P.M., E.W.T. — Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Furthers American Good Living."



Let's All Give To Those Who Gave . . . !

● ● ● Ever since that Black Sunday, December 7, 1941, RADIO, and that means executives, singers, orchestra leaders, producers, directors, scripters, soundmen, engineers of this great industry, not unlike Americans of all other walks of life and calling, has done, is still doing and shall continue to do all in its power for the War effort . . . only Monday, in this pillar, we mentioned the names of some of the individuals, and from time to time in the past, the names of other Radiolites whose individual contributions rated our RADIOKAYS . . . we want to call to your attention now, one of the 'greatest projects' now taking place and in so doing must credit the birth of the idea to Eddie Cantor . . . though he honestly wants the idea 'plugged' and not himself, we must tell how this humane idea was born.

● ● ● It happened just prior to Christmas Day 1942 that the comedian handed his right hand man, Mack Millar, several thousand dollars with which to purchase Christmas gifts for every wounded or convalescent Serviceman in Los Angeles Hospitals and the following Yuletide increased the amount . . . about a month ago an inspirational idea struck him and then he wondered . . . thought he, 'why couldn't it be possible for EVERY hospitalized Yank, in EVERY city, town or hamlet in AMERICA, to be remembered with a Christmas gift?' . . . the answer came immediately . . . it could be possible and what's more it WILL be done . . . but this time even Cantor needed help . . . He went to the heads of the great May Department stores, who immediately proffered their whole-hearted cooperation and the following week, a complete window display, showing an American Nurse presenting a bed-ridden wounded veteran with a Christmas gift, had been created . . . Cantor then elaborated on his original idea . . . he contacted Lew Hahn, general manager of the National Retail Dry Goods Association, who endorsed the idea completely and had the basic idea printed in that organization's national bulletin, in which, and we quote from the pamphlet itself 'he (Mr. Hahn) urged the public, when they are buying Christmas presents for their own relatives and friends, also to buy a present for some wounded boy of the military services who is in a hospital in this country.' unquote:—

● ● ● The idea was growing rapidly, gaining momentum and RADIO, in the persons of the heads of NBC, Young & Rubicam and Bristol-Myers, helped in the preparation of scripts, time and additional talent for that part of the 'Eddie Cantor Program' devoted entirely to this humane and lofty ideal.

● ● ● But another important angle had to be considered and no time was lost . . . that great body of Americans, namely the American Legion, was contacted and at the last National Convention, attended by 12,065 delegates, the organization voted unanimously to support and do its utmost to proclaim the purpose of this endeavor to its 2,000,000 members and to the thousands of members of the American Legion Women's Auxiliary . . . to aid in the drive to provide 500,000 gifts for wounded servicemen so that, in truth, this becomes what Cantor visioned . . . "The Greatest Christmas Party Ever" . . . we are proud and grateful for the opportunity to jump on the bandwagon and invite all our readers, in every radio station throughout the country, to support this enterprise . . . it rates it . . . and a SALUTE, to you, Eddie Cantor, HUMANITARIAN.

— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

WHEN Bill Goodwin goes to York with the George Burns Gracie Allen program leaving November 9th, he will confer Al Levey, manager of Frank Sinatra on plans for a comedy show starring himself and Phil Silvers and based upon an idea devised by Levey. Goodwin will also meet with Doug Coulter, in charge of all commercial shows for CBS, on plans for selling the property.

Jack Benny and his faithful unpredictable valet, "Rochester" have been signed as co-funsters of the Amos 'n' Andy broadcast of today, November 10. With this quarter pooling their talents, it's a virtual guarantee that they'll come up with the laugh show of the season.

Martha Mears made a repeat appearance on "Hollywood Star Time" Oct. 25, over the Blue Network, sang the new hit, "Let Me Love You Tonight."

Jerry Cooper has been signed to "Relaxation In Music" heard on Mutual Don Lee. He will leave here sometime this week for New York where the show emanates from.

Eve Toben, for the past seven years secretary to producer Dick Mack at Warwick & Legler agency and former assistant publicity director of CBS-WEEI, Boston, Mass., will join the WACs November 10 and applying for overseas duty.

Wm. F. Brooks To Europe To Set Post-War Plans

William F. Brooks, director of NBC's News and Special Events department is leaving for Europe to lay the groundwork for expansion of the network's post-war news coverage. Brooks will leave soon after the Nov. 7 election, for which he has set up the most elaborate system of coverage in the network's history. While abroad, Brooks will visit NBC correspondents at the various fighting fronts and also visit for some time the network's offices in London, Paris and Rome.

In returning to Europe, Brooks will be revisiting much of the territory in which he traveled extensively as managing director of the AP of Great Britain, Ltd. before coming to NBC.

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

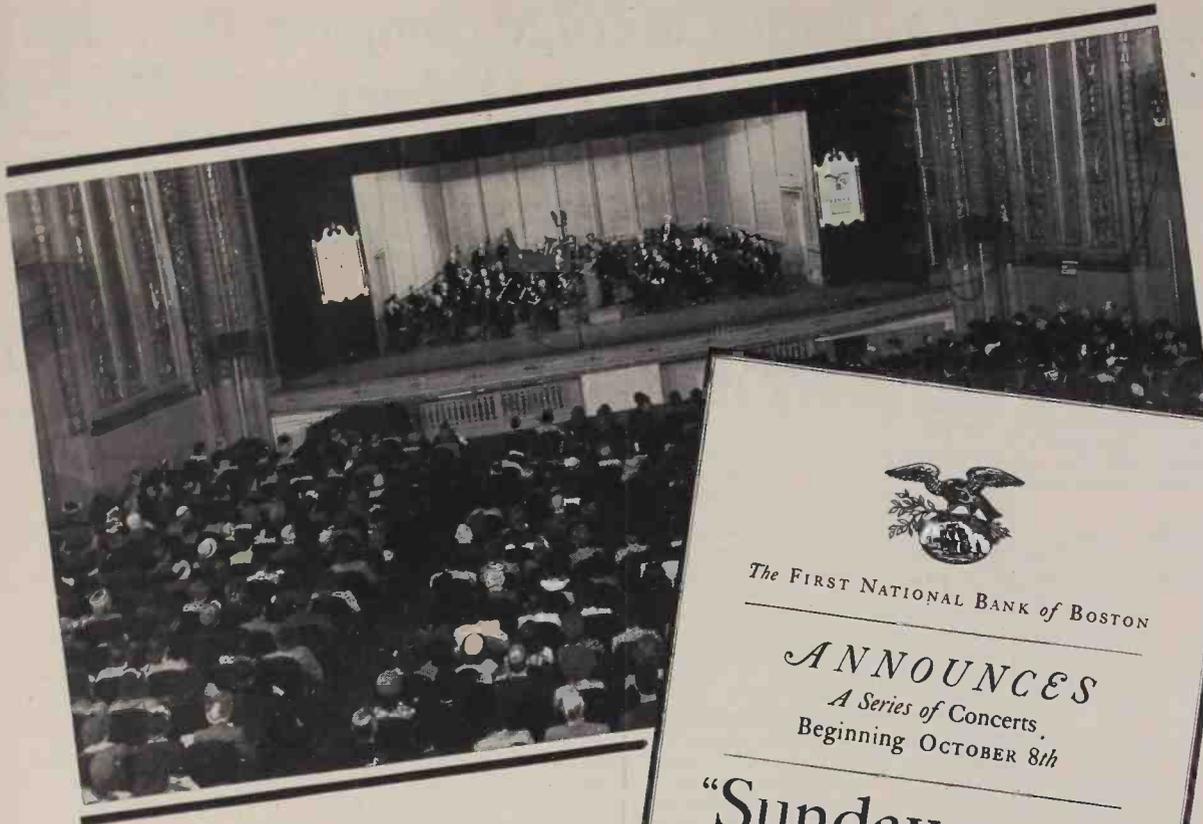
REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.



"Sunday at 4:30," sponsored by The First National Bank of Boston, being broadcast over WBZ from the Boston Opera House, which seats 3,000 people. The program is on WBZ for a half-hour with a half-hour carry-over for the benefit of the studio audience. Entire hour is carried on WBZ-FM. A symphonic orchestra of 45 pieces with Arthur Fiedler conducting. Boston's largest live-talent program.. presented by an advertiser new to radio.



The FIRST NATIONAL BANK of BOSTON

ANNOUNCES
A Series of Concerts.
 Beginning OCTOBER 8th

"Sunday at 4:30"

ARTHUR FIEDLER, Conductor

*To be broadcast each Sunday Afternoon at 4:30
 over Radio Station WBZ, Boston
 1030 on your dial*

THE FIRST NATIONAL BANK OF BOSTON (New England's oldest and largest banking institution) and its advertising agency (Batten, Barton, Durstine & Osborn) wanted a dignified type of program.. something of network quality to be broadcast locally.

WBZ supplied the idea and produced the program called "Sunday at 4:30," which bids fair to set a new high in non-network broadcasts. The bank's depositors

clamor for tickets to the opera house each week, which is filled before air time.

The First National Bank of Boston is one of the country's 10 largest, with branches in Latin America, and 22 offices in Boston alone. WBZ is proud to cooperate with the sponsor and the agency.. pleased to bring such a program to countless music-lovers in New England.

Information on other availabilities from NBC Spot Sales



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • WGL • WBZ • WBZA

70% Stations Polled Okay Congress Pickup

(Continued from Page 1)

per cent in favor of putting Congress on the air.

Reaction of radio executives varied as to opinion and a typical instance is one to the effect, "broadcasting will raise the tone of Congressional debate." J. Harold Ryan, president of the NAB however, feared that the broadcasting of Congressional proceedings would place radio in the middle, with Congressional pressure on one hand and listener disinterest on the other. Ryan also feared that there were operational difficulties to surmount, selection of material as well as clearance of suitable time.

Personal Opinions, Says Ryan

Ryan makes clear that his reactions are those of himself personally and wrote Straus that he would be glad to hear more on the subject and of course the result of the poll. He pointed out that the House and Senate meet concurrently and it may be difficult at times to select one or the other.

Straus stated that the response from the radio industry to "our suggestion of support for the Pepper Resolution has been most encouraging. Although the sample covers approximately 15 per cent of the radio industry, it is wide enough in area to provide an accurate cross-section of national opinion on the subject. We all recognize that operational problems exist but we feel confident that these will be met as efficiently as the industry has solved similar other problems. The immediate consideration is the acceptance by Congress of the principle that radio should not be denied the right to broadcast legislative debate."

Copies Being Distributed

Copies of the complete report are being distributed today by Straus, the report containing excerpts of opinion expressed, background data on the suggestion to open Congressional debate to radio broadcast.

List of stations is also given which have promised to carry the Congressional broadcasts; those in favor but not yet making commitments and others which plan to look further into the subject and make their decisions later. Apart from percentage figures, actual stations counted on how to broadcast Congressional proceedings would be 26 while 74 stations endorse the Bill with no commitment about the broadcasts.

NBC Contacts 3 Colleges Re Summer Radio Institute

Chicago—The possibility that NBC may collaborate with other educational institutions in promoting summer radio institutes was seen with the announcement that the network had been in contact with Oregon State College, University of Oregon and the University of Denver regarding institute procedures.

N. Y. Indie-Coverage Complete To Report Course Of Election

(Continued from Page 1)

radio commentaries by such personalities as Cesar Searchinger, George Brooks, Thyma Samter Winslow, J. Murray Davis, plus periodical electoral roll calls of the states and a "polling the polls" analysis, Jo Ranson, public relations director, has announced.

Leon Goldstein, vice-president of WMCA, said that his station's plans for coverage encompass the widest possible service to metropolitan area listeners. He pointed out that in order to provide listeners with a completely comprehensive picture, returns will be reported to show up-to-the-minute trends throughout the country and locally, presented on the basis of a specially prepared statistical and comparative tabulation of past election results. The station's facilities will be extended to the theater-going public in the Broadway area, he added, where the majority of legitimate and motion picture theaters will be served with last-minute returns, he said, adding that commercial programs during the evening will be cancelled.

WOV's Plans

Arnold Hartley, program director of WOV, disclosed that the station will maintain the regular program schedule, breaking in as often as necessary. The news bureau to be set up by Tom Morgan will begin at 6 p.m., he said, and Alan Courtney's "1280 Club" will remain intact from 7:30-10 p.m., with Courtney himself relaying returns as he receives them. Although this station ordinarily signs off at midnight, it will remain on the air until "the outcome is certain."

Program director of WEVD, George Field, announced that he has cleared all programs from 9 p.m. until the important returns are in for news-casting and analysis by a group of WEVD commentators: Christopher Emmet, Bryce Oliver, Morris Paris, Daniel Bell. Recorded music will fill the gaps, he added.

Municipal Coverage

The Municipal station's WNYC and WNYC-FM, will also provide a complete, official and last-minute coverage of the election returns, a spokesman said, adding that the station will operate beyond its 10 o'clock schedule, according to the FCC grant. Special features will include broadcasts from the Republican and Democratic National Committee headquarters. Both AP and INS services will be used. Production men in charge will be Jack Goodman, Mike Jablons and Nat Rudich.

The election returns for WINS will feature remote pickups from Times Square, Republican and Democratic headquarters, this to be supplemented by AP and INS services.

WQXR Broadcasts From "Times"

WQXR will have all its election returns broadcast from the newsroom of the New York "Times." Programs have been arranged so that there will

be specific bulletin periods in order to bring up-to-the-minute tallies without cutting into the musical sequence of compositions, it has been disclosed. It will remain on the air until the trend appears definite, a spokesman added.

WHOM Is Extensive Coverage

WHOM has made arrangements with newspaper and magazine political authorities who will speak from various sections of the country: New York, Washington, D. C., Boston and Jersey City. This will be the first time the three eastern seaboard stations recently acquired by the Cowles Broadcasting Corp.: WHOM, WOL, and WCOP, joining in network for simultaneous transmission, it has been disclosed. Persons to participate in the proceedings will be: Roscoe Drummond of the Christian Science Monitor; Robert Norton, political editor of the Boston "Post"; Morris Weeks, assistant editor of Look Magazine; Charles Burns, Look's international editor; Dale Morgan, WHOM's special events director; Richard Wilson, Washington editor of Look; Fred Gainsway, managing editor of the Jersey "Journal." This station will cancel all commercial programs beginning at 8 p.m., Nov. 7, through until the election is conceded by one of the candidates.

On-the-Spot WHN Report

WHN will provide on-the-spot broadcasts from Republican and Democratic headquarters, in addition to interviews with political chieftains of both parties, George Lewis, publicity director, has announced. The comprehensive coverage will be further implemented by the addition of a corps of political analysts who will report from the WHN news room, he added, pointing out that the regular news programs will go on as scheduled, while election returns will take precedence over all other programs. The station will wire all Loew Theaters in the metropolitan area for the occasion as an additional service. Bill Lang and Sid Walton will be in charge.

Clete Roberts Wounded; May Get Purple Heart

(Continued from Page 1)

by Japanese bombs, and also for aiding others in getting medical aid, on the island of Leyte.

Feldman states that during the Jap raid on Tacloban, bombs fell close enough to blow Roberts out of his abode and leading him with shrapnel wounds. An AP man was killed next to him and others presumable newspapermen were also killed and wounded. Roberts sought help for the wounded and is currently recuperating in a hospital. He is expected to resume his broadcasting from the Pacific as soon as his recovery is sufficiently advanced in the near future.

Plan College Radio Conference In

(Continued from Page 1)

discussions and panel parties. The AWD representatives will include Barbara Bates, WOW, Peggy Cave, KSD, St. Louis; Marie Cooney, WSM, Nashville; Hayes, KCMO, Kansas City; Johnsen, Blue Network, N. Y.; Thelma Lewis, NAB, N. Y.; Judith Y. NBC, Chicago; Joanne Taylor, Kansas City, and Betty Wells, Des Moines.

Women Leaders Included

Among those women leaders in the radio field who have also received invitations to the conference are Frances Farmer Wilder, CBS; Irna Phillips, script writer, Edith Dunham Webber, WHN, Moines; Florence Warner, CBS, Chicago; Edyth Wallace, Oklahoma City; Charlotte KGLD, Mason City, Iowa; Sherman, KXOK, St. Louis; Schuyler, KOMA, Oklahoma; Helen Penny Pruden, WKRC, Cincinnati; Natalie Potter, WAVE, Louisville, Ky.; Mrs. John Palmer, Carthage, Ill.; Mrs. Elva Nolte, Des Moines; Nadine Miller, Director of Radio Education, Kansas City; Helen Magill, Canadian Broadcasting Corp., Winnipeg, Man.; Hillis, Director Des Moines Council; Ann Hagen, Radio and News Service, War Food Administration, Washington, D. C.; Fred Dixon, Blue Network, WEN, Chicago; Ellen Lee Brashear, KMOL, St. Louis; Ruth Burton, WHN, Moines, and Gloria Chandler, Consultant, Junior Leagues, New York City.

BBC and CBC Scheduled

In addition to representatives of 60 participating stations and major networks, the British Broadcasting Company and the Canadian Broadcasting Corporation will be represented at the conference. Stephen Fry, Manager, Press Operations, BBC; John O. Reilly, British Information Services, and Miss Helen Magill, CBC, Winnipeg, Manitoba. The Australian Information Service will be represented by Charles Buttrose, N. Y. C. Approximately 75 other organizations, including advertising agencies, and universities, and government groups will participate in the day parley.

Reynolds On CBS Friday With Talk For Roosevelt

Quentin Reynolds, war correspondent and author, will speak on behalf of the re-election of President Roosevelt over the Columbia network, Friday night from 10:30 p.m., EWT. He will be featured from the Academy of Music, Brooklyn. Time for the broadcast purchased by the Democratic National Committee, and cancels out last minutes of "Great Moments in Music."

Government Surgeons Sign NBC Television

Continued from Page 1)
 general of the Navy; Major Norman T. Kirk, surgeon of the Army; Brig. Gen. T. Hines, administrator of Affairs and Dr. Thomas Paragon general, U. S. Public Service, will participate in a able discussion. A film show-steps taken in restoring the to health and a normal life include the telecast.

Six Hospitals Included
 planned the special program that members of medical those duties prevent them from the conference and veter- defined to the hospitals would to see and hear the four who are directing the work restoration. The television institutions are the U. S. ascent Hospital, Harriman, N. U. S. Naval Hospital, Brook- Hospital of the Rockefeller In- Medical Research; Halloran Hospital, Staten Island; Til- General Hospital, Fort Dix, N. J. U. S. Naval Hospital, St. L. I.

Negotiations to Resume This Week

(Continued from Page 1)
 or out of town locals. As stated, both sides agreed to quo on whether the con- shall be considered one or into four units, neither side to bog down during war- a side issue.
 McCue of Hollywood and Jones of Chicago, executive ates in their respective terri- e sitting in on the negoti- d advising George Heller and yolt on items that would con- ct of town members.

KOA
 Stations in the Nation
 Equal KOA's Dominance:
 8% DEALER PREFERENCE
 % LISTENER LOYALTY
 OUT OF 10 TOP PROGRAMS
 50,000 WATT POWER
 7 STATE COVERAGE
 IN **KOA** 50,000 WATTS
 850 KC
 NATIONALLY BY SPOT SALES

PROGRAM REVIEWS

"THE ETERNAL LIGHT"

Public Service
 NBC-WEAF, Sun., Oct. 22.
 12-12:30 p. m. EWT
 Writer: Morton Wishengrad
 Director: Ira Avery
 Music: Henri Nosco
 Narrator: Raymond Massey

If the "Eternal Light" continues to flicker and sputter much longer under the windy pen of Morton Wishengrad, the indubitably good intentions of this new series will fail to stimulate any interest. The National Broadcasting Company and Jewish Theological Seminary are pooling their efforts to project a better understanding of racial history. However, the series will have little effect, or none at all, if the rest of the programs are as uninterestingly written as the first three, the third of which this department will review.

Wishengrad dramatized Stephen Vincent Benet's "Jacob and the Indians." We're not familiar with it, but we assume that he either didn't take liberties with a story that needed more dramatic vigor as a radio play, or he took too much liberty, thereby yawning any dramatic punch the program might have had.

The story rambles on about Jacob Stein, a Jewish intellectual, who came to the Colonies to escape the even then torturous elements of Germany; tried to win in marriage the daughter of a wealthy merchant, was refused because of his poverty, and set out to conquer the wilds of the unexplored West, hoping to return with enough wealth to marry her. Well, there's enough material in the foregoing for any able writer. And past cases indicate that Wishengrad happens to be a most able writer. Perhaps his faithfulness to Benet was his defeat. One redeeming feature of this play was his use of the Hebrew idiom to convey customs of its people and its religion. While these contained eloquent passages, they did little to help a loosely knit affair. Another of Wishengrad's faults is that he burdens his scripts with wearisome narrational passages, most of which should be dramatized.

A brilliant cast and production were assembled for this program, but even these failed to relieve the monotony. Raymond Massey and Alex Scourby, both of whom use their

"MOODS AT SEVEN"

Sustaining
 WABF-FM, Wednesday, 7-7:15 p.m., EWT
 Writer: Marianna Norris
 Director-Narrator: Jean Heaton

Some listeners like to set the pace of an evening by listening to an early radio program. If they're looking for a program that provides dramatic suspense at an early evening hour, "Moods At Seven" should satisfy those listeners.

Each week brings a new and original play written especially for this series. The script we heard recently is called "The Gun" written by Marianna Norris. Miss Norris writes about a French actress who has a phobia about guns. It seems that as a child she witnessed her brother's immature death, the result of a hunting accident. Since then guns have always terrified her. After this narrational interlude, the story reveals she is an aide of the underground French press, disguising herself above ground as a Nazi sympathizer. We soon learn that one of her key men has been taken prisoner. The actress tries to conjure up a way of effecting his release and decides that a gun is the only weapon. After she has obtained his release, the Nazis learn that the actress had given a remarkable performance by hiding the fact that she was using a toy pistol. While the toy gun isn't a very original device, Miss Norris has made it an effective one.

Interesting to note during this production was that everybody used either French or German accents, thus sustaining the setting throughout. Good performances were turned in by John Martin, Jack Rostick, Lance Cunard, Gloria Fortunato, Norman Glassrow. Miss Norris proves to be an equally accomplished actress in the role of the actress. Jean Heaton kept the performance smooth and brisk with her narrational chores. And her good direction was evident throughout.

voices magnificently, were helpless. Richard Keith, Joe Boland, Roger de Koven, Benard Lenrow and Sid Caswell did their best, too. Ira Avery's direction didn't help matters much. Nonetheless, Henri Nosco produced one of the most eloquent musical scores we've ever heard.

Dr. Eddy Adds Sponsors To Food Forum Program

Dr. Walter H. Eddy Food and Home Forum program over WOR daily at 4:30 p.m. has added four new sponsors. Products are Idaho Potato Meal; Dari Rich Syrup; Mortite Utility Tape and Fastop, caps for food receptacles. Through the American Institute of Food Products, Dr. Eddy has inaugurated a weekly forum and food sampler's part at the WOR Playhouse following each Wednesday broadcast.

Warns Cleveland Council On Children's Commercials

Cleveland — "Commercials for children better be honest because disillusioned children make skeptical grownups," Peith Tyler declared in an address before the Radio Council of Greater Cleveland Thursday. The speaker gave three reasons for children listening to radio—companionship, hero worship and adventure. Attendance at this year's Cleveland Council exceeded any previous years, according to the Radio Council.

AGENCIES

PEDLAR & RYAN, INC. has sent special bonus checks to their employees in the Armed Services so they will reach them in time for Christmas.

ALFRED OLIVER BUCKINGHAM, vice-president, Cluett, Peabody & Company, Inc., is to speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Coordinating Salesmanship and Advertising." This meeting will be held at the Engineering Societies Building 29 West 39th Street at 6:15 p.m.

CURT CLAUSSEN has joined Geyer, Cornell & Newell to head the billing and checking departments, and assist John Kunz, treasurer, in the agency's accounting and financial matters.

Claussen was formerly assistant treasurer in charge of accounting for Roy Durstine, Inc. He was previously associated with Ross Federal Research, and Young & Rubicam.

M. H. HACKETT COMPANY announces the resignation of the Anchor Hocking Glass Corporation account, effective Jan. 1, 1945.

Liberal Party On WABC With Three 15-Min. Talks

The Liberal Party has purchased three 15-minute periods over WABC for political broadcasts on behalf of the re-election of President Roosevelt, on Nov. 1, 2 and 3. They will be heard, today, 6:15-6:30 p.m.; tomorrow, 6:30-6:45 p.m., EWT, and Friday 6:30 to 6:45 p.m., EWT.

**LISTEN TO THE
MINUTE MAN**
 Every minute he gives
 you a tune . . . a news
 fact . . . a sports flash
 . . . a race result . . . Dial
 1430 for
 the things
 you like
 to hear.
WBYN
 For Availabilities:
WILLIAM NORINS, Gen. Mgr.
 Station WBYN, Brooklyn, N. Y.

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—Latest addition to KYA staff is Carl Barron, formerly of KSRO, Santa Rosa. Barron comes to the station as an announcer. . . . Dave Williamson, formerly associated with Fenger-Hall, newspaper reps, has joined KFRC as an account executive. . . . Richard Oddie, formerly of the McCann-Erickson agency, replaces Harlan Dunning as program director of KSFO, effective November 1st. Dunning has resigned to freelance in Hollywood.

— INDIANA —

FORT WAYNE—Hilliard Gates, former WWOV sportscaster, has returned to the station after 22 months in the Army. He will handle the mike for the Big Ten and Notre Dame football broadcasts which will be fed to WIBC in Indianapolis.

— KANSAS —

SALINA—John Paul Jones, known as "The Skipper of the Air" for his dance band, is the newest member of the staff of KSAL. He has joined the station's sales staff.

— MASSACHUSETTS —

BOSTON—Lew Sargent, chief news editor of WEEL has been placed in charge of operations to present complete election night news coverage. . . . **WORCESTER**—Latest addition to the sales staff of WTAG is a magician—by avocation. Sales manager Herb Kreuger has assigned him to teach the rest of the sales staff some new tricks.

— MISSOURI —

ST. LOUIS—Final plans for the coverage of spot election news have been completed by Dick Fischer, news director of KMOX, and his staff. The KMOX coverage will be in addition to the extensive set-up of CBS, in which the station will also participate.

— INDIANA —

FORT WAYNE—In celebration of the 150th anniversary of the founding of Fort Wayne, the WOWO public service department presented a program re-enacting the dedication of the city. This program was the last in a series of six broadcasts dealing with the historical background of the founding of Fort Wayne.

— CONNECTICUT —

HARTFORD—Barbara McGowan has joined the staff of WDRG as an assistant to educational director Sterling V. Couch.

Study Value Of Radio's Use, Durr Advises Women's Club

(Continued from Page 1)

rent advertising technics as "part of the price we pay for the news, discussion of public issues and some of the excellent musical and variety programs which radio brings us," Durr said no one can reasonably deny that "broadcasting has made a great contribution toward lifting the cultural and educational level of the American people."

Real test of radio service, however, Durr sees as a "comparison of its actual performance with the job it is capable of doing, and if we apply this test, I am afraid we can only conclude that radio is still a long way from doing the job it is competent to do. There is also reason for concern as to the direction in which it is going—the drift toward concentration of control and the domination of programming by commercial advertisers. Radio will never become the vital instrumentality of public service it should be unless its listeners are fully aware of its potentialities and are constant and articulate in demanding that they be realized. This is your—or I should say our—common responsibility."

Sees No FCC "Politics"

Referring to charges of politics in FCC licensing, Durr pointed to the recent "Editor & Publisher" poll, which shows that of the newspapers, which have taken sides in the election, 208 have radio station affiliations, and of these 208, 56, or 27 per cent, are for Roosevelt, and 152, or

73 per cent, are listed as being in favor of Dewey.

"As a terrifying hob-goblin, the FCC seems hardly in a class with Gus the Ghost," he said, and added, "just as we have successfully avoided monopolization of broadcasting by the Government, so we have sought to avoid private monopolization by entrusting the use of these channels largely to private individuals or groups who are licensed to operate them in the public interest.

"There are today about 916 standard broadcasting stations on the air. We have achieved a wide diversification in the ownership of these broadcasting stations and it would therefore seem that we are well on our way to the widest possible access to the air, which I am sure most of us want. But, unfortunately, diversification in ownership does not necessarily mean diversification in control.

"About 660 of the 916 standard broadcast stations are affiliated with one or more of the four national networks, and about half of their total broadcasting time is devoted to national network programs. Moreover, a network contract is a most valuable economic asset and many stations would not survive, much less prosper, without network affiliation. The economic power of the four national networks over the American system of broadcasting may be potentially as effective as control through actual ownership."

Treasury Dept. To Train Bond Salesmen Via WABD

The first of a series of five classes to be conducted by the Treasury Department in order to train bond salesmen for the Sixth War Loan Drive will be held tonight, beginning at 9, at the Du Mont Television station, WABD, with Jim Ameche as the master of ceremonies. The rest of the program will include a talk by Frederick W. Gehle, state chairman; Bob Hannon, baritone; Jeri Sullivan, song composer; Cy. Walters, pianist, and the Bernard Brothers. The time has been donated by Lever Brothers, and the show will be directed by Lee Cooley, television director of Ruthrauff & Ryan.

The dates for the remaining four programs in the series are November 8, 14, 15 and 19.

Dennis Day's Successor Selected By Jack Benny

Jack Benny's long search for a singer to occupy the spot vacated by Dennis Day, now in the Navy, will be climaxed by the presentation of Larry Stevens, 21-year-old baritone, who makes his professional debut Nov. 5, over NBC, 7-7:30 p.m., EWT.

WHY

PORTLAND, OREGON PEOPLE PREFER

KGW



VIRGINIA CAIN OF KGW

JOHN W. DUNLAP PACIFIC NORTHWEST MGR. UNITED PRESS SAYS...

"The KGW staff, and particularly Miss Virginia Cain was responsible for a most remarkable incident in news reporting and alertness. When the Dewey special train was wrecked on September 19, at Castle Rock, Wash., our reporter got a line through to KGW. Miss Cain did a masterful job of taking down his eye-witness story and phoned it to the U.P. office, giving us a brilliant "beat" on a major news event. It was a further demonstration of the alertness and sound news judgment of the whole KGW staff."



JOHN W. DUNLAP

CHATTANOOGA

High In Scenic Grandeur

WDOD

HIGH IN FAVOR WITH TIME BUYERS

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

SEND BIRTHDAY GREETINGS TO...

November 1

Webster Ellenwood Stan Shaw
Barry McKinley Ray Sinatra
E. H. Borkenhagen



REPRESENTED NATIONALLY BY EDWARD PEERY & CO.

Relay Systems Argued

In Politics Forecast In 1948

Television's power will be such in 1948 that the presidential nominees will be chosen for their telegenic qualities just as they are now nominated with their radio voice in mind. Ward Sobol, production director of television, told the members of the new season of the Televisionists Club luncheon at the Hotel Waldorf-Astoria last night. Sobol, in charge of television production for Young & Rubicam, second speaker, stated that the future shows of the future are largely an unknown quantity at present because the public will be the

(Continued on Page 3)

'Thanksgiving Day' Now Sponsored By Elgin

The one-hour "Thanksgiving Day" program sponsored by Elgin Watch Company on CBS will be shortwaved and heard forces all over the world, as announced yesterday. Program which will originate in Hollywood will be heard from 4 to 6 p.m. with Don Ameche as master of ceremonies.

(Continued on Page 2)

Combs On Network Tonight Speak For Sen. Truman

George Hamilton Combs, commentator heard nightly over WHN will speak tonight on a coast-to-coast program on the rally sponsored by the Independent Voters Committee for the Arts and Sciences. Combs, a former legislator from Missouri and

(Continued on Page 2)

50 Servicewomen

Fifty army nurses and WACs from Camp Shanks and the Newark Army Base, the majority of whom have been overseas in the South and Central Pacific, will participate in the salute to the memory of the Nurses of Bataan and Corregidor which will be broadcast by Helen Taylor on her program, "Luncheon with Helen," over WPAT, Paterson, N. J., tomorrow at 12:35 p.m.

Pro-Bing?

St. Louis—Rush Hughes, KWK announcer, has offered a reward of \$1,000 to anyone who can prove his taking money from Bing Crosby or any one else to show preference to Crosby's records over those of Frank Sinatra. Hughes' program, "The First Five" features records most sold each day by St. Louis dealers. Bobby Sox brigade have charged that Hughes has been partial to Crosby.

Blue Election News "Easy To Understand"

Complete and comprehensive coverage of the national elections, in a "pattern easily understandable" to the listener, will be furnished by the Blue Network on the night of Nov. 7, Mark Woods, president of the network announced yesterday. The elec-

(Continued on Page 3)

Benton & Bowles Agency Enlarging Quarters

Benton & Bowles, Inc., has expanded its radio department 50 per cent because of its recent tremendous growth and the newly established television department, it has been announced by H. H. Dobbertein, vice-

(Continued on Page 2)

See Microwave Carrying Broadcasts Of Every Description From Tele To Facsimile And Standard

'G. I. Joe' Radio Poll Shows Preferences

New Caledonia—Poll of servicemen in the South Pacific on their radio preferences made by the Army's "Mosquito Network," a series of four American expeditionary stations in Guadalcanal, Espiritu Santo and New Caledonia, revealed interesting G. I. viewpoints.

Bing Crosby led the field of 71 entertainers and programs. Other top favorites, in order of their popularity, are "Hit Parade," Bob Hope, Tommy Dorsey, "All Time Hit Parade," Dinah Shore, Harry James,

(Continued on Page 6)

Felsenthal To Manage RCA Radio Sales Abroad

Robert M. Felsenthal has been named manager of the radio, phonograph and appliance division of the International department of the RCA Victor division, Jay D. Cook, managing director of the department, announced yesterday. Hubert H.

(Continued on Page 3)

Washington Bureau, RADIO DAILY

Washington—Allocation hearings before FCC were resumed yesterday with considerable emphasis placed on transcontinental microwave relay systems designed to carry FM, television, facsimile and standard broadcasts as well as that for aircraft. Representative of General Electric was heard later on GE's ideas on color tele and black and white. E. W. Engstrom for RCA said that television appeared to be the most important user of relay for network operations and predicted its use via coaxial cable.

Facsimile and other services in the super-high frequencies were outlined yesterday by Joseph Pierson for the Raytheon Co. of Waltham, Mass. Terminal cities in the network will be

(Continued on Page 7)

Film Television Company Launched

Formation of an organization to produce and distribute films for television to be known as Cine-Television Studios was announced yesterday by Fred H. Fidler, president.

Planning on the theory that a good part of television will always be motion picture film, the new company's head declared "we are already at work on a number of basic filmed television formats including our own and several for clients."

Personnel of the new organization (Continued on Page 6)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE

Republican National Committee	54 programs
Democratic National Committee	50 programs

NETWORK PROGRAMS TODAY

Democratic: President Franklin D. Roosevelt, NBC, 9-9:30 p.m., EWT; Cong. William L. Dawson, NBC, 9:55-10 p.m., EWT; Russell Davenport, Walter Huston, Adela Rogers St. John, Ethel Merman, Blue, 10:15-10:30 p.m., EWT.
Republican: Gov. Thomas E. Dewey, MBS, 7:30-8 p.m., EWT; Rep. J. W. Martin, Jr., MBS, 8:15-8:30 p.m., EWT; Barbara Stanwyck, Blue, 8:30-8:35 p.m., EWT; Gov. Bricker, CBS, 9:30-10 p.m., EWT.

Editor's Note: Foregoing figures and program schedule provided by the radio departments of the Republican and Democratic National committees.

WLAW—the CBS affiliate North-of-Boston gets the attention of 907,283 people. Advt. Want to talk to Northern New England? Use the Voice of WLAW! Send for coverage map. Advt.

Youth

Diana Lynn, fast rising star in the Paramount fold, will make a guest appearance Monday Nov. 13, on NBC's "Information Please." All of which means she will be the youngest person ever to be a guest of the solons holding forth for Heinz's 57, at least to date. Miss Lynn has appeared in at least two recent hit pictures, and her performances have been acclaimed.



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

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FINANCIAL (Wednesday, Nov. 1)

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

Table titled 'OVER THE COUNTER' with columns: Bid, Asked. Rows include WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(November 2, 1924) Charles Michelson of the New York "World" has written an interesting commentary on the radio voice of Calvin Coolidge. In part, he says: "According to professors of the new art, he has a perfect radio voice. Twang and shrillness disappear somewhere along the aerial."

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

Coming and Going

JO LYONS, assistant television director of BBDGO, is back at her desk after having bested a severe cold, and continues to give her undivided attention to the video interests of the agency.

BOB HAWK, of CBS' "Thanks to the Yanks," left yesterday for Weatherford, Okla., to speak before the Oklahoma Education Association Convention. He is returning to his early college days. He went to school there and graduated, then taught and now is speaking before this convention consisting of many of his teachers and classmates.

CARL RAVAZZA, NBC baritone, has just arrived in New York from Chicago to fill a cafe engagement at La Martinique.

DON S. ELIAS, executive director of the CBS affiliate in Asheville, N. C., WWNC, was a visitor yesterday at network headquarters.

HARRY C. KOPF, vice-president of NBC in charge of the central division, is in New York for the network's management meetings.

O. F. SOULE, secretary-treasurer of WFBL, Syracuse outlet of CBS, is back at the station following a few days of conferences with network officials and at the offices of the national representatives.

GEORGE BAYARD, vice-president of Russel M. Seeds Company, is in New York on agency business.

KEN CHURCH, general manager of WKRC, is back at his Cincinnati offices after attending an NAB convention in Louisville.

NICK ZEHR, chief engineer at KWK, St. Louis, is back at the station following a trip to Washington and Schenectady, where he attended FM and television conferences.

Benton & Bowles Agency Enlarging Quarters

(Continued from Page 1) president. The agency currently occupies a portion of the sixth, the complete eighth and ninth, a portion of the tenth and eleventh floors, he pointed out, adding that the recent addition includes 5,000 more square feet, at 444 Madison Avenue.

The entire radio department has moved from the eighth to the tenth floor, which also includes the publicity, fan mail, recording library and audition departments, he said, and facilities have been installed for the eventual expansion of the television department. The new audition room, previously lacking completely, is almost entirely equipped with RCA paraphernalia, it was pointed out, with the architectural technicalities designed by Rene Brugnoli, designer.

Occupants of the newly moved offices of the radio, television and publicity departments include: Walter Craig, vice-president and director of radio; Marion Connolly, administrative assistant to Craig; Herb Leder, television director; Charles Gannon, manager of radio department; Bushrod Barnum, publicity director; Ed Mead, commercial producer; Hugh Hole, recording supervisor; Kirby Hawkes, supervisor of daytime radio; Roy Bailey, script editor; Rita Dugan, casting director. Program directors include: Theodora Yates, Leslie Harris, Thomas McDermott.

Combs On Network Tonight To Speak For Sen. Truman

(Continued from Page 1) a friend of vice-presidential candidate Senator Harry Truman, will repeat his refutation of the story that Truman had been a clansman. Combs originally broadcast this refutation over WHN and has been invited to repeat the broadcast nationally.

The two shows scheduled tonight are Mutual 10-10:30 p.m., EWT and over NBC at 10:30-11 p.m.

Special 'Thanksgiving Day' Show Sponsored By Elgin

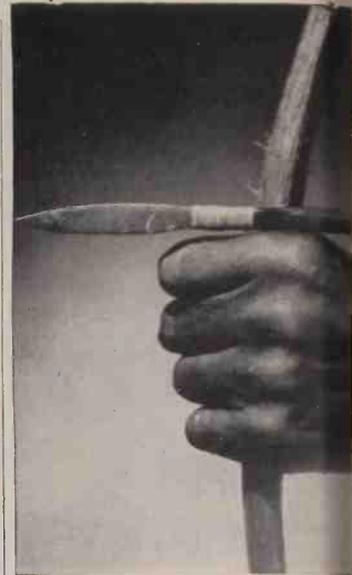
(Continued from Page 1) ceremonies. Guest stars already booked are: Spike Jones and his City Slickers; Alan Reed, Elsie Janis, Frances Langford, Freling Foster and Ken Carpenter.

Hildegarde Guesting

Hildegarde, chanteuse whose "Raleigh Room" program has just entered the hallowed precincts of Crossley's first 10, has been scheduled for three guest appearances. She will be heard on the "Stage Door Canteen" tomorrow, on "Here's to Romance" Nov. 9 and on the Bill Stern show Nov. 10.

Spitalny To Coast

Phil Spitalny and his all girl orchestra have left for Hollywood to appear in a film for Universal.



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

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

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY. No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

Blue Election News "Easy To Understand"

(Continued from Page 1)

coverage will begin at 7 p.m., and continue through the night. The Blue Network," Woods said, will inaugurate an unusual type of coverage of election returns—a pattern of broadcasting that will make sense to the listener. Instead of merely announcing piecemeal and unrelated results of ballot-box action throughout the country, the Blue's election service has been so planned that listeners will receive regular and easily understandable summaries of results at the polls."

Johnston, president of the U. S. Chamber of Commerce, will speak on the Blue on "What the Next President Faces" with special emphasis on the economic problems of the next administration. Later in the evening, at a time not yet decided, a "Blue Network Editorial" will be broadcast with a short talk by Edward J. Noble, chairman of the Board of the Blue, and excerpts from the Nov. 11, 1940 speech by the Wendell Willkie.

Top Commentators

Top commentators of the network, Woods said, have been assigned to specific portions of the national election picture. Their reports will follow the "listener pattern" beginning with a flash on the presidential popular vote followed by a recapitulation of presidential electors' vote by Woods with an analysis of possible results, then another flash on the presidential popular vote. These will be followed by tabulations of the vote in Senate and Congress and then the results of the voting for gubernatorial offices. War news will be broadcast at regular intervals and the three minutes before the half hour will be devoted by the network to its affiliate stations, which will carry results of state and local campaigns.

Between 8 p.m. and 9 p.m., EWT, Mer Winchell will be heard in a special broadcast, in which he will discuss the process of free, uncontrolled balloting in a democracy and the methods of government in dictatorships.

Ann B. Kennedy and Drew Pearson will cover the presidential contests throughout the evening, with assistance from Ray Henle, who will handle the gubernatorial races. Julia Godwin will cover the Senate elections and Baukhage the Congressional results. Henry J. Taylor will cover developments at Republican National Headquarters in New York, while Martin Agronsky will have a similar assignment at Democratic National Headquarters;

★ AGENCY NEWSCAST ★

JEAN A. BRUNNER, Commander-in-Chief of the Veterans of Foreign Wars of the United States announces the appointment of Capt. Jerry A. Freeman of New York City as director of public relations for that organization. Capt. Freeman, who recently returned from 19 months' overseas duty in two theaters of war and now reverted to inactive duty, is the first veteran of World War II to be appointed to a high post in the V.F.W. Prior to entering the Army he was a public relations counsel.

DAVID GRANT, formerly with Ruthrauff & Ryan, has joined McCann-Erickson's radio department as producer and contact man.

DECCA RECORDS, INC., opens its new national advertising campaign on November 5th with a series of advertisements aimed at the American record listening public. Newell-Emmett Company controls the account.

KNOLLIN ADVERTISING AGENCY, San Francisco, has acquired new offices comprising an entire floor of the California-Pacific Building, more than doubling its former floor space. Additions to staff also have been made.

Jack Hill To Coast; Rejoining J. Kirkwood

Jack Hill has resigned the producer post with NBC's "Mirth and Madness" program to rejoin Jack Kirkwood on the Coast. Kirkwood formerly did the program in New York and is now in Hollywood readying a program for Procter & Gamble over CBS Pacific Network. Ransom Sherman is heading the "Mirth and Madness" program, succeeding Kirkwood.

Effective today, Joe Mansfield will produce the M & M show until further notice.

P. Kent To Pen Series

Priscilla Kent has been appointed to write the scripts for the new NBC University of the Air series "Home Is What You Make It," to bow on Sat., Nov. 18, 9-9:30 a.m., EWT. Miss Kent authored the recent NBC all-woman series "Now Is the Time."

Creighton Scott will fill in the last three minutes of the half hour and hour periods on the network with color stories and, on WJZ, Walter Kiernan will present New York returns.

Make Campaign Plans

Beverly Kelley and Alan Lester, who will handle the publicity of the "March of Dimes" campaign are in New York this week making preliminary plans. Kelley and Lester recently closed the season with the Ringling Brothers-Barnum & Bailey circus.

BON AMI COMPANY announces appointment of Batten, Barton, Durstine & Osborn, Inc. as its advertising agency to take effect immediately.

PACIFIC ADVERTISING COMPANY has been appointed advertising counsel for Dairy Belle Farms. Plans, in which radio is being considered, will be announced in the near future, according to President Richard E. Goebel.

BRISACHER, VAN NORDEN & STAFF, San Francisco, is celebrating its twenty-fifth anniversary. The firm has grown from a one-man operation to an agency with offices in San Francisco, Los Angeles, Hollywood and New York.

JACK ZINSELMIEER, formerly in charge of drug trade extension work at WLW, Cincinnati, will take over the post of director of drug trade relations for the station, according to an announcement by Robert E. Dunville, vice-president of The Crosley Corporation and general manager of WLW. Zinselmeier is replacing Ralph E. Visconti, who has received the commission of Lieutenant (j.g.) in the U. S. Naval Reserve and has left for preliminary training.

Felsenthal To Manage RCA Radio Sales Abroad

(Continued from Page 1)

Kronen, formerly an RCA Victor regional manager and export specialist, was named sales manager of the division.

At the same time Mr. Cook also announced appointment of J. A. Miguel as general manager of RCA Victor Mexicana, the RCA subsidiary company in Mexico, with headquarters in Mexico City; and J. M. Kerbey, formerly vice-president and treasurer of the Argentine subsidiary company, as manager of international accounts and finances at RCA Victor Division's Camden, N. J. headquarters. Mr. Miguel succeeds H. R. Maag who resigned to assume new duties in CRA's domestic regional sales organization.

Tele In Politics Forecast In 1948

(Continued from Page 1)

sole judge of what shall be televised and what constitutes a good television program. Right now, Southwell said, no one really knows what the pattern will be and the technique to be adopted, will develop slowly.

Sobol, who has been in television for years, gave some of the NBC background in television programs such as the full-length Broadway legit shows produced a few years back and the first televising of a President of the U. S. which took place at the World's Fair in New York. At the same time, other high government and state officials went before the tele camera. Sobol stated that he did not think a film was the right thing for programming tele unless the film in question was produced solely with television in mind.

As to sports, Sobol said, among NBC's "firsts" was a prize fight and eventually NBC learned that the commentator or announcer at the ring-side such as is used in radio, will eventually be found altogether superfluous. The trouble with tele, Sobol believed, stemmed greatly from the fact that radio technique was and is being used in tele production, which "is the wrong thing to do."

As to special events and spot news, Sobol said there would be no use in televising these things unless there was something worthwhile, as mere novelty will soon wear off.

Southwell, like Sobol, denied any technical knowledge of tele but stuck to the production and programming angles. He foresaw early decrease for the novelty end and said actual shows will have to be staged once the idea of just viewing tele wears off, which will be soon enough. However, at the present time, Southwell said, the number of people in the U. S. who have actually seen tele and had enough of it to know what it was all about, was infinitesimal.

Lewis Winner, of "Communications," was the meeting's chairman and he announced that the tentative date and place for the next meeting of the Club was Dec. 5, at the Hotel Sheraton's Satire Room.



KATE SMITH, 34.3*
Here's where you get a BIG Rating, BIG Station, BIG Market.
B. Hooper Rating, Win-Spr. Index, 1943-'44

W T A G
WORCESTER

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

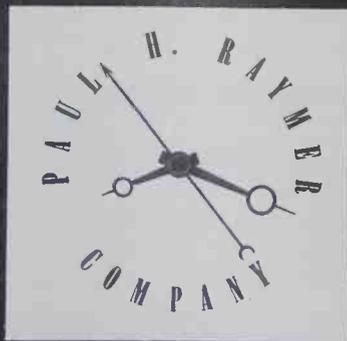
ANNOUNCER
WANTED AT ONCE
SEND RESUME and DETAILS
WDRG ★ WDRG-FM
CONNECTICUT'S PIONEER BROADCASTER



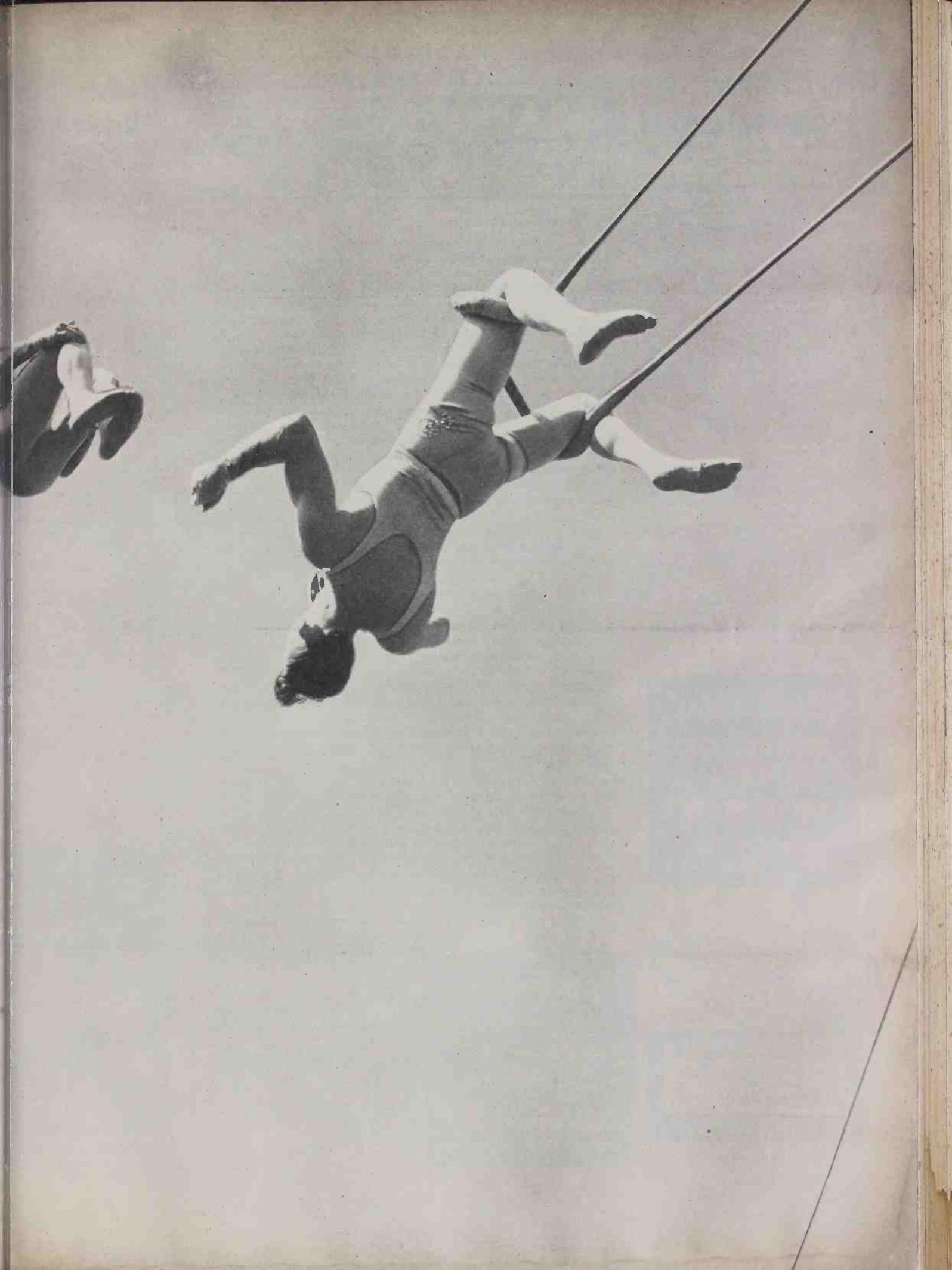
The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.



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



Film Television Company Launched

(Continued from Page 1)

includes many from the radio and television field. The staff includes: Yasha Frank, formerly with CBS, Paramount Pictures and the Federal Theater; James Leaman, formerly with CBS television, WMCA, Transfilm; Rohama Lee, screen writer; Rose Gray, formerly with radio and musical production; Reg Rollinson, formerly of the John A. Cairns agency and the Metropolitan Group; William B. Ogden, formerly of WMCA, WNEW and NBC; Doris LeRoy, formerly with Inter-American affairs; Robert Duffton, formerly with Miller McClintock, Yale and Harvard Bureaus of Traffic Research, the Traffic Audit Bureau, and the War Advertising Council, and at Mutual Broadcasting System.

Sponsored Film. Any Length

An autonomous distribution division known as the Motion Picture Networks currently offers planned distribution of sponsored motion pictures of any length by virtue of its status as special sales representative for "minute movies" via General Screen Advertising, Chicago, and Modern Talking Picture Service, New York, distributor of longer films, he said, adding that MPN's first distribution contract was in behalf of the National Broadcasting Company who are sponsoring four "minute movies" in more than 800 theaters in connection with its "Parade of Stars" program promotion.

Exclusive!

**WHITE SOX
BASEBALL**

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

560 Kc. 5000 WATTS



MIMEOGRAPHED

- Copy electromagnetically typed
- Reasonable rates and quick service
- Promotional mailings handled efficiently

LEE LETTER 519 W. 49th STREET
E. VA. 6-4137 • N. Y.



Personality Parade!

● ● ● Dinty Doyle postcards from Gloucester (Down East) that he is fast gaining strength amid the "tapestry of loneliness" that is Gloucester at this time of the year and believes he is now healthy enough to return to his publicity post at WABC next week. . . . American Magazine for December has a terrific profile of Jack Benny . . . article authored by Jerome Beatty and titled "Unhappy Fiddler" . . . Looks like the "Monster" political discussion scheduled by the Radio Executives Club of New York will be a humdinger what with such politicians on the dais as Milton Berle, Zero Mostel, Henny Youngman, Harry Savoy, Jimmy Savo and others. . . . The time is next Monday at the Roosevelt Hotel. . . ● Today at noon at the New York War Fund Show in the International Building at Radio City, Ed Wynn will read the tallest seatales entered in the contest for merchant seamen and the public as well . . . held under the auspices of the United Seamen's Service. . . ● Before taking over at Mutual Nov. 20, Ed Kobak will try to visit two sons about to leave for overseas duty. . . ● CBS' tele forum really developed into a red hot debate the other night, probably the first such occurrence of its kind. . . ● "Life of Riley" with William Bendix had a swell Hollowe'en show Sundee night on the Blue, but the tag line could have been omitted, at the close. . . ● CBS' election night party appears to have drawn plenty of acceptances . . . last report from the front is that George Crandall is moving the party from the Barberry Room to the main dining room of the Berkshire Hotel.

★ ★ ★

● ● ● Raymond E. Jeffers, dynamic public relations director of the Russel M. Seeds agency, writes from Chicago that a tie-up with the Gary, Ind., "Post-Tribune" brought 200,000 free packs of cigarettes for shipment overseas to the armed forces. . . . And the same mail brings a letter from Jerry Vogel, humanitarian music publisher, seeking gifts of cigarettes and candy for distribution Thanksgiving Day among the inmates of the leper colony, the cancer hospitals, tuberculosis sanitariums and institutions for the orphans and the blind. . . . Another note from Charlie Oppenheim, WOR, tells of Bessie Beatty's plans to raise \$25,000 to provide "Christmas Plants For Hospitalized Servicemen" . . . worthy efforts in a war torn world.

★ ★ ★

● ● ● Looks like Steve Hannagan's West Coast rep, Paul Snell, rates the title of "G-Man" . . . Snell's ambitious publicity release has a "Gag-of-the-Day" for each day of the week carrying credits of his publicity clients. . . . Lou Frankel, Billboard's radio editor, alerted for an overseas hop . . . was hosted Monday night at the Stork Club, with WNEW as the host and a slew of radio and newspaper folk on hand to look him over in the new Correspondent's uniform . . . Lou will do at least one broadcast for CBS and one for the Blue . . . possibility of Mutual is not yet set . . . armed with a wire recorder, he will do some recording for WNEW, New York and WBEN, Buffalo, as well as broadcasts . . . otherwise during his eight-week trip which will cover England, Holland, France and Italy, he will slip the Billboard a little news on radio and theatricals.

★ ★ ★

● ● ● Radio is already planning its political post mortems . . . CBS announces that five prominent public spirited women will hold a roundtable discussion on the subject "Unity is Your Business" on WABC-CBS, Wednesday, Nov. 8, 5 to 5:30 p.m. . . . Pickups will include speakers from WTOP, Washington; WDRC, Hartford; WFBM, Indianapolis and WISN, Milwaukee . . . local stations scheduling programs of a similar theme include WMCA, New York, and WLIB, Brooklyn.

★ ★ ★

— Remember Pearl Harbor —

'G. I. Joe' Radio Shows Preference

(Continued from Page 1)

Spotlight Bands, Kay Kyser, "Command Performance," Fred and Jack Benny.

Radio listeners in the Atlantic and Pacific Base Command, headed by Major General F. Gilbreath, hear practically all programs that are broadcast in the United States, except specials are deleted. With surplus manpower flowing at an ever increasing rate through South Pacific to front-line troops who are the Japs closer and closer to homeland, radio has played a prominent role in providing entertainment for the hard-working in those areas.

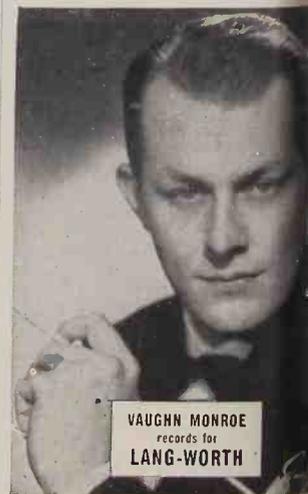
Nearly half the men preferred the sweet type of music, less than a quarter preferred themselves to be "rug-cutter" than one-tenth rate symphonies high on their list and mairder, slightly less than a prefer light classical music.

WOV, New York, Business Shows 38% Increase

An overall gain of 38 per cent in business for the first nine months of 1944 against the same period of 1943 was announced yesterday by Ralph N. Weil, general manager of WOV, New York. In comparative figures for the January-to-October period of the current year, Weil said that the increase over last year's English time was 89 per cent, over Italian time was 89 per cent and over American time was 32 per cent increase in business this year.

Beatrice Lillie To Give

Beatrice Lillie will make a special appearance on the BBC-NBC "Spotlight" program Saturday, 8 p.m., EWT, NBC-WEAF.



VAUGHN MONROE
records for
LANG-WORTH

Relay Systems Argued

And RCA Men FCC Hearing Allocation

(Continued from Page 1)
 New York, Washington, Detroit, Chicago, Seattle, and San Francisco. Relay would be set up every 30 to between these cities. Initial requests will be for bands 10,000 and 5,800 megacycles. Then expects this network to lead in carrying tele and will apply itself for tele and news. It also expects to relay broadcast, but not enter the AM field itself.

Panel 9, on Relay, recommended that 600 megacycles in two blocks between 300 and 3,000 megacycles be reserved for relay, great need for lower frequencies in the event of requirement for frequencies it was recommended that some channels used for services but not providing in danger be made available. That existing relay services frequencies be permitted to their assignments "as long as

of 2,000 megacycles between and ten thousand megacycles asked, and an outer limit of the spectrum above megacycles "for relaying system one or more repeaters.

Engstrom Heard
 Engstrom of RCA, Panel declared that television to be the most important use of relay—for network operations. Relay, he predicted, would be used in conjunction with other services. Numerous other signals could be carried by the same relay system, he said. He specified also that sound should be relayed by the same system as the video.

That there are no insuperable barriers to efficient relay, Engstrom remarked that a range of frequencies which will be used for radio relaying is so high that it comes possible to utilize each frequency channel over and over not only over circuits which are separated geographically, but with some limitations for a number of circuits in and out of the area.

One fortunate circumstance is that, in establishing a radio relay system, a large portion of the cost is represented by the sites and towers and development which can be recovered at present will destroy the value of these investments. Instead,

it is anticipated that future developments will make it possible to utilize higher radio frequencies, as the service expands and as more circuits are needed over the same route without requiring substantial alterations in either sites or towers.

"Before the war, the development of radio tubes and receivers had been

RTPB Meets

Washington Bureau, RADIO DAILY

Washington—Panel two, RTPB met last night to evaluate all the various testimony presented the FCC during the past five weeks on frequency assignments. Agreement on a revised portioning of the spectrum among the various claimants was expected, with Chairman Jolliffe to place before the Commission this morning the results of last night's deliberation. Dr. Jolliffe's testimony will be highly important in the final consideration of the Commission.

carried far enough to make it practical to utilize frequencies for radio relaying in the range from 300 to about 1,000 megacycles. It is anticipated that, as soon as restraints due to the war are removed, this frequency range will be extended upward; in fact, some of the early relay projects which are now contemplated will be at frequencies higher than the pre-war developments."

He said that at first relay will use frequencies "as high as the status of the art will permit, i.e., above 1,000 megacycles. High frequencies will be desired and may be used upward to the place where absorption in the atmosphere will be limiting. Transmission vagaries will most certainly be present over the band between 1,000 and 30,000 megacycles. But too little information is now available to be certain of the extent and limits.

"Towers for mounting the transmitting and receiving antennas will vary from as low as 100 feet to as high as 300 to 400 feet depending upon the terrain contour and repeater station spacing. For these antenna heights repeater spacings will vary from 20 miles to as much as 40 miles.

"Frequency modulation or some variation of frequency modulation will probably be used in radio relay systems. This will permit amplitude limiting at the repeaters to remove variations in received signal ampli-

tude and to assist in removing distortion due to non-linear amplification."

For satisfactory tele delay, Engstrom said, band width must be "equal to twice the highest modulation frequency plus the range of frequency lying between the black and white levels. For practical reasons, it is suggested that radio relay systems to serve the present standard television signals should have a nominal channel width of 20 megacycles. Wider bands, for television in color or theater television, will mean even wider channels for radio relays. Systems for these wider channels could handle even more multiplexed relatively wide or narrow band services when not used for television. Indications are that such channels should be allocated at one of the higher regions of the radio spectrum to be discussed later in this testimony. It seems reasonable that these wider channels be of widths, which are multiples of 20 megacycles."

Re Color Tele

H. B. Fancher of G E pointed out that tele calls for the greatest band width especially color tele. He said that "one such proposed system needs 9.75 mc video modulation. If a relay channel is to be built to accommodate such a system, then it is desirable to use the same band to transmit a multiplex system of other services which in themselves do not require such band width. This is an ultimate goal and experimental equipment would start with the 4.5 mc required by a standard television signal or an equivalent amount of multiplexed service.

G E, he said, proposes to experiment with such a system in the 2,000 mc region with equipment which will deliver approximately 10 watts into an antenna system with a six degree beam. "Undoubtedly higher frequency will eventually supplant this link. At present it is not possible to produce any appreciable amount of power which can be modulated at higher frequency although tubes to do this are in the research stage." Explaining G E's tele plans, Fancher said "to produce a relay system we plan to use two channel assignments for a single two way circuit. The frequencies will be staggered so that a single frequency would be used at

Directive Antennas Subject To Fore During Talks

a given relay point to receive both from the north and from the south. A single different frequency is used for the north and south transmitters at the same location. This means that the front to back ratios of the antennas will have to be good enough to keep the north bound signal out of the south bound receiver at any relay point. This is a less stringent requirement than if the signal were fed through on the same frequency but does not require any more space in the spectrum. Highly directive antennas which beams in the order of six degrees are planned. These will employ either parabolas or horns to obtain the required directivity. At 30 miles, which is the average distance between relay points. The antenna beam diameter is slightly over three miles so that duplication of the same frequency along parallel routes would have to be carefully considered in the individual cases to avoid interference. At the intermediate points, locations might be found with sufficient separation, but at terminal locations, such as New York City or Washington this would probably not be possible, so the same frequency could be used only once in a given direction.

The actual operation of a relay system with regard to interference from other relay circuits on the same frequency requires field tests. The theoretical gain and front to back ratio of antennas can be measured in the laboratory but an actual system is needed to tell whether local reflections or anomalous propagation will be appreciable."

OFF THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
W. H. GOOD RECORDING CO.
 100 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

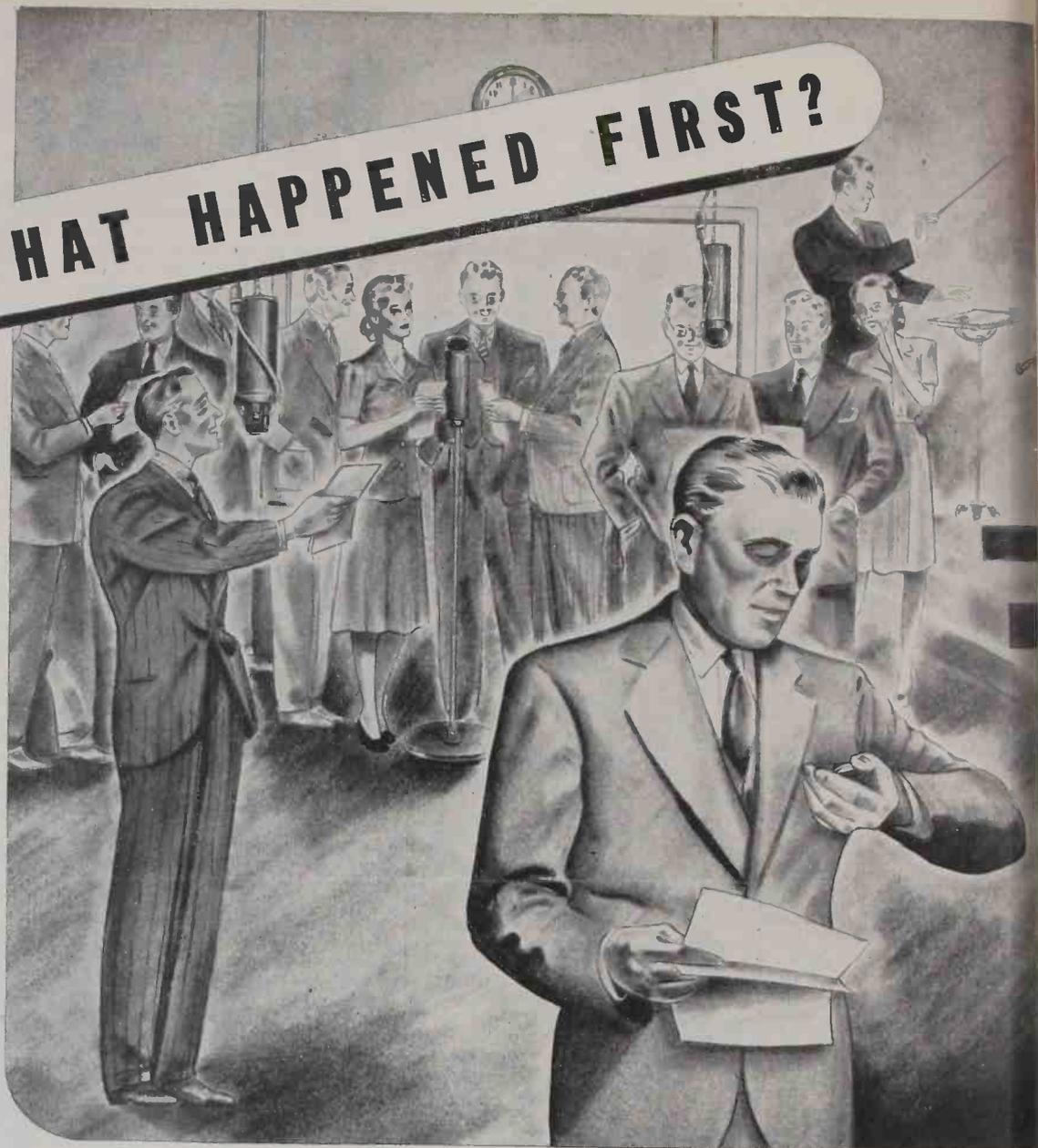
SEND BIRTHDAY GREETINGS TO...
 November 2
 Tommeyer Birch Benton Ferguson
 W. Haensch June Lyon
 Grantland Rice Mary Steele
 Clyde Scott

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

HOLD YOUR HORSES!
 Hold dial at "1430"
 ... and catch the latest exclusive race results while races are on ... 12 to 6:30 daily ...
 Nowhere else this minute service!

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

BUT WHAT HAPPENED FIRST?



Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem — and a Weed man was there *first*. In-person presentations, from coast to coast, of sales-able

stations from coast to coast, are Weed's forte. Advertisers and time buyers recognize the expression "Nationally Represented by Weed & Company" as meaning business — stations know it means more business.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Fly Resigns As FCC Head

Allocation Meet Ends; RTPB's Plan Revised

Washington Bureau, RADIO DAILY
Washington—The FCC's frequency allocation hearings drew to a close yesterday, with Chairman James Lawrence Fly promising that the Commission will soon announce—based upon a record which I feel is the fullest and most satisfactory in the history of radio broadcasting—an allocation pattern designed to "best serve the various interests involved, the public and our country."
Dr. C. B. Jolliffe, chairman of RTPB Panel 2, on frequency allocation, presented the panel's revised (Continued on Page 6)

Network News Directors To Confer In Pacific

Network directors of news and special events and features will journey to Honolulu some time after Election Day for the purpose of conferring with Navy officials in regard to future coverage in the Pacific theater of war. Those who will make the trip are G. W. Johnstone, of Blue Network (Continued on Page 2)

CBS Shortwave To Cover National Election Returns

CBS shortwave department has completed plans to cover the national election simultaneously for the 111 affiliates of Columbia's Latin American network (Cadena de las Americas) in addition to plans already announced for domestic network coverage (Continued on Page 2)

Up Again—To Stay

Shortly after the fall of Manila, Royal Arch Gunnison, Mutual commentator, wrote for Colliers "I Saw Our Flag Come Down." On Sunday, Nov. 12, excerpts from the article will be broadcast on the web's "Your America" program. Meanwhile the author, now with the Yanks in the Philippines, is telling listeners of having seen our flag go up again—to stay.

"All Or Nothing"

The Joan Davis Sealtest show on NBC was scheduled to start at 9:30 last night following the close of talks by President Roosevelt and Robert Hannagan. The latter seemed to finish well on time, but Sealtest announced a cancellation. Seems that Hannagan talked just a fraction of a minute too long. NBC filled in the Sealtest period with dance band music.

Grauer Heads Winners In H. P. Davis Awards

National and sectional winners, plus those receiving honorable mention in the H. P. Davis Memorial Announcers Award were revealed last night via a special coast-to-coast broadcast over NBC at 6:15 p.m. Awards which are open to NBC owned and operated stations and affiliates, were headed (Continued on Page 4)

Sees Movie Future In Tele Production

Stressing the importance of films in television programming, Ralph Austian of the RKO Television Corporation yesterday addressed a luncheon meeting of the Publicity Club of New York at the Hotel Belmont Plaza. "While television is generally re- (Continued on Page 7)

Chairman Of Commission Sets Nov. 15 As Effective Date Of Resignation; To Practice Law In N. Y.

James Lawrence Fly, five years chairman of the Federal Communications Commission, yesterday tendered his resignation effective November 15, in a letter to President Roosevelt. Fly is retiring from the FCC to engage in the practice of law in the RCA Building in New York City.

Rumors of Chairman Fly's resignation, bandied about in radio circles for several months, gained momentum during the NAB convention in Chicago when broadcasters interpreted the FCC head's speech as indicating his retirement. The Fly term of office with the FCC runs until June, 1949, and his successor will be appointed from among several candidates to fill the unexpired term.

Forecasts Press Owned FM Network In Future

Predicting that a fifth network organized exclusively as an FM network will eventually materialize and that in due time the four present networks will become FM webs, William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, Inc., addressed a luncheon meeting of the American Marketing Association at the Murray Hill Hotel yesterday.

Lewis, formerly executive vice-president of the American (FM) network which disbanded recently, told the story of the development of the (Continued on Page 6)



JAMES L. FLY

While Fly's statement of resignation merely stated that he was retiring to engage in the practice of law it was learned from reliable sources that he will become an associate of William Benton, retired head of Benton & Bowles, whose interests include plans for a subscription FM broadcasting service. The plan for "an audience sponsored radio" first was revealed at the FCC allocations hearing on October 15 when Joseph F. Weiner, New York businessman, testified at the current Allocations Hearing.

Fly was appointed to the FCC as (Continued on Page 6)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE

Republican National Committee	58 programs
Democratic National Committee	53 programs

NETWORK PROGRAMS TODAY

Democratic: Leo T. Crowley, MBS, 8:15-8:30 p.m., EWT; Daniel J. Tobin, NBC, 9-9:30 p.m., EWT; Quentin Reynolds, CBS, 10:25-10:30 p.m., EWT; W. Averill Harriman, NBC, 10:45-11 p.m., EWT.
Republicans: Mrs. Charles W. Weis, Jr., Mary Rehan, Marie Williams, CBS, 12:15-12:30 p.m., EWT; Gov. L. Saltonstall, Blue, 8:30-9 p.m., EWT; Gov. Bricker, Blue, 9:30-10 p.m., EWT.

Editor's Note: Foregoing figures and program schedule provided by the radio departments of the Republican and Democratic National committees.

Around-the-clock coverage in the North-of-Boston market—that's WLAW.	Adv.	For a profit-making schedule—include WLAW—the best station coverage in Northern New England.	Adv.
--	------	--	------

Another Probe?

Washington—Investigator Harold Buckles of the Senate Campaign Expenditures Committee, has gone to Cincinnati to investigate charges by the Ohio CIO Council that Sen. Robert A. Taft has blocked free access to the state's radio stations. Taft had wired stations that they would be held liable for possible libelous utterances by CIO speakers, who are opposing Taft.



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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.

Thornburgh Coming East

Los Angeles—D. W. Thornburgh, vice-president in charge of West Coast division of CBS, leaves Hollywood Sunday, November 5th for New York, where he will attend the convocation of managers' of Columbia-owned stations to be held in the eastern city, November 9th and 10th. While in New York, Thornburgh will also attend television broadcasts.

20 YEARS AGO TODAY

(November 3, 1924)

Letters are still coming in to station WEEI applauding the birth of this new station. However, one skeptical listener has lodged a protest with the State Department of Public Utilities, saying: "WEEI is a ruse to make people stay up late and burn more electric light."

CKLW

BEST RADIO BUY

in the DETROIT AREA

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

CBS Shortwave To Cover National Election Returns

(Continued from Page 1)

erage. Spanish and Portuguese will be used in the first all-out plan of its kind concerning United States Presidential election news being fully covered for South America, and other neighboring republics in Central America.

Coverage will include full details of how the election works in the U. S. and a major portion of the regular hourly news program will be devoted to returns and developments. All programs to S. A. will be interrupted for urgent bulletins.

CBS' shortwave transmitters will remain on the air all night instead of 12 midnight. Arrangements for the coverage are under the direction of Lawrence S. Haas, CBS shortwave news director.

Reports will also be shortwaved during the day to other parts of the world in English, French, German, Italian, Dutch, Polish, Czech and Serbo-Croatian.

Calhern on WHN Program

Louis Calhern, radio, stage and screen actor, currently appearing on Broadway in "Jacobowsky and the Colonel," will be featured in a program "Palestine Speaks," Sun., Nov. 5, 1:45-2 p.m., under the auspices of the Radio Committee of the Zionist Organization of America.

Network News Directors To Confer In Pacific

(Continued from Page 1)

work; Paul White, CBS; William Brooks, NBC, and John Whitmore of Mutual.

While en route it is expected that the web news heads will visit San Francisco news headquarters of their respective networks. Paul White is planning to confer there with Philip Woodyatt, his assistant in charge in that city, at KQW.

Bill Brooks of NBC, has postponed his European trip for a short time and will make it as soon as he returns from the Pacific.

FINANCIAL

(Thursday, Nov. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/8	164	
CBS A	32 1/2	32 1/8	32 1/2	+ 1/4
CBS B	31 1/4	31 1/4	31	- 1/8
Crosley Corp.	27 3/8	26 1/2	27 3/8	+ 3/4
Farnsworth T. & R.	13 3/8	13	13 3/8	+ 3/8
Gen. Electric	39 1/4	38 3/4	39	
Philco	33 5/8	33 1/8	33 5/8	+ 5/8
RCA Common	10 1/2	10 3/8	10 3/8	
RCA First Pfd.	79 1/2	79 1/4	79 1/2	- 1/4
Stewart-Warner	16	15 5/8	16	+ 3/8
Westinghouse	106	105 1/2	106	+ 1 1/8
Zenith Radio	41	41	41	

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	17 1/8	18 1/8
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	36 1/2	38



Somewhere in Tennessee

That picture was taken on pre-war maneuvers. It looks just about as much like the real thing we've seen in the South Pacific as . . . well . . .

Let's say wartime advertising and post-war selling. One is a breeze . . . the other is hard work.

When the hard work period comes . . . and you've got a sales problem in Baltimore . . . think of radio station W-I-T-H.

That's the successful independent station that produces greater results at the lowest cost of any other station in town. We have the facts on that . . . and we didn't put them together! An outside, impartial outfit put the figures together. They mean good news when maneuvers are over . . . and the battle for sales starts!



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

WPAT

CENTER OF THE DIAL

660 | 770 | 880 | 930 | 1050 | 1150 | 1200

930

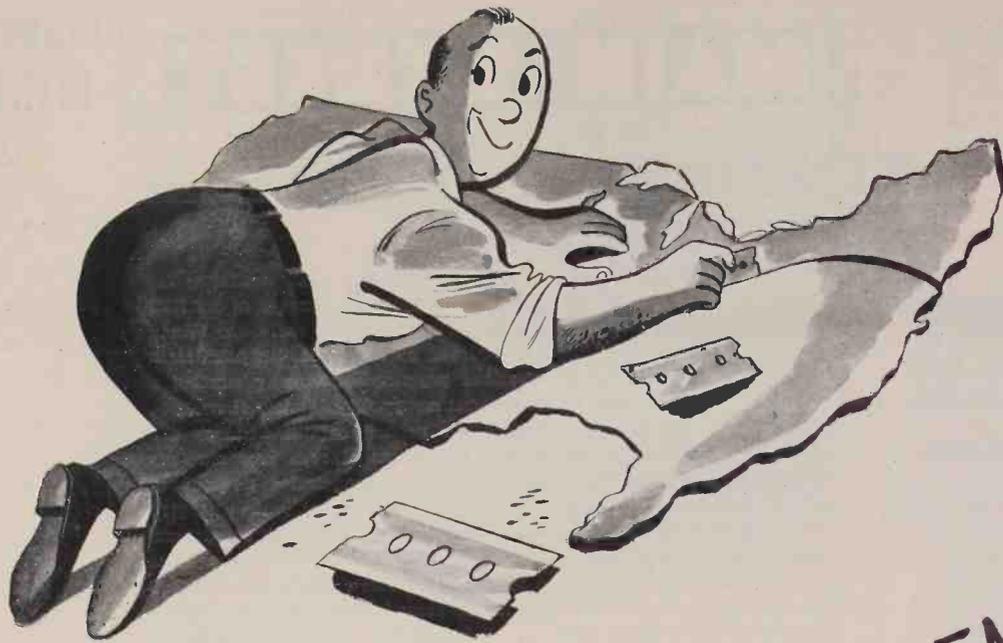
IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

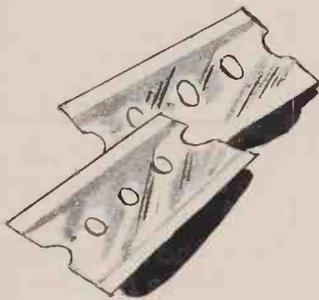
THE REASONS FOR WPAT'S PHENOMENAL GROWTH WILL BE PRESENTED IN A SERIES OF ADVERTISEMENTS TO FOLLOW

Sell your clients WPAT . . . the fastest growing station in the Metropolitan area.

WPAT } PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK



Razor Blades Cut A Swath Through The EAST



More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bedlam—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the

pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bedlam; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-millivolt signal of WJZ—your strongest voice in the world's richest market.

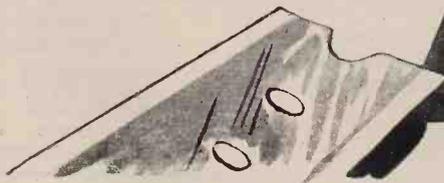
For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of

KEY STATION OF THE
BLUE NETWORK

WJZ

770 On Your Dial

Your Strongest VOICE in
the World's Richest Market





A VOICE
women listeners enjoy—a voice with personality which stimulates ACTION—makes sales:

Connie Stackpole

RENEWALS prove she's good! Clients participating locally include:

- Matchless Brand Foods 4 yrs.
- Florigold & Flo Citrus Fruits 4 yrs.
- Winslow's Potato Products 4 yrs.
- Red Cap Products 3 yrs.

Others 1 to 2½ years and still going.

Ask for full details.

Participation now available over 5 Stations of Yankee Network...

WNAC, Boston — WAAB, Worcester

WEAN, Providence — WTHT, Hartford

WCOU, Lewiston



11:15 A.M.
Tuesday and Thursday
\$105.00 per program
less discounts

For a woman's audience and RESULTS, consult—

Connie Stackpole

DIRECTOR

New England Cupboard

448 STATLER BLDG., BOSTON 16, MASS.

HANcock 4460



Michigan Ave. Memorandum!

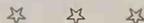
● ● ● Chicago is fast becoming the "Saturday radio capital of the nation" in the opinion of Jules Herbuveaux, program manager of the NBC Central Division. Already the daytime drama center of radio, the Windy City suddenly has emerged as the production point for a group of new week-end programs, apparently marking a new trend to this midwest metropolis in variety shows. . . .

Chicago

In explaining the movement, Herbuveaux pointed out "A trend of this sort is only natural. It follows the development of such new stars as Barbara Marshall and Curt Massey, who have augmented a group of veteran performers like Smilin' Ed McConnell and Curley Bradley to give radio production men and sponsors a healthy pool of topnotch entertainers from which to build good variety programs." . . . ● Chicago pals of Harry Wismer were delighted to hear that the Blue's ace sportscaster had received the Sporting News award for the second year in a row as radio's outstanding sports commentator. . . . ● June and Hub Jackson, time buyers for Russel M. Seeds Company, Chicago, are taking themselves a two-week Florida vacation beginning Nov. 17. . . . ● Inge Manski, lyric soprano of the Chicago Civic Opera Company, will be the Quiz Kids' guest Sunday in what might be called a trill-grill. . . . Miss Manski will question the youngsters by singing arias. . . . Incidentally, one of the questions on last Sunday's Quiz Kid broadcast, "Who commanded the Marines in 1859 at Harper's Ferry when they captured John Brown?" was sent in by Marine Pvt. Robert E. Kelly, who, it was learned after the broadcast, had been killed in action since submitting the question. His mother, reached by phone in Newark, New Jersey, requested that the award go to his younger brother, Marine Pvt. John Kelly at New River, North Carolina.



● ● ● The Windy City will be host to a galaxy of radio stars this month, including Bob Hope, Fibber McGee and Molly, Hal (The Great Gildersleeve) Peary. . . . They'll come to town to kick off the Sixth War Loan Drive from here. . . . ● Radio row is wondering how the radio page setup at the Herald-American will be affected with Louie Ruppel, former CBS publicity head, taking over as executive editor of the paper. . . . ● It is understood that Radio Ed Harry Munsel had been promised column space by Walter Hovey, whom Ruppel replaces. For several years now the paper has carried only listings and highlights.



● ● ● Radio row is getting a chuckle out of this one: The Chicago Tribune's publisher, Col. Robert R. McCormick, dropped in at a rehearsal for the WGN fashion show. The script contained the word "decolletage." Col. McCormick said he'd never heard of it and, what's more, it sounded "too foreign," so he censored it. . . . ● Mrs. Don McNeill, wife of the head funmaker on the Blue Network's Breakfast Club, has authored a book called "Don's Other Life," dealing with the domestic side of the popular emcee's daily life. It's scheduled for publication early in November. . . . ● Eddie and Fannie Cavanaugh, one of radio's oldest teams, were recently presented with a citation from the Treasury Department. In making the presentation Don McKiernan, deputy manager of special events for the state of Illinois, said: "Eddie and Fannie have given their time unselfishly and wholeheartedly, resulting in the sale of millions of dollars in war bonds. This citation is our way of saying thanks for the splendid job they have done." . . .

● Jimmy Hilliard and his WBBM orchestra rate a rave notice in the November Esquire. "Not only is his group one of the best full-sized jazz orchestras in the country today," says Esquire of the Hilliard aggregation, "but what is all the more remarkable, it is a staff band of studio musicians par excellence—musicians who can and do play good jazz."



Remember Pearl Harbor

Grauer Heads Winner In H. P. Davis Awards

(Continued from Page 1)

by Ben Grauer, national winner Grauer announces the NBC-Genera Motors Symphony heard Sunday afternoon; "Information Please," sponsored by H. J. Heinz Co.; "Mr. and Mrs. North" and other top-flight programs.

Kenneth Banghart, of WRC, Washington, won top honors among entrants from NBC owned and operated stations; Bob Hanes, of WGY, Schenectady, was winner in the "cleared frequency" group; New Serrell KDYL, Salt Lake City, from "Regional frequency" broadcasters, and Jack Wells, KODY, North Platte, Neb., in the "Local Frequency" group.

Chosen for honorable mention were: National-Gil Verba, GOA, Denver; and Ted Meyers, KFI, Los Angeles; Owned and Operated—Ed Herlihy, WEA, New York and Charles Lyon, WMAQ, Chicago; Clear frequency—Paul Shannon, KDKA, Pittsburgh and Carl Caruso, WBZ, Boston; Regional frequency—Tom Carnegie, WGL, Fort Wayne, Ind.

In addition to the winners who spoke from their respective stations, the program talks included Mrs. S. B. Rockwell, representing Mrs. H. P. Davis, donor of the annual awards and Frank E. Mullen, NBC vice-president and general manager. Patrick J. Kelly, NBC supervisor of announcers, acted as master of ceremonies. Judges of the competition were Walter Bunker, Vic Hunter, Bob Seal and John Guedel, producers of NBC programs.

Pons And Kostelanetz To Make Another GI Tour

Lily Pons and her husband, Andre Kostelanetz, have informed USO-Camp Shows that they will make themselves available to the organization exclusively for war work, and again as volunteer guest artists effective Dec. 9, for a period of 15 weeks. Already booked for numerous operatic, concert and radio engagements for the entire winter season, the musical couple will cancel all these commercial engagements to concentrate on war activities.

Pons and Kostelanetz returned from a 15-week overseas Camp Show tour last August, after entertaining GI's in Africa, the Middle East, Persian Gulf and Italy. Kostelanetz organized and conducted GI orchestras and Miss Pons appeared as guest soloist at 50 concerts. During one period of the tour she sang 28 concerts in 30 days. Currently Kostelanetz is conducting the Coca-Cola show on CBS.

Two Networks!
Three City Market!!

• CBS • **WENT** • MUTUAL •

Gloversville • Johnston • Amsterdam
• THOMAS SLACK, Nat. Rep. •

AGENCIES

CONTINENTAL OIL COMPANY, manager of Conoco Nth motor her Conoco products, has advertising plans for 1945, include radio spot announcements, dally and weekly and outdoor posters. The be used in more than 1,200. Radio details will be in the near future, Geyer, Newell, its agency, has an-

RADIO has announced its manufacturing and marketing complete line of AM and radio sets as soon as the situation permits. The complete of the nation's top precision radio equipment and other military uses, Samuel Rochester, now Bendix Radio, will be director of the Middle Atlantic, with headquarters in Baltimore. Vilas, former official War Production Board, has appointed district manager with offices in Atlanta. Vilas will head production of the company's radio line in the southeastern

HOOPER has been appointed manager of the Market Development Department, during the absence of Donald C. Hooper, who is in the U. S. Navy, it was announced by J. H. Jewell, director of the Industry Departments at Westinghouse Electric and Manufacturing Company, East Pittsburgh. The appointment of Whiteacre stores manager in the New England District, Boston, has been announced by E. V. Wetmore, New England district manager of the Westinghouse Electric Supply Com-

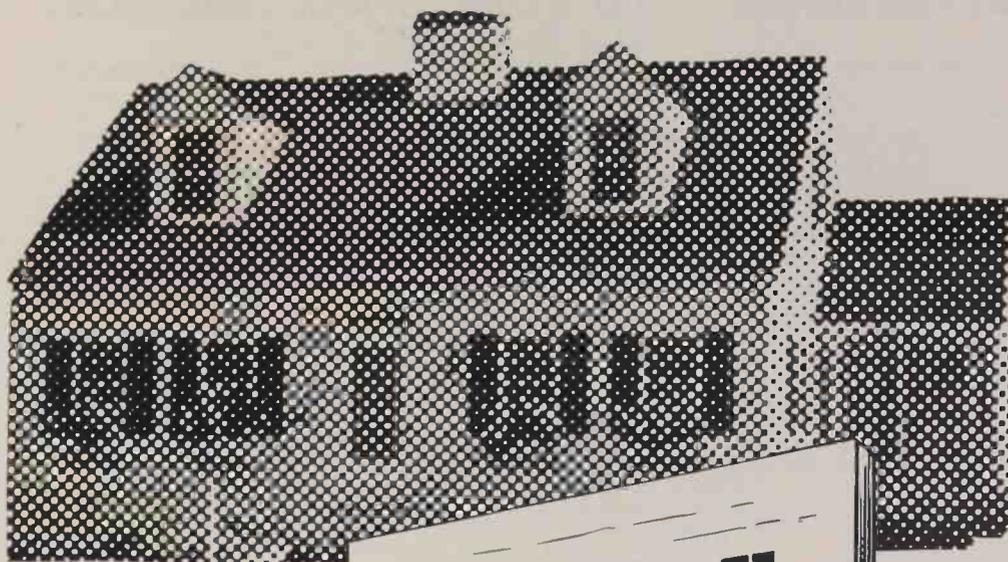
SEYDEL, formerly of the New York production staff, has been appointed eastern radio supervisor at Walker-Downing. The four shows he will supervise are: "Hiding, Counterspy," "The Show," "Steel Horizons" and "J. Anthony Good Will"

AYE-MARTIN, president of "radio and television company," has appointed Hill Inc., to handle the company's account.

News Analyst Show WJZ On Sundays

Pharmaceutical at Baltimore, Md., has secured sponsorship of Blue corner at home and abroad over 9:00 to 9:15 a.m., EWT, Rem. Sponsorship was Oct. 29 and is for a 26-

with Katz Company is the



FOR SALE
A HOUSE-FULL OF HITS
CALL OR WRITE
WOR
 1440 BROADWAY, N. Y.
 PE 6-8600

WOR has a rare assortment of sales-proven, audience-tested shows open for immediate participation or sponsorship. Is it a high-powered woman's show you want? There's **WOR's** **MARTHA DEANE** and **BESSIE BEATTY**. **ALFRED McCANN, JR.** will be glad to talk for you, too. We might also mention astute news analyst **SYDNEY MOSELEY**, and a gem of a news spot at 2:30 in the afternoon. There are other great shows, of course. But this sampler gives you a good idea of the kind of things **WOR** is able to offer. Get in touch with us now — today!

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

Allocation Meet Ends; RTPB's Plan Revised

(Continued from Page 1)

proposal for allocation. He related that the panel had voted to classify the spectrum area between 60 and 218 megacycles in two ways primarily—A areas being metropolitan, B areas Rural. Alternated channels in the A areas would be devoted to tele, with a lag from 102 to 152 megacycles in which television would not appear. In the B areas television would be given the band from 60 to 84 megacycles, from 90 to 96 megacycles, from 158 to 164 megacycles, from 182 to 188 megacycles, from 194 to 200 megacycles and from 206 to 218 megacycles.

In the higher reaches, television and tele relay would dominate the spectrum from 460 to 956 megacycles, with 31 16-megacycle channels and 24 20-megacycle channels. The latter are believed intended for theater tele.

Tele Called "Urban"

There were no recommendations regarding the downward extension of the AM band, as proposed by Panel 4. It was recommended, with some disagreement within the panel, that FM be pegged at between 43 to 58 megacycles.

Idea underlying the classification plan for the 60-218 megacycles area is that tele is primarily an urban service and should be assigned its frequencies not on a nation-wide basis but on the basis of areas where it will require them. The plan permits widespread use of the same spectrum area by Governmental and common carrier services.

Similarly, adjacent channels cannot be used by tele stations serving the same area, while the adjacent channel could be used safely by a communication service. Several of the higher bands in this section proposed for tele are now used by military aviation, but it is proposed that they be turned back to tele after the war.

RTPB Plan a "Compromise"

There was nothing in Dr. Jolliffe's testimony to indicate that he was proposing a temporary resting place for tele in the lower frequencies. On the contrary, it seemed fairly obvious that what he had in mind was permanent solution, with tele to be permitted to remain in its present bands.

General feeling in the hearing room, however, was that Jolliffe was backing down a long way in the fight for low-frequency tele—with the comment that "this proposal is a dying gasp" by RTPB heard more than once. There was a strong impression that the panel weakened the case for contemporary tele by bringing in this compromise—that it would have done better to stick to its guns all along the line. Most observers believe that the weakening of RTPB and the technical testimony presented last week by Kenneth A. Norton make definite the Commission sanction for high frequency television, with a

Fly's Resignation From FCC To Take Effect November 15

(Continued from Page 1)

chairman in July 1939, when President Roosevelt picked him to fill the unexpired term of Anning S. Prall. He was reappointed by the President in 1942 for a seven year term which was to expire in June 1949. With the creation of the Defense Communications Board (now the Board of War Communications) in Sept. 1940, Fly was also appointed board chairman.

Texan by Birth

Born in Seagoville, Texas, on February 22, 1898, of old American stock, Fly's education progressed to the point where he entered the United States Naval Academy at Annapolis and subsequently saw sea duty during the last three months of World War I, and on various occasions after that. In September 1923, he resigned his commission in the Navy and entered Harvard Law School and had scholarships each year he was there. He was admitted to the bar of Massachusetts and later on joined a New York law firm as clerk; after passing the bar examination of New York State he opened his own offices with White & Case at 14 Wall Street.

In 1929, although a Democrat in politics, he was made a special assistant U. S. Attorney General and in five years he held office, represented the government in a number of important actions involving restraint of trade under Federal anti-trust laws and regulatory measures affecting interstate commerce.

Early in 1934 Fly was placed at the head of the legal department of the Tennessee Valley Authority. In 1937 his title was changed from solicitor general to general counsel.

On June 12, 1923, Fly was married to Mildred Marvin Jones, daughter of William P. Jones, a physician of San Rafael, Calif. He has two children, Sara Virginia and James Lawrence Fly, Jr.

Washington Bureau, RADIO DAILY

Washington—Although leading industry figures in Washington were unwilling to be quoted on the subject of the resignation of James L. Fly, chairman of the FCC, several admitted privately that they were rather sorry about it, that radio had never been a dull topic in Washington while Fly was here.

NAB President J. Harold Ryan and CBS Vice-President Earl Gammons would not go on record. NBC Vice-President Frank M. Russell was out of town. There was no comment from

gradual close-out of the present bands.

Jolliffe was called by Commissioner E. K. Jett for the failure of the panel to include provision for experimental FM; there is a strong likelihood that the Commission will vote also to move FM up in the spectrum.

In closing the hearing, Fly expressed his appreciation "to the many hundreds of engineers, executives and others in all branches of the radio

Fly's Successor?

Washington Bureau, RADIO DAILY

Washington—Paul A. Porter, Democratic National Committee publicity director, is regarded here as most likely to succeed James Lawrence Fly as chairman of the FCC and in event he declines, Leonard Reinsch, radio director of the Democratic committee, may be offered the post. It is expected that President Roosevelt will not act on the appointment until after Tuesday's election. New FCC head will be appointed to fill Fly's unexpired term which runs until June 30, 1949.

the White House, and only a handful of members were at their Congressional desks.

House Interstate Commerce Chairman Clarence F. Lea was unwilling to comment on Fly as an individual because he is also chairman of the Investigating Committee studying the Commission, having succeeded Eugene E. Cox when the latter was forced out of the committee last year.

Cox finally said, vindictively, that "the resignation of Mr. Fly should be encouraging to people who want free radio, but this does not meet the need for complete reorganization or complete re-writing of the law under which the Commission operates. The situation there is too serious for the resignation of one man to clear up."

Lea agreed, for the record, that Fly's resignation would "have no substantial effect on the legislative question. Legislation, of course, must be examined and rewritten, if it is to be rewritten, from a long-range viewpoint rather than in the light of a single individual." His refusal to comment upon Fly personally was obviously dictated by his desire not to leave the minority members of the Investigating Committee any opening to charge him with favoritism, whitewashing, or anything else.

Fly's resignation leaves two Commission spots to be filled when Congress returns later this month—with no successor yet appointed to the seat of T. A. M. Craven, who left the Commission last June. It is believed here that at least one of the seats may be reserved for a lame duck Congressman, but who that may be would not be known until after the election. It is even possible that two defeated Congressmen may be placed upon the Commission.

and allied industries who have helped to make these hearings so outstanding a success. Further, I would like to single out for special congratulations and thanks the men of the Radio Technical Planning Board, from Dr. Baker on down, who have organized this tremendous industry effort, brought it into focus here, and made possible the thorough, orderly consideration of the many crucial problems of post-war allocations.

Forecasts Press O FM Network In F

(Continued from Page 1)

FM web and the wartime which led to its dissolution, phasized that associates in work enterprise are still ve FM minded and will be le the frequency modulation ment field when equipment able in the post-war period.

Sees Press As Sponsor

Commenting on the press sible sponsors of a fifth—FM —Lewis referred to the new of the nation as those "who up radio in the early days, a lived to regret it." He listed the newspapers of the nation operating FM stations or have plied for licenses as The Ne "Times"; The Chicago "Sun"; Angeles "Times"; The B "Sun"; The Philadelphia "Bie The Boston "Traveller"; The V ington "Post"; The Atlanta on tution"; The New Orleans Picayune"; The Detroit "Free The San Francisco "Examine Cleveland "Press"; The "Herald."

Predicting that these new will be a force in the FM field said, "and they will eventually the nucleus for a fifth network continued "there will be eno dependent FM operators in maining markets to complete tional chain; and that if the n is directed shrewdly and wit pose toward the market I have cated, it will succeed."

Gives Television Survey

Robert L. Gibson of Genera tric, speaking at the same lur gave an insight into television oment. He disclosed that res polls and surveys of the vario gram telecast over WRGB, Sc tady, reveal that 52 per cent of televiewers prefer live talent while 27 per cent prefer moti tures; 67 per cent of the telev point out that studio program received more clearly than pictures; audiences prefer full movies to movie shorts; full- plays are better received than actors; prefer newsreels to map prefer soloists to groups, and mentalists to vocalists; four popular programs: "Trial By "The Valiant," and the Rom Service Command program "Help Yourself."

FCC Postpones Argument On Sponsor-Identification

Washington Bureau, RADIO DAILY

Washington—Oral argument of proposed new ruling requiring complete sponsorship identification has been postponed from Nov. 27, the FCC revealed yesterday. This proposal sets out far more specifications for sponsorship identification for all programs than heretofore been in force.

Movie Future In Tele Production

(Continued from Page 1)

as primarily the concern of broadcasting companies, it is definitely a field which can be served by the motion picture industry," Austrian declared.

use of the motion picture for presentation of a television program immediately frees the writer, and producer from the constraints of the live stage," Austrian said. He then dwelt on the problems of live television one set and the flexibility of motion picture films made for video use.

"I believe," the speaker continued, "the most suitable type of television programs as they are evolved from experience, will be far different in character from the feature films created in Hollywood for exhibition. In the evolving television programs, however, motion picture techniques will play a greater role than existing radio techniques. The use of film will be infinitely more important in television broadcasting than the electrical transcription is today in radio."

New WOV Program

The "Broadway Barn Dance," featuring Zeb Carver, hillbilly, as part of ceremonies, will bow in New York, 10-10:30 p.m., EWT. The program will originate from a theater at 40 West 44th Street. The program will also include: Julie-B, Smith, Chuck and Ellie Story, Newton and Chester and Buchanan.

Guest To Guest Nov. 5

Paxinou, well known Greek actor and recent winner of the Picture Academy Award, the guest star on Kate Smith's November 5 broadcast, heard at 7 p.m. on the Columbia network.

END BIRTHDAY GREETINGS TO---

- | | |
|-----------------------|-----------------|
| November 3 | |
| Dickson | Milton Herth |
| L. Eastman | M. B. Hudson |
| Wilfred S. King | |
| Haenschen | Bud Pickard |
| Malle | Edith Hophan |
| W. Mack | Helen Wood |
| November 4 | |
| Britton | Helen Dumas |
| Stewart Hayes | Al Wilde |
| Lawrence | Jack Landt |
| Schottler | George Barclay |
| November 5 | |
| Ames | Tom Fitzsimmons |
| Lewis | Henry M. Neely |
| Tommy Freebairn-Smith | |

NOVEMBER 6th

COME and BE CONFUSED!

"MONSTER" POLITICAL DISCUSSION

AND

VICE VERSA

Political Experts
from QUIZ to PHIZ:

- HARRY HERSHFIELD
MILTON BERLE
ZERO MOSTEL
JIMMY SAVO
HARRY SAVOY
HENNY YOUNGMAN

SPECIAL GUEST: WM. K. HARGRAVE
of Metropolitan Opera Association

PLACE—Hotel Roosevelt, Hendrik Hudson Room
TIME—12:30 Noon (Sharp), Monday, Nov. 6th

RADIO EXECUTIVES CLUB

of
NEW YORK

We* believe your name belongs here

We're voting for Roosevelt.

We're voting for Roosevelt because he, more than any single American, has answered all of the \$64 questions with planning and action that spell total Victory, quickest possible Victory!

We're for him because of his leadership—his leadership in warning the nation of the days of peril that were ahead—in delegating authority to our superb military chiefs—in mobilizing American industry and labor for the greatest test our country ever faced—in planning with our allies the blueprints for the coming world.

We're for him because the great tasks ahead require a man of his towering international stature and prestige.

We don't believe in change for change's sake. We have a Commander-in-Chief who is leading us from victory to new victory. Let's go on to the final victory with Franklin Delano Roosevelt.

There's room for only a few of our names on this page, but the ones listed will give you an idea of our sponsors...

Goodman Ace
Harry Ackerman
Franklin P. Adams
Joan Alexander
Marian Anderson
Annabella
John J. Anthony
James Backus
Tallulah Bankhead
Diana Barrymore
Ethel Barrymore
Jackson Beck
Don Becker
John Becker
Constance Bennett
Barbara E. Benson
Gertrude Berg
Milton H. Biow
Anne Boley
Josef Bonime
Victor Borge
Charles Boyer
Horace Braham
Himan Brown
Sarah Burton
Frank Butler
Irving Caesar
Louis Calhern
Charles Cantor
Eddie Cantor
Harry Carey
Fran Carlon
Norma Chambers
Frances Chaney
Mady Christians
Philip Cohan
Ethel Colby
Julius Colby
Constance Collier
Marc Connelly

George Hamilton
Combs, Jr.
Vincent Connolly
Jacob Coopersmith
Donald M. Cope
Emil Corwin
Norman Corwin
Joseph Cotten
George Coulouris
Russel Crouse
Ivy Dale
Doris Dalton
Helmut Dantine
Jane Darwell
Jo Davidson
Bette Davis
Olivia de Havilland
Merrill Lippman
Jerry Devine
Elsie Dick
Dean Dixon
Hannah Dorner
Eddie Dowling
Olin Downes
Alfred Drake
Willard Du Bois, Jr.
Allan Ducovny
Jules Dundes
Carl Eastman
Max Ehrlich
Florence Eldredge
Duke Ellington
Jean Ellyn
Dave Elman
Elspeth Eric
Clifton Fadiman
Howard Fast
William Feinberg
Mildred Fenton
Jose Ferrer

Mathilde Ferro
Ted Ferro
Homer Fickett
Betty Field
Louise Fitch
Bess Flynn
Templeton Fox
Arlene Francis
Julian Funt
Martin Gabel
William S. Gailmor
John Garfield
Will Geer
Ira Gershwin
Georgia Gibbs
John E. Gibbs
Ruth Gilbert
Margalo Gillmore
Dorothy Gish
Paulette Goddard
John Golden
Peter C. Goldmark
Dan Golenpaul
Ruth Gordon
Mitzi Gould
Sandra Gould
Ben Grauer
Abel Green
Horace Grenell
Stanton Griffis
Albert A. Grobe
Larry Haines
Oscar Hammerstein
E. Y. Harburg
Charles Harrell
Radio Harris
Moss Hart
June Havoc
Storrs Haines
Frances Heflin

George Heller
Robert P. Heller
Fleicher Henderson
Juano Hernandez
Bernard Herrmann
Burnet Hershey
Mary Jane Higby
Thomas Hoier
Charlotte Holland
Alice Hughes
Fannie Hurst
Burl Ives
Charles R. Jackson
Leon E. Janney
Edwin Jerome
George Jessel
Raymond Jones
Victor Jory
Joseph Julian
George S. Kaufman
Virginia Kaye
Donna Keath
Gene Kelly
Pert Kelton
Eugene H. King
Frank Kingdon
Howard Klarman
Adelaide Klein
Felix Knight
George Kondolf
Serge Koussevitzky
Peg LaCentra
Bert Lahr
Edward Lasker
Jesse L. Lasky
Jerry Lawrence
Paul F. Lazarsfeld
Anton M. Leader
Anne Leaf
Canada Lee

- Sinclair Lewis
- Therese Lewis
- Goddard Lieberson
- Howard Lindsay
- Joseph Littau
- Katherine Locke
- Roy Lockwood
- Philip Loeb
- Eugene Loewenthal
- Vincent Lopez
- Basil Loughran
- Sylvia Lowy
- Norman Luboff
- Claire Luce
- Frank Luther
- Peter Lyon
- Josephine Lyons
- Paul Mann
- Fredric March
- Max Marcin
- George R. Marek
- Margo
- Nora Marlowe
- Mary Mason
- Jessica Maxwell
- Robert Maxwell
- Eddie Mayehoff
- Dorothy Maynor
- Mercedes
- McCambridge
- Myron McCormick
- Harold McGee
- Allan Meltzer
- Larry Menken
- Yehudi Menuhin
- Ethel Merman
- Peter Michael
- Sandra Michael
- George Mitchell
- Grace Moore
- William Morris
- Hobe Morrison
- Arnold Moss
- Herbert M. Moss
- Paul Muni
- Lyn Murray
- Clarence Muse
- Edward J. Nally
- Eddie Nugent
- Arch Oboler
- Joe O'Brien
- Erin O'Brien-Moore
- Ace Ochs
- Bryce Oliver
- Santos Ortega
- Michael O'Shea
- Ted Patrick
- Charles F. Paul
- Virginia Payne
- Molly Picon
- Minerva Pious
- Billy Quinn
- Claude Rains
- William M. Ramsey
- Bobby Readick
- Alan Reed
- Quentin Reynolds
- Addy Richton
- Kenneth Roberts
- Paul Robeson
- Bartlett Robinson
- Hubbell Robinson, Jr.
- William N. Robson
- Richard Rodgers
- Florence Miles Rome
- Lloyd K. Rosamond
- David Ross
- Norman Rosten
- Selena Royle
- Cesar Saerchinger
- Joseph M. Schenk
- Sam Schiff
- Martha Scott
- Oscar Serlin
- Robert Lewis Shayon
- Herman Shumlin
- Menasha Skulnik
- Everett Sloane
- Howard Smith
- Hester Sondergaard
- Sigmund Spaeth

Peggy Stanley
Johannes Steel
Paul Stewart
Lynn Stone
Rex Stout
Margaret Sullivan
Erwin D. Swann
William M. Sweet
Karl Swenson
Hank Sylvern
Frank K. Telfor
Joan Tetzel
Lawrence Tibbe
Arthur Tracy
Les Tremayne
John Scott Trotter
Tom Tully
John Coburn Tu
Lester Vail
Nathan Van Cleve
Harriet Van Horne
Benay Venuta
Harold Vermilye
Walter Wanger
Jerry Wayne
William H. Wein
Dwight Weist
Orson Welles
Richard Whorf
Irene Wicker
Frank Wilson
Teddy Wilson
Betty Winkler
Martin Wolfson
Lesley Woods
Monty Woolley
Roland Young

HOLLYWOOD FOR
Count Basie
Ralph Bellamy
Robert Benchley
Joan Bennett
Humphrey Bogart
Fannie Brice
Charles Butterworth
James Cagney
Ken Carpenter
Claudette Colbert
Joan Crawford
Jimmy Durante
Deanna Durbin
Ed Gardner
Judy Garland
Samuel Goldwyn
Bill Goodwin
Morton Gould
Leland Hayward
Rita Hayworth
Ben Hecht
Katharine Hepburn
Jean Hersholt
Miriam Hopkins
John Houseman
Walter Huston
Danny Kaye
Jerome Kern
Calvin Kuhl
Ring Lardner, Jr.
Abe Lastfogel
Ernst Lubitsch
Paul Lukas
Dorothy McGuire
Ranald MacDougal
Groucho Marx
Harpo Marx
Elliott Nugent
Pat O'Brien
Don Quinn
Artie Shaw
Dinah Shore
Frank Sinatra
William Spier
Kenneth Thompson
Franchot Tone
Lana Turner
Lurene Tuttle
Bob Walker
Harry Warner
Jack Warner
Keenan Wynn

*"We" are the INDEPENDENT VOTERS COMMITTEE OF THE ARTS AND SCIENCES FOR ROOSEVELT

POLITICAL ADVERTISEMENT

Hotel Astor, New York C.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 25

NEW YORK, N. Y., MONDAY, NOVEMBER 6, 1944

TEN CENTS

Coverage Of Election Set

FM Allocations Decision In 10 Days

Washington Bureau, RADIO DAILY
Washington—Speedy decision on channel assignments for FM and television expected from the FCC, with membership hoping that they may complete their deliberations within another week or 10 days. Although it is unlikely that the entire spectrum chart will be plotted before Chairman Lawrence Fly leaves, November 5, it is the aim of the Commission to have tele and FM anchored by that date.

General impression here is that the services will move up in the spectrum. There is more uncertainty about the FM shift, however, than a few weeks ago. FM representatives are nearly unanimous in their desire to stay at present frequencies, although the Commission has had evidence to show that interference would be decreased at higher frequencies.

For tele, it is probable that the Commission will lean toward the new development of high-frequency rather than encouraging the present service. Provision will probably be made for the eventual removal of the service from its present and.

International Roundup Of Election Reaction

has set a morning-after round-up international reaction to the election in the United States will be featured on the first NBC program following election. William F. Brooks, director of Grand Special Events, announced. Program sketched is W. W. Chaplin's "News Roundup" at 8 a.m.

Confusion Candidates

masterpiece in planned political confusion is promised today at the luncheon meeting of the Radio Executives Club at the Hotel Roosevelt when a sextette of top-flight comedians discuss the issues of the day. The speakers will be Mon Berle, Harry Hershfield, Jimmy Savo, Zero Mostel, Henry Youngman and Harry Savoy. Sale of outside seats is heavy.

No Paper Tomorrow

Tomorrow—November 7th—being Election Day, Radio Daily will not be published.

Fellows Promoted To New CBS Post

Harold E. Fellows has been appointed to the newly-created post of manager of New England Operations for the Columbia Broadcasting System, Frank Stanton, CBS vice-president announced Friday.

Increasing activities connected with Columbia's growth and vital interest in Boston and New England have indicated the necessity for extending to Mr. Fellows a responsibility beyond his previous official status as general manager of WEEL. Whereas he will retain the management of WEEL, reorganization within the executive personnel of that station will provide Mr. Fellows with added time to devote to Columbia's overall interests in the six New England states.



HAROLD FELLOWS

Broadcasters Ready To Serve Nation With Comprehensive Report Of Balloting Returns

FM Subscription Plan Opposed By NAB-Ryan

Washington Bureau, RADIO DAILY
Washington—First to voice the mounting industry opposition to the "subscription FM" plan proposed to the FCC last month by Joseph L. Weiner, NAB president Harold J. Ryan last week wrote the FCC urging that our present broadcast industry not be "sacrificed" for what is in effect a "multiple-address system." Ryan said that radio has served the public well and plans to expand its public service. But the spectrum is crowded, he added, and signs are that it will become more rather than less crowded. He urged against provision for the subscription service.

Samuels Succeeds Moore At Blue's West Coast Post

Frank Samuels, for the past year San Francisco sales manager of the Blue Network, has been named sales manager of the Blue's western division succeeding Tracy Moore. Byron Nelson takes over Samuels post as San Francisco sales manager.

Radio's first wartime election and the Nation's second, will bring to the people of the United States and the world at large, the greatest example of intensive coverage of news, color and analysis since the day when mallet, chisel and stone slab gave the cliff dwellers their morning bulletins. With all commercials slated to go by the board by 8 p.m. EWT tomorrow

(Continued on Page 6)

IRE Elects Officers; Dr. Everitt Is Pres.

Dr. William L. Everitt of Washington, Chief of the Operational Research Branch, Office of the Chief Signal Officer, U. S. Army, has been elected president of The Institute of Radio Engineers. Dr. Everitt, who succeeds Professor Hubert M. Turner of the Department of Electrical Engineering at Yale, as president, is regarded as an authority on radio and electronics.

The election of Dr. Hendrik J. Van der Bijl of Johannesburg, Union of South Africa, as vice-president was announced simultaneously.

The three directors elected for three-year term, 1945-1947, were

(Continued on Page 4)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE

Republican National Committee	65 programs
Democratic National Committee	63 programs

NETWORK PROGRAMS TODAY

Democratic: Undesignated speakers, CBS, NBC, MBS, Blue, 12-12:15 p.m., EWT; President Franklin D. Roosevelt, Russell Davenport, Quentin Reynolds, W. Averill Harriman, Jimmy Cagney, Humphrey Bogart, Jimmy Durante, CBS, NBC, MBS, Blue, 10-11 p.m., EWT.
Republican: Gov. Thomas E. Dewey, CBS, NBC, MBS, Blue, 11-11:15 p.m., EWT.

Editor's Note: Foregoing figures and program schedule provided by the radio departments of the Republican and Democratic National committees.

Entertainment for your North-of-Boston listeners—profits for you when you use WLAW. Northern New England New England. Send Advt. for coverage map. Advt.

Warning

In the event that trends in the war theaters should change once the Sixth War Loan Drive is under way, and the various media have completed campaign plans for it, Washington may call upon broadcasters throughout the country to carry the brunt of the campaign to make it timely. It was announced by R. J. Smith, radio chief of the United States Treasury.



Vol. 29, No. 25 Mon., Nov. 6, 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

(Nov. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 7/8	163 5/8	163 3/4	- 1/4
CBS A	32 1/8	31 7/8	31 7/8	- 5/8
Crosley Corp.	27 1/4	26 7/8	26 7/8	- 1/2
Farnsworth T. & R.	13 7/8	13	13 1/4	+ 1/8
Gen. Electric	39 1/4	38 3/4	39 1/4	+ 1/4
Philco	33 3/8	33 3/8	33 1/2	- 1/8
RCA Common	10 3/8	10 1/4	10 5/8
RCA First Pfd.	79 5/8	79 1/2	79 1/2
Stewart-Warner	15 1/2	15 1/2	15 1/2
Westinghouse	105 1/2	105 1/4	105 1/4	- 1/4
Zenith Radio	40 7/8	40 1/4	40 1/4	- 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 5/8	5	5	- 7/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22
WJR (Detroit)	36 1/2	38

Scheiberling To Speak

Edward N. Scheiberling, newly elected national commander of the American Legion, will speak at the luncheon of the Advertising Club of New York, Wed., Nov. 8.

20 YEARS AGO TODAY

(November 6, 1924)

WJZ plans to extend every facility possible in rendering information and entertainment to the radio audience election night. Unique program featuring all the most popular broadcasters will probably continue into the wee small hours.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KING is THE Bay Area Buy!

Coming and Going

JOSEPH C. HARSCH and BILL HENRY, of the CBS news division in Washington, D. C., are broadcasting today and tomorrow from New York in order to be at the network's news headquarters to assist in covering the national elections.

RUSS HODGES, sportscaster on WOL-Mutual, back in Washington, D. C., from West Point, where last Saturday he covered the game between Army and Villanova.

GUY C. CUNNINGHAM, promotion manager of WEEL, Boston, is back at the station after attending the CBS promotion sessions in New York.

ED KIHN, announcer on KSAL, Salina, Kans., left over the week-end for Philadelphia, where for the first time in 13 years he will visit his parents.

KEN ROBERTS and the "Quick As a Flash" program company, have returned from Camp Kilmer, N. J., where they presented the Mutual show for the entertainment of the servicemen.

FRANK GAITHER, an associate manager of WGST, Columbia network affiliate in Atlanta, Ga., was a visitor late last week at the offices of the network.

AL RACKIN, of Melvin-Rackin, publicists, has arrived in New York on a short business trip.

L. J. DUNCAN, president and general manager of WRLD, Blue Network affiliate in West Point Ga., is on a business trip to New York and Washington.

DOROTHY MICHEL BUTLER, assistant supervisor of commercial traffic in the NBC traffic department, leaves this week for Hollywood, where she will become secretary to Jennings Pierce, director and manager of public service and station relations in the western division of the network.

BILL SLATER, who broadcast last Saturday's game between Navy and Notre Dame at Baltimore, went down to the Aberdeen Proving Grounds the same night to give a talk to the servicemen on the post.

JOHN SALT, director of BBC, left last week for Washington, D. C.

JOHN NESBITT is here from Hollywood on a 10-day visit to confer at McCann-Erickson regarding the John Charles Thomas-Westinghouse program.

CECIL D. MASTIN, general manager of WNBC, Columbia network affiliate in Birmingham, N. Y., a visitor at the headquarters of the web.

WILLIAM CARLEY, promotion manager of WBT, has returned to Charlotte after attending the CBS promotion sessions in New York.

Stimson And Forrestal On GIs Xmas Program

Christmas message of cheer and commendation from Secretary of War Henry L. Stimson and Secretary of the Navy James V. Forrestal, have been received by the Armed Forces Radio Service, it was announced recently by Col. Thomas H. A. Lewis, commanding officer of the AFRS. These messages are part of a four hour program being prepared for presentation to the men overseas on Christmas Day.

Nora Stirling To Address Columbia U. Radio Class

George Maynard, Columbia University instructor in radio and NBC assistant production manager, has invited Nora Stirling, narrator-writer, to address the University's Advanced Production Class in the NBC studios Monday evening, November 13. Miss Stirling will discuss her particular job as star and scribe of NBC's 25-minute daily evening network "Serenade To America," with emphasis on the woman's angle.

Andrews Sisters Show Starts On Blue Dec. 24

Andrews Sisters show for Nash-Kelvinator, will debut on the Blue Network, Sunday Dec. 24, at 4:40-5 p.m., EWT. Package show will have guest stars and be of variety nature, with the Andrews Sisters permanent fixtures. Agency is Geyer, Cornell & Newell.

Exclusive!

BLACKHAWKS HOCKEY

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

"NEWS ON THE HOUR EVERY HOUR"

That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS



Gets what he goes after

That's the Army's first fighting falcon. He can dive at speeds up to 300 miles an hour. He can spear mouse a quarter of a mile away.

That last phrase is the one he wants 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 largest market.

If you have something to sell, W-I-T-H can sell it better.



W-I-T-H IN BALTIMORE

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

Now! At All Times*

~~Between 8 A.M. and 6 P.M.~~

WAAT delivers
more listeners per dollar
in America's 4TH Largest Market
than any other station –
including
all 50,000 watters!



**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK,
N. J.

*Do you realize this market contains over 3½ million people;
more than these 14 cities combined:—Kansas City, Indianapolis,
Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse,
Richmond, Hartford, Des Moines, Spokane, Fort Wayne.*

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

LOS ANGELES

By RALPH WILK

UNIVERSAL MICROPHONE CO., (Inglewood, Calif.) the last week in October, observed its 16th anniversary. Firm has had but two presidents and has been in three locations. Current setup includes twin factories and annex, and an outside warehouse.

Hoffman Radio Corp. tossed its annual Hallowe'en dance in the Elks Temple. Firm footed all the bills. Employees sold tickets to themselves and cached the money in new welfare fund to be expended by employee-management committee.

Helen Hoag, KFI secretary, returned from a brief honeymoon, after marrying Pfc. Chapman "Lucky" Rollins, October 14. Pfc. Rollins was an announcer at KPHO, Phoenix, Arizona, before entering the service about 18 months ago.

Ken Niles, announcer for the CBS "Kenny Baker Program," who is somewhat of a field-and-stream expert, has added photography to his list of hobbies. Ken has built a completely equipped dark room, and now turns out pictures from click to finished print.

IRE Officers Are Elected; Dr. Everitt Is President

(Continued from Page 1)

Stuart L. Bailey, Consulting Radio Engineer of Jansky & Bailey, Washington; Keith Henney, Editor of "Electronics" magazine, New York, and Dr. Benjamin E. Snackleford, Engineer-in-Charge of RCA Frequency Bureau, Radio Corporation of America, New York. All are Fellows of the Institute.

The election is the thirty-third in the history of the Institute, which was established in 1912. The presidents of the Institute have been a succession of noted engineers and scientists in the field of radio and electronics. The present Institute membership of 12,000 constitutes a worldwide association of radio-and-electronic engineers. The Institute, with headquarters in New York, embraces 26 sections in key industrial centers of the United States, four in Canada, and one in Argentina.



MIMEOGRAPHED

- Copy electromatically typed
- Reasonable rates and quick Service
- Promotional mailings handled efficiently

LEE LETTER 519 W. 44th STREET
S. VA. - 6-4137 - N. Y.



Memos of an Innocent Bystander. . . !

• • • After two and a half years of rising at 4:30 a.m. in order to broadcast her "Reveille CBSweetheart" to the soldiers at 5:30 a.m., lovely Lois January has been ordered by the doctor to take a much-needed vacation . . . we think that songwriter must have had the warmth of her heart in mind when he wrote, "June In January" . . . So to you, Lois, this pillar's **RADIOKAY** and hurry back to the air. . . • After 13 weeks in the hospital, Producer Jack Grimes of the Wheeling Steelmakers, has returned home . . . our advice is simple . . . **FACE THE SUN, JACK, SEVEN DAYS A WEEK.** . . • George Sterney and his Orchestra, is being held over indefinitely at the Bronze Room of the Hotel Cleveland where they have four MBSshots a week . . . George's flying fingers over the ivories reminds us of Eddy Duchin. . . • Herman Timberg, now a writer-executive with the Stanford Zucker office, has come up with a radio idea for Jack Pearl which is a honey . . . and strangely enough it was Timberg who discovered Pearl many years ago.

★ ★ ★ That was a fine 'house-warming party' that Mr. and Mrs. Bernard (announcer) Dudley tossed last week . . . **RADIOLITES** who attended included, Diana Kemble, Judith Allen, Joan Ellis, Evalyn Jones, Ben Grauer, Gerri Seddon, Ray Diaz, Roy Rogers (when asked about Trigger, the Cowboy told your reporter that Trigger was working at the Rodeo in Madison Square Garden . . . as Roy explained it, 'one of them had to work'), Charles Reed Jones, E. Emory Ellis, Lt. Steve Adams, Michael Ann Travers, Tony Barrett, Mr. and Mrs. Jimmy Jemail, Carl Ringrod, Victoria Cordova, Frank Martin, Paul Baldwin, Mr. and Mrs. Tom Kelleher and George Lewis. . . • Look for an important program to announce the signing of Joan Brooks as its singing star . . . All Tin Pan Alley is rooting for her. . . • Staats Cotsworth is currently 'toting' a wide variety of roles . . . he plays the 'Doctor' (lead) in "Big CBSister," a 'Hollywood Director' in the "Right To Happiness," serial (NBC) the 'Photographer' (lead) in "Casey, Press Photographer" (CBS) and narrator on the "Boston Symphony" (Blue). . . • Last year, in Hollywood, illness prevented Charlotte Manson from making a screen test for Mervyn LeRoy . . . but she'll get the test now, for she's been MBSigned to be M-G-M-screen-tested on that outfit's program, Nov. 10. . . • Addison Smith, formerly with Ruthrauff & Ryan has been placed in charge of the Radio Department at Frederick Bros. Agency.

★ ★ ★ Add Co-incidences: It was November 5, 1943 that Baritone Jerry Cooper sang his final song on the "Keep Ahead"liner WOR show just before entraining for Hollywood . . . Sunday, (Nov. 5, 1944) Cooper MBSstarted a new series of songtests. . . • Morton Wishengrad, writer of "Eternal Light" (NBC) wrote the first three scripts while in bed battling 'Kid Flu'. . . • Milton Robertson, staff scripiter at WNEW whose current "Meet the Russians" is heard each Tuesday over that station, has been invited to attend the reception on the occasion of the 27th Anniversary of the Great October Revolution, to be held Wednesday at the Russian Embassy in Washington. . . • Fred Allen will have a chance to 'heckle' Rudy Vallee (who incidentally does the best imitation of Allen we've heard) on the Vallee NBCoast-to-coaster, Thursday (10:30 p.m.). . . • Disc Jockey (WHN) Dick Gilbert scripts a syndicated platter show, heard five times weekly over 60 independent stations, emceed by local announcers for local advertisers. . . • David Ross' anthology, "Poet's Gold," representing an era that extends from the 'time the Bible was written to the present day', will be published in the Spring . . . many original Ross poems will be included.

★ ★ ★ Remember Pearl Harbor

CHICAGO

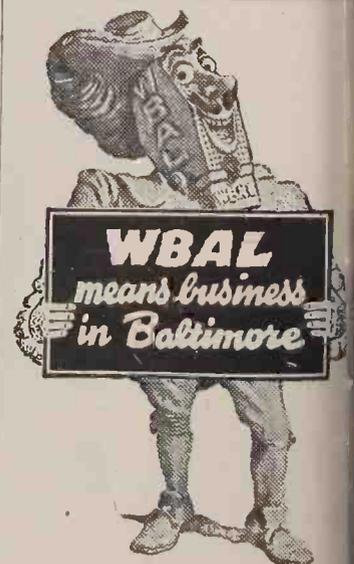
By BILL IRVIN

JAMES E. ANDERSON, time des man for WGN for the past four years, has resigned, effective Nov. 10 to become sales manager of the Biggie Levin Radio Production organization of Chicago. Anderson will assume his new duties on Nov. 10. The Levin organization he will be in charge of the sale of "packed" shows and radio talent to advertising agencies.

An order for a weekly 15-minute program of recorded music to be new business on WMAQ, Chicago. The musical program was ordered by Schoenhofen - Edelweiss Broadcasting Company (Edelweiss Beer), through Olian Advertising Company and will be heard Saturdays 10:15 to 11:30 p.m., CWT effective Nov. 11. Corcoran is for 13 weeks. Spot announcements business was headed by an order from Balaban & Katz Corporation (motion pictures) through Schaefer & Scott, for 60 one-minute announced announcements during a two-week period started Nov. 2.

Arnheim Films On WNEW

WNEW broadcast as the second of a series of television programs over Du Mont facilities a special adaptation of its "British Battles" program on Sunday, November 5, beginning at 8:30 p.m. Featuring scenes from recent British films including the Battle of Arnheim to be shown here for the first time and an interview with Capt. Michael Gale of the British Army who took part in the rescue of British paratroopers in Arnheim, the audio-visual version was both directed and produced by Jack Grogan, WNEW production manager. It was written and compiled by Milton Robertson of WNEW continuity staff.



WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

Subscription Plan Proposed By NAB-Ryan

(Continued from Page 1)

which he said is for a privileged group and could be carried by wire.

Text of Letter

Text of Ryan's letter follows: "At the time of my appearance as a witness at this hearing, the Commission's attention was directed to the growth of radio broadcasting as a service to the American people. I emphasized the need for the allocation of efficient space in the radio spectrum to insure the expansion of this broadcasting service into the newly developed technical fields on a sound competitive basis and on a national scale. It is quite obvious from reading of the testimony presented at this hearing that the requests for frequencies far exceed the number of such frequencies available in the radio spectrum. From testimony given by several witnesses it is apparent that interference potentialities in excess of 40 megacycles are greater than had previously been estimated. Therefore the need for more channels for broadcasting is greater than before. The Commission has received a request, through the testimony of Mr. Weiner representing Muzak, for the allocation of frequencies for an alleged 'wind' of broadcasting service. It is my considered opinion that this service is not for a broadcasting service, but for a multiple address service. In Commission terms this type of service must properly be classified as point-to-point-radio and limited common carrier. This type of service is distinguishable from broadcasting to all the public in particular it is addressed to a limited number of subscribers who can afford to pay the extra cost. The National Association of Broadcasters urges the Commission to sacrifice broadcasting to the public as a whole in favor of this type of common carrier point-to-point service. This point-to-point service does not require radio channels of technical necessity. This type of service can be operated on land line systems."

Turbi On Telephone Hour

Joy Turbi, pianist, will appear tonight on the Telephone Hour over W-I-N-D at 9 p.m.

Exclusive!

Chicago's Only NEWS-ON-THE-HOUR SERVICE

W-I-N-D

50 Kc. 5000 WATTS

★ THE WEEK IN RADIO ★

Kobak, Fly And Allocations

By CHARLES MANN

THREE major events took place in the radio industry last week: RADIO DAILY's prediction that Edgar Kobak, former executive vice-president of the Blue, would become president of Mutual was confirmed last Tuesday. . . . The resignation of FCC Chairman James L. Fly, effective Nov. 15 was announced. Fly is expected to become associated with William Benton in an FM service. . . . FCC's frequency allocations hearings ended with the announcement that the forthcoming decision will "best serve the various interests involved, the public and our country."

Congress: Approximately 70 per cent of broadcasters polled are in favor of airing legislative debates, with 13.5 per cent dissenting, it was disclosed in the survey conducted by Nathan Straus, president of WMCA, New York. Straus polled broadcasters upon the introduction of Sen. Claude Pepper's resolution urging Congressional broadcasts. NAB President J. Harold Ryan warned that acceptance of the resolution might put radio "in the middle."

Co-operation: Both Congressional houses have received the Federal Trade Commission's report which reveals that co-operative advertising has become stronger re manufacturers and local dealers sharing the cost. The report deals with advertising as a factor in distribution, and is the most exhaustive advertising survey in recent years.

Expert: Kenneth A. Norton, noted radio engineer currently with the Army Air Forces, told attendants of the FCC allocations hearing in highly technical language that the two services, FM and television, will function far better in the higher frequencies.

Markets: Expansion of the State Department is expected to include the appointment of federal officials in key foreign markets to aid in the sale of American-made radio receivers, tele sets and transmitters for all broadcast services.

Politic: FCC has rejected the petition of William Rubin, Milwaukee,

range for correction of misstatements by political campaigners 48 hours in advance of airings.

FM Web: William B. Lewis, vice-president and radio director of Kenyon & Eckhardt, Inc., predicts a fifth network made up exclusively of FM stations to be operated by newspapers. He also predicts that the four major webs will become FMers.

Approval: Association of National Advertisers has approved the National Association of Broadcasters' proposal to establish independent bureau for audience measurement.

Tele Tales: WNEW and the "Daily News" will collaborate with the Charles M. Storm agency to telecast election day events over WABD. . . . Edward Sobol, production director of NBC tele, predicts that 1948 presidential nominees will be chosen for their telegenic potentialities.

Cine-Television Studios has been formed to produce and distribute films for tele. . . . Benton & Bowles' expansion plans include tele facilities. . . . Military surgeons used NBC's tele facilities to demonstrate operations. . . . WRGB's recent survey says only 27 per cent of its viewers want motion pictures. . . . Meanwhile, RKO Television Corp. stresses the importance of films in tele programming. . . . Post-war may bring teleservice to Montreal.

People: Announcer Ben Grauer was the national winner of the H. P. Davis Memorial Announcement Award, open to NBC affiliates. Others include: Kenneth Banghart of WRC, Washington; Bob Hanes of WGY, Schenectady; New Serrell, KDYL, Salt Lake City, and Jack Wells, KODY, North Platte, Neb.

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

UP Gathers Staff Men For Election Coverage

Seventeen veteran United Press political writers and editors were brought to New York from Washington under assignment to remain at election headquarters until the contest is definitely determined. UP election service will begin with the report for the afternoon papers of Election Day and all leased wire circuits to radio and newspapers will operate day and night until the presidential winner is declared.

Staff brought to New York is headed by Lyle C. Wilson, UP Washington bureau manager. He will do the main election leads for the afternoon release and Julius Frandsen, Washington news editor, Paul F. Ellis, night bureau manager will write the leads for morning consumption. As early as last December, L. B. Mickel, UP superintendent of bureaus started work on election plans and staffs throughout the country have been briefed from time to time. Other important writers and editors will handle various phases of the election and returns, with two men assigned, one each to Roosevelt and Dewey.

UP radio news wires will soon be operating in every state of the union, according to A. F. Harrison, radio sales manager. Until now, Arizona has been the only state which did not have the UP radio wire, and contracts have just been signed which extend the wire to that state. Since Sept. 1, Harrison stated, 14 new stations have signed with UP and this makes more than 650 radio clients, an all-time high. New outlets are located throughout the East, Middle West, Northwest and down to Arizona.

WOV Staffer

Leslie C. Fitzgerald, recently honorably discharged from the Army, has joined the announcer staff of WOV. He was formerly with WFDF, Flint, Michigan.



VOX POP, 33.3*

Here's where you get a BIG Rating, BIG Station, BIG Market.

*Hooper Rating, Win-Spr. Index, 1943-'44

W T A G

WORCESTER

WALTER COMPTON

presents

"BACKGROUND FOR NEWS"

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

Available for cooperative sponsorship on MUTUAL
Call, wire or write WM. B. DOLPH, Barr Bldg., Wash. 6, D. C.

Coverage Of Election Se

Balloting Is Radio's First War-Time Presidential

(Continued from Page 1)

night, the major networks, backed by their own staffs and every available news source both private and press association, will virtually annihilate the ether with election returns, trends and eventually state and national results. All webs will remain on the air until a decision is reached.

Some regularly scheduled commercial news periods may survive if they fit into the pattern at the time, but generally speaking, the business of Election Night will come first. Elaborate plans have already been announced and now these are being augmented with more news sources, more names whose opinions carry weight and above all, no expense spared to bring the news fast and furious.

Tonight there will be last minute appeals by both major parties up to midnight. An address by President Roosevelt and talks by outstanding personages of stage, screen and public life, together with the appearance of 20 "average Americans," will highlight the hour-long election eve program of the Democratic campaign over the major networks from 10-11 p.m. Purchased by the Democratic National Committee, the program will have Humphrey Bogart, James Cagney, Jimmy Durante, all from Hollywood, and Quentin Reynolds, Russell Davenport and W. Averill Harriman from New York.

NBC Plans

According to William F. Brooks, director of news and special events for NBC, commercials are being cancelled after 8 p.m., EWT tomorrow night and the network will attempt to program the whole evening as a unit with prime emphasis on returns and news, while making use of Tuesday night stars whenever possible. Stars will be used only however, in connection with election coverage.

NBC's largest studio 8H will be the web's focal point of operations. Largest radio studio in the world will have a huge chart for a backdrop,

with a battery of news tickers at its base. Control desk, copy tables, tabulators, monitoring tables, chart-feed desk, International Division desk, press desk and the commentators' table will face the whole business.

Crews have been assigned to both major party presidential and vice-presidential candidates, as well as their respective headquarters. This procedure will be followed more or less by all networks. NBC will also cover the election by television via station WNBT and provide visual record of voting trends. Battery of commentators and analysts will be on hand such as Kaltborn, Harkness, Beatty, Vandercook, Hollenbeck and Goddard. AP, INS and UP will send in returns as well as the web's owned and operated stations by wire and phone.

Elaborate CBS Setup

Having conferred with the news directors of Columbia owned stations, Paul White, CBS director of news broadcasts has completed plans to outdo himself and network efforts in the past. Beginning at 8 p.m. election returns and news takes precedence over all else and every phases of the balloting will be brought to the listeners. As with other networks, this does not mean that any prior news will not be on the air earlier. CBS "nerve center" will be Studio 22 and this auditorium will have a fancy layout with huge blackboard representing the 48 states and squares for tabulating the latest returns. Group of the network's best analysts and commentators will be on hand, including Trout, Harsch, Howe, Daly plus others and Elmo Roper, of Fortune Magazine who will join the staff in analyzing the news. Preview will be broadcast to take the listener behind the scenes and explain the

workings. Scorecards for the states and candidates have been distributed by all CBS affiliate outlets. Full coverage to Latin America by CBS has also been arranged and scheduled.

Blue's "Easy Pattern"

Blue executives who will be taking part in election coverage by a network for the first time along with the experienced officials and depart-

Tele Returns

Three New York television stations will be on the air tomorrow night to telecast election returns. The stations are WNBTV, operated by NBC; WABD, the Du Mont transmitter, and WCBW, the CBS station. Plans call for the stations going on the air at 8 p.m., and continuing to the early morning hours.

ment heads, will give the show their personal attention. The slogan is, "a pattern easily understandable," but none the less comprehensive from all angles. Blue will sound off at 7 p.m., EWT and continue throughout the night and according to Mark Woods, president, will inaugurate "an unusual type of radio coverage."

Eric Johnston, president of the U. S. Chamber of Commerce has been lined up by the Blue on a talk titled, "What the next President Faces." Later in the evening a Blue editorial will be broadcast, with a foreword by Edward J. Noble, chairman of the board. Top commentators and analysts have been set and a special by Walter Winchell will go on between 8 and 9 p.m., EWT. Pearson, Kennedy, Henle, Godwin, Baukhage, Agronsky and others will be on tap for the talks and analysis.

Mutual Preparations

Mutual and its key station in New York, WOR has also cancelled commercials from 7:45 p.m., EWT on with the exception of the regularly scheduled news broadcasts. Balloting news however will interrupt these programs should they be necessary to later information to the listeners. Tom Slater for Mutual and Dave Driscoll for WOR will handle the details and both have marshalled the full strength of the commentators and analysts. Pickups will be made

Webs, Independent In All-Out Effort For Listener

from various parts of the country as well as some from overseas.

Apart from the news and gathering, Heatter, Fulton Lewis, Cecil Brown, Prescott Roberts, Henry Gladstone and others will be heard. From time to time Archibald H. Murray, public opinion expert will be on the air. Nationwide coverage will come from the Capital where all the candidates and at party headquarters. BBC will pick up the of the Mutual coverage.

Overseas Division of the Mutual is readying its final plans for carrying both to the troops and to the Italian populations of most of the countries in the world. Several weeks ago they sent pictures, profiles, biographies, and other background material to all their scattered offices in order to lessen the election burden on the cables and air waves.

American System Explained

For the past few days special programs have been beamed to the world to explain the intricacies of our electoral system, and the networks are using to handle the swing men's ballots. These programs are attempting to correct the common impression that many in the United States have that the United States is falling apart, or is in the throes of a revolution or civil war. The impression, gained from the election campaign, must be overcome and or the OWI fears that future trouble may result.

Tomorrow night the news coverage will be handled in the form of news-round ups, with the election being featured, unless there is a change.

(Continued on Page 7)

SEND BIRTHDAY GREETINGS TO...

November 6

W. I. Hamilton Elizabeth Jones
Frank Readick Ole Olsen
Gene Sullivan Selena Royle
Mary Louise Anglin

November 7

Thomas Anthony Hanlon Lester Lee
Jerry Belcher Richard Stark
Jack Milster Peter de Lima

Two Networks! Three City Market!!

CBS WENT MUTUAL

Gloversville Johnston Amsterdam
THOMAS CLARK, Nat. Rep.

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

"AMERICA TO VICTORY"



Sensational dramatizations of actual World War No. 2 events, plus inspiring talks by former prisoners of war. A free \$25.00 War Bond weekly. Sponsored cooperatively, and we sell it for you. Large income for Radio Stations. Write for details to

Allen I. Stock, Gen'l Mgr.

NATIONAL RADIO FEATURES
100 State Street Albany 7, N. Y.

WDRG
HARTFORD 4 CONNECTICUT
WDRG - FM

ELECTED!

Time buyers, who use The Rule of 3 to buy spots, have elected WDRG as their choice in Hartford. WDRG has the winning combination of (1) coverage, (2) programs, (3) rate!

USE WDRG TO CONNECT IN CONNECTICUT

Vote News Going Abroad

VI Has Programs for GIs, Citizens in War Areas

(Continued from Page 6)

icipated break in the war pic-
The cables will not be affected,
will continue to disseminate war
Beyond the presidential race,
stations will report the out-
of the various congressional
as they feel that this will be
interest to all democratic nations.
to of the strongest East Coast
wave transmitters have been
d over to the Army, and will be
ited by the AFRS in special
roadcasts to the troops.

le feature as yet undecided is a
eal four-hour continuous broad-
giving returns as they are avail-
bl and using background material
ot the candidates wherever the
pportunity arises. In the advent that
h broadcast is decided upon, the
oly-roundups will be eliminated
reat period.

IC newsmen who will broadcast
ro headquarters of the two major
ases and the Presidential and
Presidential candidates Elec-
o Night are: Carlton E. Smith,
anager of WRC, Washington, and
Do Fisher, NBC presidential an-
ncer, will be at Hyde Park. Ken-
ey, Banghart of WRC and Ann Gil-
ssistant to Bill Brooks will be
w Governor Dewey at GOP head-
uarters in New York. Gov. Bricker
e State House in Columbus will
be handled by Tom Manning of
M. Robert St. John will report
r. Senator Harry Truman's head-
uarters in Kansas City, Mo. Bob
Stanton and Len Schleider, will be
ained at Democratic headquarters
ew York.

timore—Interest in election in
emore area is at fever heat, ac-
cording to Harold C. Burke, manager
BAL. Maryland has been on the
winning side in every national elec-
tion for the past 40 years. Last Sun-
day New York "Times" called Mary-
land the state to watch for an inkling
as to the trend this election will take.
W. L. plans to present the best na-
tional and local coverage of this elec-
tion in the station's history.

Chicago—Stations here have made
extensive plans for coverage of the
election results tomorrow night.
WMAQ will devote five minutes out
of every half hour, starting at 7:25
p.m. to the latest returns. Announ-
cers Klevé Kirby and Charles Lyon

ELECTION DAY PREVIEW

KSD To Serve NBC

St. Louis—Banning commercials on election night, KSD, plans pickups from the homes of major state candidates and will produce reports for NBC on the Missouri election, which is expected to be close. No commercials will be heard on the St. Louis Post Dispatch station after 6:30 p.m., Tuesday night. KSD announcers and engineers will be ready in St. Louis, Lebanon, Mo., and Jefferson City, the state capital, for broadcasts from the homes of candidates for Senator, Governor and Mayor. Reports on Missouri returns for the full NBC network will be written for KSD by Boyd F. Carroll, state political correspondent for the "Post Dispatch."

WIP-Mutual Setup

Philadelphia—WIP Special Events crews at the city's Republican and Democratic headquarters as well as the computation room of "The Philadelphia Record," have been arranged for Tuesday. Alexander Griffin WIP-Mutual commentator will give a picture of nation-wide voting trends to Philadelphia listeners and will give to the Mutual Network the significance of Philadelphia and Pennsylvania balloting.

"Election Party" At KYA

San Francisco—Plans have been completed for a big Election Party to be broadcast over KYA election night under the sponsorship of KYA-Chronicle "Time-Clocked" news department.

WFBR Announces Plans

Baltimore—Radio station WFBR and the Baltimore "Sun" will pool their facilities and personnel on Election Day night so that the people of Baltimore city and the state of Maryland will receive the election returns quickly and accurately. Dewey Fleming, chief of the Washington Bureau of the Baltimore "Sun" and the winner of the Pulitzer Prize for the best job of political reporting in 1943 will comment on the Maryland picture over the Mutual Network at least four times during this evening.

will be stationed at Democratic and Republican headquarters, respectively, throughout the evening. Democratic headquarters are in the Morrison Hotel and Republican in the Hotel LaSalle.

WBMM Activity

WBMM has arranged a tie-up with the Chicago "Herald-American" to supplement its own election coverage. Microphones will be placed in the "Herald-American" city room for periodic reports by the paper's own political experts.

WENR will lead off its election coverage with a report by Ulmer Turner on the trend of midwest voting as a feature of the Blue's "Election Across the Nation" broadcast at 6 p.m. From eight o'clock on until the station and network leave the air, two and one-half minutes of each half hour will be devoted to local election results while national returns will fill the remaining time.

while WGN plans call for extended operation into the night of its full facilities as well as those of its frequency modulation station, WGNB, and for bringing news and returns direct to persons in Chicago's loop by means of public address system speakers. Leaders and candidates of the Democratic and Republican parties in Illinois and Cook County will speak over WGN from party headquarters at the Morrison and LaSalle hotels. As the election news increases during the evening several regularly scheduled programs will be cancelled.

WIND has arranged for a tie-up

West Coast Outlets Organized For Full Report

with the Chicago "Times" which calls for frequent broadcasts throughout the evening, starting at 5:05 p.m. direct from the "Times" city room and featuring the paper's political

Washington Coverage

Washington Bureau, RADIO DAILY

Washington—Six stations will be on the air "until the results of the Presidential race are clearly indicated," it was learned here from a check of the local broadcasters. Radio will tell the Capitol city which of its residents will be without portfolio what new neighbors it may expect—what the nation has decided for the next four years for Washington. It is expected that five of the stations will be on the air until two or three in the morning at least with WOL on its usual 24-hour schedule.

Arrangements are being made also for local broadcast of the election results in Maryland and Virginia—the two neighboring states of the voteless District of Columbia.

West Coast Organized

West Coast Bureau, RADIO DAILY

Los Angeles—Thorough organization of radio facilities on the West Coast has been completed and listeners are assured of airwave reports as complete as in any other section of the country. Stations of the Columbia Pacific Network, Blue and NBC's western division, as well as all independents plan to stay on the air until the election has been decided.

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

Sell the Booming Hard Coal Region!
WAZL
Hazleton, Pa.
NBC Mutual

1430
WBYN
Latest Recording Favorites! On WBYN all day, interrupted only by important news... Don't miss a thing. Keep your dial on 1430 always!

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

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

★ ★ ★ COAST-TO-COAST ★ ★

—NEW YORK—

NEW YORK—WHN will broadcast the hockey games from Madison Square Garden for the sixth consecutive year, covering all the home contests of the N. Y. Rangers, beginning Thursday, Nov. 9 at 9:30 p.m. Bert Lee, assisted by Ward Wilson, will describe the games, to be sponsored by Eichler Beer . . . Leslie C. Fitzgerald, formerly of WFDF, Flint, Mich., has joined the announcing staff of WOV . . . "Journey Through Musicians," a weekly series of dramatic narrations directed primarily toward the children audience, will make its bow on WLIB, Brooklyn, Saturday afternoon, at 3:30 . . . The "America's Artists Series" on WQXR now has Elizabeth Wysor, contralto, as soloist on the Saturday programs in November, starting with the Nov. 4th broadcast.

—SOUTH DAKOTA—

RAPID CITY—Newly appointed representative of KOBH in the Denver area is Billie Hallen. Miss Hallen was formerly with KFKA, and now represents that station as well.

—CALIFORNIA—

SAN FRANCISCO—Wade Thompson, formerly of KVI, Tacoma, has been appointed promotion manager of KQW-CBS . . . Hermina Girson, of KQW publicity staff, has joined the Red Cross as an overseas secretary. . . OAKLAND—KROW, in the interest of public service, presented two special broadcasts observing National Girl Scout Week and National Hearing Aid Week.

—TEXAS—

SAN ANTONIO—Charles L. Jeffers has been named chief radio engineer for the OWI. Jeffers is former technical director of WOAI. . . The appointment of Cecil K. Beaver as assistant general manager of WOAI was recently announced by Hugh A. L. Hall, president and general manager of the station. Beaver was formerly with KARK, Little Rock. . . FORT WORTH—KGKO's quarter-hour three times weekly "Fruit Express" program has been renewed for another 52 weeks by the Ben E. Keith Co.

—VIRGINIA—

RICHMOND—Continuity editor of WRVA John L. Stone has returned to his desk after an eight-month leave of absence during which he toured the European battlefronts. Stone was with the OWI in London, and later made his headquarters at the American Broadcasting Station in Europe.

—GEORGIA—

ATLANTA—Dale Clark, for the past three years chief of the Atlanta Press Association Bureau, was named news editor of WAGA. A native of Oklahoma.

PICTURE OF THE WEEK



Dress rehearsal for Election Day coverage was held at WPDQ, Jacksonville, Fla., yesterday with Gene Flanagan, news editor, burying himself in bulletins and shouting orders to associates. Bob Willard, announcer, and Leroy Johnson, control operator, figured in the proceedings.

Clark was with the Oklahoma Publishing Co.; the Associated Press in Baltimore; and the New York PA Bureau before coming to Atlanta. In addition to supervising WAGA's news service, he will announce the seven-nights-a-week 10 p.m. newscast for the Atlanta Morris Plan Bank.

—FLORIDA—

MIAAMI—New additions to the WIOD announcing staff are John Gunn and Robert St. Lawrence, while announcer Marvin Burdick has been inducted into the Army.



"Maybe you could tell me the name of the guy who insisted on listening to WFDF, Flint."

—MASSACHUSETTS—

BOSTON—The Yankee Network celebrated the birthdays of E. Geer, program director, Leslie Comb, program department, and Phyllis Doherty, publicity head, this week. . . WCOP has appointed Belaire, formerly associated with WOR and NBC, as commercial manager of the station. . . WORCESTER—First broadcast from Chungking, China, directed especially to this community, was arranged and aired on WTAG last Saturday evening. . . One of the highlights of the "China Week" observance in the series of United Nations Week inaugurated by WTAG to promote inter international understanding.

—COLORADO—

DENVER—As an added feature the KLZ "Farmer Service Program" has introduced a new three-times-a-week series of talks on various phases of farming. The talks are transcribed for the radio at Colorado State A & M.

—MISSOURI—

ST. LOUIS—New faces at WVL are Frank Doyle, announcer; and Ed Browne, continuity director; and Ed Bennett, announcer and scripter. The latter is a native of St. Louis. . . KANSAS CITY—The local 85-piece Philharmonic Orchestra, which this season was directed by Efrem Kravtchinsky, will air a full schedule of 20 Thursday evening half-hour broadcasts over KMBC here, and will be sponsored for the second year.

—OREGON—

PORTLAND—The KOIN "Million Dollar Club," an organization for promoting the sale of War Bonds, played host recently to its entire membership at a banquet meeting held in Portland. The meeting served to launch Oregon's Sixth War Loan Drive, and also gave the members of the "Million Dollar Club" an opportunity to view one of the regular KOIN broadcasts of the same name.

OFF THE AIR
REFERENCE RECORDINGS
 IN CHICAGO
L. S. TOOGOOD RECORDING CO.
 221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

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

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 & PETER
 EXCLUSIVE NATIONAL REP.

Network Election Costs

Speculate On Choice For FCC Chairmanship

Washington Bureau, *RADIO DAILY*
Washington—Speculation on the forthcoming appointments to the FCC indicates a virtual certainty that at least one of the two posts will be filled from the ranks of administrators.

Only two men prominently mentioned for the chair are Commissioner Clifford J. Durr, who is only lukewarm in his desire for the honor, and Paul Porter. Aside from being a laborer, Durr considers it a man-kill-job. Porter, present Democratic

(Continued on Page 4)

Pangborn Named President Of Portland Adv. Club

Portland, Ore.—Arden X. Pangborn, managing director of radio stations WJW and KEX in Portland, Ore., has been elected president of the Advertising Federation of Portland, effective November 15.

At the present time a member of the N. A. B. Executive Committee and Pacific Coast representative on the ABC affiliate's planning advisory committee, Pangborn has been active in industry affairs since 1941.

Among the members of the Port-

(Continued on Page 2)



ARDEN X. PANGBORN

Obliging

Tom Slater, covering the Army-Villanova game aired over Mutual last Saturday, was asked by the Kaydets for news concerning the Navy-Notre Dame game being played in Baltimore. Whereupon Tom, between the halves, hooked up a loud speaker, and the crowd heard brother Bill Slater, for Atlantic Refining, describing the Midlands' trouncing of the Irish.

Television Covers National Election

Television—heralded as a major media in the Presidential election to come in 1948—played an interesting role in the election returns of last night by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

New York stations—WNBT, WCBW

(Continued on Page 6)

Fenton Leaves Ted Bates To Open Own Radio Office

Mildred Fenton, who last week resigned as show and script supervisor for the Ted Bates Agency, has opened her own offices on Madison Avenue, for radio production. New firm will create and package radio shows, also

(Continued on Page 2)

AAF Radio Network Expansion Covered In War Dept. Report

An estimated 15,000,000 listeners in the U. S. now hear Army Air Forces radio programs regularly through the medium of 200 local broadcast series prepared by post public relations officers, and by seven major network series produced by special units of the AAF for national network dissemination. While other media is also used for the purpose of bring-

Preliminary Figures Show Republicans Spent \$1,400,000, National And Local; Democrat Total Not Yet Available

Radio 'Academy' Plan Gets Networks' Co-Op

West Coast Bureau, *RADIO DAILY*
Hollywood—Representatives of the Radio Writers Guild and other creative workers are cooperating with NBC, CBS and the Blue in drafting plans for an "Academy of Radio Television Arts and Sciences." The three networks are underwriting cost of an industry-wide survey as a first step in creation of ARTAS and retained Lee & Losh, Hollywood firm, to sample industry opinion and coordinate plans for new organization.

When the survey is complete, and results tabulated, Lee & Losh will present a plan of organization for

(Continued on Page 6)

Annual 'Night Of Stars' Gets Support Of Radio

When the annual "Night of Stars" inaugurates its second decade Tuesday evening November 14, at Madison Square Garden, members of the radio entertainment world will be well represented among the 500 stellarites participating. The production is being staged to aid in the reconstruction of Palestine, and is being

(Continued on Page 2)

Scheduled network broadcasts for both major parties came to a close at midnight Monday with the score officially at 83 complete network broadcasts for the Republican National Committee and 77 such broadcasts by the Democratic National Committee. Consensus of opinion is that despite the many cancellations of commercials, the overall efficiency of the networks with the cooperation of the advertisers and agencies created fairly smooth sailing with a minimum amount of confusion in putting through good pickups and avoiding undue clamor relative to candidates running over their time.

While more money may have been spent by various parties, the net income to radio and the networks is

(Continued on Page 2)

CBS Files FM Brief In Allocation Hearing

By way of amplifying the recent testimony of Paul W. Kesten at the allocation hearing before the FCC in which he advocated a "single market" plan, Frank Stanton, CBS vice-president, filed a brief with the Commission detailing the plan. With the outline is a series of maps showing the service areas of a nation-wide network based on the "single market" plan. Also presented is a comparison of "single market" and "multi-mar-

(Continued on Page 6)

Bonanza

"Truth or Consequences" found Wickle last Saturday and informed him on the program of a box containing \$1,000 in silver buried on public property at Holyoke. Wickle left at once for Massachusetts, but 1,500 Holyokians got to the spot ahead of him. The box and the "grand" were found by two native sons. They'll appear with Wickle on next Saturday's program.

WLAW gets buying response from the enthusiastic audience of Northern New England. Advt.

Steer for the clear-channel of 5000 watts, 680 kc.—WLAW—the voice of Northern New England. Advt.

Salute

Next Sunday's "Family Hour" program will salute musically the United States Marine Corps for its 169th anniversary, CBS, 5-5:45 p.m., EWT. Al Goodman and his orchestra, Jack Smith, Patrice Munsel and Reed Kennedy will be featured. Negro spirituals, operatic arias, and Irving Berlin songs will be performed on the program. Program is scheduled for Sun., Nov. 12.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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

FINANCIAL

(Monday, Nov. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 7/8	163 3/8	163 3/4	- 1/8
CBS A	32	31 7/8	32	+ 1/2
CBS B	31 3/4	31 1/2	31 3/4	+ 1/2
Crosley Corp.	27 1/4	26 1/2	27 1/4	+ 3/4
Farnsworth T. & R.	13 3/8	13	13 1/4	+ 1/8
Gen. Electric	39 1/2	38 7/8	39 1/2	+ 1/2
Philco	33 1/2	33 3/8	33 3/4	+ 1/8
RCA Common	10 1/2	10 1/4	10 1/2	
RCA First Pfd.	79 1/2	79	79	- 1/2
Stewart-Warner	15 5/8	15 3/8	15 5/8	+ 1/4
Westinghouse	107	105 3/8	107	+ 1 1/2
Zenith Radio	40 5/8	40 1/4	40 1/4	- 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 1/2	28 1/2	28 1/2	+ 3/4
Nat. Union Radio	5 3/4	5 1/2	5 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	17 3/8	18 5/8
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	36 1/2	38

20 YEARS AGO TODAY

(November 8, 1924)

Because an ambitious painter varnished out the acoustic effects at WNYC just prior to the opening night, curtains are now hung in the studio and the temperamentals who shy away from studio hangings are not now on the program. . . . Jessie Koeving-Brown, known to WJZ listeners as JEK, was WOR's first woman announcer.

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

WSAY
ROCHESTER
N. Y.

Record Political Radio Time Used For Presidential Drive

(Continued from Page 1)

not necessarily greater considering the fact that commercials were cancelled in most cases to make way for the candidates.

GOP's \$1,400,000 Estimate

Republican National Committee is estimated by reliable sources to have spent \$700,000 on national network campaign talks with approximately \$700,000 GOP money having gone for state and other local organizations' time. This gives the GOP a radio expenditure of about \$1,400,000. Sources close to the Democratic National Committee stated that no exact figures were available as yet and refused to hazard a guess.

Breakdown of expenditures on CBS for instance, reveals that the GOP spent \$110,000 on Columbia buying four hours and 15 minutes on the complete network and does not include individual buys on key stations or affiliates, or expenditures by subsidiary groups.

The Democratic National Committee on CBS spent \$149,000 for five hours and 20 minutes of network time; National Independent Repub-

licans for Roosevelt and Truman, spent \$5,000 for 15 minutes on the web and Business Men For Roosevelt spent \$26,400 for one hour and five minutes. The Dem. time buys do not include individual key station or buys on affiliated stations by national committee or subsidiary groups. In 1940 GOP spent \$140,757 on CBS and the Dems \$142,537. As is the network's policy, NBC does not reveal figures of any sort pertaining to network billing.

In course of yesterday's tumultuous listening and the climax last night, radio outdid itself in bending every effort to broadcast the returns and trends as soon as humanly possible. NBC as heretofore mentioned used its large studio 8H for its commentators, analysts and compilations. CBS also used its largest studio with an array of speakers giving the trends and returns, likewise the Blue and Mutual. Independent stations throughout the country also remained on the job until voting showed a definite trend and in some cases winners made known.

Pangborn Named President Of Portland Adv. Club

(Continued from Page 1)

land federation's board of governors, radio will be represented in the ensuing year also by Leith Abbott, public relations director of KALE, and James Mount, sales manager of KXL.

Fenton Leaves Ted Bates To Open Own Radio Office

(Continued from Page 1)

supervise scripts and consult on radio production. Her first activity will be the immediate preparation of a show in conjunction with Anna Sosenko, manager of Hildegard.

For the past nine years, Miss Fenton has been active in the radio production field with the old firm of Blackett-Sample-Hummert and Ted Bates Agency. Prior to that time she was with RKO Pictures and British International.

Annual 'Night Of Stars' Gets Support Of Radio

(Continued from Page 1)

held under the auspices of the United Jewish Appeal for Refugees.

Among the radio personalities who will perform the night of the 14th are: Henry Armetta, Milton Berle, John Boles, Victor Borge, Connee Boswell, Les Brown and his orchestra, Frankie Carle, Cliff Edwards, Ralph Edwards, Eileen Farrell, Benny Fields, Ella Fitzgerald, Jay C. Flippen, Jackie Gleason, Harry Hershefield, Lou Holtz, Marion Hutton, the Ink Spots, Richard Korbell, Joe E. Lewis, Berl Lytell, Ethel Merman, Jackie Miles, Zero Mostel, Lucy Monroe, Gertrude Niesen, Walter O'Keefe, Tony Pastor and his band, Molly Picon, Andy Russell, Sue Ryan, Hazel Scott, Frank Sinatra, Menasha Skulnick, Kate Smith, Ed Sullivan, Fred Waring and his glee club, Bert Wheeler, Dooley Wilson and Henny Youngman.



NETS NEED MENDING

There's a lesson for radio advertisers in that fisherman's little holes become big holes... the fish get away.

When did you, as an advertiser, last check your radio nets?

Down here in Baltimore a check will show you that an independent station is the best buy this 5-station town.

There are facts to prove W-I-T-H delivers the greatest results at the lowest cost.

Hard-boiled facts that deliver every sales-minded executive sees them.

If the fish are getting away maybe there's a hole in the largest market that needs mending.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-

ON TARGET!

"PATTERN BROADCASTING"
OVER STATION WDAS
COVERS PHILADELPHIA



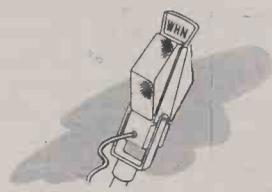
Cover your market with a package of spots that cover the day.

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



PEOPLE

ARE NEEDED WITHIN
THE COVERAGE AREA
OF A RADIO STATION!



**WHN—with its 50,000 watts...covers
more than 11.6% of all the people
in the entire United States....**

Actually 15,398,401 in guaranteed coverage area!

WHN—the station that specializes in SPORTS—MUSIC—NEWS
also offers such outstanding features as CLEM McCARTHY
RACING RESULTS, EXCLUSIVE N. Y. GIANTS FOOTBALL,
REUTERS BRITISH NEWS DISPATCHES, DICK GILBERT-singing
disk-jockey-GLOOMDODGERS-daily variety show *plus many
other top shows!*

(Sold out?-- not quite!)

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU



BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

NOVEMBER 4th CONCERT

Beethoven's "Egmont" Overture and Symphony No. 7 in A Major (First Movement)

DARRELL MARTIN

Buffalo Evening News
Buffalo, N. Y.

Boston Symphony "Holiday For Strings" came last Saturday night in a superb presentation of "Egmont" overture. We always enjoy this battle of instruments and Richard Burgin deftly coaxed the best from a grand aggregation of musicians. Timing was beautiful and direction was finely symbolic of the heroic theme. Thus happily pleased with one of Beethoven's most colorful works (and in a poignant mood) we anticipated with pleasure the seventh or "Dance Symphony" which was scheduled to follow. But, a priority for the Democratic party being on last minute file, the A Major Opus was outflanked after the first movement, which gave promise of better things to come. Allis - Chalmers could do nothing about it, nor could anybody else, campaigns being what they were in this past election, but we sort of wished we could have rubbed Aladdin's Lamp and pointed our magic carpet to Boston Hall for the balance of a symphony well begun. Saturday night with the Boston Symphony is truly a dialer's delight.

NOVEMBER 11th PROGRAM

Toch's "Pinocchio" and Berlioz's the "Harold In Italy" Symphony

8:30 P.M., E.W.T. — Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Furthers American Good Living."



Notes From a Ringside Seat. . . !

● ● ● Toplight comedians took the tenseness out of a heated political campaign at the Radio Executives club luncheon Monday at the Hotel Roosevelt and furnished a rollicking two hours for the radio execs. . . . Milton Berle, Harry Hershfield, Henny Youngman and Jimmy Savo paraded before the 400 guests in a gagfest free-for-all that had Warren Jennings, president of the REC, and his club members forgetting election bets and howling at the proceedings. . . . Hershfield, master story teller, emceed the proceedings and contributed many laugh getting yarns. . . . Berle, Youngman and Savo, not alone regaled with bright bits of oratory but heckled each other as they went along. Hershfield made a popular prediction about Savo when he said, "Savo will really come into his own when Television 'takes firm hold of the entertainment world' . . . the toastmaster also scored when, in a moment of seriousness, he said, "we know that no matter who is elected President of these Great United States, this will continue to be the greatest country in the world and all of the remarks and charges on both sides of the political fence, will have been forgotten and we'll all march shoulder to shoulder to Victory." . . . and now don't forget the REC Christmas Party which will take place Wednesday, December 20.



● ● ● Mildred Fenton has resigned from Ted Bates Agency to go into business as free-lance producer-supervisor . . . starting December 1, she'll get going on a new half-hour variety show which she'll produce in conjunction with Anna Sosenko, Hildegard's 'Svengal' . . . With her talents, she can't miss . . . to us, the letters, L.S.M.F.T. means, 'Land's Sakes, Mildred Fenton's Terrific. . . .

● Some time ago we itemed a flattering piece about the Blue Net's musical fantasy, "Piano Playhouse," heard each Wednesday (1:45 p.m.) . . . it's gratifying to learn that others think as highly of the program for this show will shortly be aired three times weekly via the same network. . . . ● Prymen L. Smith has resigned from Paramount's short subject department to join the Motion Picture Division of Young & Rubicam. . . . Public Relations Counselor (to give a high-falutin name to the Praise Agency Craft) Larry Stevens, sent us a note with a line and we quote:—Really, I don't sing a note." unquote:—just as if we (and you) didn't know that he isn't the Larry Stevens that has been named by Jack Benny to succeed now-in-service-Dennis Day.



● ● ● Charlie McCarthy and his stooge (a fellow named Edward or Edmund, perhaps it's Edgar, the last name we know is BERGEN) in the East at present will visit Halloran General Hospital to entertain the wounded servicemen. . . . ● We caught the Kate Smith CBS show for the first time last Sunday . . . The Songbird of the South and her manager-producer Ted Collins are a definite threat to Jack Benny's NBCiggy program, if they continue to give the customers a weekly diet of the same entertainment we heard. . . . ● After more than a year on the WOR quizzer, "Guess Who?", the red-headed comic Peter Donald, has been renewed by that program's sponsor, for an additional 26 weeks. . . . ● Andy Russell and Anita Ellis, starting tomorrow will be heard each Tuesday and Thursday in a new series of songfests, aired at 10:15 p.m. via the Blue Net. . . . ● Mr. and Mrs. Parks (Vox Popper) Johnson will celebrate their Silver Wedding Anniversary Saturday . . . Many Happy Returns.



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

UNIVERSAL MICROPHONE girls' softball team beat N. H. rup Aviation 6 to 3 in a runoff after the teams tied. UMCO gals own get bronze trophy and plaque. Inglewood industrial girls' softball league.

Blue musical director Ernest Blue is delving into Elizabethan court songs, old Scandinavian music, Italian troubadour music to give many varied flavors to background orchestrations for "Hollywood's Tertiary Time," heard Sunday on Blue.

You may wander into a theater of these days and see Bill Goodwin grinning at you from a sports poster. One of Hollywood's top-notch comedians, Bill's been asked by Grant Rice to demonstrate his technique on a short subject.

Offers for a permanent spot on airplane shows have come to Bill Gilbert since his recent guest roles on the Bob Burns "Arkansas Traveler" program and then the show. Established as a film and stage comedian, the booming-voiced actor apparently surprised many radio men by his ability to create comic characters over the ether, and they want more of him. He is, however, presently engaged in plans for his big production of a musical review, "Greenwich Village Follies."

Speculate On Choice For FCC Chairmanship

(Continued from Page 1)

publicity head and former CBS attorney and OPA rent chief, is Fly's choice for the job and is believed to have been recommended to the White House by Fly. Porter however is not anxious for the job, reportedly having told Fly and the White House that he definitely does not want it.

Only other Democrat on the Commission now is Paul A. Walker. Although a capable commissioner whose convictions have always been close to those of Fly, Walker is accorded much chance for the chairman's post.

"A Bit of Paris in New York"

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

THE INDISPENSABLE PEOPLE

A wise man once observed that living through a heated political campaign is the most remarkable experience that comes to an American. For six months he works himself into a mounting frenzy about his candidate. He carries a torch for his man to the breakfast table, to the office, into conferences, and into heretofore friendly and pleasant social gatherings. By election night, he is filled with fear and trembling and drifts off to sleep contemplating the cataclysm that must follow, should any but his man become President of the United States.

The next morning he awakens to hear that his man, by some error of judgment on the part of more than half the American people, was not elected. He stumbles to the bedroom window—and outside what does he see? The sun is shining. The neighbor is taking in his milk. On the same old street—still there—is the same old traffic. Men and women are on their way to the same jobs they had yesterday, and all the days before. Youngsters are going to school to pick up where they left off before the election holiday. The nation is moving on.

Once again the voice of the people has risen, and we have a newly-elected President. Some are

happy about it. Some aren't. But before many weeks have passed, the Great Truth about our democracy will emerge once again. It is this:

Perhaps as a result of an election—any election—long range progress will be handicapped; and yet, perhaps progress will be expedited—who can tell? No one man, no single administration has ever, single-handed, saved a nation populated by a hundred million strong, stubborn people who need no saving; nor, on the other hand, has one man or administration ever been able to block the nation's inevitable destiny. The people, with vision and confidence, and an insatiable appetite to find the truth, are the final arbiters of their country's fate. It is the people who are indispensable in these United States; people who have shown through a hundred and sixty odd years that they can survive any election campaign, any shock—from droughts that impoverish whole sections of the republic, to wars that detour the basic economy for months or even years.

To these indispensable, indestructible people—to this groping, progressing mass of citizenry, the Blue dedicates its facilities and its future.

The Blue is *in the service of the people*

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

CBS Files FM Brief In Allocation Hearing

(Continued from Page 1)

ket" FM coverage in southcentral New England.

In essence, states the brief, the "single market" plan is this: "That FM licenses be limited, by Commission policy, to coverage of the single market area within which they are broadcasting rather than covering several separate markets (by placing a high, and high-powered, transmitter somewhere between them)."

"The plan as proposed would be based not on trade areas but on population standards as defined by the U. S. Census of 1940. There are two basic reasons for turning to data from the Bureau of the Census. In the first place, marketing authorities frequently disagree on their definitions of trading areas. Examples of such disagreement among the sources cited in the FCC Rules and Regulations for Broadcast Services are shown for Birmingham and St. Louis. . . ."

Stanton's brief outlines further, in details and ties his statements up with the maps and other exhibits, in pointing up the advantage of the "single market" plan as against the "trading areas" which have been proposed in the past. Advantages of the "single market" plan are listed from the technical, social and economic standpoint "toward a more democratic and constructive future for FM broadcasting."

RCA To Sponsor NBC Tele Series

A new television show titled *The World In Your Home* will debut over NBC's television station WNBT Friday November 17, under the sponsorship of RCA Victor. The program was announced by Charles B. Brown, RCA-Victor advertising director, and John F. Royal, NBC vice-president in charge of television, in a joint statement. The new series will bring to television set owners in the metropolitan area a well-rounded program of science, education, entertainment, sports news and special events.

Oklahoma's foremost station from every standpoint.

Proved by the 1944 Oklahoma Radio Audience Survey.

WKY
OKLAHOMA CITY
The Kutz Agency Representatives

Copy sent on request.



AAF Radio Network Expansion Covered In War Dept. Report

(Continued from Page 1)

David L. Turnbull, Commanding Officer, Radio Production Section, AAF Technical School, New Haven, Conn. the story of how modern American air power's prowess and progress was put on the air for wide dissemination, is fully revealed. Use of radio started with the first recruitment programs, then the report of combat action and into the most recent phase of explaining the AAF's program of rehabilitation for personnel returning from overseas.

Most Pressing Problems

According to the report, the first and most pressing problems faced by the AAF in the early days was to interest young men with the necessary qualifications. "One answer," says the report, "appeared to lie in direct, purposeful use of radio, with its recognized ability to transmit any message of personal immediacy with the greatest speed to a wide audience." The first experiments got under way in June 1941, from Moffat Field, Calif. then the West Coast headquarters and training center. With the encouragement of General H. H. Arnold, the radio recruiting program expanded and at Arnold's request, Major General Ralph P. Cousins, began the organization of a centralized AAF Radio Production Unit in the spring of 1942. The mission of the unit was to provide broadcasts for distribution by the regular established networks to listeners everywhere. Supplementary phases of the Radio's Unit's mission were since developed as well as cooperation with other government departments including the boosting of War Bond sales.

150 Shows First Year

During the first year, the Santa Ana radio unit produced more than 150 effective radio programs, thus increasing the recruitment of various much needed personnel. On Nov. 23, 1943, with the approval of Lt. Gen. Barton K. Yount, Commanding General, AAF Training Command, two additional Radio Units were established. One was activated at Fort Worth, Army Air Field and it is now under the command of Captain David Turnbull, with Captain Robert G. Jennings in charge of production. The second unit was located at Yale University and was commanded by Captain (now Major) Glenn Miller. Captain Miller's group moved to the ETO to play for the soldiers there and Captain Jennings' unit moved from Fort Worth to New Haven.

At more than 200 AAF installations in the U. S. local programs are prepared for radio while the two Radio Units provide seven "weekly visits" to AAF families everywhere via the seven network programs. These programs are:

"AAF Symphonic Flight," on the Blue Network Sundays 11 a.m., EWT. A program of music high-lighted by the "Combat Classroom," wherein aviation cadets and air crew trainees

ask questions about operational procedure and the respondents are air crew personnel on active duty in Europe.

"Roosty of the AAF," a serio-comic dramatization prepared to show the kind of life led by our AAF men and women in the theaters of aerial war, heard on Mutual Sundays 3 p.m., EWT. "First in the Air," is a half hour show heard over Columbia Fridays at 4 p.m., EWT and is designed to acquaint America with the pioneering work of the AAF in rehabilitating the wounded and war-weary personnel. "The Army Air Forces Band," heard on NBC Wednesdays 12:30 p.m., EWT heard from AAF headquarters plus guests and special messages of topical importance.

Mothers' Feature Included

"Hello Mom," is heard on Mutual 12 noon, EWT Saturdays and is designed for the mothers of AAF personnel, with special emphasis on the thoroughness of training. In recent months this program has also been instrumental in recruiting WACs for duty with the air forces. "Soldiers with Wings," broadcasts Saturdays at 6:30 p.m., EWT over the Blue Network, tells a documentary story of specific air action with the Japs and Nazis and includes a shortwave sequence directly from an overseas Air Force. "I Sustain the Wings," heard on NBC Saturdays at 6 p.m. and at 11:30 p.m., EWT and is devoted each week to a specific job in the AAF and listeners learn exactly what each crew member does.

In July 1943, says the report, the Wm. Wrigley Co. offered to provide a half-hour program on CBS for use in implementing the procurement of young men for training and Sgt. Gene Autry, now a flight officer was assigned to appear on the program.

Military Missions Performed

Numerous military missions were performed by the AAF Radio Units and in addition to recruiting the Units were engaged in other efforts toward winning the war. More than \$150,000,000 in War Bonds were sold and on one occasion in Washington, D. C. 175,000 bond buyers were gathered on the slopes of National Monument Park where a concert was conducted by Master Sgt. Harry Bluestone, of the New Haven Radio Unit.

"Music for Invasion" is another chapter in the report of the AAF radio activities, as well as training films and lectures on disease control.

Plan For Radio 'Academy' Gets Webs' Co-Operation

(Continued from Page 1)

ARTAS for discussion by all interested groups in industry, including NAB and employee organizations.

Frm of Hill & Knowlton, New York, is associated with Lee & Losh in preparation of the plan.

Television Covers National Election

(Continued from Page 1)

and WABD went on the air at 8 p.m. and continued until the early morning hours to give returns. Commentators used maps and charts actively to illustrate their reports and in some instances political personalities were used as "live" programming and in films. In Schenectady, Philadelphia video fans received about the same television election news as New Yorkers.

"Tele's election coverage was just a forerunner of things to come," W. B. Baltin of the Television Broadcasters Association declared. "The next presidential campaign will be televised from A to Z with all phases of the campaign and the inauguration covered. Post-war video will be an important media in the campaign to come."

Sen. Robert F. Wagner, Democratic candidate for reelection in New York was reported to be the first right political candidate to use television in a campaign. He was heard on WABD, Du Mont station on last Sunday night.

Hollywood—During entire election night, United Press News tickers in the homes of television receiver owners in Los Angeles via WGBH. Uninterrupted music entertained television audiences, while election returns were broadcast.

New WOR Series

Adam Hats inaugurated a new radio series, "The Strange Days of Weir," at 7:15 on Tuesday night over WOR, which began Tuesday evening, November 7th. Buchman & Company is the agency.

Engagement

Engagement of Wilma Dobbie army Dr. John Dougherty has been announced. Miss Dobbie is an assistant to Wick Crider, JWT publicity

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

AGENCIES

THUR PRYOR, vice-president in charge of radio for Batten, Bar-Dursetine & Osborn, announces appointment of Gertrude Scanlan as radio manager. Frank Silver, chief time-buyer, will continue to head up network relations. Miss Scanlan joined BBD&O in 1929 as manager of the stenographic department. Later she was made office manager of the New York office. Transferring to the radio department in 1934 she served as time buyer and in 1936 as network relations manager. Her new duties will require considerable travel in connection with direct contact with local broadcasting companies.

MARY JANE KROLL, former director of women's program for WJIC, has established her own service "Coverage By Kroll," a writing-assignment service for radio. "CC" is available to women's programs, news shows featuring interviews with celebrities, musical programs with spot human interest news and to advertising agencies for spot commercial writing.

Succeeds Wallington 'Texaco Star Theater'

Reed King, announcer, succeeds Jimmy Wallington on the "Texaco Star" program heard Sunday over CBS, 9:30-10 p.m. EWT. It has been announced by the Henry Fine office. Buchanan & Company is the agency of the sponsor. Stars on this program are: Alec Peterson, James Melton, Beatrice Lee, Mary Martin, Grace Moore and Ed Holm. Wallington is moving to the West Coast for his health.

Wisner Wins Trophy

Harry Wisner, Blue sports commentator, has again been named the outstanding sports commentator of the year by the "Sporting News." He will be given that publication's trophy tomorrow night at a buffet dinner in honor.

COAST-TO-COAST

—NEW YORK—

SYRACUSE—The special events department of WFBL recently picked up the first sight-interview permitted at the nearby Rome Air Service Command. The interview was recorded on the new-type wire recorder, and Bob Doubleday, handling the mike for WFBL was permitted to inspect portions of the field not yet opened to civilians. . . . Ralph Wallace is the new emcee on WSYR's "Musical Matinee," a participating show that is aired five times weekly. . . . Alfred Dinsdale has joined the staff of WAGE as production manager, according to a recent announcement by William T. Lane, vice-president and general manager of WAGE, Inc. . . . **KINGSTON**—WKNY, located since its origin five years ago in the Governor Clinton Hotel, has moved to more spacious offices and studios in Reades Broadway Theater Building, to allow for expansion and post-war developments, according to an announcement by Louis B. Steketee, manager.

—WEST VIRGINIA—

CHARLESTON—Ernie Sanders, former sports director of WGEV, has been appointed musical director for the station, according to a recent announcement issued by Phil Vogel, program director. . . . **BECKLEY**—The installation of a Hammond Electric Organ in the studios of WJLS is in the last stages of completion, according to an announcement by Virginia N. Cooper, station manager. Fred Schultz, staff pianist, hopes to be able to master the new instrument in time to ring out the Christmas carols.

—CONNECTICUT—

HARTFORD—Milt Berkowitz, news chief at WNBC—soon to be known as WHTD, has completed arrangements to give listeners complete and speedy returns of city, state and national balloting and the station's entire staff plus special representatives will be posted in central Connecticut towns and cities to transmit the returns as quickly as they are available.

—MONTANA—

MISSOULA—Bob Johnson, of the announcing staff of KGVO, is editing a column of radio news and comment, in the Montana Kaimin, official newspaper of Montana State University here. . . . New program currently heard on KGVO is "Your Football Prophet," a once-weekly quarter-hour, sponsored by the Carl Oase Co. and the Youngren Shoe Co.

—NEW JERSEY—

NEWARK—Two programs, "Sport's Corner" and "Elton Britt and his Tune Corral," have made their debut over WAAT. The first features sports news from all high schools in the State plus interviews with leading coaches, stars in the sportlights, and sports editors and commentators. The second program, heard daily at noon, presents western songs, hillbilly tunes and the rhythm of the ranges.

—OHIO—

CLEVELAND—Tommy Tarbox, local columnist, opened his "Talk of the Town" programs over WJW on Monday, Oct. 30, and will be heard daily at 10:10 p.m. His sponsor is W. B. Davis Company. . . .

WARREN—WRRN has made two additions to its staff. They are Edith Stedman, formerly of Tucson, Arizona, director of the women's activities; and Bob Neff, a Cleveland, announcer.

—MICHIGAN—

DETROIT—Another member of WJR is instructing at Detroit's Wayne University. Larry Payne, announcer and producer, is teaching general radio while Franklin "Bud" Mitchell, director of operations, continues to instruct classes in radio speech.

—TENNESSEE—

KNOXVILLE—WBIR, a Blue and Mutual affiliate, has moved into its new home, to be known as "Radio Building" and located at 406 West Church Avenue, Knoxville. The station has been modernized in every respect.

WHY PORTLAND, OREGON PEOPLE PREFER KGW



MARY ELIZABETH GILMORE

President of the Oregon Chapter, Association for Education by Radio

SAYS... "More than two hundred enthusiastic educators and radio people attended this fall's first meeting of the Oregon chapter of Association for Education by Radio. Station KGW was host at dinner in honor of Miss Judith Waller, director of public service for the National Broadcasting Company, who had come to speak to us under KGW's sponsorship. She gave us a graphic description of the radio institutes held last summer at Northwestern and Stanford Universities, and at U.C.L.A. Many of the listeners indicated a desire to attend one of the institutes next year. The whole affair was indicative of the fine relationship that exists between the educators and the commercial radio stations. We are grateful to KGW for bringing Miss Waller to Portland."



Judith Waller receives the Knight of the Rose from Dorothy McCullough Lee.

SEND BIRTHDAY GREETINGS TO...

November 8

Mr. Murphy Gregory Williamson
Mrs. M. Seward Scott Wiseman

RECORDINGS

MIRACOUSTIC RECORDINGS

by CARL FISCHER, Inc.
CI-7 2965

119 WEST 57th STREET, N. Y.

CHATTANOOGA

IS THE HEART OF A POWER EMPIRE SERVED BY

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.

on Long-Distance Phone

When you hear "3 Minutes are up" it will cost you more.

on Long-Distance Radio

1000 and 1 minute services are yours—FREE... News, Sports, Racing, Music...

WBYN

1430 ON YOUR DIAL

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

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



No single station, no amount of power, can deliver the loyalty, the intense "listening interest," of this, Maryland's "all home" Network.

You only have to know local geography and local customs to know why the Eastern Shore is as different from Western Maryland as day is from night. And neither have too much in common with Baltimore.

WFBR is Baltimore, WBOC is the voice of the Eastern Shore, and WJEJ is the magnet of the Hagerstown market of Western Maryland.

When the big political candidates are out for votes, they don't try to do it with a Baltimore station alone. They use the Maryland "all home" Network because they know the full power of *local interest*.

Actually, Maryland's "all home" Network can cost less than a *single large* station. With quantity discounts it's often considerably less!

GREATER INTEREST - LOWER COST

Yet look at what you get: Baltimore's favorite station *plus* the two really vital non-Baltimore stations with their intense local interest and loyalty! A combined "all home" market of over 2,000,000 people.

The Maryland "all home" Network is truly one of the *great* buys still left open in radio!

MARYLAND NETWORK

FOR INFORMATION • RADIO STATION WFBR, BALTIMORE

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 27

NEW YORK, N. Y., THURSDAY, NOVEMBER 9, 1944

TEN CENTS

Radio As Victory Media

Radio Little Affected By Result Of Election

Washington Bureau, RADIO DAILY
Washington—Direct effect of the election on radio appears to be fairly insignificant as far as personnel of the Congressional committees dealing with radio is concerned. Most important change is on the Lea committee, where the outstanding supporter of the FCC and its bitterest critic will be off the rolls. Democrat Warren G. Magnuson of Washington, strong Administration man, appears to have been successful in his race for the Senate, while Republican Louis E. C. Hunt, who took over the Garey job as the erstwhile committee coun-
(Continued on Page 8)

Palmer Hoyt Takes Over Today at OWI Domestic Branch

Washington Bureau, RADIO DAILY
Washington—George W. Healy, Jr., director of the OWI domestic branch, Palmer Hoyt returned to Orleans last winter, returns today to the Orleans "Times-Picayune," where he is managing editor. He will be succeeded by Neil Dalton of the Knoxville "Courier-Journal" who
(Continued on Page 2)

Montreal Council Okays CBC's FM-Video Plans

Montreal—Progress in the television preparations was shown in Montreal last week-end when the City of Montreal Council finally approved Canadian Broadcasting Corporation plan to erect a frequency modulation and television broadcasting
(Continued on Page 6)

On The Job

WHOM local Cowles station in New York stuck it out at the Roosevelt Hotel Grand Ballroom where the Dewey campaign had its nerve center for news and after all other independent stations quit following Herbert Brownell's statement. Steve Hollis at the mike held forth and described the entrance of Gov. and Mrs. Dewey and with the networks, got the Dewey message conceding Roosevelt, at 3:12 a.m., EWT.

Porter Questioned On FCC Chairmanship

Paul A. Porter, Democratic National committee publicity director, mentioned as probable successor to James Lawrence Fly as chairman of the FCC, declared in New York yesterday that he had not been offered the post. When questioned by a RADIO DAILY representative if he would accept such a post if the position
(Continued on Page 6)

CBS Renews Joan Brooks Effective November 20th

CBS has renewed Joan Brooks, effective Nov. 20 to continue her nightly 11:15 p.m., quarter hour of song. Miss Brooks plans six guest shots. These include Guy Lombardo show on the Blue, also Mary Small Revue, Milton Berle program and others.

Chicago Gets First Tele View Of National Election Returns

Chicago—For the first time in local broadcasting history television was used to bring election returns to the public on Tuesday night. Results were telecast over station WBKB, the Balaban & Katz station in the State-Lake building, in co-operation with the Chicago "Sun" and station WJJD. Special television receiving sets at Republican headquarters in the LaSalle Hotel, at Democratic headquar-

J. Leonard Reinsch, Radio Director Of Democratic Party, Pays Tribute In Election Of President Roosevelt

Paying tribute to radio as a media in the election of President Roosevelt in the face of "an overwhelmingly prejudiced press," J. Leonard Reinsch, radio director of the Democratic National Committee, issued a formal statement in which he characterized the results of the election as "another success story for radio."

Reinsch, general manager of Cox radio interests, who was loaned to the Democratic party for the campaign, issued the statement following Governor Thomas E. Dewey's broadcast conceding the election of Roosevelt early yesterday morning.

"It was evident from the first that to achieve a Democratic victory on November 7, 1944, would require most effective use of radio," Reinsch declared. "Wartime restricted travel and late war news necessitated quick change in political strategy. War duties severely limited campaign
(Continued on Page 7)

Six Name Shows Set For Chi. Bond Drive

Chicago—Six name NBC shows will travel to Chicago to originate their programs during the November 19 to December 3 period, at the request of the Navy. They will broadcast for the Navy's 6th War Loan Exhibit en-
(Continued on Page 6)

ANA Announces Plan For Three-Day Session

Annual meeting of the Association of National Advertisers, Inc., will take place at the Biltmore Hotel, November 15, 16 and 17, it has been announced by Eric Haase, director;
(Continued on Page 6)

Texas Theater Circuit Seeks Television CP

Washington Bureau, RADIO DAILY
Washington—Latest to join the pile applicants for commercial television licenses is Bob O'Donnell's Interstate Circuit, which applied this week for a channel No. 2 assignment in Dallas, Tex. Commercial television applications were received also from the Radio Sales Corp., Seattle, and the Cincinnati Broadcasting Co., for channels Nos. 1 and 7 respectively.

FM applications have come in this week from the Greensboro Broadcasting Co., of Greensboro, N. C. and from station WMFR, Inc., High Point, N. C.

The Real Paris

Paris can truly be said to be real again when it starts broadcast fashion programs to the world. The first such program will be heard over Mutual today at 1:30-1:45 p.m. Speaking from Paris will be Lucien LeLong, couturier, and Michel de Brunhoff, editor of French Vogue. They will be produced by Edna Woolman Chase, editor of Vogue.

Hot News

During course of CBS' transcontinental series of pickups early Election Night, San Francisco news center was heard with the picture from there and then an urgent request to the effect that General MacArthur's headquarters in the Philippines had just asked if any election returns were available; also to break in at any time with bulletins.

907,283 people have selected WLAW as their radio station. Send for coverage map. Advt.

WLAW is THE station north of Boston—serving over one-third of New England. Advt.



Vol. 29, No. 27 Thurs., Nov. 9, 1944 Price 10 Cts.

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

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FINANCIAL (Wednesday, Nov. 8)

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

20 YEARS AGO TODAY

(November 9, 1924)

Entire country is still marveling over radio's coverage of the election—a contrast indeed to the situation four years ago when one lone broadcasting station flashed the news to a limited group of listeners. Will Rogers will long be remembered for his turns at the mike between election returns.

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

Dalton Takes Over Today At OWI Domestic Branch

(Continued from Page 1)

was assistant to President Mark Ethridge there. This change was announced in September.

OWI domestic directors continue to be men associated both with the press and radio. First was Gardner Cowles, head of Cowles Broadcasting Co., followed by Hoyt, whose Portland "Oregonian" owns a leading Portland radio station. The "Times-Picayune" has not been engaged in broadcasting up to now, but has applied for an FM license. In Louisville, the "Courier-Journal" operates WAVE and has applied for both tele and FM licenses.

Merrill To Guest

Joan Merrill, songstress, whose contract has been renewed recently on the Edgar Bergen show, will guest Nov. 26 on the RCA "Music America Loves Best" program, 4:30-5 p.m., EWT. Consolidated Radio Artists is her agency.

Traubel On Phone Hour

Helen Traubel, Metropolitan Opera soprano, will guest on "The Telephone Hour" Nov. 13, 9-9:30 p.m., EWT, with a repeat broadcast for the Pacific Coast at 12 midnight, EWT. Donald Voorhees conducts the Bell Symphonic Orchestra.

CBS Regional Executives Meeting In New York

The regular semi-annual meeting of general managers of CBS owned stations will be held at web headquarters in New York City, today and tomorrow.

Among the executives who will be present are: Arthur Hull Hayes, general manager of WABC, New York; J. Kelly Smith, general manager of CBS radio sales with offices at WBBM, Chicago; A. D. Willard, Jr., general manager of WBT, Charlotte, N. C.; Austin E. Joscelyn, general manager of WCCO, Minneapolis-St. Paul; Harold E. Fellows, manager of New England Operations for CBS with offices at WEEL, Boston; Carl Burkland, general manager of WTOP, Washington; Wendell B. Campbell 2nd, assistant manager, who will represent KMOX, St. Louis; and D. W. Thornburgh, CBS vice-president in charge of Western Division and general manager of KNX, Los Angeles.



MacFarlane Broadcasts the First 1,000 Plane Raid

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

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

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

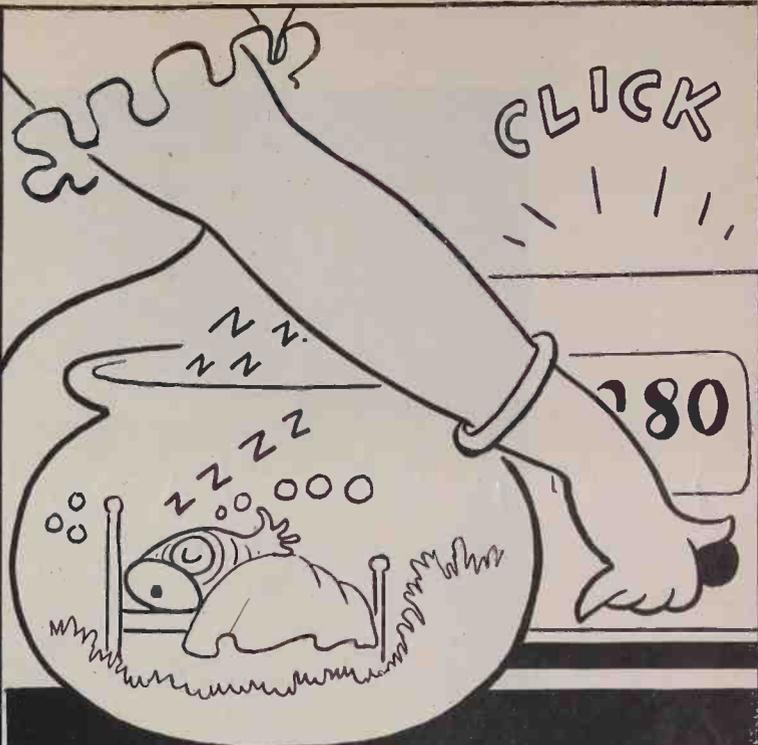
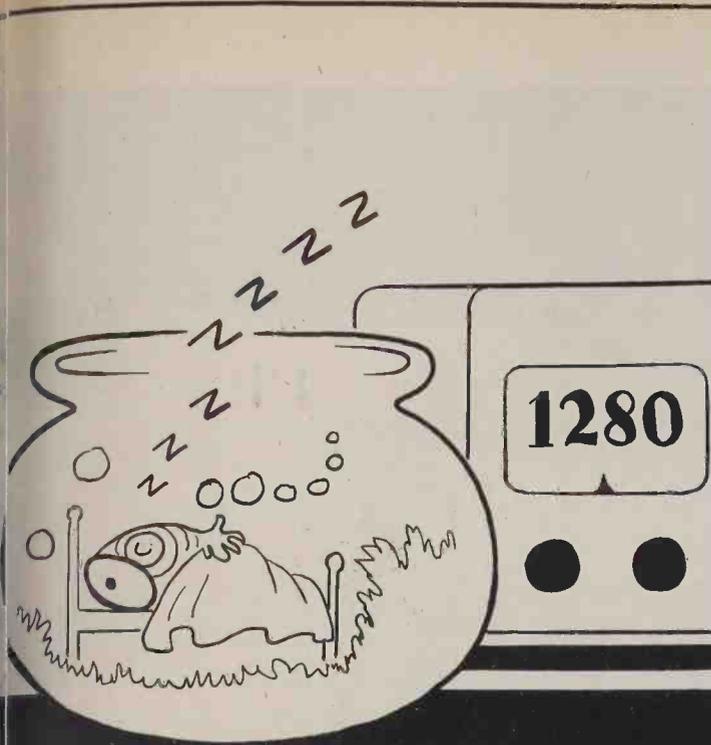
Ian Ross MacFarlane broadcasts exclusively for W-I-T-H.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R

WPAT CENTER OF THE DIAL 930 IN THE METROPOLITAN AREA IS AMERICA'S MOST SUCCESSFUL YOUNG STATION! because... THE WPAT RATE CARD STRUCTURE OFFERS THE LARGEST BLOCK OF PRODUCTIVE TIME FOR THE LEAST AMOUNT OF MONEY. NO. 2 OF A SERIES WPAT PATERSON NEW JERSEY PARAMOUNT BLDG. NEW YORK



THIS IS
STATION W.O.V.
WAKE UP NEW YORK
WEATHER REPORT

RAIN
AND MORE
RAIN!



VING FULLER

**New York's Early Bird Program That Hits The Spot
Like a Well Planned Breakfast**



EVERY weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of metropolitan New Yorkers off to a good start for the day. "Wake Up New York" is a carefully planned program that gives listeners what they want, with plenty of music, news, time signals, weather reports and other diversified features. As a result, "Wake Up New York", during its broadcast hours, has the highest Hooper rating for August and September, of any New York Independent station, except one, and on the basis of rate, delivers its audience at the lowest cost per listener. A few choice announcement spots are still available.

Ralph N. Weil, General Manager * Joseph Hershey McGillvra, Nat'l Rep.



518-14th St.

Port Huron, Mich.

Oct. 3, 1944

Mutual Broadcasting System
New York, N. Y.

Dear Sir:

We are studying about radio in our English Class in school. I would like some general information about the radio organization and of the network like yours, where your buildings are, the size and the power it takes to send a program all over country and any other information you can send.

Yours very truly
Kenneth Smith

It's easy, Kenneth!

So you want to know what it takes to build a network like Mutual.

Thanks for your letter, Kenneth. The answer is simple.

Start ten years ago, with four big stations in four big markets. As you add outlets, remember the need for placing them as close as possible to the listeners you want to serve. Keep extending the network every year until you make it the largest in the world, with 245 stations.

Pick all your stations carefully, Kenneth. Make sure each one has a potent, friendly voice in its own community. Dominant power and popularity in the biggest cities and an intimate, neighborly touch in the rest of home-town America -- that's what your network should provide -- and that's what Mutual delivers.

Take your own home town. Port Huron is a good example of a key market served from within by just one network, Mutual. Jot down a few figures, Kenneth. Did you realize that your 33,000 neighbors earn over \$46,000,000 a year, and spend more than \$25,000,000 a year in retail purchases alone?® Yours is a mighty important market, and so are the other 140 centers where your network has the only station -- not to mention the rest of the nation where Mutual's voice is so continuously welcome in cities large and small.

One final thought, Kenneth. As you plan the 'organization' of your radio network, don't forget to keep the cost-per-ear at a rock-bottom minimum. That's what Mutual offers: an evening half-hour on the full network, at peak listening periods, for as little as \$7,550.

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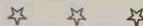
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Exclusive!
BLACKHAWKS
HOCKEY
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS



Radio Does A Job !!!

● ● ● RADIO has just come up with the greatest job in its history . . . the way it handled the most significant event in modern history, one which captivated and held the interest of the entire world, namely the recent National Presidential Election, was a stupendous undertaking . . . in truth, this little 'giant' actually stole the play away from the press . . . but in fairness to the latter, most of them played important roles in the 'on the spot' scenes and for their able assistance to the networks, our scorecard gives each 'an assist,' (if we may use this w.k. baseball phrase) . . . from early morning as soon as the voting booths were opened to John Q. Public, RADIO became the eyes, ears of the world.



● ● ● The Blue Network had its news analysts and commentators in its news rooms and in all parts of the country at the microphone and they came through with flying colors . . . included were John B. Kennedy (who incidentally made a forthright prediction at exactly 9:04 p.m., to the effect that Franklin Delano Roosevelt, 'would be the next President of the United States') . . . Kennedy's many interviews with Dr. Gallup (of the Gallup Poll Fame) proved enlightening . . . Walter Winchell made a five-minute talk on 'Americanism' in which he proved that 'this was Democracy at work' . . . Pops Whiteman and his orchestra was on tap at various stages of the proceedings, filling the lulls necessitated by the tabulations, with music that seemed to rest nerve-tingling ears.



● ● ● CBS' party at the Berkshire was terrific, but the News Room at CBS, Studio 22, was a hive of activity with its ace newscasters and announcers, giving their views of the 'most important election in our history' . . . distinguished visitors to the Columbia Broadcasting System environs, some of whom went on the air, included, former Postmaster-General James A. Farley, Norman Thomas, Miriam Hopkins, Irene Dunne, Joan Brooks and Frank Sinatra . . . CBS staffers heard were Bob Trout, Quincy Howe, Edwin C. Hill, John Daly, Allen Jenkins and Jos. C. Harsch in New York and Ed. R. Murrow from London.



● ● ● William F. Brooks, NBC Director of News and Special Events, started that network's coverage with a message to the public, telling of that outfit's plans to cover the election and introduced the several commentators, including H. V. Kaltenborn, Lowell Thomas, John W. Vandercook, Richard Harkness, Morgan Beatty, W. W. Chaplin, Cesar Saerchinger, Don Goddard, Don Hollenback, James Stevenson and Ben Grauer from New York and W. M. Kiplinger, heard from WRC in Washington . . . Mutual had the ball carried by Gabriel Heatter, Fulton Lewis, Jr., Cecil Brown, Frank Singiser, Prescott Robinson, Henry Gladstone in New York, Milton Bracker, Arthur Mann and Owen Cunningham, heard from Rome, Paris and Pearl Harbor, respectively . . . Television, too, was Johnny-on-the-spot with Ray Nelson of the Storm Agency doing a job at the Du Mont Television studios, Gilbert Selde, lending a hand at WCBW and John W. Royal master-minding at WNBT . . . We glimpsed at the National Democratic headquarters visitors, Edgar Kobak, (Prexy of MBS), James L. Fly, John W. Alicoate and Toots Shor . . . It was a great united coverage of a great battle and while on the subject of 'Unity,' we're proud of the fact that now that the campaign is over, we are no longer Republicans or Democrats . . . we're all AMERICANS and UNITED in the great struggle confronting us all. The winning of the War and the continued preservation of the lofty ideals to which THESE GREAT UNITED STATES IS DEDICATED.



Remember Pearl Harbor

Six Name Shows Set For Chi. Bond Div

(Continued from Page 1)

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Ottawa—Keith A. MacKinnon of the CBC engineering division, held his post as engineer-in-charge of transmission and development department to go into private practice as a consulting radio engineer according to Dr. Augustin Frigon, general manager of CBC.

Stork News

Daughter, Cheryl, was born to Mr. and Mrs. Fred B. Cole, Sunday at the Lawrence Hospital, Bronx, N. Y. Cole is announcer with the Blue Network and Cheryl is his child as a dad.



JUDY CANOVA SHOW 30

Here's where you get a BIG Rating. Station, BIG Market.

*Hooper Rating, Win-Spr. Index, 1944

WTAG
WORCESTER

Radio's Work In Presidential Drive Praised As Top Information Medium

Continued from Page 1)

An overwhelming prejudiced... bitterly attacking the President... all who supported him."... the Democrats was the... champion radio orator. It... that radio step into the... reelecting Roosevelt, ... a debt of gratitude... the President. It was he—with fire-... who moved radio into the... ahead of newspapers."

The Reinsch statement then re-... the early stages of the cam-... radio's coverage of the De-... National Convention, the... speech of acceptance and... organizational steps taken to... a political radio setup. ... Roosevelt soon proved... will the champ," the Reinsch... continued. "Rating by rat-... helped all speakers in at-... and holding audiences. The... people were eager to hear... Democratic message blacked out... the press. As the President spoke... the radio, opinion polls changed... of the Democrats. The Pres-... — America listened —... voted. Another success story...

... the five-minute political... with es-... network... inter-... ment... ws "a... elective... dic ap-... och"... ch... ted hat... roday for... the first... the story... poics, ... e had... the audi-... e final... members of other political... ties



J. LEONARD REINSCH

Appeal To Farmers
To reach the farmers a special tran-... series was developed by... on Arrifield on leave of absence... director of WHAS, Louisville. ... went to the farms for in-... and presented the factual... Reinsch characterized this

Power of Democracy

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series as being "very helpful in influencing the rural vote."

Another phase of the campaign reviewed in the statement was the one-minute announcement style developed by the Hollywood committee. Specifically written for individual candidates the announcements dramatically directed attention to the weakness of opponents.

Radio's Role In Peace

Concluding his statement, Reinsch declared:

"Radio's major role in helping to achieve victory for the Democrats should give those of us in radio a tremendous amount of satisfaction. It should also cause us to pause and in a humble spirit ask that we may have the wisdom and foresight properly to direct the most powerful mass medium ever known to man.

"In radio we have the medium that

can be instrumental in achieving the greatest success story in history—a permanent peace."

Greatest Audience Ever

While estimates of the radio audience of Election Night including the Wednesday morning early hours vary, it is conceded that probably the greatest audience of all time was tuned in both continuously and intermittently, not only in the United States but in nearly every country in the world with the exception of enemy occupied territory.

Networks and independent stations throughout the U. S. are credited with having done their greatest public service job with no expense spared to bring news and election returns as fast as possible and as accurate as humanly possible. Perfect example of long planning and execution, the network coverage placed the listener in the home on a par with those having the best "inside wires."

CBS previewed its coverage for its audience with Bob Trout at the mike interviewing Paul White, director of news broadcasts, then switching to the various commentators and analysts as a sample of what they would offer later on. When the returns began to trickle in, CBS started the first of a series of smooth cross-country pickups and giving the listener a clean insight to what was going on geographically. For color CBS brought in the nation's youngest voter, a Southern girl just turned 18, who was in the nurses training corps and the oldest voter, a full-blooded Cherokee

(Continued on Page 8)

Overtime

Ben Grauer, who would ordinarily have finished his announcer chores on NBC Tuesday at 7:30 p.m., put in more than eight extra hours that night and the next day, bringing facts, figures and trends to the network listeners from 7:30 Tuesday night until 3:45 Wednesday morning.

AGENCIES

GEORGES FAURIE has been named by Westinghouse Electric and Manufacturing Co. as advertising and sales promotion manager in the newly-created radio receiver division, it has been announced by Harry B. Donley, manager of the division. Faurie formerly was with the Delco Appliance Division of General Motors.

RICHARD A. ROMNEY, until recently with the Peck Agency, and Enrique A. Loynaz, formerly with the Spanish Language Center, have joined the Foreign Department of McCann-Erickson's New York office.

MASON, AU & MAGENHEIMER CONF. MFG. CO. of Brooklyn, N. Y., makers of Peaks, Mason Mints, Black Crows, Dots and other candies, has appointed Roy S. Durstine, Inc., as its advertising agency effective Dec 1.

CAB BOARD OF GOVERNORS has approved application for membership of the following firms: Ever-sharp, Inc.; Hall Bros., Inc.; J. M. Korn & Co., American Home Products and Franklin Bruck Advertising Corp.

Davis Named Manager Of WELL, New Haven

Hartford—Appointment of Richard W. Davis as manager of radio station WELL, New Haven, was announced yesterday. Davis is now general manager of station WNBC, Hartford. He will fill the position made vacant by the resignation of Dewey Long effective November 15. Radio station WELL was recently purchased from the Bulova interest by H. C. Wilder and Associates.

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

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

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.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS • DAY & NIGHT
WEED & CO., National Representatives

518-14th St.
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Mutual Broadcasting System
New York, N. Y.

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*Hooper Rating, Win-Spr. Index, 1943

**WTAG
WORCESTER**

Radio's Work In Presidential Drive Lauded As Top Information Medium

(Continued from Page 1)

An overwhelming prejudiced reaction was bitterly attacking the President and all who supported him." "Leading the Democrats was the recognized champion radio orator. It is fitting that radio step into the role in reelecting Roosevelt, for radio owed a debt of gratitude to the President. It was he—with firebrands—who moved radio into the front rank—ahead of newspapers." "Reinsch statement then reviewed the early stages of the campaign. Radio's coverage of the Democratic National Convention, the President's speech of acceptance and the organizational steps taken to support a political radio setup. "The President Roosevelt soon proved he is still the champ," the Reinsch statement continued. "Rating by ratings topped all speakers in attacking and holding audiences. The American people were eager to hear the democratic message blacked out by the press. As the President spoke on the radio, opinion polls changed in favor of the Democrats. The President spoke—America listened—America voted. Another success story for radio."

Editing the five-minute political program with established network entertainment segments as "a new effective approach," Reinsch stated that probably for the first time in history, politics, speakers had their audience marginal and members of other political parties."



J. LEONARD REINSCH

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Radio's Role In Peace

Concluding his statement, Reinsch declared:

"Radio's major role in helping to achieve victory for the Democrats should give those of us in radio a tremendous amount of satisfaction. It should also cause us to pause and in a humble spirit ask that we may have the wisdom and foresight properly to direct the most powerful mass medium ever known to man.

"In radio we have the medium that

can be instrumental in achieving the greatest success story in history—a permanent peace."

Greatest Audience Ever

While estimates of the radio audience of Election Night including the Wednesday morning early hours vary, it is conceded that probably the greatest audience of all time was tuned in both continuously and intermittently, not only in the United States but in nearly every country in the world with the exception of enemy occupied territory.

Networks and independent stations throughout the U. S. are credited with having done their greatest public service job with no expense spared to bring news and election returns as fast as possible and as accurate as humanly possible. Perfect example of long planning and execution, the network coverage placed the listener in the home on a par with those having the best "inside wires."

CBS previewed its coverage for its audience with Bob Trout at the mike interviewing Paul White, director of news broadcasts, then switching to the various commentators and analysts as a sample of what they would offer later on. When the returns began to trickle in, CBS started the first of a series of smooth cross-country pickups and giving the listener a clean insight to what was going on geographically. For color CBS brought in the nation's youngest voter, a Southern girl just turned 18, who was in the nurses training corps and the oldest voter, a full-blooded Cherokee

(Continued on Page 8)

Overtime

Ben Grauer, who would ordinarily have finished his announcer chores on NBC Tuesday at 7:30 p.m., put in more than eight extra hours that night and the next day, bringing facts, figures and trends to the network listeners from 7:30 Tuesday night until 3:45 Wednesday morning.

AGENCIES

GEORGES FAURIE has been named by Westinghouse Electric and Manufacturing Co. as advertising and sales promotion manager in the newly-created radio receiver division, it has been announced by Harry B. Donley, manager of the division. Faurie formerly was with the Delco Appliance Division of General Motors.

RICHARD A. ROMNEY, until recently with the Peck Agency, and Enrique A. Loynaz, formerly with the Spanish Language Center, have joined the Foreign Department of McCann-Erickson's New York office.

MASON, AU & MAGENHEIMER CONF. MFG. CO. of Brooklyn, N. Y., makers of Peaks, Mason Mints, Black Crows, Dots and other candies, has appointed Roy S. Durstine, Inc., as its advertising agency effective Dec. 1.

CAB BOARD OF GOVERNORS has approved application for membership of the following firms: Eversharp, Inc.; Hall Bros., Inc.; J. M. Korn & Co., American Home Products and Franklin Bruck Advertising Corp.

Davis Named Manager Of WELI, New Haven

Hartford—Appointment of Richard W. Davis as manager of radio station WELI, New Haven, was announced yesterday. Davis is now general manager of station WNBC, Hartford. He will fill the position made vacant by the resignation of Dewey Long effective November 15. Radio station WELI was recently purchased from the Bulova interest by H. C. Wilder and Associates.

OFF THE AIR

REFERENCE RECORDINGSSM
IN CHICAGO

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

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

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.

WAKR
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS • DAY & NIGHT
WEED & CO., National Representatives

Laud Radio For Work In Presidential Drive

(Continued from Page 7)

Indian from Oklahoma, whose age was 106. One voted for Roosevelt and the other for Dewey.

LaRoche Takes Mike

On the Blue, Chester LaRoche, vice-chairman of the network, opened the Election Night coverage with a forthright explanation of how the Blue would seek to offer coverage of an understandable nature. Blue also

Highlight

The climactic satirical four-network program of the Democratic National Committee, written, produced and directed by Norman Corwin, last Monday night was a highlight of the Democratic political campaigning. Among the participants were: Humphrey Bogart, Judy Garland, Cliff Nazzaro, Jimmy Cagney, Yip Harburg, Earl Robinson, Quentin Reynolds, Russell Davenport, Averil Harriman, Clarence Muse, President Roosevelt, plus the assemblage of this country's artistic personalities.

went cross-country, possibly too early for some of the talks. Blue's coverage was well interspersed with diversion and included Paul Whiteman and orchestra playing a series of campaign songs of all presidential elections as well as the popular songs of the time. This was a good move in that the campaign songs were lively and the pop tunes entertaining and educational as well.

NBC and Mutual gave wide coverage with William Brooks NBC news director being interviewed early in the evening and explaining the workings of the coverage plan. In each case the battery of commentators and other experts brought the news quickly and gave it the best possible interpretation.

No election in the past brought so many top-ranking officials of both parties as well as candidates to the mike, plus many national figures whose words were important. Estimated that the majority of listeners, allowing for time elements in the West, remained at their sets until after 3 a.m. EWT Wednesday morning, until the time Gov. Dewey conceded his defeat and President Roosevelt thanked him for his statement.



ELECTION NIGHT COVERAGE

St. Louis Sidelights

St. Louis—Streets deserted in St. Louis as Missourians followed close election contests by radio. In general Democratic sweep, St. Louis elected a Republican mayor, Aloys Kaufmann, who broadcast his victory speech from City Hall on KSD, KXOK, KMOX, and KWK. In same early-morning roundup, KSD presented the defeated mayoralty candidate, Patrick J. Burke, and victorious Democratic gubernatorial candidate, Phil Donnelly, broadcasting direct from their headquarters in St. Louis and Lebanon, Mo., 170 miles away. Burke also on KWK, KMOX, KSD also had lines into Senatorial candidates in Jefferson City but race was too close for either to comment. The Post-Dispatch station had a staff of 40, largely newspaper-trained tabulators and reporters, and KSD originated Missouri reports for NBC.

Connecticut Cover

Stamford—The Connecticut State Network's coverage was complete, and the affiliated stations remained on the air for a few hours after the Republican candidate for President conceded the election. The stations which participated are: WSRR, Stamford; WNAB, Bridgeport; WELI, New Haven; WATR, Waterbury; WNLC, New London; WHTD, Hartford. Alternating commentators included: Rocky Clarke, Julian Schwartz, William Farrington and Milt Berkowitz.

Earlier that evening, listeners got their first real assurance of how the vote was going when such newspapers as the Chicago "Tribune," New York "Herald-Tribune" and the N. Y. Daily "News," all Dewey supporters, conceded the election to Roosevelt.

Coverage continued yesterday morning during the regular news periods, bringing the voters up-to-the-minute figures on ballots, some still in process of being counted. Also the Gubernatorial status in various states and Congressional winners.

SEND BIRTHDAY GREETINGS TO...

November 9

Nyles Barry Courtney Bill Harding
Lieut. Betty Lawson Lou Lubin
Joan Lane John Medbury
Paul Rittenhouse Ed Wynn
Darrell Martin Allan Metzger

Radio Commercial Writer:

Real opportunity for talented writer in established New York Advertising Agency. Food experience desirable. Starting salary \$4,500 to \$5,200. Write full details. Box No. 914, Radio Daily, 1501 Broadway, New York 18, N. Y.

All Night Broadcasting

Boston—The complete staff of the Yankee Network news service was on hand all night compiling election returns from all over New England which were broadcast from time to time all evening from 7:45 p.m. through 7:15 a.m. Cedric Foster, news analyst, was heard extemporaneous reports on the trends in this part of the country.

Lester Smith of Yankees special events department interviewed leading political personalities and after these interviews Les returned to WNAC to feed Massachusetts news to Mutual.

Hartford Airs Statements

Hartford, Conn.—With its own correspondents in 169 cities and towns in Connecticut, a special Associated Press state election service plus regular news gathering facilities of AP, INS, Transradio Press and NBC's nation-wide service, WTIC gave people of Connecticut complete coverage of returns on election night. Paul W. Morency, general manager of WTIC obtained commitments from Democratic and Republican candidates for Governor, U. S. Senate, Congress and state offices that they would broadcast exclusively over WTIC their acknowledgment of either victory or defeat to their listeners.

Philadelphia Well Served

Philadelphia—From 6:00 p.m. until station closing at 3:30 a.m., WFIL, Blue Network station in Philadelphia, provided continuous election night coverage, carrying repeated pick-ups from six local points to supplement Blue Network activities.

John Corcoran, veteran news analyst, who is heard daily over WFIL, broadcast his regular show on election night direct from Washington, D. C. At various times throughout the evening, he was heard with Barnett Nover, editorial chief of the Washington "Post." For these broadcasts WFIL installed a direct line from the nation's capitol.

Another direct wire from Harrisburg, Pennsylvania state capital, was leased for reports from WFIL newsman Bernie Barth, headquartered there, with supplemental lines to state Democratic and Republican headquarters.

Exclusive!

WHITE SOX
BASEBALL
W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

Radio Little Affected By Result Of Elec

(Continued from Page 1)

sel resigned last winter, says he have been retired by his company to private life.

Other committee member Charles Lea of California, Ed New Jersey and Richard worth of Massachusetts—had difficulty in winning reelection was unopposed.

On the Senate side, Reg Charles W. Tobey of New Hampshire appeared to have run far ahead of his ticket to have steered through in a tight race.

Among the Democrats, "Cot" Smith of South Carolina, Worth Clark of Idaho were defeated in the primaries and Bone of Washington and Har Truman of Missouri left for other Bone to go on the Federal bench Truman to become Vice-President.

Senator D. Worth Clark's seat went to Glen H. Taylor, a radio performer—lost out in his House.

Tele Cover

Approximately 4,000 homes in New York City and suburbs of 200 in Philadelphia knew the results of yesterday's balloting and sometimes mine ahead of their neighbors equipped only with standard radio receivers. Television signals transmitted by the National Broadcasting Company from its station WFIL on the Empire State Building relayed by WRGB to WPP Philadelphia, made possible speedy service.



WBYN
MINUTE SERVICE

PLEASES
ALL THE FAMILY
ALL THE TIME

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

V. L. 29, NO. 28

NEW YORK, N. Y., FRIDAY NOVEMBER 10, 1944

TEN CENTS

New West Coast News Center

AL Lauds Radio; Getting Web Time

Washington Bureau, RADIO DAILY
Washington—"The most cogent and persuasive" weapon today is the voice of radio, Philip Pearl, AFL publicity chief wrote yesterday in his announcement that the Federation will broadcast weekly on free time offered by the four networks. Pearl found great significance in the fact that time is offered on a sustaining basis. "These networks," he said, "are business organizations operating for profit. They try to sell time, not give it."
(Continued on Page 6)

Godfrey Pacific Bound; Will Make Special Recordings

Arthur Godfrey, accompanied by Edward Swift, WABC program director, is en route to the South Pacific training area on a special mission for the United States Navy, it was disclosed yesterday. Godfrey, at present on the inactive list, holds a lieutenant commander's commission in the Navy. He will make on the scene recordings.
(Continued on Page 2)

CBS Board Meeting Scheduled For Nov. 17

Due to the absence of Paul W. Kessel, executive vice-president, as well as William S. Paley, president of CBS, the November meeting of the board of directors of the network has been postponed to a week from this Friday (Nov. 17). At this meeting, action will be taken on the year-end dividend. Dividend payment date will be set at 8:30 to stockholders of record Nov. 14, 1944.

Sho 'Nuff!

"Society For the Prevention of Cruelty to Southern Accents" has been organized by Walling Keith, editor of the Gadsden "Times" in Alabama, with branches throughout the country. Purpose is to give "uthers an out for "pet eyes." Meanwhile in New York, Sam Neal, announcer, has been appointed regional director, with headquarters at CRA.

Cited

For the second time in succession WPAT, Paterson, was selected by the U. S. Treasury for honorable mention in its War Loan Campaign Book as having performed an outstanding bond selling job in the previous drive. The book lists WPAT among the twenty-two stations selected throughout the country for special mention.

GE And IBM Tele Approved By FCC

The joint application of International Business Machines and General Electric for an ultra high frequency point-to-point experimental system between Washington, New York, Schenectady and New Scotland, N. Y., was approved in Washington yesterday by the FCC. The application for this system was filed several weeks ago, and the building of it is expected to be an important step in.
(Continued on Page 4)

Fitzpatrick To Arrange Michigan ETs For GIs

Detroit—Leo J. Fitzpatrick, vice-president and general manager of WJR, has been appointed by the NAB to arrange for Michigan "Home Town" transcribed radio programs requested by General Eisenhower for servicemen overseas. WJR and WWJ are planning half-hour productions featuring popular.
(Continued on Page 5)

Radio Conference To Evaluate Fifty Transcribed Programs

Columbia, Mo.—Third Regional Radio Conference on the Stevens College campus, Nov. 17 to 19 inclusive, with the theme "Programming For the Home of Tomorrow," will evaluate approximately 50 radio transcriptions in session and panel discussions and for the first time, an entire nationwide radio conference will be

WLAW is "The Voice" of CBS in Northern New England—Send for coverage map. Advt.

Networks And Wire Service Operations Expanded In San Francisco; Staffs Augmented

Paul Whiteman Signs Five Year Philco Pact

Paul Whiteman has entered into a five year contract with the Philco Corporation whereby he continues as musical director and supervisor of the company's "Hall of Fame" show heard Sundays on the Blue Network, it was learned yesterday.

The contract, negotiated by the William Morris Agency, has call on Whiteman's services from October, 1944, through October, 1949, with special provisions allowing Whiteman to continue to appear on other non-conflicting programs.



PAUL WHITEMAN

Whiteman, who is director of music for the Blue Network in addition to conductor of the "Hall of Fame" orchestra, goes to the West Coast for eight weeks on December 3. During the maestro's eight

(Continued on Page 6)

completely recorded. Recording will be done by the Navy department under the direction of Lt. Comdr. Charles E. Dillon, USNR and Hazel Markel Lt. USNR Liaison Officer, Women's Reserve.

In the discussions, emphasis will be placed on women's, children's and
(Continued on Page 6)

WLAW'S coverage, CBS network facilities and audience made WLAW the Voice of Northern New England. Advt.

In keeping with the growing importance of the war against Japan in the Pacific and further invasion of the Philippines inevitable in the near future, San Francisco is taking on added importance as a nerve center for funneling news from the war zones to the U. S. and other parts of the world and is now second only to New York as a focal point for radio news.

Key outlets in San Francisco of the
(Continued on Page 5)

Lea Probe May Die With This Congress

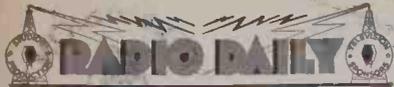
Washington Bureau, RADIO DAILY
Washington—Carryover of the Lea committee investigation of the FCC into the next Congress is believed very unlikely here, although plans for additional sessions this month are definite. The committee will sit for another session on the WMCA case Tuesday, Nov. 21, and several other
(Continued on Page 5)

Boxing Bouts-Football Scheduled By NBC Tele

NBC television will cover this week-end, two sessions of professional boxing and one outstanding football game. Tonight beginning at 8:30 p.m., EWT the WNBT camera will be at Madison Square Garden with
(Continued on Page 2)

GI Cannibals!

James Cassidy, NBC war reporter broadcasting from Aachen November 3, warned against a new Goebbels propaganda attack that might be headlined "Americans Slay and Eat German Military Personnel." GIs in Aachen did have an unusual meal, however. The main course consisted of German messenger pigeons captured in a military roost.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Thursday, Nov. 9)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 7/8	163 3/8	163 7/8	+ 1/8
CBS A	33	32 1/2	33	+ 1/2
CBS B	32 3/8	32 3/8	32 3/8	- 1/8
Crosley Corp.	28	27 1/4	28	+ 3/4
Farnsworth T. & R.	13 3/8	13 1/8	13 3/8	+ 1/4
Gen. Electric	40	39 1/4	40	+ 1/2
Philco	33 1/2	33 1/2	33 1/2	+ 1/2
RCA Common	10 1/2	10 1/4	10 1/2	+ 1/4
RCA First Pfd.	78 3/4	78 3/4	78 3/4
Stewart-Warner	15 5/8	15 1/2	15 1/2
Westinghouse	106	105 1/4	105 1/4	+ 1/4
Zenith Radio	40 7/8	40 7/8	40 7/8	+ 1/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 1/2	28 1/2	28 1/2
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OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	17 5/8	18 5/8

Landry To Speak

Robert J. Landry, director of program writing at CBS, will address the New Jersey Educational Assn. tomorrow. Meeting will be held at the Town Hall Club and the subject, "Radio's Growing Pains."

20 YEARS AGO TODAY

(November 10, 1924)

Joseph Nathan Kane, widely known as a financial writer who has had more articles published on exports than anyone in the U. S., predicts that "the radio craze is invading the world with remarkable activity." It is generally conceded that Mr. Kane is overly optimistic.

Two Networks!
Three City Market!!

CBS **WENT** MUTUAL
Gloversville • Johnstown • Amertdam
• THOMAS CLARK, Nat. Reg. •

Coming and Going

O. B. HANSON, NBC vice-president and chief engineer, and RAYMOND F. GUY, NBC facilities engineer, leave today for the West Coast, where they will inspect and supervise construction work on the network's extensive plant at Dixon, Calif. They will be joined in Chicago by HOWARD C. LUTTGENS, central division engineer.

TOM SLATER, Mutual's director of special features and sports, is in Washington, D. C., attending the meeting of the Federal Radio Education Committee. He leaves tonight for Ann Arbor, Mich., where tomorrow he will cover the football game between Illinois and Michigan.

WYLLIS COOPER, program supervisor of the Compton agency, has returned from the Coast, where he was engaged for the past month on the new Kirkland show.

DAN TUTHILL, vice-president of National Concert and Artists Corp. in charge of the popular division, left Hollywood Wednesday for Chicago.

STAN LOMAX, sportscaster on WOR, goes up to Bear Mountain this afternoon to broadcast interviews with coach and players of Notre Dame, which tangles with Army tomorrow. Program will be heard from 6:45-7 p.m.

WILLIAM ALLSOPP, an owner of KLRA, CBS affiliate in Little Rock, Ark., and S. C. VINSONHALER, general and commercial manager of the station, are visiting at the network headquarters in New York.

RUSS HODGES, sportscaster on WOL-Mutual, leaves Washington today for Ann Arbor, Mich., where tomorrow he will broadcast the gridiron tussle between Michigan and Illinois.

MORRIE PIERCE, chief engineer for the Psychological Warfare Branch of the OWI, in town this week with the better half. He recently returned from abroad, where he was instrumental in capturing Radio Luxembourg, intact. Pierce is from WGAR, Cleveland.

THAD HOLT, president and general manager of WAPI, Columbia network affiliate in Birmingham, Ala., is in New York. He will sit in at the C-O station managers meeting at CBS.

FREDDY MARTIN and the members of his band are in Sacramento, Calif., where tonight they will broadcast from nearby McClellan Field as a feature of the "Spotlight Bands" series over the Blue Network.

IRENE MCGUIRE, secretary to Walter Damm of WTMJ, Milwaukee, and CLAIR MILLER, traffic manager of the station, visited NBC yesterday.

Boxing Bouts-Football Scheduled By NBC Tele

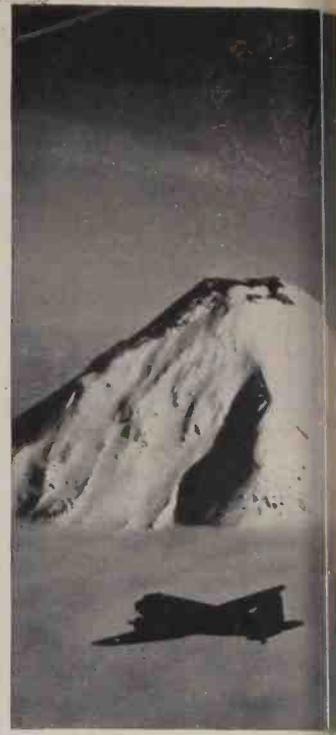
(Continued from Page 1)

Steve Ellis as commentator for the bouts. Saturday afternoon the Army-Notre Dame game from the Yankee Stadium will be televised and take to the air about 1:10 p.m.

Godfrey Pacific Bound; To Make Special Recordings

(Continued from Page 1)

The Pacific war theater which will be heard later on WABC, New York and WTOP, Washington. During his absence Godfrey's morning programs will continue in transcribed form.



ABOVE THE FOG

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

WPAT

IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

because . . .

THE WPAT RATE CARD STRUCTURE OFFERS THE LARGEST BLOCK OF PRODUCTIVE TIME FOR THE LEAST AMOUNT OF MONEY.

NO. 2 OF A SERIES

WPAT } PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK

FIRST REPORT

on NBC Parade of Stars
popularity!

hooperatings
POCKET PIECE

EVENING
WEEK OF
OCTOBER 15-21 1944

Subscriber's Name

Postmaster's Name

CONFIDENTIAL

HOOPER RADIO REPORTS are supported
jointly by subscribers. Use of this "POCKET
PIECE" or any other form of HOOPER
REPORTS by non-subscribers is forbidden.

NBC America's No. 1 Network:

8 out of the top **10**
programs on the air

No other network has more than 1 of the top 10

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

SOUTHWEST

FRED A. PEERY, expert in the field of radio research and analysis has recently been appointed sales promotion manager of station WOAI in San Antonio, it was announced by Hugh A. L. Half, president and general manager. Peery's specialized education, plus a sales and journalistic background, fit him uniquely for the job of executing the extensive projected promotion campaign being planned by WOAI. Also announced by Mr. Half is the appointment of Cecil K. Beaver as assistant general manager. Beaver will be in charge of national sales. Stepping into a newly-created post is William E. Morgan whose official title is now assistant production manager. He will assist Harold Carr, production manager, in programming and planning WOAI's schedule.

After two years of overseas service, Tech. Sgt. Robert M. Duren, former KABC announcer, is now a member of the reconditioning unit at Brooke General Hospital, Fort Sam Houston. Duren broadcasts for the patients twice daily over a special hookup in the hospital, giving the latest news. He is awaiting reassignment.

GE And IBM Tele Approved By FCC

(Continued from Page 1)

the study of relay methods for television and other services.

IBM was granted two stations—in New York and Washington, and G.E. stations in New York, Schenectady and New Scotland. It is expected that boosters between these terminal points will also be erected. Power of 15 watts was authorized for all the stations, with the following frequencies available: 1900-1960 megacycles, 1860-2020 megacycles, 2020-2080 megacycles, 2180-2180 megacycles, 2180-2240 megacycles, 2240-2300 megacycles.

The IBM Washington transmitter will be on the roof of the Mayflower Hotel, with the New York end at 490 Madison Ave.

In announcing the grant, the Commission took pains to specify that its approval of the experimentation in no way implies that it will later approve commercial use of the system for common carrier operation.

Webs Sked Roosevelt's Arrival In Washington

President Roosevelt's arrival in Washington this morning was scheduled to be covered by CBS, NBC, and Mutual and possibly the Blue. Broadcast was set approximately between 9 and 9:45 a.m. EWT and he was expected to say a few words to the crowd greeting him at the station.

John Daly, for CBS, was stationed where the President would speak and enter his car. Gunnar Back, was stationed on the roof of a building along the route to the White House. Arch McDonald was to be heard from inside the railroad station.



California Commentary!

• • • Newscaster Sam Hayes will long remember his recent visit to Henry Kaiser's Richmond, Calif., shipbuilding plant. He was in Richmond to launch the S.S. Oskaloosa—and this the biggest day of all days in

Los Angeles

Hayes' career could have been spoiled by the long distance call from Birmingham, Mich., that his mother had fallen and hurt herself critically. By a twist of fate, the hotel clerk who took the message put it in the box while Hayes was having breakfast. Sam went directly to the shipyard, had a grand day, and then, in plenty of time, of course, came back and found the message. He flew to his mother's bedside, and she is now on her way to recovery. . .

• By the way, Commentator Sam Balter will be a member of the 20th Century-Fox basketball team, which will play a series of games in Mexico City. Sam was a member of an Olympic Games quintet. Jimmy Fidler, Erskine Johnson and Noel Corbett were among the film commentators who caught the preview of "Together Again."

★ ★ ★

• • • Larry Stevens, the new singer who has been signed as a regular on the Jack Benny airer, was discovered first on a Blue Network program, "Melodies For Uncle Sam." Quite a field day at the Blue when Earl Mullin, manager of Blue's publicity, arrived. While Earl was in the office of his Pacific Blue Boswell, Milt Samuel, in walked Bob King, a former member of the Blue press department in New York, who had just arrived to ballyhoo the Gracie Fields show, which takes to the airlines Nov. 14 over the Blue. While Bob, who represents the new Doherty, Clifford & Shenfield agency, and Earl were reminiscing, who should walk in but George Weist, Blue producer in New York, who had just arrived to produce the Hollywood program for Dunninger. By the way, George used to troupe in vaudeville with Joe E. Brown, who heads the "Stop Or Go" show. . . • With Scramby Amby ambling East after Nov. 15, all members of the cast decided to stay in California, although offered their chance to go along. This includes Howard Blake, the producer who came from New York, but who bought a home here; Perry Ward, Larry Keating, vocalist Lynn Martin and Charles Dant's band.

★ ★ ★

• • • Larry Stewart and Hal Stevens, who spell each other off ever so often on "Hollywood Star Time" (aired from the RKO commissary) were discussing the new singer, Larry Stevens, who combines both their names. In a joking way they were wondering what to do about his name. Someone suggested they sue, but the boys quickly decided that would not do, as neither Larry Stewart or Hal Stevens use his real name on the air, while the Larry Stevens, on the Jack Benny show, is actually using his legal last name. His first name is David. . . • Bill Goodwin has gone to his Dos Palos, Calif., ranch to supervise his Fall planting. Goodwin, emcee on the Burns and Allen show, bought the property from Lou Costello and Don Pringle. . . • Harry Flannery, CBS war commentator-author-lecturer, has started a new series of addresses to members of the War Chaplains' Service Corp, assigned to overseas duty. He gave the opening lecture at the University of California at Los Angeles.

★ ★ ★

• • • When Burns and Allen go to Boston to help open the Boston War Chest Drive, the opening rally there is expected to be the largest ever held in the New England area. Kenny Baker, star of "Blue Ribbon Town," says he knows a chorus girl, who since having all her boy friends drafted, now just sits home and date-dreams.

★ ★ ★

—Remember Pearl Harbor—

CHICAGO

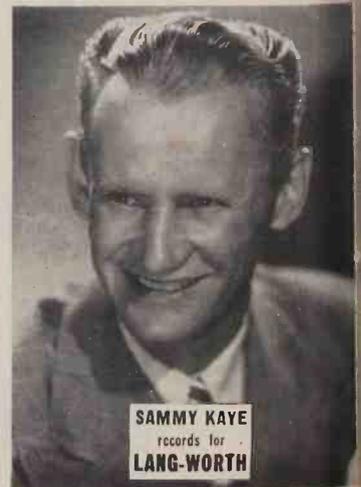
By BILL IRVIN

REPLACEMENT of a new wely half-hour mystery program and new orders for 89 one-minute transcribed spot announcements and time signals comprised the business week at WMAQ, it has been announced by Oliver Morton, manager of the NBC central division local spot sales department. The Per Hand Brewery Company (Meier Brau Beer), through Mitchell-Frost Advertising Co., started the "Country Sheriff," a live studio-audience program with a mystery theme on Nov. 4. The program is aired each Saturday from 5:00-5:30 p.m. CWT. Clarence Hartzell stars in the role of Sheriff Bates. Contract for 52 weeks.

The Kungsholm Baking Co. of Chicago has signed a 52-week contract with WBBM to sponsor "Lunch at the Camellia House," featuring Ly Ashton-Stevens. Program will present informal interviews with visiting celebrities at the Drake Hotel Camellia House and will be held over WBBM Sundays from 11:11:30 a.m., CWT. Program already started will be recorded. Contract was placed through H. W. Kastor-Sons Advertising Agency.

Gamble Show On WABD Airs Third Stanza We

With Bonnie Donahue, CBS actress, Stu Hoover, film actor, and Joe Gamble, young starlet, cast in the leading roles, Bud Gamble will produce the third episode of "The Map Carpet" series over WABD, the 1 Mont Television station, Wednesday evening, Nov. 15, beginning at 8:00'clock. Sponsored by the Alexander Smith Carpet Company, this presentation will be a dramatic sketch integrated with a travel film about the Mediterranean ports. The Anderson, Davis & Platte agency handled the account. Charles Provost wrote the script.



SAMMY KAYE
records for
LANG-WORTH

Focal Point For Radio War News

(Continued from Page 1)

networks are now operating segmented news staffs and top men to relay the news or record it should it be necessary. Stations: KPO, for NBC; KGO for CBS; KQW for CBS and KFRC for

the Blue's KGO, Frank La... is news head, with Jerry... as assistant. In the South... the Blue commentators and... are: Victor Ecklund, Wil... Bill Baldwin, Clark San... Feldman, Clete Roberts and... Souder. These are apart... staff covering the CBI thea... operations.

ual's KFRC, has John Thorn... news director, with Larry... as commentator. In the Paci... S has Royal Arch Gunnison... Walker (Christian Science...); Arthur Primm (now en... and Leslie Nichols in Hono...

station KPO has Charles... as news head and Larry... and Elmer Peterson as chief... and commentators. In the... the NBC staff comprises... Foster, Owen Flaherty, Roy... John Cooper, James Whal... Foster and Frank McCall.

Woodyatt Heads Staff

outlet KQW has a news... ed by Philip Woodyatt, as... y Don Mozeley, who occasio... adcasts as the situation may... and Grant Holcomb, doing... the network staff. In the... CBS has William J. Dunn in... Philippines and Webley Edwards... Harbor. Others in the Pa... zones for CBS are Gene... m Leinert and John Adams... t was recently sent out to... y Paul White, CBS director... broadcasts.

cently announced in these... news heads of the major... plan a conference some... in the Pacific in the near... to discuss further coverage of... ater of war. Expected that... web news heads will stop... San Francisco to look the... over and make additional ar... ents if any for pickups and... arance.

dition the powerful short... nding and receiving apparatus... most of the Pacific traffic... to the Orient located on the... takes it a natural as a news

Davis Succeeds as Manager of WHTD

—John Shepard, 3rd, chair... the board of directors, Yankee... announced yesterday the... ment of Ralph D. Kanna as... manager of WHTD formerly... Hartford, Conn. He succeeds... Davis, who has been named... of WELI, New Haven.

PROGRAM REVIEWS

"CHESTERFIELD TIME"

Chesterfield
CBS-KNX, Tues., Wed., Thurs.,
8:15-8:30 p.m., PWT
Agency: Newell-Emmett
Producer-Writer: Martin Block
Director: William Brennan

Chesterfield's slogan declares that it's the cigarette that satisfies; its new program, "Chesterfield Time," does that, too.

Format of the thrice weekly aired program has one thing in particular this department might effervesce about, and that is the very smooth conducting of Paul Baron and his 22-piece orchestra. Each night Baron and his orchestra play a new song and a board of judges selects what it considers the best of the week, which is repeated the following Tuesday. Besides this, the program includes other currently popular songs and features Monica Lewis and Johnnie Johnston as the vocalists, both very competent, of course.

The song played for the first time on the program we caught for review was "Christmas Candles." While it was pleasant to the ear, it sounded too much like another song we'd heard some time ago but can't think of the name. Other songs on this airing included: "Let Me Love You Tonight," sung by Johnston in his seductive style. However, his rendition of "Don't Fence Me In" should have been taken over by Miss Lewis, whose style suits it. Her rendition of "I'm Gonna Dance With the Dolly" was charming. Our only suggestion is that Baron permit the orchestra to play one number without the vocalists to feature the instrumentalists' talents.

Martin Block, credited as producer-writer of the show, also does a most creditable job as emcee. Block has a forceful style of delivering commercial messages. He puts his merchandising on a personal basis.

"TREASURY DEPARTMENT TELEVISION PROGRAM"

Time Donated by Lever Brothers Company
Agency: Ruthrauff & Ryan, Inc.
Producer: Lee Cooley
Director: Tom Vietor
Writer: Ted Huston

WABD, Wed., Nov. 1, 9-9:30 p.m., EWT

The Treasury Department's first venture into television as a means for training bond salesmen for the Sixth War Loan Drive proved very successful, if the program presented Wednesday evening, Nov. 1, at WABD, was an example. A film, specially produced for television, was shown to 700 men and women who were watching it from video sets located in 13 districts throughout New York City.

After these bond salesmen, known as the Blue Star Brigade, have learned the "know how" from the current television program at WABD,

"LISTEN! THE WOMEN!"

Sustaining
WJZ-Blue, Sundays, 4:43-5 p.m., EWT
Producer-Editor: Martha Rountree,
Marjorie Sloan

It is unfortunate that the sales department of the Blue web seems to be having difficulty trying to find a sponsor for a program that has been lauded. However, our reason for re-viewing it is that it has since changed its mistress of ceremonies because Janet Flanner has packed her overseas trunk to seek more dishevelled pastures as a foreign correspondent for The New Yorker magazine.

Many regret the absence of Miss Flanner, who was greatly responsible for much of the dry, sparkling humor that helped to exhilarate the proceedings. Nor is it with any amount of misgivings that this department wishes to welcome Dorothy Thompson, a long standing radio favorite. It's premature, at this writing, to declare that Miss Thompson doesn't compare with her predecessor; yet comparison is inevitable. Her voice possesses a good, authoritative quality necessary for the post. Her manner is direct, simple and activating. No doubt a few more program airings will help to relax Miss Thompson, which will undoubtedly contribute to a more spontaneous effect.

The format of the program is the same: e.g., provocative non-academic questions are asked and the various participants take part. Senders' questions running three minutes receive \$10 in War Stamps; over three minutes, \$20 in Stamps; over six minutes, \$40 in Bonds and Stamps.

Dean C. Mildred Thompson of Vassar, Dr. Margaret Meade, noted anthropologist, and Mrs. Chester Arthur, biographer and traveller, are regulars on this program and contribute vitally stimulating answers. In addition, they project a great deal of charm and graciousness. Thyra Samter Winslow, on the other hand, and incidentally credited with being an author, has a glib, non-informative microphone technique that is definitely detrimental to the program. The quality of her voice is rather unpleasant to this department's ears. In closing, the provocative pace of this stanza can be improved a measure by providing a greater variety of guests.

they will train other people in four additional classes. This new method of training personnel for bond selling will not be used in other cities in the country. However, the Treasury Department, very pleased over the success of this show, hopes to make use of television in other ways in the future.

Through seeing the film, which was projected very clearly, the 700 trainees gained a new importance of their jobs.

Lea Probe May Die With This Congress

(Continued from Page 1)

sessions are in the offing at this time.

Next year will see the committee without Senator-elect Warren G. Magnuson of Washington, a friend of the Commission, and Louis E. Miller, the Commission's most bitter critic, who was knocked off by St. Louis Democrats after only one term here. Miller, a Republican, had used the investigation as a political affair more than any other committee member.

In the meantime, John Sirica, counsel for the committee, said yesterday that he is working now on a report to be handed Congress perhaps in the closing days of the year. This will contain much discussion of the Communications Act, with recommendations for change. The committee has no authority to write a bill embodying changes in the law, but Chairman Clarence Lea would put it before the House Interstate Commerce Committee, of which he is also chairman.

Only committee member who might be interested in continuing the study next year is Richard B. Wigglesworth, Massachusetts Republican. Wigglesworth, without Miller pushing him from behind, is not likely to insist, however, since he has never extended himself as did Miller to make the investigation a political matter. The Bay State's interest in communications law is long-standing and sincere, and he has never been too happy about the hit-or-miss smear conduct of the investigation.

Fitzpatrick To Arrange Michigan ETs For GIs

(Continued from Page 1)

music and reviews of news and sports events in Detroit and Michigan of interest to servicemen. All told, 180 programs are being arranged throughout the nation through the co-operation of the NAB and Army officials.

Fitzpatrick said yesterday that the programs will be heard in all theaters of war over Army shortwave beacons and the American Forces Network.

Melody Thomson On "T. Or C."

Melody Thomson, M-G-M starlet, will guest on the "Truth Or Consequences" tomorrow over NBC, 8:30-9 p.m., EWT. Compton is the agency.

Att.: Radio Agents and Advertising Agencies

Popular M. C. and Singing Star with definitely established large radio following in Metropolitan and outlying districts, desires representation by reputable Agent or Advertising Agency. At present broadcasting daily for local sponsor. Can handle another program and have some excellent leads. Write Radio Daily, Box 915, 1501 Broadway, New York 18, N. Y.

AFL Lauds Radio; Getting Web Time

(Continued from Page 1)

it away. But, strangely enough, their own self-imposed rules prevent sale of time to organizations seeking to enlist membership, although no such limitations are placed on commercial advisers."

Pearl wrote that: "In recognition of the important place which labor holds in the life of the nation, the radio networks believe that the trade union movement should be given the opportunity to have its say over the air."

"However, the radio industry didn't fully realize this until it was called forcefully to its attention. Except for the National Broadcasting Company, none of the networks in the past provided any regular time for labor, although they did carry an occasional pro-labor speech."

"Meanwhile, in the past few years, radio commentators on programs sponsored by big business have enjoyed a field day, slamming labor from pillar to post, regularly and at will."

"The radio industry has now made good on its promise and the AFL therefore is more than willing to give it praise for a new and more cooperative policy."

Pearl, incidentally, is giving up the weekly column he has written for the AFL news service for 15 years, in order to devote his time to the radio scripts.

If labor wants "a break in broadcasting" it'll have to make it for itself, the CIO News said yesterday in a lengthy discussion of the opportunities in FM and facsimile. CIO differs sharply from that of the AFL.

"The gang in control of the industry now" CIO said "has so far thrown labor only a bone, while giving to big business the Grade A beef."

Radio execs, the paper said, are well aware of the opportunities for more democratic broadcasting offered by FM and facsimile—and even tele. It points out that 178 of 204 pending FM applications are from AM broadcasters, but mentions also that many FM stations will be erected by educational groups and similar organizations.

Paul Whiteman Signs Five Year Philco Pact

(Continued from Page 1)

week stay on the coast the "Hall of Fame" show will originate there with movie personalities making guest appearances on the show.

While on the West Coast Whiteman will discuss a new musical picture and hold conferences with Warner Brothers executives who are planning winter release of "Rhapsody in Blue," the story of George Gershwin's life. Whiteman played the role of himself in the story of Gershwin with the producer recreating the atmosphere of the premiere of "Rhapsody in Blue" at Aeolian Hall in New York.

WOMEN IN RADIO

By MILDRED O'NEILL

MANY and varied are our thoughts this afternoon on what we shall write, and as we pause for a moment, the idea is born . . . a network tour! Not the usual sightseeing trip, but a tour of introduction to the network's ladies who pursue their careers behind polished administrative desks. So without further ado, come with us to the National Broadcasting Company where our first visit will be with. . . .

☆ ☆ ☆

Bertha Brainard, commercial program manager, whose broad knowledge and progressive ideas keep national advertisers in a state of contentment. Miss Brainard prepared for a teaching career and yearned for the theater. Following an interlude of travel and newspaper work, she presented herself at WJZ with an idea for reviewing Broadway plays, was accepted and thus was started in the year 1922 a phenomenal career. As radio advanced so did Bertha Brainard and when NBC was formed in 1926 she was made eastern program director, a position she held until raised to her present post. . . . "It is the duty of radio to give people what they want"—so says Doris Corwith, called NBC's ambassador-at-large.

Actually Mrs. Corwith is assistant to Dr. James Angell, public service counsellor of NBC. Hers is a two-way task. To radio's unseen audience she brings a clarification of the workings of the network. To the network itself she brings word of what the public desires. Personal contact is the essence of her work to which she is ideally suited through a background rich in organizational activity coupled with vivid imagination and lively wit.

☆ ☆ ☆

Let us visit next with Jane Tiffany Wagner who's in charge of war activities for women. Here is an example of successful homemaking with countless other activity. In private life Jane Wagner is Mrs. Albert R. Perkins, mother of four. A native of Michigan, the details of her education, business and club activities read like a "Who's Who," in which incidentally she appears. As a member of NBC's public service department Mrs. Perkins has been responsible for the smooth coordination of numerous network programs. . . . Margaret Cuthbert says "when you want to spread the good word, tell a woman." And she ought to know, for as director of women's activities, she is constantly in touch with them, individually and through organizations, helping plan their local and national programs and seeking their cooperation in presenting new women's and children's programs over the network. Diplomat in a world of women describes this gentle person who is one of radio's pioneer women and has run the gamut from Yukon frontiers to a Radio City skyscraper.

☆ ☆ ☆

Diplomat, period. That's Georgia Fuller, of NBC casting, but here there's no period. For beside dealing with all dramatic and singing aspirants under NBC's open door policy, Mrs. Fuller arranges preliminary auditions, sits on the auditions committee and heads the bookings office which handles all AFRA business and payments to sustaining talent. A pioneer in radio since 1927, Georgia Fuller could pinch-hit anywhere in the industry. She's been with NBC since 1930. . . . Next we run in on Helen Korday, NBC employment manager, whose office has been called "that nice free employment agency on the fifth floor of the RCA Building," which gives a little idea of the many kindnesses Miss Korday extends to those whom she does not hire. Although a chemistry and psychology major, Helen Korday prefers dealing with people. Just recently she completed plans for cooperating with the program department on "Welcome Home Auditions." . . . And now meet Judith Waller, director of public service at Central Division, Chicago, who has done much to further a plan for greater cooperation between NBC and American universities as well as being instrumental in extending the net's Radio Institute. Educators credit her with leadership in radio's educational role. All of which rests lightly on the shoulders of Judith Waller whose radio experience dates from 1922.

Meeting To Evaluate 50 Transcribed Shows

(Continued from Page 1)

service shows, by specialists in fields from 40 stations, four networks, plus such organizations as FCC, NAB, BBC, CBC, RCA, AWD and representatives from Australian Information Service as well as ad agencies and radio demonstrations will also be given.

Included among the transcripts to be given are: "Adventure in Thin Man," "Ma Perkins," "A Man of America," "Maxwell House Time," "The Charm Kitchen," "House O' Charm," "Prudentia Family Hour," "Portia Faces Life," "Nappy" (WKRC, Cincinnati), "Ties Time," "Rosemary," "Peoples Platform" (WBBM, Chicago) and "Proudly We Hail" (WOP, Wayne, Ind.).

Commissioner Paul Atley of the FCC, and Representative Louis Miller, member of the Interstate Commerce Committee, St. Louis, will be featured speakers, addressing the conference on "Post-War Government Control of Radio."

Samuel H. Cook

Samuel H. Cook, president of Onandaga Radio Broadcasting Corporation since the firm was formed in 1927, when he left WFBL in Syracuse was purchased in 1933.



SAMUEL H. COOK

1902. After graduation he spent years as editor of the Syracuse "Standard" and then became manager of athletics of Syracuse University in which capacity he served for years.

In 1910 Mr. Cook became production manager of the gear manufacturing firm of Brown-Lipe-Cook and held higher positions with the firm through the years until resignation in 1930, some time the firm had been taken over by General Motors.

New Series For Gilbert

Dick Gilbert, disc jockey on V tomorrow starts "Latin-American Revue," a series of four full-Saturday afternoon programs La Conga, well known night club shows, which will be heard 4-5 p.m., will feature Machito's orchestra and the De Castro Si featured at the club, and also have guest stars.

AGENCIES

ERTY CLIFFORD & SHEN-... EL D announce appointment of M. O'Donnell in their pub-... department. Prior to his join-... agency he was a lieutenant in the Army and before that he was... with the Chicago "Daily

STON H. COFFIN, for the past... ars with the WPB, has joined... and group at McCann-Erickson,... ctive in the food field for a... r of years, Coffin is a former... ndise manager for Pepperidge... Previously he was a sales pro-... manager for A&P and an ac-... executive at Sherman K. Ellis.

ORN PRESS, authorized pub-... of Funk & Wagnall's new... rd Encyclopedia, has appointed... in Bruck Advertising Agency,... e Jan. 1st, 1945, to handle its... t. Max Sackheim is account... ve.

Goldbergs' Start 16th Year... November 20 over CBS "The... rgs" program will start its 16th... o the air. Written by Gertrude... who is herself "Molly" when... w is on the air, the cast still... s three of the four principal... who were with the show at... eption. In addition to Mrs... s "Molly," they are Rosalyn... as "Rosalie" and James R... as "Jake." The program is... ily under the sponsorship of... & Gamble.

Siber With Kostelanetz... nor Steber, soprano of the Me-... an Opera Association, will be... st of Andre Kostelanetz on the... ola Hour, "The Pause That... es on the Air," Nov. 26. Miss... was soloist on this program... weeks last spring.

END BIRTHDAY MEETINGS TO...

- November 10
Logan Bayles Jane Froman
Charles Carroll Gary C. Breckner
R. McDermott Al Simon
Lavera O. Adams George B. Storer
November 11
Joseph Bloom Henry Brown
Ray Weiss Martin Horrell
Bill Robinson Bob Shaw
Macy Sheridan Henry Shope
Ray Weil Harry Holcombe
Fred B. Norman
November 12
Peterson Larry White
Wright Henry Jerome
Marusia Sava

COAST-TO-COAST

COLORADO

ENVER—The local contacts of KKLZ were recently presented with an American flag by the station, suitable for use in the office or home. The silk flag unfurls from a three-foot pole, which is mounted on an inscribed base. Hal Renollet, newly appointed director of KOA's agricultural department, recently conducted a discussion on farming before patients at the Fort Logan Convalescent Center, located near Denver.

CANADA

TORONTO—"Command Performance," a new weekly series of military narrative combined with light classical music by the Supertest orchestra under the direction of Sir Ernest MacMillan recently made its debut over CJBC and the Dominion Network. The new program, under the sponsorship of Supertest products, has as narrator Lorna Greene, who each week tells how some British Empire hero won the Victoria Cross during the present war.

INDIANA

FORT WAYNE—Guest day on WOW's "Modern Home Forum" has proved so popular that the Tuesday broadcasts have been made guest participation day in addition to Thursdays, when women's clubs throughout the area visit the program. Tom Carnegie was named public service director of WOW, and will be in charge of all educational and public service activities.

CALIFORNIA

OAKLAND—In observance of Fire Prevention Week the special events department set up their equipment in the Oakland fire house, and waited for an actual alarm to be sent in. In less than three hours, their waiting was abruptly terminated as the alarm was sounded. They then proceeded to record a running narrative of the procedure and teamwork which ensued, which they used for a later broadcast.

ILLINOIS

CHICAGO—Melvin G. Miller, who has held varying positions ranging from radio engineer to station manager, since he broke into radio in 1928, has joined the WJJD sales staff. His most recent position was procurement director of radio offices for the 9th Naval District.

MICHIGAN

DETROIT—Charles Park, WJR announcer, is emceeing two new quarter hour programs after winning both sponsor auditions. He is handling the "Tello-Test" as well as the weekly "Pigskin Parade" before each Saturday's football game.

MISSOURI

ST. LOUIS—Robert William Swain, violinist and orchestra leader, has been appointed musical director of KXOK. The latest additions to the staff of KWK include Jerome Traub to the post of assistant news editor, and Richard Lawrence, formerly with KDAL, who assumes the duties of production manager, according to a recent announcement by Ray E. Dady, station director.

OKLAHOMA

OKLAHOMA CITY—Major General E. B. Gregory of the quartermaster corps, in Oklahoma City to address the Livestock Production Clinic, was the guest of Edd Lemons, WKY's Farm Reporter, at a recent broadcast. Last week the KOMA sportscasting team of Al Donaldson and Bill Bryan set some kind of a record by covering two major football games from widely separated points, in the same day. The games were played in Tulsa, in the morning, and in Oklahoma City in the afternoon. The rapid transits were made via chartered plane.

DISTRICT OF COLUMBIA

WASHINGTON—When Jerry Strong, maestro of "The Morning Show" heard over WINX, asked the question "What Would You Do With Hitler if You Were the One To Capture Him?" and offered a War Bond for the best answer, he received many replies, some serious, some amusing, and some that couldn't be read over the air. WWDC has arranged a celebration on November 9th for the second anniversary of Alice Lane's "Good Neighbor" program. General manager Ben Larson has invited all who wish to attend, up to studio capacity, to come, bringing with them a boy, and a gift for a child. All the items thus obtained will be presented to the Children's Hospital.

FLORIDA

WEST PALM BEACH—J. Jeune Carter, who has achieved a reputation as a poetess via the network airlines, is now a full-time copywriter at WJNO. Before coming to the station, Miss Carter conducted her own program over WWDC, Washington, D. C.

WASHINGTON

SEATTLE—Newcomers to KIRO include Murray Boggs, formerly with KVI and KMO, who joined the station as an announcer, and Bernice Johnson, a tyro in radio, who has become a member of the station's accounting department. YAKIMA—A new program recently bowed in over KIT, titled "Pappy Cheshire and the Old Corral." Heard in the early a.m. five days per week, the new show draws the fine line of distinction between hill-billy music and their platters, which are Western in character.

KENTUCKY

LOUISVILLE—The latest addition to the staff of WINN is George Gossman, who comes to the station as an announcer.

SOUTH CAROLINA

COLUMBIA—WIS is running a cycle of youth programs weekly under the title of "Youth Time," with a youth talent and achievement parade, forum, quiz show, and dramatic offering making up the cycle, in that order.

MINNESOTA

MINNEAPOLIS—Two newcomers to the staff of WCCO are Mary Wagner, who for the past four years has been producing daytime shows on the production staff of WBBM, and who has moved into a similar spot at WCCO, and Pvt. Paul Mosely, who is on limited duty at Fort Snelling, and has joined the announcers staff.

PROMOTION

Mutual's 10th Anniversary

When Robert A. Schmid, director of sales promotion and research of Mutual Broadcasting System, blended the dramatic events in world affairs of the past 10 years with the strides made by Mutual since 1934, he accomplished printing magic in the network's newest promotion book which commemorates their 10th anniversary. Titled, "Ten Telling Years" the book is a fine example of graphic art. Both the editorial content and the illustrations are well chosen and effectively put across an institutional message for Mutual as the "First Network for News."

Touchdown Tips

Four minute versions of the formerly 15-minute series "Touchdown Tips," consisting of weekly forecasts of the season's football games prepared by Sam Hayes, are being offered to subscribers of NBC recorded sports series "Through the Sports Glass," distributed by the NBC Radio Recording Division. The cut in the "Touchdown Tips" series is due to the extensive curtailment of many collegiate football schedules, and will be supplied to stations in script form, to be read by local announcers.

Bing Crosby Winner Of Cleveland Radio Poll

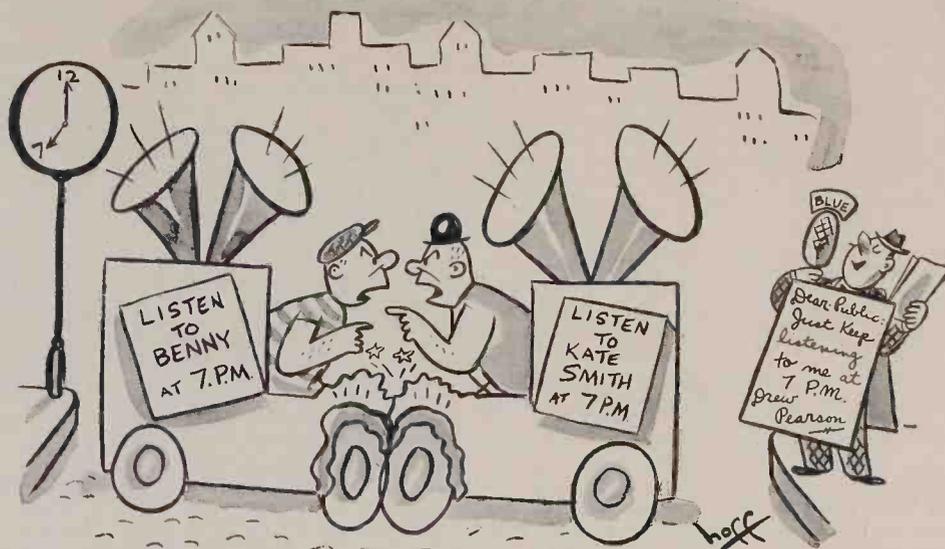
Cleveland—Bing Crosby again was named radio's favorite personality by readers of the Cleveland "Plain Dealer" in that and 108 other Ohio communities who participated in this season's annual readers' radio poll, sponsored by Robert S. Stephan, radio editor, and believed to be the oldest poll of its type in the country. The "All-America Radio Eleven" of the favorite radio names in this part of the country, in order of the votes they received, are: 1—Bing Crosby, captain; 2, Bob Hope; 3, Charlie McCarthy; 4, Kate Smith; 5, Frank Sinatra; 6, John Nesbitt; 7, Tom (Breakfast Club) Breneman; 8, Fibber McGee; 9, Great (Hal Peary) Gildersleeve; 10, Lionel Barrymore; 11, Eddie Cantor.

Leighton Dramatization

An incident in the life of Barbara Leighton, foreign researcher of "Newsweek," will be dramatized for the "New World A'Coming" WMCA series, to be broadcast Sun., Nov. 12, 3:03-3:30 p.m., EWT. Scheduled to be heard in this show are: Celeste Holm, Canada Lee, Frank Wilson, Hilda Simms and Muriel Smith. The series is written produced and directed by Mitchell Grayson.

New Mutual Affiliates

Three new stations added this week to the Mutual list bring the affiliates up to 246. The new stations are WHLN, Harlan, Ky.; WAOV, Vincennes, Ind., and KIUL, Garden City, Kan.



The Story of The Innocent Bystander

[WHO DIDN'T GET HURT!]

WHAT a head-on collision *that* turned out to be! It was like this: Kate Smith starts in the *Sunday at 7* spot on September 17th with a rating of 11.8. On October 1st Jack Benny returns to his old stand and gets a Hooper of 18.5. Miss Smith drops to a 4.7. On October 15th Hooper gives Benny a 16.6, Kate goes to 6.5.

The Innocent Bystander

So both Smith and Benny have thousands of dollars of promotion behind them, and the best supporting talent money can buy. So CBS and NBC are determined to make it the struggle of the century, and they are in there pitching. And what happens?

Over on the Blue is an innocent bystander, doing his own job about as usual. And he is doing fine, thank you.

The Blue's innocent bystander, Drew Pearson, is also in the slot on *Sunday at 7*. The Blue and Pearson buck two giants and come up with these Hooper figures:*

September 17	8.3
October 1	9.9
October 15	11.2

Add it up for yourself. The Blue and Pearson are 4.7 points ahead of Smith, and only 5.4 behind Benny—and without abnormal promotion.

All right. Now along comes Walter (national institution) Winchell at 9 P.M., and he and the Blue promptly get a *higher* rating than *all the other networks put together*. And then the Blue keeps going for the rest of that hour, and winds up with a total of 56 Hooper points, against a total of 44.2 for the nearest competing network.

All right again. *Now* take a look at the Blue any weekday morning. Here you will see the youngest of the networks consistently attracting a larger audience than any of the other networks.

MORAL: These Blue ratings are not accidents. The Blue consistently delivers with Pearson. It delivers with the Winchell-Hollywood Mystery Time-Fidler combination. It delivers every weekday morning. A lot of other times, too. GOOD SHOWS ON THE BLUE CAN DELIVER THE RATINGS.

*The figures represent the 27 Hooper cities in which Pearson broadcasts from 7 to 7:15 P.M.

"THIS IS THE *Blue* NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 29, No. 29

NEW YORK, N. Y., MONDAY, NOVEMBER 13, 1944

TEN CENTS

End AFM Recording Ban

Tele Conference Plans Are Outlined

Plans for the first annual conference of the Television Broadcasters Association were disclosed at a press luncheon held at the Hotel Commodore in New York Friday with Jack Poppele, chairman of the conference, Will Baltin, secretary of TBA and Ralph Austrian, chairman of the program, discussing the convention planning.

It is expected that around 750 registrants will be in attendance at the two-day sessions which will be held at the Hotel Commodore on Monday and Tuesday, December 11 and 12.

(Continued on Page 7)

FCC Expresses Intention To Deny WOKO Renewal

Washington Bureau, RADIO DAILY
Washington—The FCC Friday announced its intention to deny a license renewal to WOKO, Albany, N. Y., radio outlet. Final adoption of the proposed findings would mean the station's revocation by the present Commission although there were three objections by the old Federal Radio Commission. Basis for the proposed

(Continued on Page 8)

Network News Directors En Route To South Pacific

Network news directors are en route to the South Pacific for conferences with military authorities on radio's coverage of anticipated developments in that area. Those making the trip are William F. Brooks, NBC; Paul White, CBS; Johnny Johnstone, Mutual and John Whitmore, Mutual.

Mellett 'Interested'

Washington—Lowell Mellett, nationally syndicated newspaper columnist, on Friday admitted that he would be interested if offered the FCC chairmanship, but said he has not had any such offer and has no real reason to expect it. Mellett, former presidential adviser and one-time head of the OWI public relations bureau, retired from the Government last winter.

Show Goes On

Few in the radio audience realized the drama being enacted before them on Sunday, Nov. 5, as they listened to "Stop & Go" over the Blue Network, with genial Joe E. Brown officiating as usual. Just before the broadcast he received word that his two daughters, Mary, 14, and Cathryn, 11, had been seriously injured in an auto accident. The sponsors wanted to cancel the show, but Brown, an old trouper, held that "the show must go on."

WLB Rejects Demands Of AFM For KSTP

Washington Bureau, RADIO DAILY
Washington—Recommendation against the three demands of the American Federation of Musicians in connection with its dispute at KSTP, Minneapolis, were contained in the report of the Chicago regional panel of the War Labor Board. This report was made public Friday in response

(Continued on Page 6)

Radio Plans Announced For "March Of Dimes"

Radio plans are getting under way for the 1945 March of Dimes Campaign of the National Foundation for Infantile Paralysis, to start January 14 and end January 31. The radio organization in this city includes: Howard J. London, radio director; George P. Voss, former Blue web

(Continued on Page 6)

Victor And Columbia Records Sign With Petrillo On Union's Terms As Government Fails To Act

AM, Tele, FM Outlets Applied For At FCC

Washington Bureau, RADIO DAILY

Washington—Applications for construction permits continue to be filed with the FCC in an uninterrupted procession which includes a goodly proportion of television and FM requests in addition to the normal number of pleas for standard station permits.

Applications were received last week at offices of the FCC for four new standard stations—including a five-kilowatt beamer in Milwaukee. Another application was from the Midwest Broadcasting Co., headed by John Fleissner, manufacturer, and G. E. Ingraham, electrical dealer, for

(Continued on Page 6)

Full Hour News Period Sold By WMAQ, Chicago

Chicago—For the first time in the history of station WMAQ the 12 midnight to 1:00 a.m., CWT period has been purchased for a program of late evening news and transcribed music. The one-hour period was purchased by the Schoenhofen-Edelweiss Brewing Company (Edelweiss Beer) through Olian Advertising Company;

(Continued on Page 6)

By M. H. SHAPIRO
Managing Editor, RADIO DAILY
Failing to obtain definite Government action, RCA Victor, Columbia Recording Corp. and the Radio Recording Division of NBC late Saturday afternoon signed three-year contracts with the American Federation of Musicians, on terms more far-reaching than that signed by Decca and some 115 smaller organizations.

Thus ended a 28-month recording ban against the companies and apart from fees to be paid directly to the union over that of the wage scales, the above mentioned companies

(Continued on Page 6)

NAB Board Meeting Tomorrow In Chicago

Washington Bureau, RADIO DAILY

Washington—Board of directors of NAB will meet in the Palmer House, Chicago, tomorrow and Wednesday, J. Harold Ryan, president of NAB, announced.

Prominent on the agenda is the discussion of the 1945 budget and the creation of a bureau to measure station circulation which was authorized

(Continued on Page 7)

★ THE WEEK IN RADIO ★

Radio's Election Role

By CHARLES MANN

IT HAS been generally conceded by all participating media that radio played the most outstanding role in the Presidential political campaigns. RADIO DAILY's official political box score revealed 83 complete Republican network broadcasts and 77 for the Democratic party. A Republican spokesman said that the GOP expenditures in radio reached \$1,400,000,

W.L.A.W. spells the best in S value and radio entertainment. Send for coverage map. Advt.

including regional as well as national networks. . . . J. Leonard Reinsch, general manager of the Cox radio interests and in charge of radio for the Democrats, points out that "we must pause and in a humble spirit ask that we may have the wisdom and foresight properly to direct the most powerful mass medium ever

(Continued on Page 5)

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

W. E. Does It Again

Employees of the Western Electric Kearny works and its several manufacturing units in greater New York, New Jersey and Haverhill, Mass., were informed recently of the fifth winning of the Army-Navy production award. More than 90 per cent of the Western Electric Kearny works production supplies communications equipment to the armed forces.



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

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FINANCIAL

(Nov. 10)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/4	164	+ 1/8
CBS A	33 1/8	33	33 1/8	+ 1/8
CBS B	33	32 3/4	33	+ 5/8
Crosley Corp.	29 1/2	28 1/4	29 3/8	+ 1 3/8
Farnsworth T. & R.	13 3/4	13 1/4	13 3/8	—
Gen. Electric	40	39 5/8	39 3/4	- 1/4
Philco	33 1/2	33	33 1/2	—
RCA Common	10 1/2	10 3/8	10 3/8	+ 1/8
RCA First Pfd.	79	78 1/2	79	+ 1/4
Stewart-Warner	15 5/8	15 3/8	15 3/8	+ 1/8
Westinghouse	106 1/2	105 3/4	105 3/4	- 1/2
Zenith Radio	40 7/8	40 7/8	40 7/8	—

20 YEARS AGO TODAY

(November 13, 1924)

WOR, the Bamberger station, whose transmitter is atop the Bamberger Department store in Newark, New Jersey, did a first class job of bringing the election returns to its listeners. One room of the studios, holding a battery of three telephones and a mike, was used for the purpose. . . . Popular on WAHG, Richmond Hill, is Margaret Weiss, jazz singer.

Chicago's
BEST NEWS SERVICE AP-UP-INS W-I-N-D

560 Kc. 5000 WATTS

Coming and Going

JUDITH WALLER, director of public service for the central division of NBC, was in Washington, D. C., late last week for the meeting of the Federal Radio Education Committee.

RALPH EDWARDS takes his "Truth or Consequences" program company up to Holyoke today for a special non-broadcast performance at War Memorial Hall.

EDGAR T. BELL, secretary-treasurer of WKY, Oklahoma City, is in Gotham. He conferred Friday with the national representatives of the station.

JOHN T. MURPHY, of the NBC stations department, leaves today for Pennsylvania to visit affiliates in Lewistown, Altoona, Johnstown and Pittsburgh. He'll be back next Monday.

DAVE DRISCOLL, director of WOR war services and news, out of the country for a couple of weeks.

JOHN B. REYNOLDS, station manager of WKWK, CBS affiliate in Wheeling, West Va., a visitor yesterday at network headquarters.

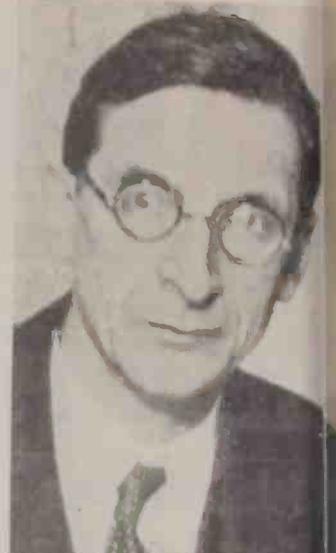
HENRY TURNBULL, radio director of the Republican National Committee, and **MARK LARKIN**, director of radio publicity, have returned to their respective posts at the Duane-Jones Agency. Turnbull is radio director of the agency and Larkin publicity head.

FRED A. PALMER, manager of WCKY, Cincinnati, to New York this week for conferences at the offices of the station's national representatives.

JAMES MELTON, who has been on a concert tour of the southwest, is back in town. He broadcast his last night's program from Gotham.

JOHN YOUNG, writer of the "Right To Happiness" series, is spending several weeks in Hollywood for the purpose of getting local color for subsequent installments of the program.

A. J. DURANTE, assistant to Wick Crider, chief of the J. Walter Thompson publicity department, off on a trip to Cleveland, Buffalo, Akron and Pittsburgh to iron out final preparations for the Elgin program.



OFF the Record with de Valera

During the last twenty years, **ROSS MACFARLANE** has spent much of his time abroad. His recent tour of the British Isles and Ireland he considers the most important in his career.

Take the time he spent with de Valera.

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

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

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

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



W-I-T-H
 IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

Complete Station Moved by Air

For the first time in the annals of both air transportation and radio communications, a complete commercial shortwave radio station, weighing well over 25 tons, was flown from "somewhere in Italy" hundreds of miles to "somewhere in Southern France." The station, owned and operated by RCA, will be used to carry government, press and military messages, with no straight commercials being accepted.

RCA Issues Statement of Earnings

The statement of income for the third quarter of 1944 for the Radio Corporation of America and its subsidiaries, with comparative figures for the corresponding periods in 1943, was issued recently by Lt. Gen. James G. Harbord, chairman of the board. Gross income totalled \$239,936,717 in the first nine months of 1944, compared with \$218,240,901 for the same period in 1943, an increase of \$21,695,816.

WPAT

660 720 880 930 1050 1150 1250

930

IN THE METROPOLITAN AREA

IS AMERICA'S MOST SUCCESSFUL YOUNG STATION!

because . . .

EVERY MINUTE IS MADE TO COUNT! THE TRACK IS FAST. RESULTS* . . . \$ AND RESULTS . . . CLEARLY INDICATE A LARGE RESPONSIVE AUDIENCE.

* CLIENTS' STATISTICS AVAILABLE UPON REQUEST.

NO. 3 OF A SERIES

WPAT

PATERSON
NEW JERSEY

PARAMOUNT BLDG.
NEW YORK



NEW LISTENERS

Get millions of new listeners—no duplication—at new low cost per actual listener! Amazing Hooper Survey now proves that most people in the significant small town areas surveyed listen predominantly to local Keystone Network stations. Millions cannot hear outside wired network stations. MORAL: Extend your programs to "Beyond-Metropolitan" America via the K B S coast-to-coast network.



SEND FOR THIS BOOK! It reveals conclusive facts you should know. Keystone Broadcasting System, Inc., New York City 19; Chicago 2; Hollywood 28.

KEYSTONE NETWORK

LOS ANGELES

By RALPH WILK

WILLIAM B. RYAN, manager of KFI and director of the 16th District NAB, left here last weekend for New York. While in the East he will confer in Washington and will attend a meeting of the District Directors of the National Association of Broadcasters on the 14th and 15th in Chicago.

Fred Brady will be the comedy star on the new "Gracie Fields Show" which debuts over the nationwide Blue Network, November 14.

Eddie Cantor introduced "A Yankee Christmas," by Lou Alter and Paul Webster, over the airlines on his "Time to Smile" show. Song is published by the Southern Music Company.

Some of Problems to Be Met and Solved in Export of Electronics Equipment," talk given at monthly meeting of West Coast Electronic Manufacturers' Association, has been multigraphed for distribution. Talk was made by Alan Ramsay, supervisor of Universal Microphone Co., who previously spent 30 years in export including residence in the Orient.

Kaltenborn To Europe; 33rd News Gathering Trip

H. V. Kaltenborn leaves soon for Europe on his 33rd trip to gather news which will be heard on his scheduled broadcast over NBC 7:45-8 p.m., EWT Mondays, Wednesdays and Fridays. He will cover two battle fronts and visit Rome, Paris and London. In the past year he has been in the Pacific and upon his return also visited Cuba. Morgan Beatty will fill in for two of the Kaltenborn broadcasts and will also act as his announcer on his regular series when resumed.

Sponsoring Met Auditions

Sherwin Williams Company will again sponsor the Metropolitan Opera auditions over 160 Blue stations starting Sunday, Nov. 26, 5:30 to 6:00 p.m., EWT. Warwick & Legler, Inc., handle the account.



"... and WFDF, Flint, says television will soon be here."



Memos of an Innocent Bystander. . . !

• • • Perhaps it's just a wee bit selfish on our part, but if we don't see a turkey come Thanksgiving we won't miss it . . . you see, Thursday Nite, in honor of his having won for the second successive year, the "Sporting News" annual award for being the 'outstanding sportscaster for the year 1944,' Harry Wismer was given a party by his alma mammy. The Blue Network . . . first let us say that we're not kidding about the turkey . . . next time you see Murray Grabhorn, Joe Katz, Maestro Meyer Davis or Ben Baylor (they sat with us) ask them if we didn't beat that bird eight to the bar with its own drumsticks! . . . Ed Noble, Mark Woods, Keith Kiggins, Bud Barry and John McNeil were on hand to tell Wismer how proud they are of his record . . . champions and leaders representing all sports and leading radio and sports writers, including, Jack Dempsey, Barney Ross, Gene Sarazen, Mel Ott, Al Schacht, L. B. Icely, Jack Kearns, Don Walsh, Fred Corcoran, Sid Shalit, Ben Gross, Al Buck, Frank Machin, Al Horwitz, George Frazier, Dick Duff, Art Flynn, Jack Gaver, Sgt. Mel Allen, Red Smith, Grantland Rice, Jack O'Brien, Earl Sparling, Jimmy Johnston, Jim Sauter, Paul Gardner, George Schreier, Art Donegan, Lou Effrat, Arch Ward, Tom Meany, Lou Little, Joe Cummiskey, M. H. Shapiro, Ira Seebacker, Willard Mullin, Jack Lavelle, Tim Cohane, Hugh Fullerton, Adrian Samish, Bill Corum, Bob Hannegan, Caswell Adams, Paul Porter, Vince Flaherty, Arthur Daley, Harry Grayson, Ed Wilhelm, Joe Custer and Detective Johnny Broderick . . . during the fifteen minutes on the air (should we say via the BLUE Network?) most of the experts seem to feel that Notre Dame would be the victims of the Old 'Army Game' . . . Wismer was all over the place, beaming yet, withal, humbly grateful for the honors bestowed, which we too feel, he so richly deserves.

• • • That was a nice bit of work last week . . . we mean the independent hook-up that WOV arranged with stations in New England, Pennsylvania and New Jersey for a simultaneous program dedicated to the American Relief For Italy, Inc. which featured the Toscanini-NBC Symphony Orchestra and Jan Peerce, Gertrude Ruible, Nan Merriman, Francesco Valentino and the Westminster Choir. . . • It'll be Bing Crosby instead of Jack Benny who'll guest on Frank Sinatra's show Nov. 20 . . . the comedian took a rain check and will visit the 'Voice' later. . . • Jimmy Wilson, CBSound Engineer has a hobby, Photography, which sure will come in handy as soon as Television takes a firm hold. . . • Song stylist Gail Fletcher, who is also one of the directors on the Blue Net's "Blind Date," program has another talent . . . her latest song, "The Navy Fliers' Song," published by Mills Music, has been given the sanction of Admirals Fitch and Ramsey . . . song rates programming on 'Morale-Building' air show. . . • The song, "Buy A Bond Today," which Milton Berle and Kate Smith sang on la Smith's CBSunday program was written by Berle and Hal Block. . . • George Hines, formerly heard singing with Nick D'Amico's band has just been signed to sing with Sammy Kaye's Band.

★ ★ ★
— Remember Pearl Harbor —

To Study Farm Reading Habits

The Advertising Research Foundation has undertaken the task of ascertaining the reading habits of the American Farmer, according to a recent announcement by William G. Palmer, chairman of the foundation. The study will be conducted under the supervision of an administrative committee headed by Howard D. Williams, vice-president of Erwin, Wasey & Co.

"Victory" List Adds Four

National Radio Features of Albany has added WAYS, Charlotte, N. C.; WISE, Asheville, N. C.; WOPI, Bristol, Tenn.-Va. and WERC, Erie, Pa. to the stations that will air their current "America To Victory" program feature. The U. S. Treasury has approved the use of their name on all announcements, and stress will be placed on doing a bigger job for the 6th War Bond Drive.

CHICAGO

By BILL IRVIN

BLUE Network employes here tributed \$1,674.50 to the community and war fund, almost doubt their \$900 quota. More than 90 per cent of the employes at NBC Chicago contributed to the fund, pledges up 25 per cent over according to John F. Whalley, business manager for the central division producer.

June Merrill's "For Women Only" show, heard five days a week at 10:30 a.m. over WJJD, has been expanded to a half hour program.

Addition of two new members to his staff was announced recently by John F. Ryan, manager of the NBC central division press department. Raymond Hutchison, former radio and movie writer recently honorarily discharged from the U. S. Merchant Marine, has succeeded Shelton Peterson as a staff writer. Peterson has resigned to take over writing chores on the Bernardine Flynn new program. Marcella Hein, a graduate of the NBC-Northwestern University summer radio institute, has been engaged as program clerk.

Joins OWI Overseas

Clarence B. Heller, formerly of the staff of WLOK, Lima, Ohio, has gone to England as a member of the OWI overseas staff.

Durham*

makes

25%

of

nation's

cigarettes

WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.



AGENCIES

BERTY, CLIFFORD & SHEN-
WELD announce the appoint-
 ment of Marianne Cassar as super-
 visor of market research. Prior to
 joining the agency she was asso-
 ciated with Pan-American Airlines
 in its research department. The
 agency also has named Mary Fillius
 as copy writer. Prior to her joining
 the agency she was associated with
 advertising for two years in its
 copy department.

WARD K. STOVER has joined
 McCann-Erickson's market research
 department. He was formerly in the
 research and media depart-
 ment of J. M. Mathes, Inc.

WINS KENNEDY, formerly with
 the Thompson agency on their
 staff, has joined the Biow
 copy, Inc., as a creative staffer
 in its copy department.

FAWCETT, JR., president of
 Publications, Inc., has ap-
 pointed McCann-Erickson, Inc., New
 York office, and L. E. McGivena &
 Co. to handle advertising of
 various publications. The ap-
 pointment for both agencies becomes
 effective January 1, 1945.

Symphony Tieup in 6th War Loan Drive

The broadcast of the Boston Sym-
 phony originate in New York this
 week will be dedicated to the Sixth
 War Loan Drive, when it performs
 in the auditorium of Hunter Col-
 lege, November 18, 8:30-9 p.m., EWT.
 In a web, it has been announced
 that Austin, supervisor of this

program, to be conducted by
 the Koussevitzky, will be per-
 formed on a hall large enough to sell
 one and a half million dollars' of
 war bonds, \$100 and \$1,000
 denominations. Staats Cotsworth is
 the announcer on this series, and Gene
 Kelly, recently honorably dis-
 charged from the Army, rejoins the
 agency as the announcer. Tickets
 are on sale at McCreery's de-
 partments. Compton Advertis-
 ing is the agency.

Exclusive!

WHITE SOX
BASEBALL

W-I-N-D
CHICAGO

5000 WATTS

THE WEEK IN RADIO

Radio's Election Role

(Continued from Page 1)

known to man." . . . Climax of the
 campaigns was the Norman Corwin
 satire which assembled the nation's
 outstanding personalities. . . . Tele-
 vision's part is not to be minimized:
 WNBT, WCBW and WABD in this
 city all telecast the events. Los Ange-
 les' W6XYZ held its own, too, in
 addition to tele stations in Chicago,
 Schenectady and Philadelphia.

Expansion: Practically all the sta-
 tions in San Francisco have supple-
 mented their regular news depart-
 ments to handle adequately all the
 war news of the Pacific theater. This
 automatically establishes this center
 as the second most vital news source
 for radio.

Academy: Lee & Losh, Hollywood
 organization, has been appointed to
 sample the industry opinion and
 draw the plans for an "Academy of
 Radio Television Arts and Sciences,"
 currently sponsored by the Radio
 Writers Guild, CBS, NBC and the
 Blue.

Nominees: Two people have been
 mentioned for the post of chairman
 of the FCC. Commissioner Clifford
 J. Durr is one; however, he isn't too
 excited about it. Another candidate
 is Paul A. Porter, Democratic Na-
 tional Committee publicity director,
 who is strongly endorsed by Chair-
 man James Lawrence Fly.

Allocations: The FCC is expected
 to hand down its decision sometime
 this week on FM and television. It
 appears that both will be pushed up
 in the spectrum, as impressions indi-
 cate less interference in the higher
 frequencies.

Opposition: NAB President Harold
 J. Ryan has written to the FCC op-
 posing the FM subscription plan.

'Yank,' Army Mag. Series To Start On NBC, Nov. 15

"Yank, The Army Weekly" goes on
 the air November 25 in a new drama-
 tic series which will be launched on
 NBC. Format will follow the pattern
 of the magazine itself and will be
 presented for GI as well as civilian
 appeal. Series will be heard Satur-
 days from 1:00 to 1:30 p.m., EWT.



LUX RADIO THEATRE 36.0*

Here's where you get a BIG Rating,
BIG Station, BIG Market.

*Hooper Rating Win.-Spr. Index 1943-'44



pointing out that the present broad-
 cast industry should not be sacri-
 ficed for what is in effect a "mul-
 tiple-address system." He urged
 against provision for the subscrip-
 tion service, which he says is for a
 privileged group and could be car-
 ried by wire.

Contract: Paul Whiteman and the
 Philco Corporation have signed a
 five-year contract, whereby the for-
 mer will continue as musical director
 and supervisor of the company's "Hall
 of Fame" on the Blue. Contract
 reaches into October, 1949.

Tele Tales: FCC has approved the
 joint application of International
 Business Machines and General Elec-
 tric for an ultra high frequency point-
 to-point experimental system between
 Washington, New York, Schenectady
 and New Scotland, N. Y. . . . Bob
 O'Donnell's Interstate Circuit has ap-
 plied for a Channel No. 2 assignment
 in Dallas for commercial tele.

People: Harold E. Fellows has been
 appointed to the newly made post
 of manager of New England Opera-
 tions for CBS. . . . Frank Samuels
 has been named sales manager of the
 Blue's western division. . . . Dr.
 William L. Everitt of Washington has
 been elected president of the Insti-
 tute of Radio Engineers. . . . Mildred
 Fenton has opened her own Radio
 production offices on Madison Ave-
 nue. . . . Arden X. Pangborn, man-
 aging director of KGW and KEX,
 Ore., is the new president of the
 Advertising Federation of Portland.
 . . . Samuel H. Cooke, president of
 the Onondaga Radio Broadcasting
 Corp., died last week at the age of
 65. . . . Richard W. Davis is the new
 manager of WELI, New Haven. . . .
 Ralph D. Kanna is the new manager
 of WHTD, Hartford, Conn.

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

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

PROMOTION

CFCF Booklet

A small neat booklet mailed out by
 CFCF in Montreal, Canada, was
 recently received by New York agen-
 cies. Due to paper shortages there
 has been little Canadian promotion
 for some time now, and the size of
 this effort reflects the still existing
 lack of paper. On the cover there is
 a photo of Montreal, with the sta-
 tion's call letters and the theme that
 the station is the established bridge-
 head for Canada's metropolitan area.
 The inside pages present amusing
 sketches with the copy interspersed.
 Almost conspicuous by their absence
 are tables of statistics, eliminated in
 an apparent effort to make the pro-
 motion piece easily read and assim-
 ilated in the small space available. All
 in all this effort represents a care-
 ful, well thought out wartime pro-
 motion effort.

New Talent Is Muddled For Nash-Kelvy 15G Show

Vic Schoen, musical conductor for
 16 Universal pictures, and many Bing
 Crosby recording sessions, now con-
 sidered by Geyer, Cornell & Newell,
 Inc., as permanent maestro for the
 Nash-Kelvinator-Andrews Sisters
 half-hour musical variety show to
 bow in over the Blue's 1900 stations,
 Sunday, Dec. 31, 4:30-5 p.m., EWT.
 The weekly package is expected to
 gross approximately \$15,000.

George "Gabby" Hayes, comic of
 movie Westerns, also being considered.
 Donald S. Shaw, radio director, will
 supervise the production. The new
 program marks the return of Nash-
 Kelvinator to a national radio net-
 work for the first time since 1938
 when the company sponsored the Pro-
 fessor Quiz show.

WBYN
 ALONE
 BRINGS YOU
IMMEDIATE
 AUTHENTIC
 "FROM THE TRACK"
RACE REPORTS
 12 to 6:30 1430
 daily on your dial

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

WLB Rejects Demands Of AFM For KSTP

(Continued from Page 1)

to a request from KSTP. The AFM had asked a minimum of eight musicians for the Minneapolis studio, employment of AFM members as librarians and platter turners, and a minimum of \$52.50, for a 22-hour week.

With labor members dissenting the panel denied the first two demands and recommended the following wage scale: for 13 hours, \$34.56; for 16 hours, \$40.42; and for 20 hours, \$46.40.

The report was completed last July, but before it could be issued, the AFM head, James C. Petrillo, pulled his men out.

The case is widely regarded as an important test for expected future demands by Petrillo for increased music staffs and for inclusion of platter turners and librarians in AFM. In ruling on the latter question, the panel considered the present manpower shortage as well as previous broadcaster customs. Petrillo, the report said, was unable to justify this sort of practice when questioned before a Senate committee. "He had agreed with Sen. Charles W. Tobey, N. H., that demanding employment of AFM members as record-turners was not sound."

Heill Dissents

The wage scale recommended by the panel is that offered by KSTP, and is the same the station pays at its St. Paul studio. It is close to that paid at WCCO, Minneapolis, where the hourly rate is \$2.36, but the minimum is 22 hours—or \$52.50, as asked by AFM.

John Heill, the labor member of the panel, wrote a dissent in which he challenged the authority of the War Labor Board to rule in the case. The union, he said, has been upheld by Minnesota courts and the broadcasting of KSTP—which would not be stopped—is not sufficiently important to the war effort for the WLB to step in.

Radio Plans Announced For "March Of Dimes"

(Continued from Page 1)

producer, radio producer; and Sam Blake, formerly public relations counselor for the Notre Dame Club of New York, radio publicity director of the Foundation.

Others are: Jane E. Moore, director of the Greater New York Radio Division of the Foundation, assisted by Mabel Robison, formerly with Foote, Cone & Belding. Hollywood office: John Swallo, formerly of NBC and now president of Television Enterprises, Inc., will head radio production with Virginia Lindsey, formerly manager of Tom Fizdale's Hollywood office, handling West Coast radio publicity.

Chicago office: Jack Fisher will again serve as national radio representative for all national programs

Victor And Columbia Sign On Special AFM Fee Basis

(Continued from Page 1)

cannot transfer their contracts to any other firm subsidiary or otherwise and their contracts with AFM artists become null and void in the event of a strike or termination of the pact just signed. Also in the event no contract exists between the recording companies and the AFM or a strike exists, the artists automatically become non-exclusive and can work for any company signed with the AFM. This has been added said James C. Petrillo, AFM head, to preclude its members again being without recording work for 28 months because of disputes with the union. Contracts with Decca and other firms do not have these two clauses.

All-Day Session

RCA and Columbia had informed President Roosevelt and Government agencies recently to the effect they would sign unless definite action was taken on the findings of the WLB and, proceeded toward this end as Election Day approached. It was then decided to wait in order to avoid possible political issues being attached. Last Thursday morning Niles Trammell phoned Petrillo in Chicago that acting as spokesman for the companies who had just held a meeting, he could assure him they were ready to sign. According to Petrillo, he told Trammell that he had heard this before, but in any case was not "flying in." Petrillo took the train instead and this resulted in a Saturday cab-fab instead of Friday.

Trammell and nearly a dozen other recording officials and attorneys plus the AFM contingent usually surrounding Petrillo arrived at the AFM headquarters in the General Electric Building's 34th floor early Saturday and they proceeded to set up the language of the contracts. As soon as they were in accord, Trammell left around noon for the Army-Notre Dame game and the lawyers did the rest, with Petrillo taking time out to walk around his offices in pensive and somewhat recriminative mood.

Many Attorneys Present

Present during the discussions and conclusion of the contracts were, in addition to Petrillo: Ralph Colin, attorney for CBS and CRC; Edward Wallerstein, president of CRC; Frank White, CBS vice president; James W. Murray, general manager of RCA

emanating from the Windy City. Scripters include: Doris E. Kaye, former scriptwriter for Muzak and Broadcast Music; Ruth Thayer and Raphael Hayes, free lancers. Kaye Sullivan, formerly assistant sales promotion manager for the Ohio National Life Insurance Company, and Rutheda L. Pretzell, head the secretarial staff; Mary Mazza, formerly with the Five Towns Community House, is also a radio staffer.

Victor Record Division; Jos. McConnell, general counsel for RCA; James Wise, also of RCA counsel; Robert Myers, RCA attorney (who with Colin carried the ball at the WLB panel hearing); Lloyd Egner, vice president of NBC and head of the Radio Recording Division of NBC; Joseph A. Padway, general counsel for the AFL and special counsel for the AFM; Henry A. Friedman, AFM attorney; Edward Canavan, Rex Riccardi, Harry Steeper and Clair Meeder, assistants to Petrillo.

Since Petrillo insisted that no "master organization" would sign but the actual company involved, Lloyd Egner signed for NBC recording and transcription subsidiary of NBC-RCA; James Murray signed for Victor, and Edward Wallerstein signed for Columbia Recording Corp. Petrillo signed for the musicians union.

Petrillo's Contab

Petrillo told newspapermen that
(Continued on Page 8)

That \$4,000,000

The \$4,000,000 annually expected by Petrillo seems to shape up more as a three-year proposition which may accumulate at the expiration of the contracts, Dec. 31, 1947, rather than in the near future. Columbia officials queried by RADIO DAILY said he estimated his firm would pay the AFM a possible \$200,000 in fees annually. Postwar sales may alter the situation. Petrillo figures on a total of 130,000,000 records being sold annually, scale of fees are one-fourth cent for a disk selling at 35 cents or under, one-half cent for a 50-cent disk, three-quarters of a cent for a 75-cent record and one cent for a dollar disk up to five cents for a \$5.00 disk or album. RCA Victor figures would run considerably higher than CRC.

To date, the one year in which the Decca and over 110 other ET and recording companies have been signed by the AFM, \$115,000 in fees have been paid to the AFM special fund. Of this Decca alone paid \$90,000 and the more than 100 other companies paid in the rest of the sum, \$25,000.

Full Hour News Period Sold By WMAQ, Chicago

(Continued from Page 1)

the program will be heard Mondays through Saturdays, beginning November 9 and running through December 31. Featuring transcribed popular music, the program will open and close with five-minute summaries of the latest news.

AM, Tele, FM Outlets Applied For

(Continued from Page 1)

broadcast on the 1,250 band. 500 watt operation on the 1,130 San Diego is sought by C. Smith, banker, with J. Frank operator of stations in Pasadena, Los Angeles also an officer corporation.

Gimbel Bros., controllers Philadelphia, Friday filed with FCC for a commercial television on Channel 4 for Philadelphia with another commercial television received for Chicago Johnson Kennedy Radio Corp.—for Channel 7.

Raoul Cortez, Mexican broadcaster in San Antonio, has applied for operation of kilocycles, with one kilowatt time.

Fourth application was for Ala., for operation on 1,490 kc with 250 watts, from the Broadcast Service, licensee of Chattanooga, Tenn.

New applications also were at the FCC headquarters commercial television, one two standard stations. Teleplicant is the Los Angeles Mirror, with the FM application from California, The Santa Island Co. of Avalon.

AM applicants were the Broadcasting Co. of Dayton, 500 watts on 980 kilocycles, time operation and the Wichita, Kansas, Broadcasting Co. for operation with 250 watts, 1,410 kc.

The Commission also at three new standard broadcast—two of them in Sacramento all 250 watts. The Central Broadcast station in Sacramento on the 1,340 band, and Lincoln Dellar on 1,490 kc. The station will be on 1,400 kilocycles Harrisburg, Pa., and is to be to Herbert Kendrick and G. M. ...

An FM application was from the Southern Minnesota Broadcasting Co., Rochester, and for a new standard station operate on 620 kc with one kilowatt and five kilowatts at the Rebel Broadcasting Company, Jackson, Miss.

WTMA, Charleston, S. C., for permission to change frequency from 1,250 to 630 kc.

Army-Navy Game On

The December 2, Army-Navy ball classic, will be aired beginning at 1:45 p.m., EWT, ing to an announcement by Spang, Jr., president of the Safety Razor Co. who will the broadcast. The mike alternately handled by Ted and Jimmy Dolan, who will listeners an account of the classic Thompson Stadium, Annapolis, complement of 141 CBS stations carry the game, including outlets in Hawaii. In addition letter has arranged with AF shortwave the account over

First Annual Conference Of TBA Planned For N. Y. C. In December

(Continued from Page 1)

imately 450 of the registrants will come from out-of-town and will include prominent broadcasters, equipment manufacturers, retail merchants and caterers.

Highlights of the two-day conclave will include a gala banquet on December 12, at which special programs telecasted by New York stations direct to the Commodore ballroom will be heard on a large number of tele-receivers; presentation of Awards of Merit to those who have contributed to the progress of television; and panel meetings of interest to everyone attending the conclave.

The opening general session at 10 a.m. on December 11, 1944 will feature six talks by leaders in the television industry. "New Horizons in Television" will serve as topics for talks by Dr. W. R. G. Bak-

MR. POPPELE

er, vice-president in charge of electrical for the General Electric Company and by E. W. Engstrom, director in charge of the RCA Laboratories, Princeton, N. J.

"Television Programming," exploring possibilities of the new art, will be discussed in talks by John F. ... vice-president in charge of production at the National Broadcasting Company; by Robert L. Gilson, a member of TBA and assistant to the president in charge of advertising and publicity for the General Electric Company, and by Thomas H. ... in charge of production for the RKO Television Corporation.

and S. Osborne, chief engineer of American Telephone & Telegraph Company will conclude the opening session.

The afternoon of Monday, December 12, 1944 will be devoted primarily to Panel Meetings. There meetings will be arranged by Dorman D. ... vice-president in charge of production for the Emerson Radio Phonograph Corporation, and will be conducted by executives in various branches of the television, radio, picture, theater, talent and other industries. Mr. Poppele

said panel meets will be conducted by the following persons:

Manufacturers, C. A. Priest of General Electric Company; Broadcasters, Samuel H. Cuff, Du Mont; Program Producers, Thomas H. Hutchinson, RKO Television; Advertising Agencies, William H. Weintraub; Newspapers, Clifford Denten of the New York "Daily News"; Theaters and Motion Pictures, Paul Larsen of the Society of Motion Picture Engineers and Talent, William Morris of the Morris Agency.

A cocktail party late Monday afternoon will be sponsored by The First Television Network—NBC, Philco and GE, Mr. Poppele stated.

Awards of Merit

Awards of Merit to those who have contributed to television progress in various categories are to be made at the banquet, the presentations being in charge of a committee headed by Paul Raibourn, President of Television Productions, Inc., a subsidiary of Paramount Pictures, and a Director of TBA. The program of telecasts to the Conference banquet will be announced shortly.



RALPH B. AUSTRIAN

Highlighting the Tuesday morning, December 12, 1944, session will be a Round Table Discussion by technical experts of the television industry. The discussion will be led by Dr. Alfred N. Goldsmith, consulting engineer and vice-chairman of the Radio Technical Planning Board. Questions will be answered by the following engineering experts:

O. B. Hanson of NBC; Allen B. Du Mont, president of TBA and head of the Du Mont Laboratories; Dr. C. B. Jolliffe of RCA; F. J. Bingley of Philco; J. E. Keister of GE; Harry Lubcke of Don Lee; Jack R. Poppele,

WOR; A. H. Broly of Balaban & Katz and Klaus Landsberg of Television Productions, Inc.

The Annual Meeting of the Television Broadcasters Association is scheduled for the afternoon of December 12, 1944 and will be open only to TBA members. The rest of the afternoon and evening will be spent in visits to television stations in New York, with invitations extended to registrants to visit the GE station in Schenectady en route home.

NAB Board Meeting Tomorrow In Chicago

(Continued from Page 1)

at the national convention. The directors will also discuss a series of district meetings in 1945, the next annual membership meeting and will hear a report on the FCC allocations hearings.

MacGowan To Speak

Gault MacGowan, journalist and war reporter for the New York "Sun," will speak at the Advertising Club of New York luncheon, Wed., Nov. 15, 12:30 p.m.

add your green
to the
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Victor And Columbia Sign With AFM FCC Plans To Deny Renewal To WOKO

(Continued from Page 6)

he would be severe in seeing that full provisions of the contracts are carried out and said he felt bitter about the "scars of the battle and the many cartoons" that hung around the AFM offices. He said that as soon as a few million dollars was accumulated, he would go before the AFM convention and ask them about disposition of the money. The money he said would be used to "spread musical culture" and thus help older and unemployed musicians in communities that had no live symphony orchestra. He expected that eventually the fees attached to recordings would bring in \$4,000,000 annually.

In a prepared statement Petrillo was vitriolic in his tirade against the recording companies.

CRC Wires Vinson

Edward Wallerstein, for CRC, wired Judge Fred M. Vinson, director of the Office of Economic Stabilization as soon as he got to his office after the signing of the pact with the AFM. Wallerstein reviewed the entire situation and blamed the Government for not upholding the findings of the WLB. His wire follows:

"It is now more than sixteen months since July 5, 1943 when the United States Conciliation Service certified to the National War Labor Board the dispute between Mr. Petrillo and the recording companies. We have waited those sixteen months for action by one or more branches of the Government. We have waited sixteen months since the first hearing before the War Labor Board on July 9th; ten months since the end of the protracted hearings before the Panel appointed by the War Labor Board; eight months since the filing of the opinion by the Panel recommending that the War Labor Board "exercise its power to terminate the strike to the end that the conditions prevailing on July 31, 1942 be restored"; seven months since the argument before the War Labor Board on the confirmation of its Panel's report; almost five months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to lift his ban on recordings; three

months since the issuance by the War Labor Board of an Order directing Mr. Petrillo to show cause why its previous order had not been complied with and almost three months since the hearing on August 17th on the return of that order to show cause.

Patient Waiting

"We have waited more than two months and a half since the War Labor Board, apparently unable in any other way to enforce its order, certified the question to the President of the United States through your office and we have waited almost another six weeks since October 4th, when, as a result of your recommendation to the President, he requested Mr. Petrillo by telegram to end the strike. It is over a month since Mr. Petrillo replied to the President and refused to comply with his request. Despite that action by Mr. Petrillo which apparently disposed of Government action, we have waited another month since our telegram of October 12th to the President pointing out that the statement in his telegram to Mr. Petrillo that the strike did not affect the war effort was inconsistent with the repeated findings of the War Labor Board and its Panel as the result of which, on the following day, October 13th, the President at this press conference publicly stated that he would study the laws to determine what could be done to enforce the War Labor Board's order.

"We have waited over three weeks since the report on October 18th that the President had referred the matter back to you to investigate the laws

and since our telegram to you of October 20th referring to the report that the matter was back in your hands and ending with the statement that unless you act quickly we will be compelled to accept Mr. Petrillo's terms. The economic pressures on us are such that we can wait no longer and must now either sign or go out of business. Since no action has been taken by the Government, we have today entered into a contract with Mr. Petrillo's union which will include provision for payments by us directly to the union, the principle which we have resisted for more than 27 months, which we contested before Government bureaus for sixteen months and which, though successful in our contests, we are finally accepting because of the Government's unwillingness or incapacity to enforce its orders!"

Murray's RCA Statement

Speaking for RCA Victor Recording Division, James W. Murray, general manager, says that he was advising all Victor artists that they will resume recording immediately and the Union locals of the AFM are being similarly advised by Petrillo. He further stated:

"In view of Mr. Petrillo's decision not to accept the order of the War Labor Board and the request of the President to obey the Board's order, we have no alternative but to meet the demands of Mr. Petrillo that we make direct payments to the Union's treasury or to abandon our record business which would have resulted in losses to the public, our employees and artists, our dealers and stockholders."

In another message to Victor Record distributors and dealers throughout the country, he said: "Record ban ended and new recording operations will start immediately. The first of a series of exciting announcements will soon be on the way to you. . . ."

Petrillo Sounds Off

In a statement he had readied at the conclusion of his talk to newspapermen, Petrillo had a long statement more than two pages in which he gave his personal views with no holds barred. It read in part that the RCA-Victor Division of RCA and the Transcription Division of NBC, and CRC had entered into agreements. "This," It stated, "is the greatest victory for labor organizations in the history of the labor movement. . . that "the AFM was the first such organization to receive agreements whereby employers pay money direct to the union for the employment of musicians over and above what they pay for the actual work done by the musicians in the making of recordings."

Vilifying the companies in question, whom he accused of failing to be friendly, he further held back no punches and threw dozens of adjectives, not exactly flattering to RCA

(Continued from Page 6)
revocation is the concealment of WOKO for more than 10 years and 24 per cent stock ownership by J. H. Pickard, erstwhile Federal Communications Commission Commissioner and later a CBS president.
Pickard had been given \$100,000 by the station in return for his part in getting the CBS affiliation with WOKO it was claimed.

or CRC and compared them to the recording musicians as slaves who were sold in the "pre-Civil War" days.

After additional investigative work, said: "Let it be remembered that this entire controversy is nothing more than the adoption of the principle of fair dealing with the members who were being thrown out of employment by the use and sale of mechanical devices manufactured by the members of the AFM. . . ."

Adamant

With wires ready to meet the demands of the AFM Executive Board to heads of Locals of the AFM, advising them of the new conditions and that the musician to work immediately, Petrillo revealed that a few weeks before Election Day Jimmy Byrnes, Fred Vinson had asked him to call off the recording ban, and he gave them an emphatic "No." He also said that William S. Paley, CBS and David Sarnoff of RCA came to him with a proposition that the AFM take a flat \$100,000 annually instead of the \$250,000 fee on each record sold. This, he said, was down many months ago.

Kick-Off Disks

Neither Victor nor Columbia was sure Saturday what artists or songs would be the first to be recorded. It depended who was available even though arrangements were already under way to set up the recording studios once again. However, yesterday afternoon, Vaughn Monroe, orchestra with vocalist Marilyn Duke, cut a few sides at RCA Victor studios in New York. Last night, Andre Kostelanetz and orchestra for Columbia, backed up the two "Ave Maria" compositions, Schubert and Gounod, later making the hits from "Oklahoma" and some Gershwin tunes. Kostelanetz recorded at Liederkrantz Hall, which has been used as a recording and radio studio for some years.

Economic situation re artists' contracts expiring was a prime factor in both recording companies making a deal with the AFM. Recently, Jascha Heifetz, an RCA Victor artist, jumped to Decca under a non-exclusive contract.

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NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
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\$26,500,000

That's Sales Management estimate of retail sales in Hartford for December, an increase of 9.5% over last year! Hartford is the center of the rich WDRC Market delivered to all advertisers at one low rate!

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 30 NEW YORK, N. Y., TUESDAY, NOVEMBER 14, 1944 TEN CENTS

War-Loan Plans Readied

Carlin Resigns Post Blue Program Head

Phillips Carlin, vice-president in charge of program operations of the Blue Network Co. has resigned, effective immediately, it was announced yesterday by Frank Woods, president. Resignation was announced after an exchange of letters between Carlin and Woods. Carlin was a radio personality who headed the industry in New York. He has been associated with the Blue Network since its organization in 1941.



PHILLIPS CARLIN

After starting as an announcer at WFAT in 1922, when it was owned by the AT&T, he rose to the post of program manager of the station in 1929. A year after NBC was organized as a network, he later became east-program director of the web;

(Continued on Page 6)

New York Newspapermen Hosted By Cowles Group

Though not exactly "strangers" in New York radio circles, a cocktail party and luncheon in the Waldorf-Astoria, served yesterday to formally introduce the Cowles stations' officials in New York with headquarters in Philadelphia. Among those were Craig

(Continued on Page 2)

Air-minded

Barbara Kilby of the New York "News" radio staff made the most of her trip to the Piper Aircraft Corporation at Lock Haven, Pa., over the past week-end. Instead of participating in the social activities of the press party, Barbara took flying lessons and came home with a certificate indicating that she had hours of instruction as a pilot.

Unveiling

New painting by James Montgomery Flagg, depicting the Dempsey-Willard fight, will be unveiled today 1.45-2 p.m., EWT via a program to be heard over WHN. Unveiling will take place at the Jack Dempsey restaurant, with Bert Lee, WHN sports announcer and commentator, acting as emcee.

Recording Schedules Follow Settlement

With the signing of the contracts between Petrillo's musicians and two major recording companies, RCA Victor Recording Division and the Columbia Recording Company, production departments of both concerns have put their wheels in motion to produce classical and popular recordings in time for the Christmas holiday deadline. Decca Records, Inc., who signed with Petrillo a year ago September, revealed that there were more than 175 different selections on the market since that date. A spokesman

(Continued on Page 3)

Flamm WPAT Acquisition Approved By The FCC

Washington Bureau, RADIO DAILY Washington — With Commissioner Paul A. Walker dissenting, the FCC has consented to the acquisition by Donald Flamm of control over WPAT, Paterson, N. J. Transferers were Frank Falknor and Rex Schepp.

The Commission held that the arrangement

(Continued on Page 2)

FDR, Accepting Resignation, Sees Fly Only On "Furlough"

Washington Bureau, RADIO DAILY

Washington—James Lawrence Fly, retiring FCC chairman, is only on "furlough," President Roosevelt wrote him yesterday in accepting his resignation. Fly's aid on communications matters will be expected hereafter, even though he has left his govern-

ment post. Actually, Fly will be in Washington in a few months to work on the merger of International Communications Systems. Letters from Fly to the President and from the White House to Fly concerning the resignation were made public by the White House

(Continued on Page 6)

FDR Officially Starts Ball Rolling With Address Next Sunday Evening On Major Networks - Stations

Tele To Create Jobs After War—Mullen

Chicago—Forecasting that television will contribute much toward creating post-war jobs, Frank Mullen, vice-president and general manager of NBC, addressed a luncheon of the Chicago Agriculture Club at the Morrison Hotel yesterday.

With an eye to the future world, Mullen predicted that television will provide the most effective means for passing communications ever created, and he stated a belief that it would rank at the top of the new industries that will create post-war jobs for men and women and capital.

"Television is something totally new," Mullen said. "It will grow on soil where nothing ever grew before. From the employment standpoint it will create new jobs without abolishing any old ones. It will add to employment without subtracting from it," he declared.



FRANK MULLEN

President Franklin D. Roosevelt, will officially inaugurate the Sixth War Loan Drive on Sunday Nov. 19, at 10 p.m., EWT when he will make an address on a special program to be heard on all major networks and many independent stations. Meanwhile, with the two other major networks having already announced their plans for taking part in the Sixth War Loan Drive, CBS and Mutual have completed their schedules in support of the campaign which will be launched Sunday Nov. 19. Plus the four coast-to-coast networks, individual stations both affiliated and independent are also completing their own plans to back the drive.

CBS will get under way on Nov. 19, with a series of special programs, the first being entitled, "American Pilgrimage," a tribute to men overseas and their families at home. This will be heard over WABC-CBS at 9:30-10 p.m., EWT. Show will feature

(Continued on Page 5)

M-G-M's 'Screen Test' Leaves Mutual, Dec. 8

Metro-Goldwyn-Mayer will drop its "Screen Test" program on Mutual, Dec. 8, Howard Dietz, vice-president and director of publicity for M-G-M disclosed yesterday. "Screen Test," 15-minute live show, has been heard on Mutual over 87 stations for the past six months.

Home On The Junk

Alfred Nilson, engineer at WOR, has solved the pressing housing situation uniquely, and well. He makes his home on a Chinese junk moored in the yacht basin of the New Rochelle Y. C. This sturdy ancient vessel, in which Nilson has sailed thousands of miles, is completely equipped for radio broadcasting. Many WOR remotes have originated there.

WLAW can change your whole sales picture. WLAW serves 907,283 people in Northern New England. Advt.



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

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FINANCIAL (Monday, Nov. 13)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, OVER THE COUNTER, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Nora Stirling Guesting
Nora Stirling, of NBC's "Serenade to America," is following up her guest shot of last Saturday on the "Ellery Queen" show with an appearance today on the "Finders-Keepers" program over NBC.

20 YEARS AGO TODAY

(November 14, 1924)
WAPI in Birmingham, Alabama, in two years of existence has become a consistent favorite with the people of Alabama. Called "The Voice of Alabama," WAPI is looking into the future with great anticipation. It is the first radio station in the State.

Two Networks! Three City Market!!
CBS WENT MUTUAL
Gloversville • Johnstown • Amsterdam
THOMAS CLARK, Nat. Rep.

Coming and Going

E. B. LYFORD, of the NBC stations department, leaves Thursday for Canada, where he will visit network affiliates in Montreal and Toronto, also the CBC headquarters in Ottawa. He'll be back Nov. 24.

GEORGE P. RANKIN, JR., president and chief engineer of WMAZ, Macon, Ga.; FRANK CROWTHER, commercial manager and sales promotion director of the station, and WILTON COBB, publicity head, visitors yesterday at the offices of their national representatives.

SAMMY KAYE and the members of his band made a flying trip yesterday from Toledo to Chicago, where they made their first recording in 28 months.

FRED SCHILPLIN, president of KFAM, NBC station in St. Cloud, Minn., back at the station following an extensive business trip.

JO LYONS, assistant television director, of BBD&O, is expected back at her post today following several days at Blairstown, N. J.

ARCH SHAWD, vice-president and general manager of WTOL, Toledo, is in New York on a short business trip.

WILLIAM E. WARE, general manager of KWFC, Hot Springs, National Park, Ark., is back at his desk following a three-weeks visit with network and agency officials in Chicago, New York and Philadelphia.

WILLIAM ALLSOPP, an owner of KLRA, Columbia network affiliate in Little Rock, and S. C. VINSONHALER, general and commercial manager of the station, have returned to Arkansas following a brief stay in Gotham.

JAMES S. APPELL, artists representative, leaves today for California to discuss a post-war picture deal. He'll return around the end of November.

RALPH EDWARDS and his "Truth or Consequences" program entourage are back from Holyoke, Mass., where they did a special non-broadcast show.

Flamm WPAT Acquisition Approved By The FCC

(Continued from Page 1)
rangements under which Flamm acquired 49 per cent of the stock and option to purchase an additional one per cent, and in which his attorney acquired a proxy to vote the one per cent included in the option, constituted a transfer of control which should have been presented to the Commission for approval prior to the date the arrangements were effected. However, the decision points out that there has not heretofore been a definite opinion by the Commission construing the provision of Section 310 (B) in a situation of this kind, and that the parties had reported all transactions promptly to the Commission and, on request, had submitted an application so that the matter might be examined by the Commission.

The Commission stated that in the absence of any other evidence or compelling reasons why consent should not be given, "we are of the opinion that the public interest will be served by granting the instant application for consent to transfer of control of North Jersey Broadcasting Corporation."

Levant, Rainer With Hildegard

Oscar Levant, pianist, and Luise Rainer, film star, will be guests today on Hildegard's "Raleigh Room" program at 10:30 p.m. over NBC.

New York Newspapermen Hosted By Cowles Group

(Continued from Page 1)
Lawrence, general manager of the Cowles stations; Jack Paige, promotion head and Ted Enns, national sales manager. Fred Coll, public relations man for WHOM, introduced Paige who in turn introduced Lawrence and Enns. Turnout of newspaper men and women was unusual for an independent outlet, the Lounge of the Waldorf-Astoria playing to capacity. Conference of Cowles stations' officials will be held in New York next week when "Mike" Cowles will be on hand along with others from Washington and the Middle West.

Oddie New Director of A.B.

Richard M. Oddie, formerly with the San Francisco office of McCann-Erickson, has been appointed director of broadcasts for The Association of Broadcasters, Inc. effective November 1, according to an announcement by Lincoln Dellar vice-president and general manager.

Going To Hollywood

"Hoosier Hot Shots," of the National Barn Dance aircast will leave Chicago for Hollywood on November 26 where they will go into production on "Rocking in the Rockies," the third in a series of eight films they are making for Columbia Pictures.



SEA WALL

A safety zone beyond the storm... a haven from the rage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time... safe against the howl of sales chatter... safe against the deluge of high pressure.

That safety zone is W-I-T-H... the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

Advertisement for WDAS featuring the text 'WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS' and an illustration of a man in a top hat holding a glass with the WDAS logo.

Recording Schedules Follow Settlement

(Continued from Page 1)

refused to divulge the number of discs sold since that period.

Edward Lieberman, musicologist and director of Columbia's Masterworks department, has announced the following artists who are contracted to make recordings scheduled for the next two weeks: Andre Claretz, Morton Gould, Helen Traubel, Eugene Ormandy and the Philadelphia Symphony, Artur Rodzinski and the New York Philharmonic Symphony, Lily Pons, Nelson Ely, Ira Petina, Oscar Levant.

Under the list of popular recordings scheduled for the Christmas holidays, Lieberman said the following will be recorded: "Air Mail Special" by Benny Goodman; "Amor" by Xavier Cugat; "As Long As I Live" by Benny Goodman; "Bad Acting Woman" by Bill; "Black Rat Swing" by Little Joe; "Bluest Blues" by Ted Daffner; "Bolero At the Savoy" by Gene Krupa; "Chinese Lullaby" by Ginny Simms; "Every Day of My Life" by Frank Sinatra and Harry James; "Bring Home" Benny Goodman; "Goodbye Little Darlin' Goodbye" by Gene Autry; "Grand Slam" by Benny Goodman; "Great Speckled Bird" Roy Acuff; "Honey Song, the Hot Pattatata" by Jimmy Durante; "I'll Forgive You But I Can't Forget" by Roy Acuff; "I Found A New Baby" by Benny Goodman; "I'll Get By" by Harry James; "I'm Glad There Is a Santa Claus" by Ginny Simms; "I'm Woke Now" by Big Bill; "Inka Dinka" by Jimmy Durante; "Me and My Chauffeur Blues" by Memphis Minnie; "Moonlight Bay" by Claude Thornhill; "Memphis Blues" by Harry James; "New San Antonio Rose" by Bob Wills; "No Letter Today" by Ted Daffner; "Out of Nowhere" by Teddy Wilson; "Poor Butterfly" by Benny Goodman; "Side By Side" by Gene Krupa; "So Long Pal" by Al Dexter; "Steel Guitar Rag" by Bob Wills; "Swing" by Charioteers; "Training Camp Blues" by Roosevelt Sykes; "Tombash Cannon Ball" by Roy Acuff; "Wang Wang Blues" by Benny Goodman; "Write Me Sweetheart" by Roy Acuff; "You Are My Sunshine" by Gene Autry; "You're From Texas" by Bob Wills; "You're My Favorite Memory" by Teddy Wilson.

The Columbia Masterworks Christmas issues will include: Basil Rathbone, with supporting cast and chorus conducted by Richard Davis, in Robert Louis Stevenson's "Treasure Island"; Gregor Piatigorsky, 'cellist, and Valentin Pavlovsky, pianist, playing Shostakovitch's Sonata Op. 40; Constant Lambert, conducting the Halle Orchestra in Tchaikovsky's "Hamlet" fantasia; Nelson Eddy, baritone, conducted by Robert Armstrong, singing Tchaikovsky's Legend "Christ Had A Garden"; Robert Casadesu, pianist with the Orchestre Symphonique de Paris, Mozart's Concerto No. 24.

Editorials Re Petrillo Are Uniformly Critical

Editorial comment in New York's daily press concerning the capitulation of the recording companies to the demands of James C. Petrillo was uniformly caustic, critical, even bitter. The "Times," "Mirror" and "Sun" were unanimous in expressing regret that the Government, having officially ordered the AFM head to discontinue his strike against the record makers, could not or would not find a means of enforcing its edict in the same manner as is done when employers defy the law.

Petrillo, said the "Sun," has "demonstrated that the Federal Government is helpless to enforce its orders to him" and called attention to the fact that "The additional fee which the Federation will collect under this agreement will not add a penny to the income of the artists who make recordings."

The record companies were "black-jacked," said the "Mirror," "into signing armistice written as one of the most degrading documents in our history."

The "Times" looked into the future with some misgivings, declaring:

... a crucial precedent has been established that other unions may be expected to follow. If one union can force the American people to pay a private sales tax on the product that it helps to make, why can't other unions? If one union can force employers to supply the funds for a private relief scheme, why can't other unions? If the officials of one union can work out a scheme which makes them financially independent even of their own union membership, why can't the officials of other unions? Such precedents, once established, must inevitably spread.

The "Tribune," "World-Telegram,"

(Continued on Page 6)

mas issues will include: Basil Rathbone, with supporting cast and chorus conducted by Richard Davis, in Robert Louis Stevenson's "Treasure Island"; Gregor Piatigorsky, 'cellist, and Valentin Pavlovsky, pianist, playing Shostakovitch's Sonata Op. 40; Constant Lambert, conducting the Halle Orchestra in Tchaikovsky's "Hamlet" fantasia; Nelson Eddy, baritone, conducted by Robert Armstrong, singing Tchaikovsky's Legend "Christ Had A Garden"; Robert Casadesu, pianist with the Orchestre Symphonique de Paris, Mozart's Concerto No. 24.

RCA-Victor List

The RCA Victor Recording Division has announced the following schedule for its Red Seal Christmas issues: Arturo Toscanini conducting the "Twilight of the Gods" from Wagner's "Götterdämmerung" featuring Helen Traubel; Lauritz Melchior to do an album of Scandinavian songs. Serge Koussevitzky and the Boston Symphony Orchestra and Arthur Fiedler and the Boston "Pops" Orchestra are also scheduled to make recordings sometime this week, an RCA spokesman said.

Before
THE WAR

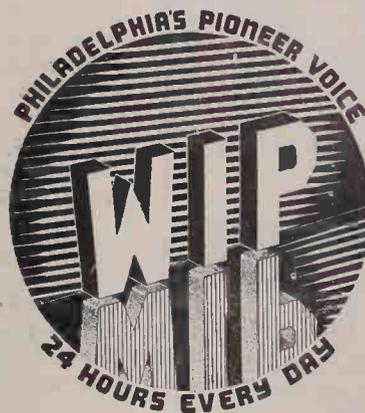


During
THE WAR



After
THE WAR

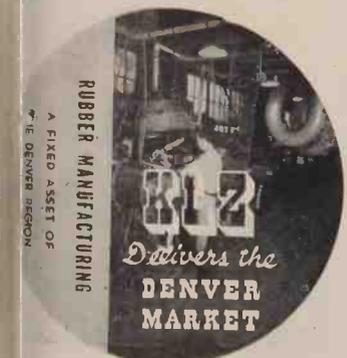
... the most profitable per dollar station for advertisers!



5000 WATTS

Philadelphia's MUTUAL Affiliate

Represented Nationally by Geo. P. Hollingbery Co.



LOS ANGELES

By RALPH WILK

CHANGING the policy of his daily air program over KMTR, Hal Halley, music columnist, now presents the same feature daily. So great has been the success of "Name It and Claim It" that it is now presented Monday through Saturday. This show which gives away top records, of the day, is proving to have tremendous audience appeal, drawing more than a thousand calls and letters weekly. Dusty Rhodes, who formerly did radio work in the middle west, is the commentator on the show.

After 17 years as one of radio's outstanding announcers and emcees, Harry von Zell has finally decided on a picture career. He is off to a flying start as he has just signed for a top character-comedy role as the cafe owner in Fred Allen's picture "It's in the Bag." He has scenes with Fred Allen, Victor Moore and Don Ameche. Von Zell turned down three other picture offers because he was determined not to play the part of a radio announcer. This gives him a pretty heavy schedule what with his Eddie Cantor radio show and co-emceeing the Dinah Shore show.

ATS To Meet

The American Television Society, at its forthcoming meeting November 16, will discuss "30,000,000 Television Sets, When And Where." The manufacturer's viewpoint will be covered by Ernest M. Vogel, vice-president of Farnsworth Radio and Television Corp., while other facets of the topic to be taken up are the distributor, the dealer and the trade press. D. W. May, Farnsworth distributor in the Metropolitan area, will act as chairman.

NBC Backs Greek Relief

The current drive for clothing and shoes being conducted by the Greek War Relief Association is being supported by NBC, which is conducting a three-day drive of its own among its own employees November 13, 14 and 15. The drive was initiated and is being supervised by John Tassos, of NBC's television engineering department.



Memo On Musical Merchandising

● ● ● Flying to Lock Haven, Pa., in a fleet of Piper Cub planes, New York press crowd got an insight into what makes the Blue Network's "Spotlight Band" program tick last Saturday . . . it was a closeup view of how the Coca-Cola Company romances industry, furnishes entertainment with wartime flavor, and garners a net harvest of first rate institutional public relations.



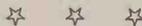
● ● ● Four thousand Piper Cub employees and their families were on hand in one of the plant's hangars when Tommy Tucker and his orchestra presented a warmup entertainment in the early evening, broadcast the coast-to-coast Spotlight band show from 9:30 to 10 p.m., and then played for an evening of dancing. Tucker, a tireless and talented conductor, not alone kept a solid program of swing music going but managed to see that 10 travel worn musicians' wives found seats in the overly crowded hangar . . . Tommy, like Gene Krupa, according to the agency men, is a nice fellow to work with and always does a bang up musical job.



● ● ● Credit for slick public relations on this occasion goes to Steve Mudge of the D'Arcy agency, Cecil H. Hackett of Abbott Kimball Company, Inc., George MacGregor and Ted Sheridan of the Coca-Cola Company; Pat Patricoff and Leo Dolan of the Steve Hannegan office and an entourage of radio sripters, technicians and property men. Their astute direction even resulted in W. T. Piper, president of the Piper Aircraft Company, joining in on a chorus of "Let Me Call You Sweetheart" (Coca-Cola bottle in hand) as flash bulbs popped.



● ● ● "Spotlight Bands," five nights a week feature on the Blue, spends \$3,000,000 a year for entertainment and has traveled from coast-to-coast many, many times in merchandising Coca-Cola hand-in-hand with the nation's best known wartime industries. The entire cost, affable Steve Mudge of the D'Arcy agency disclosed, is borne by the sponsor with weeks of preparation going into the planning of each date. The show, moving as it does from city to city each day, faces wartime communications and transportation problems resolutely, as it picks up touring name bands through the co-operation of Music Corporation of America. Production is an example of superb showmanship in the musical field with emphasis on the wartime contribution of industry. Ed Stokes, the announcer who succeeded Mike Roy, paces the show with fine voice and restrained showmanship, while Bob Moss, the producer, does stopwatch worrying efficiently.



● ● ● Accepting the hospitality of Piper Aircraft Corporation were such ladies and gents of the New York press as Alma Archer, "Mirror"; Barbara Kilby, "News"; Adrienne Ames of the movies and radio; Jessyca Russell, Magazine Digest; Mrs. Phillip Andrews, aviation publications; Paul Marcus, "Look"; Lincoln Barnett, "Life"; Frank Burke, "Radio Daily"; Richard Kenny, "News"; Bill Weart, INS and Ed Lewis of the "News." Host included Mr. Piper, Harris Lipez, plant personnel relations manager, and Gordon Vincent, public relations department. Eleanor Bankson, pert little Piper flyer, introduced this contributor to a Cub view of the Pennsylvania skyways.



Remember Pearl Harbor

First →

First →

First →

LISTEN
All surveys
WRC leads
morning, af
and night!

PROGRAM
39 out of
network fir
most highly
local program

SALES
Lower rates
the second s
. . . lowest c
per listener
of all station

But This is the
Usual Story for
WRC
We've Been First
Continuously Since
1923

WRC

Washington



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

War Loan Campaign Plans Readied; FDR Address Starts Drive Sunday

(Continued from Page 1)

and interviews from five across the nation, representing the Army Air Forces, Army Forces, Navy, Marines and Marine. Show will be by William N. Robson, with Lewis Shayon directing, will extend throughout the Drive which ends Dec. 16.

Cantata Premiere

rogram schedule to date is as: Premiere of a cantata "Libe--" also to be heard Nov. 19, me to be announced. This is by Millard Lampell, with by Lyn Murray and is based resident Roosevelt's D-Day Folk-singer Burl Ives and Murray Choir are featured. of four programs in co-opera- th the American Hotel Asso- is being set. The first will be Tues. Nov. 21, and the others ee consecutive Mondays, be- Nov. 27, at 11:30-12 midnight

The basic war industries and employees will be saluted at held at hotels in Seattle, Mem- Kansas City, Mo.; Chicago, n and Pittsburgh.

ning Friday Nov. 24, for four utive Fridays, a series entitled "There," will feature stars of ertainment world who have ed for servicemen overseas. or these shows will be an- d later.

re of CBS War Bond Day, will be a dramatization of the events of the war since Pearl presenting servicemen who ated in them. This will be at 8-8:55 p.m., EWT and writ- Shayon and Robert Sloane.

Saturday morning program on Parade," will devote two December programs to salute rk of the Junior Bond Sales- 10:30 a.m., EWT. Also planned program depicting the nature enemy, pointing out how the e and Germans on the home re backing up their armies in d.

minating all CBS War Loan activities is Lt. Howard G. on loan to Columbia by the y Dept. to which he is tem- assigned by the Navy.

Mutual Plans

Mutual's "Dean of commen- Gabriel Heatter as master monies, the Sixth War Loan will officially start with Presi- Roosevelt's talk at 10 p.m. on Nov. 19. Program will fea- personalities such as Sgt. Joe

Louis; Walter Hampden, who will read Norman Corwin's "We Hold These Truths"; Jane Cowl and John Baker, Metropolitan Opera tenor, and others to be announced. Frederick Dvnoch and 45-piece orchestra heard on "Steel Horizons," will provide the

Video Shows On WABD

Ben Gross, radio editor of the New York "Daily News," will emcee the third in the series of training programs for the Blue Star Brigade in conjunction with the Treasury Department's Sixth War Bond Drive over WABD, tonight at 8:15 o'clock. On the following evening, Nick Kenny, radio editor of the New York Daily "Mirror," will conduct the fourth program of the series. The program featuring Kenny is scheduled to start at 9 p.m.

music for the program, which will be written by Frank Wilson.

WOR's Heavy Schedule

An ambitious campaign for WOR was announced yesterday by Alfred J. McCosker, president, in connection with the Sixth War Loan Drive.

Eight out-of-town programs are among 10 special rallies scheduled in addition to WOR's "Treasury Hunt." The rallies will be held at Wanamaker's, Philadelphia; New York City Center; Camden, N. J.; Atlantic City, N. J.; New Haven, Conn.; Freeport, L. I.; Kingston, N. Y.; Catskill, N. Y.; Bridgeport, Conn.; and Stamford, Conn. WOR, in all these communities, will work in conjunction with the local War Finance Committees, movie theaters and local newspapers. Miss Janet Lane, under the direction of WOR's War Bond Committee, is directing the plans for these special events.

WOR's "Treasury Hunt," conducted in co-operation with the U. S. Treasury Department, gets under way on December 4 and will last for one week. During this time the names "Hillegas and Clymer" will be mentioned on selected WOR programs during specified periods of the day. These periods will vary but listeners will be well-informed in advance as to their placement. To win the "Hunt," listeners will have to submit a list of the programs containing mentions, plus a hundred word letter on "Why I am Buying An Extra Bond In The Sixth War Loan Drive." The longest list with the best letter will win a \$500 bond, and there will be ten \$50 bonds awarded in addition.

Judges in this contest will be William C. Norris, Chief Radio Section, War Finance Committee, Treasury Department; George Rosen, Radio Editor of Variety; and Julius F. Seebach, vice-president in charge of programs, WOR.

During the Drive, WOR itself will purchase \$100,000 in War Bonds. Half of this sum will be pledged at WOR's

rallies, and the other half will be purchased on the air through the use of special spot announcements. These will read: "WOR, New York, selling War Bonds and buying them, too. With this announcement, WOR pledges another thousand dollars to the Sixth War Loan. Will you join us to the limit of your ability?" The stations hopes that through this method the public will be made more conscious of the campaign and will be encouraged to buy an extra bond.

"Behind The Scenes" Debuts On CBS Today

A new series of 15-minute programs entitled "Behind the Scenes at CBS" will make its debut over the CBS web tonight scheduled at 10:45. Douglas Edwards, CBS reporter, will act as backstage guide, offering gossip, program highlights and other pertinent info as to what goes on behind the scenes. As an added feature, Edwards will have some CBS name personality as a guest each Tuesday, the first being Raymond Johnson, host of "Inner Sanctum." The show will be produced and directed by Robert J. Shayon, and announced by Harry Clark.

Radar Jobs Open

Because of expanded production schedules and employment declines, more than 11,000 jobs are now open in plants manufacturing radar equipment for the armed forces, Paul V. McNutt, chairman of the War Manpower Commission, announced. The problem of securing additional workers for radar production, Mr. McNutt pointed out, is aggravated by the fact that most of the plants are in tight labor market areas.



Edward Petry & Co., National Representative

A VOICE FOR SALE

A VOICE

women listeners enjoy—a voice with personality which stimulates ACTION — makes sales:

Connie Stackpole

RENEWALS prove she's good! Clients participating locally include:

- Matchless Brand Foods 4 yrs.
- Florigold & Flo Citrus Fruits 4 yrs.
- Winslow's Potato Products 4 yrs.
- Red Cap Products 3 yrs.
- Others 1 to 2½ years and still going.

Ask for full details.

Participation now available over 5 Stations of Yankee Network...

- WNAC, Boston — WAAB, Worcester
- WEAN, Providence — WTHT, Hartford
- WCOU, Lewiston



11:15 A.M.
Tuesday and Thursday
\$105.00 per program
less discounts

For a woman's audience and RESULTS, consult —

Connie Stackpole

DIRECTOR

New England Cupboard

448 STATLER BLDG., BOSTON 16, MASS.

HANcock 4460

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
DOGWOOD RECORDING CO.
1000 CALLE ST., CHICAGO 1, CENTRAL 5276

Carlin Resigns Post As Blue Program Head

(Continued from Page 1)

when the Blue Network was organized on its own, Carlin transferred to it as vice-president in charge of programs and later assumed added duties along this line. His background of course dates back to the early days of Graham McNamee when both were in at the beginning of network broadcasting.

Carlin's letter to Woods follows:

"Dear Mark: After giving the matter several weeks of thoughtful consideration, I have decided to resign from the Blue Network. I am going to miss all of my associates, some of whom I have been working with for 23 years.

"I think the Blue is in a very strong position today, and with the plans that have been outlined, should show great advances in the next two or three years.

"It goes without saying that you and all my friends have my sincere best wishes for personal happiness as well as success with the Blue. Sincerely Phillips Carlin."

Text of Woods Reply

Woods replied:

"Dear Phil: Now that you have finally determined to leave the Blue Network, I wanted to tell you again how sorry Ed Noble, Chet LaRoche and I are.

"We had hoped you would continue in your present position as a member of what we believe will be an outstanding network program and production department, or accept the role of chief officer in charge of television, facsimile and frequency modulation. Your considered decision not to accept either of these important positions is indeed a disappointment to all of us.

"We wish you great success and happiness in the future. Every good wish. Sincerely yours Mark Woods."

Mutual Rumored

Carlin told RADIO DAILY yesterday afternoon that he and Mrs. Carlin were leaving for Florida on a three-week trip, his first such vacation in a long time. Queried on the report he would join Mutual Broadcasting System, Carlin said, "I have no plans and have not as yet accepted any offer." He intimated however that "something might break" within the

FDR, Accepting Resignation, Sees Fly Only On "Furlough"

(Continued from Page 1)

House yesterday. Excerpts from both letters follow—first from Fly's, then from the President's reply.

The FCC's chairman wrote: "Despite the personal reasons calling for this step and these you have recognized—I make the move only with great reluctance. The forward movement of electrical communications is freighted with problems of broad and deep significance. In some real measure the landmarks of principle have been established and the path rough hewn. Yet, much work remains to be done.

"The most urgent task is in the field of International Communications. In this regard I shall stand ready from time to time and in a private capacity to assist in any manner possible. I need hardly remind you of the deep gratitude I feel for the faith you have held midst all the ill winds of doctrine. My deep personal regard and great confidence go with you in the most significant work which lies ahead."

President Roosevelt replied:

"Dear Larry: With great personal reluctance, I accept your resignation as a member of the Federal Communications Commission.

"We have had long discussions of the personal reasons for which you feel you have to return to private practice, and because you have had only a few years of private life since you left the Navy after the last war, I feel I cannot deny you the 'furlough'.

"You have given five years to the prosecution of monopolies in the anti-trust division of the Department of Justice, five years to your brilliant defense of the Tennessee Valley Authority as its general counsel, and five years to the reorganization of the Federal Communications Commission as its chairman. These were all extraordinarily difficult tasks, calling for technical competence and strength of heart of the highest order

three-week period he would be away. An official of Mutual when asked about Carlin joining MBS said the network was in need of such a man, that there was an opening, but declined to say that Carlin had been signed or that he might join in the future.

—against powerful opponents who did not always take your victories lightly. Few men have so proud and effective a record in public service.

"Indeed, it is a tribute to the call of public service upon young men that you were willing to persist for 15 years in such apparently thankless tasks. But you should take great satisfaction from the knowledge that in all your public endeavors you have not only advanced the public interest, but in the end gained the respect of most of your opponents for requiring them to face, for the public good, the need of adjustments necessary to protect their own long-range interests.

"The importance of the work of the Federal Communications Commission is better appreciated today both by the public and by the industries under its jurisdiction than it has ever been before. The Commission, working as a team under your chairmanship, has made notable advances in safeguarding freedom of speech and information and in protecting competitive enterprise in the field of communications.

"But much work remains to be done, and in the doing of it I shall want your advice and counsel. You are only on 'furlough'. I shall have to have your help from time to time, particularly in the field of International Communications, and I know I can expect you to respond. Sincerely yours, Franklin D. Roosevelt."

Still Speculating On Fly's Successor

Washington Bureau, RADIO DAILY

WASHINGTON—James Lawrence Fly, who may leave Washington this evening to open his New York law office, is only one of the guessers on the question of who will be the next chairman of the FCC. Fly has a somewhat better chance to get a straight story than do some other dopsters here, because he expects to visit briefly with the President before he leaves Washington. If the President has decided that question, Fly may know the answer by this evening.

An early decision is expected, but there has been no indication yet as to what it is to be. The name of newspaper columnist Lowell Mellett was proposed at the White House yesterday, although it is not certain that the suggestion reached the President's desk. Mellett, long an adviser to the President and a close personal friend is believed to have an excellent chance for the job if he shows that he wants it. And he made it clear that he would be interested in the assignment.

Among the present commissioners, only Clifford J. Durr is believed to be receiving serious consideration. Popular throughout the administration the able Alabaman is less than anxious for the job but will probably take it if it is offered him.

Editorials Re Petrillo Are Uniformly Critical

(Continued from Page 3)

"Daily News" "Post" and "Light" not treat the subject editorially.

Washington Bureau, RADIO DAILY

Washington—Commenting on Petrillo-AFM victory over recording companies, the Washington "News" declared in part:

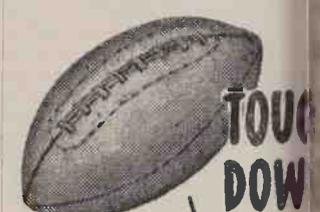
"Don't belittle the complete significance of the resounding victory just won by James C. Petrillo, dictator-president of the musicians union, in his 'canned music' strike. He has blished for the first time the principle that employers can be compelled to collect money from the public and pay it, not to employers in higher wages, but into the treasury of a union which does not to account even to the union members for what is done with it.

The Washington "Post" stated editorially:

"James C. Petrillo's refusal of the ban on production of commercial records by companies refusing to pay tribute to the musicians union won for him a smashing victory over the WLB and President Roosevelt. The fund will be built up by a cess akin to blackmail, employing given an option of paying or being put out of business.

"Nor are the companies the sufferers. During the many years of futile struggle against Petrillo demands musicians, too, were deprived of earning opportunities.

"Since there appears to be no chance to thwart the activities of Petrillo under existing law the Congress is plain. It should promptly to suppress anti-social acts that can now be worked with impunity, provided they do not interfere with prosecution of the



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WBYN
1430 ON THE DIAL

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Station WBYN, Brooklyn, N. Y.



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Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, Barr Bldg., Washington 6, D. C.

PROGRAM REVIEWS

HIWAYS IN MELODY

Sponsor: Cities Service
Agency: Petroleum Advisers, Inc.
Friday, Oct. 27, 8-8:30 p.m. EWT
is usually nothing uncommon
half-hour musical program,
ere are several uncommon
about the new Cities Service
ays in Melody" program. For
ng the pace is fast, due to the
being presented in a medley-
m, with none of the customary
to for applause, and the re-
slow-down in the tempo. The
narrative is refreshing too,
it is woven into the music in
er sentimental memory-pro-
manner, as opposed to the
straight announcement. Paul
baton-less, did a splendid
leading the all-string orchestra
e mixed choir through their

quest vocalist on Friday even-
s the young baritone Earl
gon, who displayed his fine
advantage with several num-
h as "The-Song of the Open
and others.

Servicemen Show
Feature Paris Pickup

Everything For the Boys," NBC
with Dick Haymes and
Raye, on tonight's program
pan, EWT will have on the
pickup from Paris, featuring
of the servicemen to broad-
om liberated Paris. Soldier,
a veteran of Aachen, is Pfc.
Friedman, of Brooklyn, N. Y.
be heard in a two-way con-
via shortwave with Haymes
Ms Raye.

Winners Get Scholarships

val scholarships are currently
ffered by some of the leading
in the nation to high school
s winning a history quiz radio
sponsored by the respective
The "History Quiz," pre-
y B. Ellis Associates, is being
ed by College of William &
and Michigan College, with
other institutions contemplat-
nsorship of the series.

AMERICA TO VICTORY

Dramatizations of
World War No. 2
plus inspiring talks
by former prisoners
of war. Produced
especially for sale
to small merchants
who never use radio.
Sold on cooperative
basis, and we sell it
for you. Good in-
come for Radio Sta-
tions. Write for de-
tails to
Stock, Gen'l Mgr.
NATIONAL RADIO FEATURES
ate Street Albany 7, N. Y.

COAST-TO-COAST

NEW YORK

SYRACUSE—George Reed, who
deserted radio for a two-year
stint in a defense plant, is back at
the mike at WSYR as an announcer.
Samuel Woodworth, vice-presi-
dent and general manager of WFBL,
recently gave a demonstration of the
new GE wire recorder before a meet-
ing of the Empire State School Press
Association held in Syracuse.
JAMESTOWN—The Jamestown Re-
tail Merchant's Association are pre-
sented a new 20-minute wake-up
show five mornings per week over
WJTN. Entitled "The Cack-A-Doodle-
Doo-Revue," the program is slanted
toward the southwestern New York
rural audience, and features time sig-
nals, weather reports, farm tips and
news headlines.

TENNESSEE

MEMPHIS—The Memphis City Audi-
torium has taken to the air to promote
various theatrical productions to be
shown there. It has contracted with WHBQ
for several heavy spot campaigns to
advertise "Kiss and Tell," and "The Merry
Widow."

PENNSYLVANIA

PHILADELPHIA—WIP is current-
ly receiving a show every Sunday
from BBC in London. Titled "Ameri-
can Forces in Britain Calling Phila-
delphia" the broadcasts feature in-
terviews with soldiers from Eastern
Pennsylvania. Varner Paulsen, form-
er WIP production manager directs
the show from overseas. . . . In an-
ticipation of "V-E Day," WPEN recent-
ly sent letters to all advertisers ask-
ing them to relinquish their time on
that day so that the station would
be able to present a series of special
programs. Sponsors have agreed un-
animously to this plea. . . . Robert
Pryor, former local area exploitation
head for RKO pictures, has been ap-
pointed director of station promotion
for WCAU, according to an announce-
ment by Dr. Leon Levy, president of
the station.

NORTH CAROLINA

RALEIGH—Harriet Pressley, on her "We
the Women" program recently broadcast
an appeal for chewing gum to be sent
to the Emergency Hospital at Hickory,
N. C., where it is needed for "polio"
patients to chew for throat muscle exer-
cises. To date, one 20-pound shipment
has been made to the hospital, and an-
other shipment will be forwarded soon.

CONNECTICUT

HARTFORD—A rotating promotion
system has been instituted by WDRG
to publicize its early morning shows.
Each week one of the a.m. shows
gets a heavy promotional going-over,
with all available spots given over to
the program publicity. . . . Tribute
was paid to the Girl Scouts of Ameri-
ca on their recent Founder's Day, by
Ruth Provan, director of the Women's
Radio Bazaar on WTIC. Miss Provan
interviewed several of the organiza-
tion's members, and made an appeal
for a leader of one of the junior
outfits. Before the program had ended,
several offers of leadership were
'phoned in to the station.

OHIO

CINCINNATI—New additions to the
staff of WLW include Harry F. Albrecht,
who has joined the Chicago office as
account executive, and Roger F. Shively,
who has joined the merchandising de-
partment as a field rep in the Fort Wayne
area. . . . Frances Bunn, formerly pub-
licity and promotion director at WSAI,
has joined the WKRC staff as special
assistant to Nelson King, sales promotion
manager. . . . TOLEDO—Plans are now
underway for a new program to be titled
"News on the Home Front" and which
will be transcribed in the studios of
WSPD, and later shortwaved to the
armed forces by AFRS.

AGENCIES

McCANN-ERICKSON has just
completed a survey to gauge the
extent of foreign-language knowl-
edge among its New York staff. The
study reveals a babel of tongues in-
cluding Mongolian, Tibetan, Japan-
ese, Russian, Armenian, Ukrainian,
Turkish, Buriat, Afrikaans and Gru-
sinian. Total results of the survey
directed by Dr. Leonard Ludwin, re-
search specialist of the foreign de-
partment, also showed that 16 per
cent of the staff had knowledge of
22 different tongues including the
usual European languages.

ENSIGN MALCOLM O. O'MARA,
until recently with the Maritime Ser-
vice, has returned to the New York
office of The Katz Agency, Inc.

THE COOPERATIVE ANALYSIS
OF BROADCASTING has moved in-
to new and expanded offices at 11
West 42nd Street. Former offices
were at 330 West 42nd Street. The
new telephone number is LOnacre
3-5500.

LEWIS-HOWE CO. of St. Louis,
Mo. is testing radio spot announce-
ments in a group of major markets.
Spots will be purchased out of both
the Chicago and St. Louis offices of
the Olian Advertising Co.



Olive Kachley
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO....
W C K Y

50,000
WATTS
C B S

SEND BIRTHDAY
GREETINGS TO---

November 14

- Lawrence Alexander Jerry Alpern
Martin Alexander Hazel Bower
Shorty Carson Morton Downey
Wanda Ellis Budd Hulick
Dick Nesbitt Jack Oakie
Dick Powell Martha Tilton

THE L. B. Wilson STATION

*Which
Library
Gives You...*



MOST hours of the best **RADIO** music?

THAT's not hard to figure out.

It's the library that gives you *paying* hours — not just playing hours.

It's the library that emphasizes exclusive, network-calibre *production* music throughout — not just a few "peaks" and a bulk of low-rating fillers.

For *most* hours of the best *radio* music...it's the ASSOCIATED LIBRARY!

Compare the features that count. For long-time usefulness — for big-time showmanship that fills time *profitably* — you'll find ASSOCIATED your best bet.

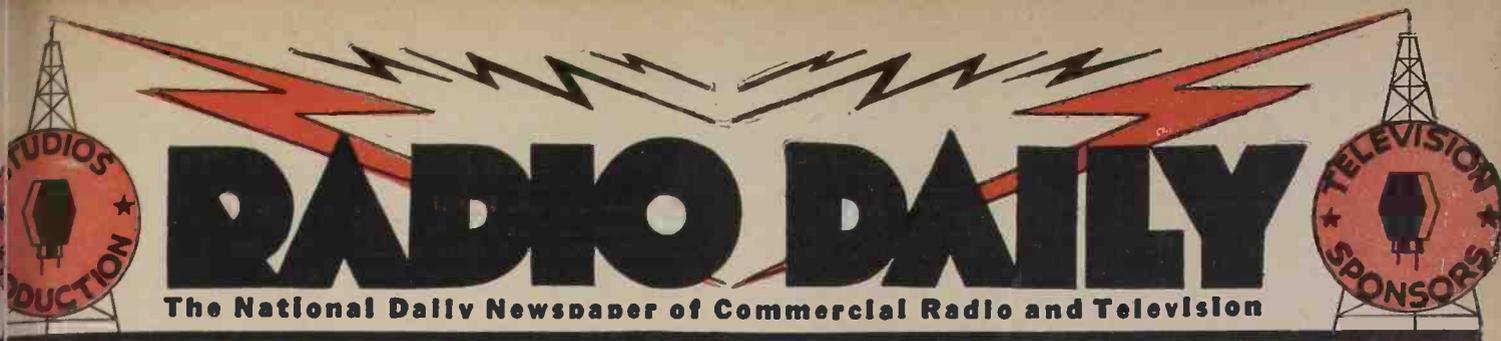
Yes, there's mighty good reason why ASSOCIATED has gained more new subscribers in recent months than in any comparable period in its history.

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MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.



L. 29, NO. 31 NEW YORK, N. Y., WEDNESDAY, NOVEMBER 15, 1944 TEN CENTS

FCC Members Salute Fly

OWI Lines Up 50% Allocations Facilities

Washington Bureau, *RADIO DAILY*
 Washington—More than 50 per cent of the OWI allocations facilities have been lined up for the Sixth War Loan Drive, George P. Ludlam, OWI radio director, revealed recently in a memo to agencies and advertisers. Bureau officials for the drive have been commended, he said, and asked that those programs to which war bonds have been assigned stick to the sub-assigned them.
 Ludlam wrote that it not possible to assign war bonds to all programs during the Sixth War Loan Drive without seriously decreasing radio circulation scheduled for the important Government war information campaigns during the same period.

New Henny Youngman 'Carton Of Cheer' Show

Comedian Henny Youngman, star of the Raleigh cigarette "Carton of Cheer" program, has been renewed for another 13 weeks by the Russell Seeds agency in Chicago, for its sponsor Brown & Williamson Tobacco Company. Youngman, currently heard Wednesdays, 8:30-9 p.m., EWT, over WABC, bowed in September 13.

Argentina Radio Market Holds Promise For U. S.

Miami—A very receptive market can be found in the Argentine for American manufactured goods after the war, reported Guillermo Dougall, president of Cia. Philco Argentina, on his arrival in Miami last week.
 (Continued on Page 6)

Alert
 Sammy Kaye, nomadic band leader now on tour with his orchestra, was appearing in Toledo, Ohio, when news of the recording companies' capitulation to Perillo's demands was received. Sammy and Co., who had not recorded in 27 months, hopped a plane at once for Chicago, where they disked a bit of swing on the first day such work was permitted.

Defiant
 Hollywood—Cecil B. De Mille, radio producer, faces loss of his reported \$5,000 a week radio salary because he refused to pay AFRA's \$1 special assessment for a fund to oppose Proposition 12, "right to work" measure on the California ballot of Nov. 7. De Mille's status as an AFRA member will be discussed by the board on December 1. He is now on the dues and assessments delinquency list.

Networks-Stations Further Bond Plans

Networks and independent stations alike are furthering their elaborate plans for the Sixth War Loan Drive. William Norris, New York radio director of the War Finance Division, announced yesterday that independent stations participation in the forthcoming drive would be handled with a skill comparable to network bond programming. He said an announce-
 (Continued on Page 7)

Borden Renews Ed Wynn Through Winter Months

Ed Wynn's "Happy Island" program heard over the Blue Network Fridays 7-7:30 p.m., EWT has been renewed for a 13-week period effective Dec. 8. Show is sponsored by Borden's; agency is Young & Rubicam, Inc.

Revolutionary Tele Receiver Introduced Privately By RCA

A revolutionary type of home television receiver which projects an image 18 by 24 inches has been developed by Radio Corporation of America, according to reports.
 The experimental receiver was displayed before a preview party staged by Niles Trammell, president of NBC, on Election Night. Twenty-five busi-

Your program will sell itself to an enthusiastic audience—(Northern New England) if you use WLAW.
 Advt.

Unanimous Resolution Hails Chairman As He Leaves Commission Today; Successor Still Unannounced

CBS Expands Research In Tele-Other Fields

New department of Engineering Research and Development and expansion of the present existing general engineering department have been created by CBS according to Joseph H. Ream, network vice-president and secretary. Purpose of the expanded department is research into the electronic advances made during the war and their inevitable application to peace-time operations.

Dr. Peter C. Goldmark, with the new title of director of engineering research and development, will head the new department and present laboratory personnel under his direction
 (Continued on Page 2)

Continental Can Buys "Report To The Nation"

Continental Can Co. will sponsor "Report to the Nation," scheduled to begin Jan. 6, Saturdays at 1:30-2 p.m., EWT over the full CBS network and Canadian outlets in Toronto and Montreal. Format will be about the same with an orchestra for incidental music; news reporters, pickups from abroad and guests. Agency is BBD&O, Inc. Contract is for 52 weeks.

Washington Bureau, *RADIO DAILY*
 Washington—James Lawrence Fly, whose resignation as chairman of the FCC takes effect today, was paid a tribute yesterday by the members of the Commission, who adopted unanimously the following resolution, which was offered by Paul A. Walker, acting chairman:
 "Chairman Fly first joined us a little more than five years ago. From the beginning he has shown a patriotic zeal and devotion to the work of the Commission and has exhibited unusual ability in grasping the complicated subject matter with which we deal daily.
 "As Commissioners, closely associated with him during the past five years, we have learned to appreciate also his courage and steadfastness of purpose. The general recognition of
 (Continued on Page 6)

Record Companies Market New Discs

Resumption of recording by RCA Victor and Columbia is going ahead at a rapid pace and production skeds are breaking all records as to speed. RCA Victor pointed out yesterday that its first recording was within 18 hours of signing the pact with the AFM and within 24 hours was in production at Camden. This compares to the average three weeks usually taken to produce a disk. And the
 (Continued on Page 6)

Fashion Glimpse
 The history of American fashions, with Helen Virginia Meyer as the commentator, will be presented as an experimental television program over WABD, Sunday, Nov. 19, at 9 p.m. Sponsored by the Herbert Manufacturing Co., for Bonafide Herbert fabrics and linings, program will be produced and directed by Norman D. Waters, with the assistance of Television Workshop.

North of Boston, WLAW gets the best audience response. Send for coverage map.
 Advt.



Vol. 29, No. 31 Wed., Nov. 15, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : : Business Manager

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FINANCIAL

(Tuesday, Nov. 14)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/4	163 3/4	- 1/4
CBS A	34 3/8	34	34 3/8	+ 1/8
CBS B	34 1/4	35	34 1/4	+ 3/4
Crosley Corp.	28 3/8	28 1/8	28 1/4	- 3/8
Farnsworth T. & R.	127 1/2	123 3/4	123 3/4	- 1/8
Gen. Electric	39 3/8	38 7/8	38 7/8	- 1/2
Philco	32 1/2	31 3/8	31 1/2	- 1
RCA Common	10 1/4	10	10 1/8	- 1/8
RCA First Pfd.	78 3/4	78 1/2	78 1/2	...
Stewart-Warner	15 3/8	15	15	- 1/4
Westinghouse	105	103	103	- 1 3/4
Zenith Radio	39 1/4	37 1/2	37 1/2	- 1 3/4

NEW YORK CURB EXCHANGE

	Bid	Asked
Hazeltine Corp.	29	29

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 7/8	17 7/8

20 YEARS AGO TODAY

(November 15, 1924)

One of the most significant events in the Third Radio Conference held in Washington recently was an address by David Sarnoff, vice-president and general manager of the Radio Corporation of America, in which he advocated a chain of super-power radio stations.

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

CBS Expands Research In Tele-Other Fields

(Continued from Page 1)

will be expanded to cover not only the field of television research and development, but also research in the related fields of antenna, tubes, receivers and recordings.

William B. Lodge has been named director of general engineering and will continue to head this department in its expanded activities. These expanded operations, Ream stated, embrace general engineering services in the fields of standard broadcasting, FM and shortwave broadcasting, audio, studio, transmitter and master control design, and frequency allocations.

Although the functions of the two above mentioned departments are largely in separate fields, close cooperation between the two departments will be maintained through Lodge and Dr. Goldmark. Technical operations in the fields of standard broadcasting, FM and shortwave will continue under Henry Grossman, technical operations head and James M. Seward, general supervisor.

Wedding Bells

Barbara Grant, NBC program analyst, and Flight Officer George Hancock, RAF, were married at the Little Church Around the Corner on Saturday. The couple will honeymoon in Boston and Canada before the groom returns to duty in India. The new Mrs. Hancock will return to NBC.

Report RCA Has Evolved New Television Receiver

(Continued from Page 1)

and Frances Langford entertaining the armed forces in the South Pacific, election returns video reflected direct from AP printers and films of newscasters giving election returns.

Officials of both NBC and RCA declined to comment on the new television receiver yesterday. They admitted, however, that a demonstration had been made with a private laboratory model.

The new television receiver, according to reports, introduces a new type of flat-headed tube two by three inches in diameter and projects the reflected image on a retractable screen. It was pointed out that the tele-view on the pre-war models were 8 by 10 inches as compared to the new picture, 18 by 24 inches.

Grim Back From China; Conducted Radio School

Washington Bureau, RADIO DAILY

Washington—George H. Grim of the Department of State has returned from China where he has been training Chinese broadcasting students in the techniques of American production, script writing, and programming. While there Grim acted as program director of the Chinese International Broadcasting station XGOY, in Chungking, personally broadcasting 700 radio programs to the United States.



"DUMB AS A FOX"

As little time as two years ago... it took a lot of nerve for a time buyer to put the independent station on schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost per-sale" figures were figured. In Baltimore those time buyers who are known to be "dumb as a fox" earned the title to shrewdness when they stuck to the independent W-I-T-H!

W-I-T-H'S record for years shows biggest results for lowest costs in this, the country's 6th largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

WPAT
CENTER OF THE DIAL
660 770 880 930 1050 1150 1260
930

**IN THE METROPOLITAN AREA
IS AMERICA'S MOST SUCCESSFUL
YOUNG STATION!**

because...

EVERY MINUTE IS MADE TO COUNT! THE TRACK IS FAST. RESULTS*... \$ AND RESULTS... CLEARLY INDICATE A LARGE RESPONSIVE AUDIENCE.

* CLIENTS' STATISTICS AVAILABLE UPON REQUEST.

NO. 3 OF A SERIES

WPAT

PATERSON
NEW JERSEY

PARAMOUNT BLDG.
NEW YORK

Half-a-Million Businessmen

Will Read This Advertisement in:

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewelers' Circular-Keystone
Chain Store Age (Druggists)
Chain Store Age (Grocers)
Modern Brewery Age

Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting

THE WHITE HOUSE LISBON ROME WAR DEPARTMENT
PEARL HARBOR PARIS STATE DEPARTMENT
BERLIN ANKARA
ICELAND REICHSTAG MEETINGS
TEHERAN MIDWAY ISLAND
CAIRO ARTHUR'S HEADQUARTERS
GUADALCANAL DOWNING STREET

BLUE

THEY'VE BEEN THERE!

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

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it, is in daily touch with the White House, Cabinet Members, congressional leaders, etc. Broadcasts Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Broadcasts early afternoon, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from hot spots all over the world. Early morning, Monday through Saturday, 15 minutes.

... AND THESE 2 OTHER TOP-NOTCH NETWORK PROGRAMS

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert in America. A great store traffic builder. Daytime, Monday through Friday, 15 minutes.

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

**These World-Famous Reporters
Can Broadcast for You—Locally**

Baukhage! Martin Agronsky! Walter Kiernan! Names to conjure with, as history is on the march around the world! For these are men who have been to world capitals and have spoken to the world's great leaders. Imagine how the authority of their voices can add to the sale of your products, or services—right in your own area.

Here's how it works: The Blue Network broadcasts coast-to-coast. At the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as yours and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. The cost is low—you pay only your own local share.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs. We will gladly furnish you with the names, so you can personally check with them on their success with Blue Network Co-operative Programs.

For all information ask any Blue Network Radio Station,
or the Co-operative Program Division of

The Blue Network

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Boston Symphony Reviews

By Leading Radio Editors
November 11th Concert

Toch's "Pinochio" and
Berlioz's "Harold in Italy"
Symphony

ROBERT S. STEPHAN
CLEVELAND PLAIN DEALER,
CLEVELAND, OHIO

Dr. Serge Koussevitzky and The Boston Symphony with William Primrose as Viola Soloist gave an authoritative reading of the Berlioz "Harold in Italy" Symphony Saturday night. The orchestra's precision and attack were impressive. But in all four movements there was a pronounced emphasis on bass which tended toward a slight heaviness. Audience applause and tuning of instruments as each of first three movements ended gave the broadcast an unusual Concert Hall background. The program's lighter opening work, Ernst Toch's "Pinochio," a merry overture, found the orchestra catching convincingly an impressionistic mood of fantasy. Announcer, John Cornell, has a pleasant voice and his short introductory notes pointed directly at mass audience appeal were effective.

ELIZABETH FORSLING
NEWSWEEK, NEW YORK CITY

From any viewpoint, The Boston Symphony, under the familiar baton of Serge Koussevitzky, gave its usual sensitive performance on November 11th. However, Allis-Chalmers' commercials seemed unnecessarily long and dull, and the names of movements of the symphony could have been given during the long pauses between the movements rather than at the end of the work when they served little purpose. Toch's "Pinochio" was highly entertaining, but should have been followed by something more meaty than Berlioz's unfamiliar and distinctly uncolorful "Harold en Italie" Symphony. No one would quarrel with Dr. Koussevitzky's ideal of playing new or lesser known works of great composers, but when there is less than an hour a week with one of the greatest orchestras in the world, you want to hear it in a work that does justice to its unexcelled genius.

NOVEMBER 18th PROGRAM
Schuman's Prayer in Time of War
and Shostakovich's Symphony No. 6
8:30 P.M., E.W.T. — Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.
"Engineering That Aids All Industry
Furthers American Good Living."

Advt.



Sergeant Sid Weiss Reporting!

Dear Boss:—I see by the papers that the FCC is considering a plan doing away with air commercials by the simple expedient of charging a nickel a day for radio service. A lot of the GI's have been polled on the subject, and oddly enough, most of them admitted they didn't mind the commercials at all. Of course, whether this is due to old-fashioned loyalty or to a disinclination to part with the nickel, I have no way of knowing, but there it is. As a matter of fact, here's an amusing sidelight to the whole thing. The 5th Army has its own station over here in Italy and broadcasts music daily. Well, the boys got to missing the commercials more than somewhat, as Damon Runyon would say, so now here's what you're apt to hear any time of the day: "Do you want to be a millionaire? Do you want to have the inside track with gals like Betty Grable? Well, what the h . . . are you kicking about? So do we!"

☆ ☆ ☆

Still quite a to-do about that editorial slap-on-the-wrist the "CBI Roundup" handed Ann Sheridan, Paulette Goddard, Joe E. Brown, Joel McCrea, Al Jolson and others whom they accused of "dogging" it in their scheduled appearances here. Brian Aherne, who's appearing in Italy now with Kit Cornell in "The Barretts," is the latest to go to bat for his fellow thespians. Burned-up Aherne, in a letter to "Stars & Stripes," says in part: "McCrea and Jolson were attacked for being in Egypt and Italy when they were 'supposed' to be in CBI—but even the ATC can hardly be expected to put them on two sides of the globe at the same time." And I'm afraid that Brian ain't lyin'. He's got somethin' there.

☆ ☆ ☆

The mail's been tres beaucoup lately, boss. Thanks for the cigars which came and went like a holiday in June. But they were wonderful while they lasted and I'll be in your debt for several lifetimes. . . . Was good to hear from the radio crowd too. Ginny Simms sends regards from Vick Knight and outlines a post-war program she's got in mind for the hospitalized vets. . . . Eddle Cantor sent a line along about his new trumpet-tooter and added that he went on a morale-boosting tour and wound up finding that the GI's had lifted HIS morale. . . . Der Baron, Jack Pearl, says something about a new show he's putting on, and Ed Sullivan had his secretary send along a flock of column clippings for the gang here. . . . If you run into Marcia Dale, tell her she's quite a favorite with the "Yank" and "Stars & Stripes" followers, where her picture's played several return bookings. She's down at Billy Rose's Diamond Horseshoe and also with the Allen Jones air show. I remember when Marcia first hit town. A school-ma'am from Cincinnati. And now with success staring her right in the face, I hear she wants to go back to her text-books. Reminds me of Will Rogers' crack about life's famous cycle. You're born on a farm, then move to a city where you work and save up enough coin to go back to the farm again. . . . Remember Elissa Minet, star dancer with the "Victory Troupe" that's been touring the country lately? She's captain of the ballet at the Met and has also done considerable radio and television work. Well, I hear she's just got a rush of ambition to the head and is doing triple duty now. Mornings she conducts a ballet class and afternoons she peddles jewelry at Macy's. Nights she devotes to the Met. What a gal!

☆ ☆ ☆

Well, there it is, boss. So, and with lotions of love, this is your Italian correspondent, Sgt. Sid Weiss, who just found out that instead of driving the Germans outa these mountains, they oughta force 'em to live there!

☆ ☆ ☆

— Remember Pearl Harbor —

AGENCIES

FONDA CORP., New York, d
ers and manufacturers of
recording equipment, has electe
ing M. Felt president, and Edg
linger, Jr., executive vice-pres
Both executives hold similar
in the Jefferson-Travis Radio
facturing Corp. and Union A
Products Corp. Other offic
pointed include Spencer C.
vice-president; Justin C.
treasurer, and Frank Baron,
tary.

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

Exclusive!

BEARS FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATT

Few stations in the nation
can equal KOA's Dominant

68.8% Dealer Preference

69% Listener Loyalty

9 out of 10 Top Program

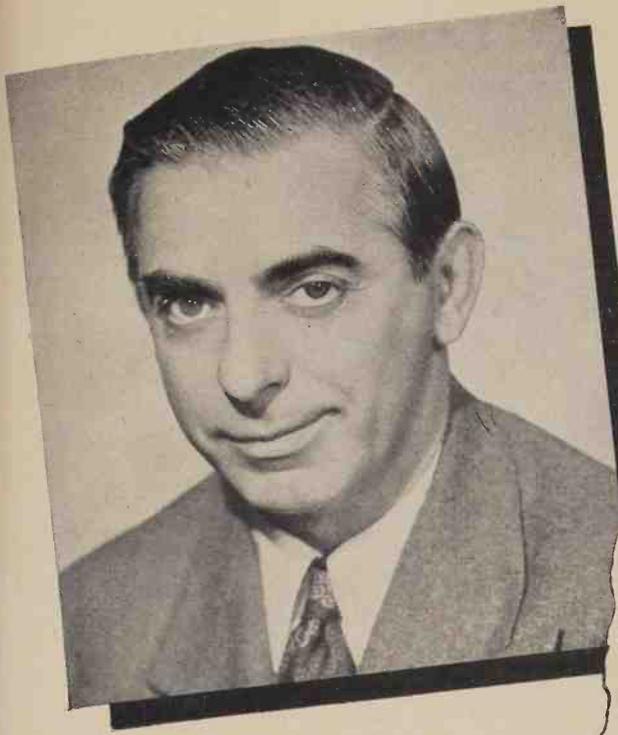
50,000 Watt Power

7 State Coverage

KOA

FIRST IN DENVER
50,000 WATTS
850 K.C.

REPRESENTED NATIONALLY BY SP



Voice
Of

BROADWAY

By Dorothy Kilgallen

Let's Talk About Eddie Today

Eddie Cantor is just a little fellow with big, round eyes and thick black eyebrows that go up and down when he talks.

He is a classic comedian now, after some 35 years in show business; he can make people laugh quite easily, by singing or telling jokes or dancing up and down a stage clapping his hands, or sometimes just by standing still and looking slyly from side to side. And he makes a great deal of money doing this. But for some years now this part of his professional life has been only a sideline.

And that's why I thought it might be a good idea to talk about Eddie Cantor.

He has spent the last three years touring the servicemen's hospital cir-cuses, and if I can believe my mail he has done better and longer shows for the boys than he ever did for money or the audiences of Broadway. He made thousands and thousands of boys forget the hunger of home-sickness and the bitterness of being crippled. And he did better than that. He made some laugh who had, quite literally, forgotten how.

I remember Eddie telling about it the last time I saw him. He had been joking about the routines he did—some of them plucked right out of the routines he did back in 1918—and the old songs he had been singing to the new crop of wounded warriors. He had discovered that the antidote for pain was about the same now as it was during the other war; and he had found that one of the songs the boys liked best was the ancient and corny "I Don't Wanna Get Well, I'm in Love with a Beautiful Nurse" which he had sung to their fathers.

Then suddenly he stopped kidding, because he was remembering one show which he played to men who did not laugh. They were the

men who had been shocked and mentally stricken by the horrors of combat, and they sat looking at him with dull eyes and not one of them smiled. And halfway through the act a few of them applauded the heartedly, as if someone had nudged them and told them to be polite.

Eddie was ready to weep with pity and helplessness, but he kept going. He told another joke, sang another song, and tried not to look at the solemn, tired, bored, old faces of the very young men.

And halfway through a song the miracle happened. A boy had been standing against the wall, looking out a window, not even seeming to listen, but some word in the song, or to him in his faraway world and touched him. He looked up at Eddie with a puzzled, searching expression. Then he smiled.

The doctors said it was the first time he had smiled since he arrived at the hospital, many months before. I've never seen Eddie Cantor take a drink stronger than soda pop. But he told me that after that performance he went back to his hotel and really belted a bottle of Scotch.

Being human, he is unable to play these shows for the wounded and not be deeply marked by the experience. He thinks of them afterward, and so he is driven constantly by an urge which you cannot feel unless you have visited these hospitals and seen the men.

It is the urge to make sure that, whatever happens, they are never allowed to feel forgotten.

That's why he is campaigning right now, as hard as he knows how—and he is a good, hard campaigner—to provide a Christmas present for every wounded soldier, sailor or Marine in every hospital in the country. It is his new cause, and I think it is his best one. That is why I thought I would talk about Eddie Cantor today.

"The doctors said
it was
the first time
he had smiled..."

★ In reproducing the above, Bristol-Myers is proud to pay tribute to Eddie Cantor for his unremitting efforts to bring smiles where smiles are most needed today.

Fly, Leaving Today, Gets Salute Of FCC

(Continued from Page 1)

these qualities by others as evidenced in recent tributes in the press and elsewhere confirms our more intimate judgment.

"I move that these remarks be incorporated into the minutes of this meeting together with our expression of appreciation for his services to the Commission and our best wishes for the future."

The identity of Fly's successor as head of the FCC still is in doubt. No nomination has yet gone to Congress and no assurance has yet gone forth from the White House as to who will get the post. The choice appears however, to have narrowed down to three men, with no word of their appointment having reached two of them. Whether the third, Paul Porter, has been notified the job is his was not known here. The other two entries are Commissioner C. J. Durr and Lowell Mellett. All three are strong entries—and none of the three is believed anxious for the job.

So. Am. Newspaperwomen Guests At CBS Reception

Seven of Latin America's leading women journalists will be guests of CBS today at a reception in their honor at the network headquarters. Representatives from Chile, Ecuador, Guatemala, Peru and Uruguay, are included in the group currently touring the U. S. at the invitation of the National Press Club and the CIAA.

Edmund A. Chester, CBS director of Latin American relations will act as official host to the visitors and consuls of the respective republics are scheduled to attend.

SEND BIRTHDAY GREETINGS TO...

November 15
Franklin P. Adams Carol Bruce
Norman E. Reck

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

Record Companies Market New Discs

(Continued from Page 1)

Sunday recording by Vaughn Monroe at 1:45 p.m., EWT by Monday at 1:15 p.m. was being played at the Victor radio plant and on sale in Philadelphia by 4:30 p.m. and on the air soon after.

Monday night at 7:15 p.m. Martin Block at WNEW played the Monroe recording the first, which was "The Trolley Song," backed by "The Very Thought of You." Block made a bon-tieup with his listeners and offered a copy of the recording with every \$100 purchase of War Bonds. Within 15 minutes, \$15,000 worth of bonds were sold and it is expected that Block will sell \$100,000 worth on the week and give away 1,000 records.

Victor recordings got under way in Chicago also yesterday where Sammy Kaye and Charlie Spivak cut some numbers. Tommy Dorsey on the Coast also recorded yesterday.

Of the Victor Red Seal records Jose Iturbi was first and ironically enough he made a classic interpretation of boogie woogie on one side and blues on the other. Both compositions are by Morton Gould.

Alma Kitchell's Day

Alma Kitchell, WJZ commentator, will visit her home town of Superior, Wisconsin, Saturday, Nov. 18, to launch the S.S. Pensicot from the ways of the Globe Shipbuilding Company in Superior. In honor of her return to the home town and the launching, the Mayor of Superior has officially proclaimed Saturday as "Alma Kitchell Day."

Peard Joins KTBS

Shreveport, La.—Effective December 1, Leslie H. Peard, Jr. currently sales manager of WBAL, Baltimore, will join the staff of KTBS in the capacity of commercial manager. Peard graduated from Princeton University in 1933, and since that time he has served in various posts at WBAL.

IN
Chattanooga
it's
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

Argentina Radio Market Holds Promise For U. S.

(Continued from Page 1)

from Buenos Aires on the South American Clipper.

"War has caused a shortage in every commodity and the first few years following the war's end will find an enormous demand for U. S. manufactured goods throughout the Argentine. Argentina is a big field for the radio manufacturer. In Buenos Aires there are 14 broadcasting stations and a few radio manufacturers. Radios in South America must be specially constructed and more sensitive than those used in the U. S. since the average Argentine radio is tuned to stations 1,000 miles distant," he explained.

Dougall was en route to Philadelphia to confer with officials of the Philco Radio Manufacturing Company regarding plans for post-war development in the radio field following close of hostilities.

CBC Reshuffles Staff Of War Correspondents

Canadian Bureau, RADIO DAILY

Montreal—The personnel of CBC war correspondents has recently been reshuffled. Under the present set-up Matthew Halton is back in Canada to help promote the 7th Victory Loan, and E. A. Powley, head of CBC overseas news operations, is taking Halton's place in France. Andrew Cowan, also of the London staff, is now located in Paris at the AEF headquarters, while Marcel Ouimet remains with the first Canadian Army. Bill Herbert, who went to France at an early stage of the invasion, has been transferred to Italy with the Canadian First Corps, where he is replacing Peter Stursberg, who has returned to London, and may be sent to Canada on special leave. Benoit Lefleur has also returned to London, and is currently being replaced in Italy by Paul Barette, who formerly provided radio commentaries from London.

Cover the Rich Lehigh Valley

WEST
EASTON, PENNA.
NBC Mutual

WHY PORTLAND, OREGON PEOPLE PREFER KGW



Day Foster, KGW producer of "Schools at War" and high school...

WILLARD B. SPALDING... SUPERINTENDENT OF PORTLAND SCHOOLS

SAYS... "Radio has proved us with a means of communication, immediate and universal. The scope of its influence has recommended use in the schools. Every at 11:15, a program prepared and produced by the KGW staff is broadcast to schoolrooms over KBPS, official school radio station highlighting history, science and so on. And the KGW program 'Schools at War' produced at the schools with supplemental talent from boys and girls themselves has been a real aid toward the bond buying record established by Portland students



WILLARD B. SPALDING

THE STATION WITH EAR APPETITE
KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Networks And Indies Alike Pushing Bond-Drive Plans

(Continued from Page 1)

... be made in the near future. ... its month-long support of ... will feature a special half-hour dramatization in keeping with ... Let's Talk Turkey To ... by the playwright, Robert ... wood. The broadcast will be ... anday, Nov. 19, 8:30-9 p.m., ... Now Let's Talk Turkey—"

Exacting

... neapolis—Orchestra leader ... bryan, featured over WCCO, ... ul-Minneapolis, is anticipa- ... the forthcoming Sixth War ... Drive. He has extracted a ... se from each and every one ... musicians that they will ... ar bond for each sour ... they hit during the drive. ... will match each bond thus ... ed with one of his own. ... ers of the band were quick ... se upon the fact that Bryan ... ot be able to censure their ... y during the drive—unpa-

Hotel in Brooklyn, for the benefit of the Sixth War Loan Drive. The station plans to run the Treasury series as well as a series of spots to be supplied by the Treasury. Several sales campaigns will be conducted over the station and will be supervised by Dick Gilbert, Earl Hague, the Gloom Dodgers and William S. Gailmor. Several of the station's commentators will also devote some of their program time to this subject.

A series of bi-weekly 15-minute Sixth War Loan news-roundups has been inaugurated by WNYC, under the auspices of the U. S. Treasury Department. The programs will be heard Monday and Thursday evenings at 6:30, and Norman Broken-shire, former WJZ and WEAJ announcer will fill the role of commentator, having donated his services to the Treasury.

Due to comparatively limited facilities and daytime only operations, WLIB will confine most of their War Loan efforts to the presenting of the special Treasury series, ASCAP programs and a series of live spot announcements.

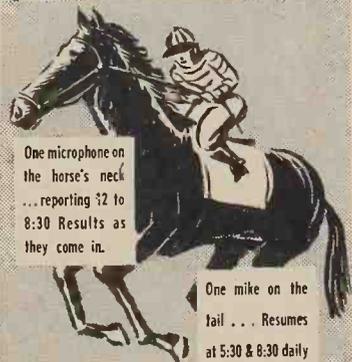
Movie Rally Aided

Radio talent and material will aid the War Activities Committee of the Motion Picture Industry on Friday morning when a Sixth War Loan Breakfast will be held in the main ballroom of the Hotel Astor by the movie men. From there they will adjourn outside to Times Square where a button pushed in Washington by President Roosevelt will light up the replica of the Statue of Liberty now being erected. Speeches will be heard by Mayor La Guardia and other notables.

Mutual Adds Kaye

... my Kaye and his orchestra ... Dr. Murphy, satirist, have been ... the Mutual network broad- ... edule for Sunday, Nov. 19. ... tion will be called "Let's ... he Job," and has been writ- ... rank Wilson, music by Frede- ... eVonch. Roger Bower will ... it. ... entire cast of WHN's "Gloom ... " will make a personal ap- ... e tonight at the St. George

JOCKEY-MIKE



One microphone on the horse's neck ... reporting 32 to 8:30 Results as they come in.

One mike on the tail ... Resumes at 5:30 & 8:30 daily via 1430 on dial.

WBYN

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

DRAMATIZING JAMES FENIMORE COOPER'S
FAMED CLASSICS—THE LEATHER STOCKING TALES

DESTINY TRAILS

Across the land of our country—through forests, over valleys and mountains—the spirit of adventure, the heroic courage of the pioneers that is our heritage has moved ever forward along ... DESTINY TRAILS.

From the bookshelf of American classics to radio, come stories of excitement and adventure of the early days of the French and Indian Wars—authentic adaptations of James Fenimore Cooper's writings. This NBC Recorded Program dramatizes a complete Cooper novel in units of 39 programs.

Portrayed by a Star Bright Cast



JACKSON BECK
Narrator



STACY HARRIS
Deerslayer



FRANK LOVEJOY
Hurry Harry



LESLEY WOODS
Judith



JERRY MACY
Tom Hutter



KAY LORING
Betty

An imposing cast and superb production make DESTINY TRAILS an outstanding radio show for the advertiser wishing to reach the teen-age grown-ups, too. 78 quarter-hour programs now available ... Additional episodes contemplated ... Complete promotion kit ... Write for audition record and rates.



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION
AMERICA'S NUMBER ONE 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.

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

Why all the KPO billboards



and KPO ads



and publicity... and

special KPO announcements



Because we're promoting NBC's

Parade of Stars



heard

day and night over



It's another way we're making ever larger



the greatest single listening audience in Northern California!

Thus we bring you this KPO market at lower and lower cost per sale.

KPO
SAN FRANCISCO

KPO's the only 50,000 watter 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



The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 32

NEW YORK, N. Y., THURSDAY, NOVEMBER 16, 1944

TEN CENTS

Okay NAB Yardstick Plan

Porter Seen Assured of FCC Chairmanship

Washington Bureau, RADIO DAILY
 Porter, present Democratic publicity man, to succeed the retired FCC chairman, James Lawrence Fly, is expected from the White House today. It does not come today, it will be delayed until Monday, the next day the Senate meets. But it is now certain that Porter is the man. Although Porter has every intention of taking a brief Florida vacation, that will not interfere with his accepting the post, since the incoming chairman will not participate in the allocation.

(Continued on Page 5)

Radio Farm Directors Meet In Philadelphia

Philadelphia—"The food requirements for the armed forces, lend-lease, liberated countries and those on the home front in 1945 will be the greatest in the history of our country but they will be met," said Wallace L. Kaddery, chief of the radio service, U. S. Dept. of Agriculture, at the WCAU luncheon here.

(Continued on Page 5)

Boys Of United Nations Speak Tonight Over CBS

Edward R. Stettinius acting Secretary of State; The Earl of Halifax, British Ambassador to the United States, and Andrei Gromyko, Soviet Ambassador to the United States, will be heard on a special program over the Columbia network tonight from 8:30 to 9:30 p. m.

(Continued on Page 2)

Quiz Kid Hope

Chicago—Bob Hope, in Chicago this week-end to participate in the Sixth War Loan drive, will be guest quiz master on the "Quiz Kids" show over the Blue Network, Sunday, Nov. 19, at 7:30 p. m., EWT. Hope will also originate his Tuesday night Pepsodent show on NBC from Chicago.

Big Radio Bond Show In Garden On Nov. 20

Huge bond rally to be held at Madison Square Garden the night of Nov. 20, when 10 radio programs will do their stuff plus a special "serenade" as an opener has been set to go on the air at 6:15 p. m., EWT and continue alternately until midnight over the four major webs. Rally which is expected to sell between \$85,000,000 and \$100,000,000 in under the auspices of the War Activities Committee of the Motion Picture Industry.

(Continued on Page 6)

Col. Landry Assigned To New CBC Position

Montreal—Col. R. P. Landry, one of the original staff members of the Canadian Radio Broadcasting Commission who continued with the CBC has been appointed to the new post of director of personnel and administrative services, the CBC announced.

(Continued on Page 5)

Jerome Kern Jubilee Week Suggested By Paul Whiteman

Plans were formulated yesterday at luncheon for a tribute to Jerome Kern during the week of Dec. 11, the week to be called Jerome Kern Jubilee Week. Paul Whiteman is acting as Honorary Chairman and the general plan will be for bands on the air, both commercial and sustaining, to feature medleys of his past works and wind up with his newest score which will be heard in

Board Of Directors, At Chicago Confab, Organizes Setup For Measuring Radio Station Circulation

Chicago—Directors of the NAB, meeting Tuesday at the Stevens Hotel, took the final step toward establishment of a yardstick for measuring individual radio station circulation by appointment of a negotiating committee to work with representatives of the American Assn. of Advertising Agencies and the Association of National Advertisers in setting up the new organization, which is to be called the Broadcast Measurement Bureau. Coincident with this step, the NAB board also allotted \$75,000 with which to underwrite the initial expense of the new organization which is expected to begin operation by Jan. 1.

Appointment of the five-man NAB committee, whose members will serve as temporary directors of the new organization, along

Paul West Re-elected President Of ANA

For the twelfth consecutive year Paul B. West has been re-elected president of the Association of National Advertisers at the annual meeting begun yesterday at the Biltmore Hotel, scene of the three-day session which concludes Friday. West, in addition to the above affiliation, is the vice-chairman of the War Advertising Council and has been since its inception in 1941.

Elected first vice-president was J. P. Miller of Pet Milk Sales Corporation; second vice-president, P. S. ...

(Continued on Page 7)

with representatives of the AAAA and ANA, was announced by Hugh M. Feltis of Lincoln, Nebraska, chairman of the NAB research sub-committee which reported the yardstick plan to the NAB war conference in Chicago last August. Members of the NAB negotiating committee are J. Harold Ryan, NAB President; Dr. ...

(Continued on Page 6)

Upton Close-Taylor Dropped By Networks

Both NBC and the Blue Network yesterday confirmed reports to the effect that each would drop a commentator between now and the first of the year. NBC has served notice on the Sheaffer Pen Co. that it would not renew that firm's use of Upton ...

(Continued on Page 7)

Mutual Squeaks

"Tommy Tucker," trained squirrel, mascot of an Army bomber, who has made hundreds of appearances at war bond rallies "squeaking" his appeals for sales, will go into this unique selling routine over the Mutual network Sunday night during the program of the Columbus Boys Choir. He then will go on the road for programs in Chicago, Cleveland and other cities.

a forthcoming Universal picture entitled, "Can't Help Singing." Universal is expected to buy time on the air also, and possibly close with a half-hour on one or more networks on the night that banquets are held in New York and Hollywood in honor of the composer.

Whiteman made a plea to those present that Kern be honored in such

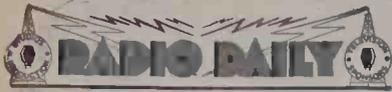
(Continued on Page 2)

Premiere

Lyn Murray's cantata, "Liberation," inspired from President Franklin D. Roosevelt's D-Day Prayer, will be premiered Nov. 19, the time to be announced shortly. The opus, withheld until now because of political implications it might have fostered, will feature Folksinger Burl Ives and the Lyn Murray Choir. The words were written by Millard Lampell.

The most valuable radio buy North of Boston —WLAW serving 152 cities and towns. Advt.

A vital part of your sales campaign is WLAW —the voice of Northern New England. Advt.



Vol. 29, No. 32 Thurs, Nov. 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

(Wednesday, Nov. 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 1/2	— 1/4
CBS A	34 1/8	34	34	—
Crosley Corp.	28 1/4	28	28	— 1/4
Farnsworth T. & R.	12 3/4	12 1/2	12 3/4	—
Gen. Electric	39	38 3/8	39	+ 1/8
Philco	31 3/4	31 1/8	31 3/8	+ 1/8
RCA Common	10 1/8	10	10	— 1/8
Stewart-Warner	15	15	15	—
Westinghouse	103 1/2	103 1/2	103 1/2	+ 1/2
Zenith Radio	37 1/4	36 3/4	37 1/8	— 3/8

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	
Nat. Union Radio	5 1/2	5 1/2	5 1/2	

OVER THE COUNTER

	Bid	Asked
WCJO (Baltimore)	23	
WJR (Detroit)	36 1/2	38 1/2

Joins MBS Publicity Staff

Geraldine Foster, formerly director of publicity for Saks Fifth Avenue, has joined the publicity department of the Mutual network in an exploitation capacity.

20 YEARS AGO TODAY

(November 16, 1924)

Station *WEEL* called the "friendly voice in Boston" by the Boston "Herald," is living up to that name if one may judge by personalities and programming. Radio receivers employing a transformer coupled radio frequency amplification are in the non-interfering class.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

Coming and Going

OLIVER DANIEL, musical director of the CBS "American School of the Air," has left for Columbus, where tomorrow he will deliver an address at the convention of the Ohio Music Education Association

JOHN TOOTHILL, president of the Burn-Smith Company, national station representatives, has returned to his Chicago headquarters following a few days in New York on business.

HERBERT L. KRUEGER, commercial manager of WTAC, Columbia network affiliate in Worcester, Mass., in Gotham this week on station business.

PHIL WOOD, sales manager of WFMJ, is here from Youngstown, Ohio, for conferences with the national reps.

FRED A. PALMER, station and commercial manager of WCKY, outlet of CBS in Cincinnati, has arrived for a short stay in Gotham. Stopped in yesterday at the headquarters of the network.

JONES EVANS, commercial manager of WBAX, Mutual affiliate in Wilkes-Barre, Pa., a visitor yesterday at the offices of the network and the national representatives of the station.

MRS. MAE BOHANNON WILLIAMS, secretary to John Creutz, chief of the domestic and foreign bureau of the WPB's radio and radar division, a visitor this week at the headquarters of the Blue Network.

WALTER H. GOAN, commercial manager of WAYS, Mutual station in Charlotte, up from the Carolinas on station and network business.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., paid a call this week at the New York offices of the Columbia network.

R. A. DUNLEA is in New York on a short business trip. He's the president and general manager of WMFD, Wilmington, N. C.

JOHNNY RICHARDS and the members of his orchestra have left for Larchmont, where they are booked for eight days at the Post Lodge.

Jerome Kern Week Set; Bands To Play His Tunes

(Continued from Page 1)

a manner "while he is still living," and reminded the band leaders that when no current hit is on tap, all musical conductors and directors have to fall back on the past works of the Kerns, Berlins, Gershwins and others. Many well known conductors were present at the luncheon held at Toots Shor's and all were in agreement that a Kern Jubilee Week was highly feasible. All stated they would cooperate to whatever extent they could. Among these were: H. Leopold Spitalny; Morton Gould; Raymond Paige, and James Fasset of CBS. Agency, recording and radio men were also in attendance, as well as radio editors. These included Henry Souvaine, Lester O'Keefe and Paul de Fur of J. Walter Thompson; Bob Holliday, Dave Kapp, Bob Garland, Burton Rascoe, Ben Gross and others. Other aspects of the tribute will be worked out by the committee.

Opens Leyte Branch

Commercial radio communications between the United States and the Philippines was re-established Monday by Press Wireless when they reopened their circuit direct from the island to Los Angeles. This was the first commercial communications link to be opened since the Japanese cut off such services in 1941.

Envoys Of United Nations Speak Tonight Over CBS

(Continued from Page 1)

8:30-8:55 p.m., EWT. They will speak in connection with a meeting under the sponsorship of the National Council of America-Soviet Friendship, Inc., to be held at Madison Square Garden later tonight in celebration of the 11th anniversary of the establishment of diplomatic relations between the United States and the U.S.S.R.

Joseph E. Davies, former United States Ambassador to Russia, will introduce the speakers on the special program, which will originate in the New York studios of the Columbia network.

Safety And Services Div. Organized By The FCC

Washington Bureau, *RADIO DAILY*

Washington—The FCC has announced formation of a new division within its legal department, the Safety and Services Division, to be headed by Jeremiah Courtney. Courtney has been with the Commission since 1942, concentrating on new services such as railroad radio, highway radio and aviation radio. Arthur Gladstone, with the Commission since 1941, will head a new international services section within the common carrier division.



HEAVY WEATHER

That's not such a gloomy picture in this 1 column spread. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a station.

We're using it to try to remind radio advertisers that when sales start to hit heavy going... they'll need to check all the media they buy. At the time to start thinking NOW.

Our interest is radio in Baltimore... W-I-T-H, the successful independent. Authenticated facts prove that this 5 station town, W-I-T-H, produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm. NOW!

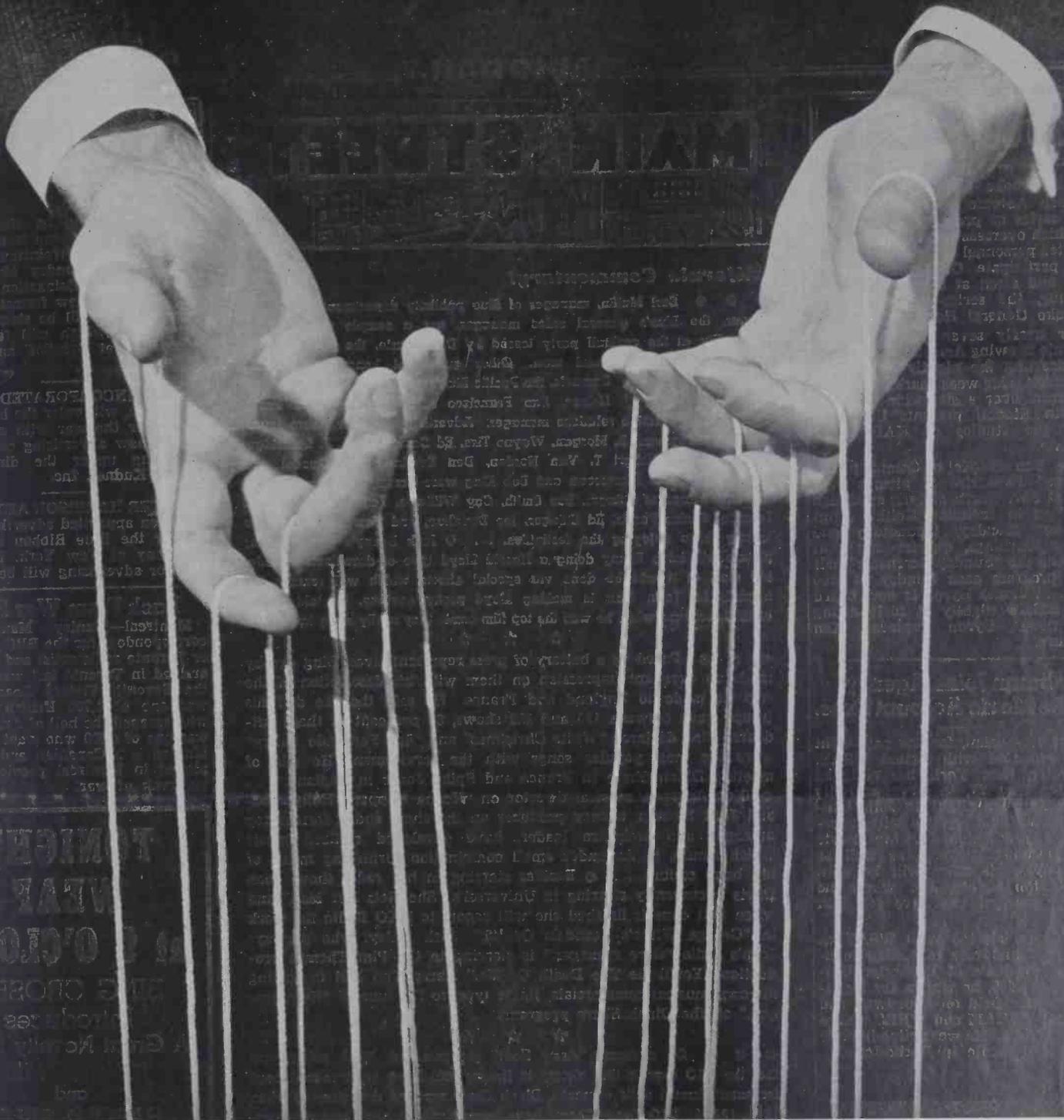


W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REYNOLDS

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY

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



Control of Two New York Markets

THE guiding influence in WOV's broadcasting day is strict adherence to the belief that it's the program that gets the listener. As a result, two great markets listen to WOV and, in their respective listening hours, combine to give this important station a constant, controlled, around-the-clock selling power. In the daytime, because it brings them the programs they want to hear, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio families. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV's "1280 Club" delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.



SOUTHWEST

THE Brooke General Hospital in San Antonio has inaugurated a new series of programs over WOAI in which overseas veterans as well as enlisted personnel attached to the hospital participate. Of 15 minutes duration, and aired at 9:45 each Friday evening, the series is entitled the "Brooke General Hospital Revue."

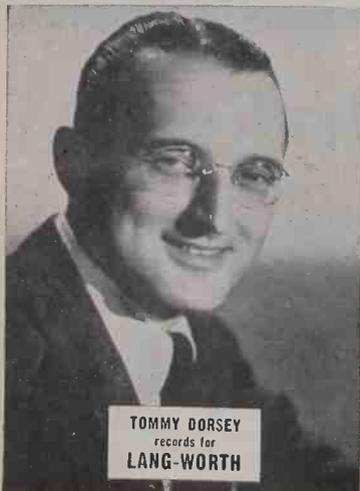
For nearly seven years the San Antonio Brewing Association has been broadcasting the nightly Pearl Beer newscasts. This week marks its 2300th broadcast over a statewide network. Corwin Riddell presents the news from the studios of KABC, San Antonio.

The Ben E. Keith Company has renewed its series of airings over KGKO, Fort Worth, and has expanded its time to include "Keith's Fruit Express" Monday, Wednesday and Friday mornings, quarter-hourly at 7:45 and the "Sunday Serenade," half hour program each Sunday at 1:00 p.m. James Byron is now heard over KGKO nightly at 10:15 airing the news. Byron replaces Ken McClure.

Nussbaum Joins Agency As Movie Account Exec.

Mort Nussbaum, for the past eight years affiliated with station WSAY, Rochester, New York, has resigned effective Nov. 27, to serve as radio advertising consultant to 20th Century Fox Film Corp. He will supervise all production for the movie firm's radio advertising as well as time buys. His office will be with the Kayton Spiero, Inc. where he will be account executive for 20th Fox.

Nussbaum started with WSAY as announcer and rose to station manager. A graduate of Rochester University, in 1935, he was in the legitimate theater field on Broadway and later with WHAM and WHEC before joining WSAY. He was active in civic affairs also, while in Rochester.



TOMMY DORSEY
records for
LANG-WORTH



California Commentary!

• • • Earl Mullin, manager of Blue publicity department, and C. P. Jaeger, the Blue's general sales manager, got a sample of Southland hospitality at the cocktail party tossed by Don Searle, the Pacific Blue's

Los Angeles

head man. Other guests of honor were Frank Samuels, the Pacific Blue's new sales manager, Byron Nelson, San Francisco sales manager and Frank Conrad, Coast station relations manager. Advertising agencies were represented by Raymond R. Morgan, Wayne Tiss, Ed Cashman, W. F. Lochridge, Maxine Smith, Robert T. Van Norden, Don Belding, John Guedel and others, while Don Mersereau and Bob King were among the New Yorkers present. Margaret Ettinger, Lou Smith, Coy Williams, Tom Breneman, Jack Lawson, Erman Pessis, Ed Ettinger, Joe Donahue, and Howard Blake were among those enjoying the festivities. • • • Jack Benny's next Warner picture will have Benny doing a Harold Lloyd type of dare-devil comedy, but most of it will be done via special effects which will remove the hazards for Jack. This is making Lloyd pretty envious, he told Benny at NBC, because when he was the top film comic they really hung from cliffs.

★ ★ ★

• • • Faced by a battery of press representatives, Bing Crosby made an excellent impression on them with his description of the trip he made to England and France. He said that he and his troupe gave between 130 and 150 shows, 80 per cent of them outdoors. Bing declared "White Christmas" and "San Fernando Valley" were the most popular songs with the servicemen. He told of meeting Dinah Shore in France and Spike Jones in England. • • •

• Dick Aurandt, musical director on "Hedda Hopper's Hollywood" and Jack Meakin, agency producer on the show and a former top arranger and orchestra leader, have developed stylized music which results in Aurandt's small combination furnishing music of big band calibre. • • • Besides starring in her radio show, Joan Davis is currently starring in Universal's "She Gets Her Man" and when that opus is finished she will report to RKO Radio for work in "George White's Scandals Of '45." Jack Haley, who portrays Joan's radio "store manager," is starring in the Pine-Thomas production "You'll Be The Death Of Me." Harry Von Zell is writing his own musical commercials, jingle type, to the tune of "Humoresque," on the Dinah Shore programs.

★ ★ ★

• • • On a recent "Army Hour" program, Bob Hope pointed out that the USO expects that victory in Europe will bring an increased need for entertainment units overseas. Dinah Shore reported that since October, 1941, 123,967 USO Camp Shows have been given at home and overseas. Jack Benny and James Cagney also participated in the program. • • • Ford Sibley, Foote, Cone and Belding account executive on "The Man Called X," is convinced that Willie Shakespeare "had something" when he wrote "hoist by his own petard." He absentmindedly gave away all the tickets to the sponsor's booth and the girl on guard, who had been placed there by the Blue at his insistence, refused to let him pass. Sibley had a good laugh over it, as well as a few others, too. • • • On Tom Breneman "Highlights," Tom was anxious to strut his stuff for C. P. "Pete" Jaeger, Blue executive, here from New York, who was in the control room. Suddenly about four minutes after the show started, Tom's microphone went dead. He went on talking, not noticing the frantic arm waving of producer John Masterson, who finally left the control booth and literally dragged Tom to the orchestra mike, while a studio engineer dashed out for another mike. Breneman got out of the deal in good shape, by kidding about the mike going dead, over the air. • • • Lou Irwin, manager of Larry Stevens, new singer on the Jack Benny show, is all smiles, because film factories are making tempting offers for Larry's services.

— Remember Pearl Harbor —

AGENCIES!

MISS SWANK SLIPS account, formerly handled by Hirshorn field agency, has been transferred to the William H. Weintraub agency. The sponsor's Sunday Mutual work program, "Relaxation in Music," will achieve a new format. Benny Jerry Cooper will be starred in the new series, which will feature the music of Nat Brusiloff and his orchestra.

LEAR, INCORPORATED, formerly Lear Avia, will enter the home field after the war with an allied set. A new advertising campaign appearing under the direction of Arthur Kudner, Inc.

LESTER HARRISON ASSOCIATES has been appointed advertising counsel for the Blue Ribbon Ice Cream Company of New York. Radio outdoor advertising will be used.

Back From War Front

Montreal—Stanley Macted, correspondent for the BBC and former Toronto radio artist and executive, arrived in Toronto last week to the Seventh Victory Loan. Macted was one of 1,700 British survivors who escaped the hell of Arnheim, was one of 6,000 who went in by Macted is a Canadian and was played in Montreal previous to outbreak of war.

TONIGHT WEAF at 9 O'CLOCK

BING CROSBY
Introduces
A Great Novelty Song
by JOHNNY MERCER
and

HAROLD ARLEN
"AC-CENT-TCHU-ATE
THE POSITIVE"

from the new
PARAMOUNT PICTURE
Here Come the Waves

Starring
BING CROSBY
BETTY HUTTON
and
SONNY TUFTS

Published by
FAMOUS MUSIC CORP.
1619 Broadway
New York, N. Y.

PROGRAM REVIEWS

"HOT HEADLINES"

Manhattan Kreole Products, Inc.
(Sani-Seal)
Agency: The Winer Company
WHN, Saturdays, 1:25-1:30 p.m., EWT
Featuring: Nat Hale
Director: Lester L. Wolff
Producer: Chester Badner
Writer: Nat Hale

Nat Hale, the man credited with having the talent to portray a thousand different male voices, is going to make a lot of enemies in the trade—for that reason alone. That's this department's manner of saying that Hale is an accomplished performer. He is currently engaged in a weekly five-minute dramatic series for MKP's Sani-Seal.

Last week's "hot headline" was about General MacArthur's return to the Philippines. The tightly written play opened the story with the announcement the general made some time ago promising to return to defeat the Japs on these islands. The balance of the program was devoted to the dramatic events that have recently taken place in the Pacific theater of war.

The most amazing thing about Hale's performances is that they project themselves authentically. His ability to interpret the numerous characters on this particular broadcast was skillful. The story as dramatized necessitated a quickly paced production; Hale was able to comply with its restrictions. While we question the emotional interpretation of MacArthur, his readings of announcers, American and Jap soldiers, etc., were convincing and professional.

A program of this type can be even more effective as a transcribed series for independent subscribers, either five or 15 minutes in length. In closing, we'll simply add that Lester Wolff's direction is deft, Chester

"VINEYARD MELODIES"

Gambarelli & Davitto
WNEW, WINS, WHN, Wed.
Jackson & Co.

SPOT CAMPAIGN WITH THE THEME PURELY AMERICAN MUSIC.

In the interest of G&D vermouth, the sponsor has in the past sponsored (and now too) news programs for the most part. In a new spot campaign, which in New York covers WHN and WINS at 8-8:30 p.m. and WNEW at 9 p.m. a sizeable orchestra of symphonic style and a vocal chorus of 12 voices, transcribed. Slogan of the commercials is that "This Is American—Who Said Imported?" and vice versa. Thus the theme is carried out in all-American composers and range from folk songs to operetta, popular songs of the day and some of the old favorites. Voices are nicely blended for fine choral effect and the orchestra does an excellent job at all times.

Being a half-hour show there is ample time for short credits and the copy may dwell on the fact that the cocktail is an old American institution, originated here, which gives the opportunity for the G&D vermouth tie-in. Also on each show a historical character associated with American history is woven into the picture, the one Wednesday night being Leaf Ericson, the Norse explorer who first landed on the shores of what is now America (Rhode Island) and found the land covered with grapes and many vines. This was why he named his discovery "Vineland." Narrator does a good job of dramatizing this particular portion. The entertainment value of the half-hour is first rate, and the new angles attached to the commercial are worthy of commendation.

Badner's production competent and the commercials well phrased.

Radio Farm Directors Meet In Philadelphia

(Continued from Page 1)

yesterday for the delegates to the Eastern division conference of the National Association of Radio Farm Directors.

WCAU Studio Visited

"The War Food Administration will take its estimated goals directly to the farmer in a state-by-state, county-by-county campaign. And it's a challenge that will be met by every farmer in America when you consider that the December crop report has every indication of showing that the total production of food for 1944 will reach an all-time record," Kadderly added.

The conference in a two-day session here, attended by representatives from WSM, Nashville; WEA, New York; WSPA, Spartansburg; WGY, Schenectady; KDKA, Pittsburgh; WEEL, Boston and representatives of Cornell, University of New Hampshire, University of Connecticut, and the Pennsylvania State College was climaxed by a tour of the WCAU studio here.

'Frenchman's Creek' Plugged

The Western premiere of Paramount's film "Frenchman's Creek" is being heavily promoted with extensive use of both radio and newspapers. The picture is scheduled in San Francisco for November 22, and for the following day in Oakland. In addition to the newspaper advertising, Paramount has purchased both spot and participating program time on KGO, KPO, KYA, KSFO, KFRC and KJBS in San Francisco, with both opening dates being plugged. The entire campaign is under the direction of Robert M. Gillham, Paramount advertising and publicity director.

Porter Seen Assured FCC Chairmanship

(Continued from Page 1)

to sessions. A brief vacation will be quite possible before actual duty on duty.

Mellet, Durr Reticent

er Lowell Mellett nor Commissioner C. J. Durr, the other two to have been prominently mentioned for the post, knew yesterday the announcement would be made. Both said they have not been asked concerning their willingness to accept the post, and both expect to be given the assignment. On the other hand did not show interest in the post and instead that he has discussed the matter at the White House. He told DAILY yesterday that he could not say "in a day or two." This means only that he expects an announcement from the White House in a day or two," since the Senate will meet in session tomorrow and the decision must be made at a time when the Senate is in session.

It is most probable that Porter's nomination will come through today. The nomination of Porter to the post will be generally approved both in industry and government circles. A former attorney, Porter has a wide knowledge of radio. He proved his administrative ability as rent control director for OPA, one of the most difficult of the wartime anti-inflation jobs and one of the best managed.

Porter Announces Series of Special Transcriptions

Inc., will shortly release a series of transcriptions comprised of 15-minute programs available to subscribers, it has been announced by Ed Heinecke, president. The type programs include hill-billy, western, folk song and novelty songs called "Pappy Smith & His Hands." The programs are produced by Pat Barnes currently on WJZ and WEA.

Landry Assigned To New CBC Position

(Continued from Page 1)

Col Landry will be responsible for Dr. Augustin Frigon, general manager, for staff welfare and will also handle division heads and other senior matters pertaining to salaries, promotions, salaries, etc. He will also handle questions of national regulations and other administrative affairs.

WAC Holds Meeting On War Vet Planning

Network and spot radio is included in the plan submitted to the War Advertising Council by 150 business leaders at a meeting held under the auspices of the drug, cosmetic and allied industries for the purposes of nation-wide educational campaigns for civilian guidance on the treatment of returning war veterans. Program is endorsed by the Army, Navy, Retraining and Rehabilitation Administration and other government agencies.

Advertising space in all media will be contributed by the drug and cosmetic industry and it is planned to ask five per cent of each member's advertising budget for the work. Lee Bristol of Bristol-Myers Co. is chairman of the group with other well known drug concern heads also on the committee. Meeting was held yesterday at the Ritz-Carlton Hotel in New York.

Charteris "Saint" Stories Bought By Emerson Drug

"The Saint," a new adventure mystery program featuring the character made famous by Leslie Charteris in his series of best selling mystery thrillers and movies, has been purchased for the Emerson Drug Company, makers of Bromo Seltzer, by McCann-Erickson, it was announced by Lloyd O. Coulter, vice-president in charge of radio. Emerson Drug is dropping "Ellery Queen" as of Dec. 30th and will carry "The Saint" on the same NBC time, Saturday from 7:30-8 p.m., EWT, with a repeat, Thursday, for the coast from 9:30-10 p.m., PWT.

The new show will start January 6th. Charteris will write original scripts for the program, which will originate in New York.

Emerson Drug also sponsors "Vox Pop," radio's widely travelled show, for Bromo Seltzer on CBS Monday nights from 8-8:30 p.m., EWT.

MUSIC FOR apron STRINGS

LADIES!—Continuous music—interrupted only for important news... morning, noon and night... Hours pass easily when dial is set at 1430.

WBYN

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

ON THE AIR any day
RECORDINGS any time
ACOUSTIC RECORDINGS CI-7 2965
CARL FISCHER, Inc.
57th STREET, N. Y. N. Y.

NAB Organizes Setup For 'Yardstick' Plan

(Continued from Page 1)

Frank Stanton, CBS vice-president; Frank Russell of Washington, NBC vice-president; Roger W. Clipp, president of WFIL, Philadelphia, and Feltis.

Articles Approved

Feltis said that articles and by-laws of the organization had been approved by sub-committees of the NAB, AAAA and ANA at a meeting in New York last Saturday. The NAB

First Tele Member

Chicago—First television station to be admitted to membership in the National Association of Broadcasters is WCBW, Columbia's New York outlet. CBS recently withdrew from membership in the Television Broadcasters Association.

directors gave their formal approval to the articles of incorporation at Tuesday's meeting.

The Broadcast Measurement Bureau, Feltis said will be a non-profit organization with headquarters in New York, its three major corporate members being NAB, ANA and AAAA. Its official staff will consist of a president, vice-president, secretary and treasurer and its board of directors will have 15 members, five from each corporate member organization. The five NAB members on the board will represent the three classes of stations and networks. Voting control of the bureau on major issues will require the votes of nine board members, three from each group. The bureau's officers will be elected by the BMB board.

All details as to the technique and method of the bureau's operation have been decided upon. As set up, the bureau will make a station circulation study every other year at a cost of \$1,000,000. This cost is to be borne mainly by subscriptions from radio stations. The study will be made by means of mailed ballots on a county by county basis throughout the nation. The cost to the individual station will be based on the number of ballots on which the station is mentioned. Families will be measured rather than individuals.

No Survey Confliction

Feltis pointed out that the work of the bureau will not duplicate the Hooper and Crossley surveys, which measure program popularity. In this connection he disclosed that the bureau's planners had engaged the services of Dr. Paul F. Lazarsfeld, head of the bureau of applied social research, Columbia University; Dr. Raymond Franzen statistical consultant of New York, and Dr. George Gallup, director of the American Institute of Public Opinion, in setting up the new organization.

The service of the bureau will be available to all radio stations, NAB members and non-members alike.

The plan in its entirety will be presented at NAB district meetings

★ PROMOTION ★

WTOP's Corn Copy

A small folder titled "Succotash that Sells" was recently received from WTOP, Washington, D. C. Its purpose was to promote the station's early morning eye-opener "Corn Squeezin' Time" presided over by Bill Jenkins which it proceeded to do with amusing directness. The text starts with the historical origin of succotash, which, the folder intimates, put all good Indians to sleep, and contrasts this with their program, which is designed to wake up all good Washingtonians. On the facing page there is a pen and ink sketch of Bill Jenkins stirring up a large kettle of his platter-chatter mixture. The folder is amusing, simple, but effective and direct.

"Smiling Ed" Series

A transcribed series featuring Smiling Ed McConnell is now being released by Charles Michelson Radio Transcriptions for local sponsorship, and promoting this new series is a two-color folder which has just been mailed out. On the cover is a photo of Ed McConnell against a crimson background, with all the essentials of the story set in white and black. On the inside pages there is quite a bit of text introduced by the banner: "Hitch your Wagon to a Star," and on the facing page is a negative reproduction of a former sponsor's testimonial letter. On the back they reiterate all the foregoing, with the colors reversed. However, in spite of the repetition, the folder seems an effective piece of sales-promotion.

Bettinger Is Appointed WRGB Program Manager

Schenectady—Hoyland Bettinger succeeds Robert B. Stone as program manager of WRGB, General Electric's tele station, it has been announced by Robert S. Peare, vice-president. The change was made upon the request of Stone who wished to be relieved of managerial responsibilities in order to devote his entire time to the experimentation and development of programming technique, it was disclosed.

Bettinger, president of the Bettinger Enamel Corp., spent a number of years as a professional artist and more recently a free lance motion picture writer, director and producer.

starting shortly after the first of the year. All stations are to be invited to the meetings. Those that are not thus contacted will be reached by direct mail, Feltis said. Attending the NAB meetings to aid in the presentation of the yardstick plan will be the director of information of the BMB, a member of the research committee of the NAB, representatives of network station relations departments, and a member of the time buyers committee of the AAAA. The

Special UBC Booklet

The United Broadcasting Company has just released a most spectacular promotion booklet presenting "the shape of things to come." In full color, with a plastic spiral binding, the pages depict studios, cars and tele-techniques of the future. The modernistic idea is carried to studio interiors and several simplified architects designs, and gives the reader a clearer conception of what the future may hold in store than most exhibitions in the past have. The copy is sparingly used, but is very effective, mainly because of its brevity, giving information on FM, tele, facsimile, and the requirements of a modern studio. The whole job was beautifully done.

KLZ "Judges"

With drawings of eight judges, complete with archaic wigs and looking like something out of the French Revolution, placed above the caption "In the Opinion of the Judges," a large folder just out by KLZ in Denver, really assaults the eye. As the folder unfolds, the "judges" are seen to be handing down "verdicts" which are reproductions of the various awards that the station has received in the last four years. On the back cover, under the heading "And in the opinion of the advertisers" KLZ gives the station's story. This folder is something out of the ordinary, and deftly combines the presentation of a sales story with the maintenance of reader interest.

Jack Gross Buying KFMB; Ted Taylor Selling Interest

Los Angeles—Jack Gross of KFMB, San Diego, who has bought out the interest of his partner, O. L. "Ted" Taylor, of Amarillo, Tex., subject to FCC's approval, has left for New York. He will visit Washington and other Eastern points before returning to San Diego.

Wolff To Lecture

Lester L. Wolff, radio director of the Winer Company, has been invited by New York University to give a series of lectures on radio advertising.

The first lecture in the series will be given tonight.

bureau's symbol—in the form of a shield on which will be represented the three participating corporate groups—will appear on all reports issued by the bureau, thus stamping such reports as authentic BMB releases. The NAB board at Tuesday's meeting also requested the code committee to consider the code and take steps to bring it up to date, particularly as to the solicitation of members, which is felt to be too restrictive.

Big Radio Bond Show In Garden On No.

(Continued from Page 1)

dustry, of which Harry Brant is national chairman.

Estimated advance bond for the rally is already at the \$800,000 mark, according to the scaling of house seats. Seats scale from \$25,000 bond to \$25,000 and box seats \$100,000 to \$1,000,000. Stated

Not Premature

WEVD jumped the gun here on independent and network stations alike by selling \$7,750 in war bonds on a half-hour program voted entirely to the 6th War Loan, last Tues., 9:30 p.m., 17. The program was directed by Edward B. Fineberg, deputy manager of the War Finance Division of New York State. He was assisted by Nathaniel Minkoff and Joseph Tuvim.

Garden was a sellout within a few days after the big radio show was announced.

The 10 coast-to-coast program, EWT scheduled as follows:

"Serenade to America" with Merriman Robert Merrill, Norman King and the NBC Concert Orchestra and chorus, on NBC 6:15-6:40 p.m.; Lowell Thomas, 6:45-7 p.m. on NBC; Milton Berle and his "Let's Get It Self Go" program.

"Blind Date," with Arlene Dahl and three movie stars, at 8:30 p.m. on the Blue.

Gabriel Heatter, MBS, 9-9:15 p.m. Quiz Kids with two guest stars (to be selected) 9:15-9:30 p.m. over NBC. (Replaces M-G-M's "Test" for that night).

"Spotlight Bands," with big bands, 9:30-10 p.m. on Blue. "Can You Top This," with Hershfield, Senator Ford, Joe Pennington, "Dr. I. Q.," 10:30-11 p.m. over NBC. Sports commentators (substituted Orson Welles) holding round and including Ted Husing, Bill Bill Corum, Bill Slater and others.

Phil Baker and "Take It Or Leave It," 11:30-midnight, over CBS.

CBS, in support of the Sixth War Loan Drive, will pay tribute to overseas in a program called "American Pilgrimage," Nov. 19, 9 p.m., EWT. William N. Robson, writer and Robert Lewis Shayon, director.

Blue Network has recruited talents of Henry Hull, as narrator Myrna Loy and Franchot Torney for the network's opening Sixth War Loan Drive presentation, "Merry on the Pullman," to be written, directed and produced by Ben J. Winters for Sun., Nov. 19, 8-8:30 p.m., EWT.

WOV Signs Engineer

Louise Winter, formerly music director of KSFO, San Francisco shortwave studio engineer of OWI's San Francisco office, is now with WOV's engineering staff.

Close-Taylor Dropped By Networks

(Continued from Page 1)

After Dec. 10, 1944, and presently the company will continue Monday afternoon show on the network with another commentator. Taylor has been doing the show for the past 27 months, and claims that the pressure groups prevailed on the network to discontinue him. Sheaffer, president of the network, bears his name said they had contractual relations with Taylor and hired him through NBC. The network Co. officially announced yesterday that Henry J. Taylor was correspondent and writer who was available for regular radio broadcasts only through the network. Taylor, who in 1944, will not continue his weekly program after the war. Taylor has visited many countries and has been on the network since his last trip

Philippine Battle Story Told On WOR Broadcast

The episode of the naval battle in the Philippines was told Tuesday on WOR. Lt. Merrill D. Alders who was interviewed on a battleship of the U. S. Navy, Halsey's fleet by Leslie Mutual correspondent whose broadcast was played over WOR Tuesday, 11:15-1:30 p.m., EWT.

Alders, a dive-bomber pilot was down in the second battle of the Philippines and with another airman was around for two days when rescued by a PB. The big flying boat was downed in the ocean and picked up but damage in landing was such in it being unable to take off that the men were then left with one plane which could only hold nine men. The men hung on to the sides for the plane while sharks circled the raft. At least one Jap fier went by, but apparently did not see them.

Usually another American plane was downed and they were rescued and taken aboard a destroyer. Lt. Alders' narrative was thrilling but very short.

COAST-TO-COAST

CALIFORNIA

SAN FRANCISCO—KQW-CBS has asked the city planning commission to authorize the rezoning of the topmost portion of Twin Peaks so that construction of a tele station would be permitted. Station officials have asked that the area now zoned as first residential land, be redesignated a commercial area to permit the preliminary engineering tests. Wendell Williams, formerly manager of NBC's continuity acceptance department, has been named program manager of KPO-NBC.

NEW JERSEY

NEWARK—The new audience promotion manager at WAAT is Walt Framer, who comes to the station after spending some time writing scripts for several of the major networks. Framer's first assignment at WAAT will be the daily half-hour with Elton Britt, called "Elton Britt's Tune Corral."

GEORGIA

AUGUSTA—WGAC displayed a large (35 ft. by 20 ft.) exhibit of Blue Network stars and programs during the annual Exchange Club Fall Fair held in Augusta recently. In addition to the display they installed a Press Association News machine, which attracted a great deal of interest, as the majority of people were not familiar with the methods by which the station obtained its news releases.

COLORADO

DENVER—New business accounts placed with KOA include "Save-A-Nickel-Stores," operators of a number of supermarkets in Denver, who have placed a schedule of station breaks, and The Blue-hill Products Company, food manufacturers, who have purchased a quarter-hour night time program. The program is a Frederic Ziv production entitled "Pleasure Parade."

INDIANA

FORT WAYNE—The Farnsworth Television and Radio Corporation's plant in Fort Wayne has been awarded the Army-Navy "E." The firm became eligible for the award on a production basis only recently, having previously been engaged largely in research work. Ben Hudleson, WOWO-WGL continuity director, recently spoke to a group of 75 high school students on "Radio Writing." This was the first of a series of such talks to be delivered by Hudleson before similar groups.

SOUTH DAKOTA

RAPID CITY—On November 23 KOBH will change its call letters to KOTA. With the change in the call letters comes several other major changes in the station's set-up. The final agreement with Columbia was signed this week, making the station a full-time CBS outlet, and bringing a major web into the Black Hills for the first time. The physical character of the station is undergoing extensive remodeling too, with the studios being enlarged and redecorated. A new transmitter is already under construction, and should be ready for operation by January 1st. Present plans call for the transmitter to be dedicated New Year's Eve.

KANSAS

SALINA—When Thanksgiving Day arrives, KSAL will be minus the services of continuity chief Ema Lou Birelina and continuity writer Irene Strokamp for they have enlisted in the WAVES and expect to be bound for New York then to begin their training.

TEXAS

SAN ANTONIO—This season the "Texas School of the Air" is again being heard over WOAI and other stations of the Texas Quality Network. **DALLAS**—The Servess Program, recently launched over WFAA and the Texas Quality web by the Walter H. Allen Co., wholesale hardware dealers, features a "you name it—we play it" listener participation contest on each program. If the band is unable to play the tune the listener requests, the listener receives \$5. **AUSTIN**—The radio house of the University of Texas has again been given a \$5,000 scholarship for a voice chorus and orchestra, by Karl Hoblitzelle, president of the Interstate Theaters Circuit, which has its headquarters in Dallas.

NEBRASKA

OMAHA—Although the Union Pacific Railroad's "Your America" program was recently switched from NBC to Mutual, Lyle DeMoss, program director of WOW continues to direct the production, and WOW talent and technicians continue to participate as before.

MASSACHUSETTS

BOSTON—Jesse H. Buffum, WEEL's agricultural director, plans to address the National Association of Radio Farm Directors, who are meeting in Philadelphia November 13 and 14 at the Ritz Carlton Hotel. Nancy Blunt, formerly with the World Broadcasting Foundation, has been appointed personal secretary to WCOP general manager A. N. Armstrong, Jr. **WORCESTER**—Possible catastrophe was averted in nearby Gardner, recently, when the Gardner Gas Company issued an SOS call to WTAG, only station fully covering the town, to ask them to warn the town people that the company was resuming service after a fire, and to turn out all pilot lights. WTAG aired bulletins through the afternoon, and in the evening the gas service was resumed without any mishap.

Paul West Re-elected President Of ANA

(Continued from Page 1)

Ellison of the Sylvania Electric Products Inc. Charles C. Carr was elected chairman of the board.

Directors on the board include: Hugh Hitchcock of the Packard Motor Company; R. B. Brown of Bristol-Meyers; Ralph Winslow of the Libbey Owens Ford Glass Company; D. H. Odell of the General Motors Corporation; T. H. Young of the U. S. Rubber Company; William Connolly of the S. C. Johnson & Son; W. B. Potter of the Eastman Kodak Company; D. B. Stetler of the Standard Brands, Inc.

Trademark Bill Endorsed

The ANA, in a statement filed with the Senate Patents Committee, has endorsed the Lanham Trade Mark Registration Bill, it was disclosed by Eric Haase, legislative representative of the Association. The bill H.R. 82, has already been passed by the House of Representatives and hearings on it began yesterday before the Senate Subcommittee on Trade Marks headed by Claude Pepper, Florida Senator. Haase said one of the advantages the Lanham Bill offers to advertisers is that it gives them the privilege of registering in the Patent Office slogans, titles, symbols, character names and distinctive features of radio or other advertising used in commerce. The bill also provides for the registration of trade names. Another provision of the bill, which is of interest to advertisers and which was sponsored by ANA would eliminate the requirement that a trade mark registrant must necessarily display with his mark the words "Registered in the U. S. Patent Office" or "Reg. U. S. Pat. Off." Under the bill a trade mark registrant would be permitted to use instead, at his option, the letter R enclosed within a circle. Haase added that the Lanham Bill proposes much better protection for registered marks than exists under the Federal law today.



**LUX
RADIO
THEATRE**

RADIO THEATRE 36.0*

where you get a BIG Rating, Big Market.

Higher Rating Win.-Spr. Index 1943-'44



**WTAG
WORCESTER**

**SEND BIRTHDAY
GREETINGS TO---**

November 16

Albert A. Grobe	Ma Pickard
Jim Jordan	Rosalind Sherman
Lucien Dumont	Louise Starkey
Lawrence Tibbett	Jay Stanle
Mary Margaret McBride	



**HERE ARE THE
ABOUT RADIO
LISTENING IN OKLAHOMA**

Facts

WKY
OKLAHOMA CITY
The Katz Agency
Representative

Copy sent on request.

The OKLAHOMA RADIO AUDIENCE OF 1944

HERE IT COMES!

FREDERIC W. ZIV CO'S

PLEASURE
PARADE

PACKED WITH S. A.*

*SPONSOR APPEAL

KAY LORRAINE, of "Hit Parade" fame, Beautiful ballad singer.

BOB KENNEDY, Romantic singing star from the original cast of "Oklahoma!"

JIMMY WALLINGTON, emceeds Pleasure Parade in fast and funny pace.

It's radio's grandest musical show! A gal of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter hours transcribed and now available for local and regional sponsorship.

Who in your market wants to sponsor the biggest musical show ever transcribed?



THE MODERNAIRES and PAULA KELLY: Top flight singers of hit songs. One of radio's great vocal combinations.



MEET THE MOB: Kay Lorraine, Paula Kelly, the four Modernaires, Jimmy Wallington, Bob Kennedy and maestro, Irving Miller.

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 33

NEW YORK, N. Y., FRIDAY, NOVEMBER 17, 1944

TEN CENTS

Porter Nominated For FCC

Ge Conference Underway Today

Columbia, Mo.—Headline speakers at the third regional radio conference at Stephens College, Friday, Saturday and Sunday. Include Paul Atley, FCC, speaking on "The Government and Post-War Radio." Field television will be represented at the conference by Richard W. Hubbell, broadcasting production manager of W. J. Corporation, WLW, Cincinnati, speaking on "Television" and

(Continued on Page 7)

Expansion Program Outlined By Godofsky

Plans to move studios from Brooklyn to Manhattan as soon as suitable quarters can be found were announced by Elias I. Godofsky, president and general manager of WLIB, New York. Station recently received authorization to change identification from WLIB, Brooklyn, New York. Godofsky also disclosed that the station plans to file applications with the FCC for an in-

(Continued on Page 2)

Gillette Razor Sponsoring Army-Navy Football Game

The Army-Navy football classic on Friday, Dec. 2, the outstanding contest of 1944, will be broadcast exclusively over CBS beginning 7 p.m., EWT, according to J. P. Gillette, Jr., president of the Gillette Razor Company. This marks the first time Gillette has sponsored the Army-Navy game on CBS. In

(Continued on Page 3)

Promotions

Hollywood—Two members of the Armed Forces Radio Service have received notification from the War Department of their promotion to the rank of Captain. They are: William Bakewell, AUS, former actor, now Acting Chief of Broadcast Service Section, and Lt. Frank Andrews, AAF, former radio producer, Assistant to the Chief of Information.

Sounds Big

Chicago—World's longest sound system manned by Chicago radio engineers has been installed on State Street in connection with the Sixth War Loan Drive. Mile long "voice" is sponsored by the State Street Council and will be used to carry news, entertainment, and bulletins on progress of the bond drive.

Expand CAB Service To 81-City Survey

Plans to expand its national radio rating survey service to include 81 cities and approximately 300 radio stations were announced yesterday by the CAB at the annual meeting of the Association of National Advertisers at the Biltmore Hotel.

The 81 cities included in the plan represent all cities of 50,000 population and over. The expanded service entails an increase in calls to over

(Continued on Page 3)

Mutual Announces Sym. Series From Los Angeles

Los Angeles—"Symphonies for Youth," featuring the Los Angeles Philharmonic Orchestra under the direction of Alfred Wallenstein, begins a series over Mutual on Saturday, January 6, 1:30 to 2 p.m., EWT. Concerts will originate in the Los Angeles Philharmonic auditorium before an audience of school children.

Fly AMP Board Chairman; Sees FCC-Industry "Healthy"

Coincidental with the opening of his own law offices yesterday in Radio City, James Lawrence Fly, recently resigned chairman of the FCC, was appointed Chairman of the Board of Associated Music Publishers Corp. parent concern of Muzak Corp., and general counsel for both companies, according to announcement by William Benton. This arrangement, it

If your objective is to reach the people of Northern New England—use WLAW. Advt.

President Sends Paul Porter's Name To Senate For Commission Post; Jett Temporary Chairman

Washington Bureau, RADIO DAILY

Washington—Paul A. Porter, publicity director of the Democratic National committee, yesterday was nominated by President Roosevelt to the Federal Communications Commission succeeding Chairman James Lawrence Fly. Porter's name was sent to the Senate for confirmation shortly after he concluded an hour's conference with the President. The erstwhile CBS attorney will take over the post about the first of December, he told RADIO DAILY yesterday. Prior to that he will spend a short time vacationing in Florida.



PAUL PORTER

It was pointed out that through routine procedure Mr. Porter was nominated simply as a member of FCC. The President designates a chairman from among the men comprising the Commission personnel.

Following his White House conference with Mr. Roosevelt, Porter told reporters "I think my name will go up to the Senate sometime this week."

6th War Loan Plans Include Many Shows

New recruits for the Sixth War Loan Drive include radio and screen personalities, veteran servicemen stage celebrities and the special "Treasury Salute" transcribed series,

(Continued on Page 7)

"Do you mean as chairman?" one reporter asked. "Yes, that's right," Porter replied.

The term for which Porter was named extends for seven years from July 1, 1942.

House Interstate Commerce Committee Chairman Clarence Lea said yesterday that the Porter appointment is "a good appointment. He's a good man. It will be advantageous to have him there when new legislation is being considered."

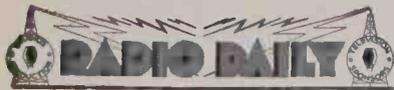
Paul Aldemont Porter, 40 years old, is one of the early New Dealers. He

(Continued on Page 3)

Helping Hand

Philadelphia—Alexander Griffin who originates his news commentary on Mutual at WIP here, is interested in soil erosion, experiments, and reports his findings. He mentioned something about a sample of Florida soil, also gas rationing. Yesterday a package of Florida soil came from a fruit grower in Gainesville, Fla. one of the nation's great fruit growing sections.

WLAW transmits buying interest to one-third of New England. Send for coverage map. Advt.



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JOHN W. ALICOATE : : : Publisher

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

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

FCC Receives Requests For Four FM Stations

Washington—Four FM applications have been received at the FCC from the Raytheon Corporation, Waltham Mass.; WFBR, Inc., Baltimore, operators of standard station WFBR; Scripps-Howard, Indianapolis, and the operators of standard station WKBN, Youngstown.

20 YEARS AGO TODAY

(November 17, 1924)

Rudolph Valentino, famous movie sheik, is an ardent radio fan and experimentally inclined, according to Jack Poppele, chief radio operator of WOR, the Bumberger station in Newark, N. J. The sheik experiments with radio receiving sets after coming off location.

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

Coming and Going

RUSS HODGES, sportscaster on WOL-Mutual, has left for Tuscaloosa, where on Saturday he will broadcast the game between Alabama and Mississippi.

PHILLIP I. MERRYMAN, in charge of facilities and developments for NBC's stations department, off on a trip during which he will confer with affiliates in St. Louis, Kansas City, Chicago and Pittsburgh. He'll return Nov. 27.

RALPH EDWARDS and his "Truth or Consequences" program entourage have returned from Albany, where on Wednesday they put on a special E Bond-selling show at the RKO Theater. They'll do another in Pittsburgh Monday and still another in Youngstown on Wednesday.

PETER DONALD, of "Can You Top This" and "Guess Who," is back from Albany, where he emceed a post-mortem affair treating the Republicans' role in the recent election.

IRNA PHILLIPS, author of four NBC daytime serials, is in Columbia, Mo., to address the radio conference of Stephens College on the subject, "Daytime Radio in the Post-War World."

JOHN M. RIVERS, president and station manager of the Columbia network affiliate in Charleston, S. C., WSCS, was a caller this week at the New York headquarters of the web.

HAROLD THOMS, manager of WISE, Asheville, N. C., in Gotham this week to confer with the national representatives of the station.

MOSE GUMBLE, of Music Publishers Holding Corp., leaves today on his semi-annual trip to Hollywood.

RENE DE KNIGHT and the Delta Rhythm Boys are in Toledo for an engagement at the Kaycee Club following their guest appearance on the Blue Network's "Hall of Fame" last Sunday.

AL SCHILLIN, vice-president in charge of local sales at WAAT, has returned from Atlanta, Ga., where he visited his son, Lieutenant Robert Schillin.

TED HUSING and JIMMY DOLAN, Columbia network sportscasters, off for South Bend to cover tomorrow's gridiron tussle between Northwestern and Notre Dame.

WLIB Expansion Program Outlined By Godofsky

(Continued from Page 1) crease in power, directional AM operation day and night, FM, television and facsimile. The station was recently purchased by Mrs. Dorothy Thackrey, owner of the New York "Post" and Len Carlton, former "Post" radio editor, joined the staff as program director.

FMBI Meeting Postponed Until After First Of Year

Postponement of a planned meeting of the board of directors of the FM Broadcasters, Inc., pending results of the FCC allocations hearing and in conformity with ODT transportation suggestions, was announced yesterday by Walter Damm, president of FMBI. Meet will be scheduled after the first of the year.

WPAT CENTER OF THE DIAL 930 IN THE METROPOLITAN AREA IS AMERICA'S MOST SUCCESSFUL YOUNG STATION! because... WPAT PROGRAM STANDARDS ARE UNIFORMLY HIGH... FROM "GOOD MORNING" TO "SIGN OFF"... SEVEN DAYS A WEEK. CURRENT PROGRAM SCHEDULES AVAILABLE ON REQUEST. WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK



HELP WANTED

We don't know anything booms or depressions in the ... we do know there's going to be a sweetheart of a scrap for sales ... a lot of smart advertisers interested in re-establishing brand names ... sales at low costs are mending fences now.

We're interested in their picture. We're looking forward to sane time buying. When advertiser and time buyer alike again ask, "How much did I get and at what cost?"

Knowing W-I-T-H's ability to produce sales year in and year out at the lowest cost ... we offer to prove that the time to look for Baltimore, the 6th largest market is now ... and the station to look at is W-I-T-H.



W-I-T-H IN BALTIMORE

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

Appoints Porter Member Of The FCC

(Continued from Page 1)

ated from the University of Kentucky law school in 1928, spent in Southwestern Oklahoma, in 1930 moved to Georgia, where he became publisher of a string of town daily newspapers and general counsel for the syndicate which owned them.

ing the depression years in 1932, Porter wrote some editorials

Confirmation

Paul Porter's nomination by President for a post with FCC predicted in yesterday's edition of RADIO DAILY. Washington sources had said that Porter nomination would be made either Tuesday or sometime Monday.

the South's cotton problem which led to the attention of one Henry Wallace then an Iowa farmer-shipper. In 1933 when Wallace entered the Roosevelt cabinet as Secretary of Agriculture he sent for Porter in charge of the cotton "plow" campaign.

Porter reported to Wallace expecting to return to his string of newspapers in a few months, but he never returned to Georgia. He became chief of the press section, Department of Agriculture in 1934; joined Columbia Broadcasting System as Washington counsel and aid to Harry Dexter, CBS vice-president, in 1937; in 1937 to 1942 Porter got an increasing knowledge of the broadcasting industry; next, in 1942, he left CBS as an aide of Chester Davis of National Defense Council.

While serving as rent administrator under the OPA during 1942, Porter directed the rent control program now in effect throughout the nation. He subsequently served as counsel on the War Relocation Authority, Director of War Food Administration, and Jones and Economic Stabilization chief Fred Vinson. He served as publicity director of the Democratic National committee during the Presidential campaign.

Porter's hobby is golf. However he has been unable to play for the duration of the war. He is married and the father of two daughters, aged 12 and

Philco Dividend

Board of Directors of Philco Corporation has declared a dividend of twenty cents (20c) per share common stock payable December 14 to stockholders of record as of November 28, 1944.

SAN FRANCISCO RADIO FUTURE HAS CHANGED!

Buy's KGO is THE Bay Area Buy!

JETT TEMPORARY CHAIRMAN

Washington Bureau, RADIO DAILY

Washington—President Franklin D. Roosevelt, who is believed to be delaying "for several weeks" his naming of a new FCC chairman to succeed James Lawrence Fly, resigned, yesterday requested Commissioner Ewell K. Jett to serve as interim chairman of the Commission. Jett, who formerly held the post of chief engineer of the FCC, was named a member of the Commission last Winter. He succeeded George Henry Payne.



E. K. JETT

The delay in naming a new permanent chairman of the FCC is no indication that President Roosevelt has changed his mind about appointing Paul Porter to the post. Porter is anxious for a Florida vacation, and it appears that the President decided to defer appointing him to head the FCC until he is ready to take over the duties.

Porter conferred briefly with the President at noon yesterday. His term as Commissioner would extend for seven years from July 1, 1942.

Gillette Razor Sponsoring Army-Navy Football Game

(Continued from Page 1)

In recent years the network has carried the classic on a sustaining basis.

CBS sportscaster Ted Husing and assistant Jimmy Dolan will cover the game play-by-play and describe the color and pageantry of the sports spectacle in Thompson Stadium, Annapolis, Md. The full United States CBS network plus the two CBS outlets in Hawaii will carry the broadcast.

Gillette has arranged with Armed Forces Radio Service to shortwave the encounter play-by-play to fighting forces throughout the world.

Shilkret Is Candidate For Musicians Union Post

Dr. Harry H. Shilkret is the candidate for president of Local 802, N. Y. musicians' union, on the Victory Group ticket. Other tickets include: Blues manned by Jack Rosenberg; Square Deal by Max Arons and Unity by Calmen Fleisig. The Victory group has nominated Harry Suber for treasurer, currently holding that post on the Blue group and also included as a candidate for that ticket.

FINANCIAL

(Thursday, Nov. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 ³ / ₈	163 ⁵ / ₈	164 ¹ / ₈	+ 5 ⁷ / ₈
CBS A	34 ³ / ₈	33 ³ / ₈	33 ³ / ₈	- 1 ¹ / ₈
CBS B	34 ¹ / ₂	33 ⁷ / ₈	33 ⁷ / ₈	- 3 ⁷ / ₈
Crosley Corp.	28 ⁵ / ₈	28 ¹ / ₄	28 ¹ / ₄	+ 1 ¹ / ₄
Farnsworth T. & R.	12 ⁷ / ₈	12 ¹ / ₂	12 ¹ / ₂	- 1 ¹ / ₄
Gen. Electric	39	38 ³ / ₄	39	+
Philco	31 ⁵ / ₈	31 ¹ / ₈	31 ¹ / ₈	- 1 ¹ / ₂
RCA Common	10 ¹ / ₂	10	10	-
RCA First Pfd.	78 ⁵ / ₈	78 ¹ / ₄	78 ¹ / ₄	- 1 ¹ / ₄
Stewart-Warner	15 ¹ / ₂	15	15	-
Westinghouse	103 ¹ / ₄	102 ¹ / ₂	102 ¹ / ₂	- 1
Zenith Radio	37 ¹ / ₂	37 ¹ / ₄	37 ¹ / ₂	+ 3 ⁷ / ₈
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	29	29	29	

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 ¹ / ₈	17 ¹ / ₈
WCAO (Baltimore)	23	
WJR (Detroit)	37	39

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

Expand CAB Service To 81-City Survey

(Continued from Page 1)

6,000,000 a year. As a further step in its new service, CAB will break down a total of 1,000,000 calls each two months by each of the 81 cities in which interviewing is conducted and release six of these million-call reports a year.

Reports will include:

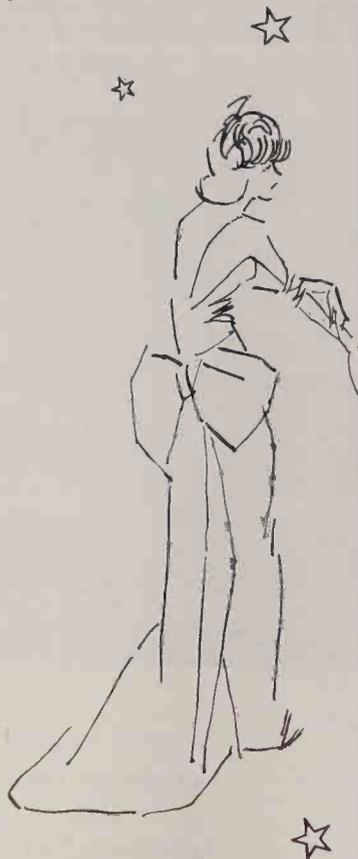
1. A comparison of the total volume of radio listening in each of the 81 CAB cities with each other and with a national average.

2. A seasonal comparison of listening activity covering a year's span of interviewing in each city will be included regularly as soon as the reports are a year old.

3. A breakdown of the radio listening in each CAB city according to each radio station and its share of the total audience. Separate station indices will be reported for morning, afternoon and evening.

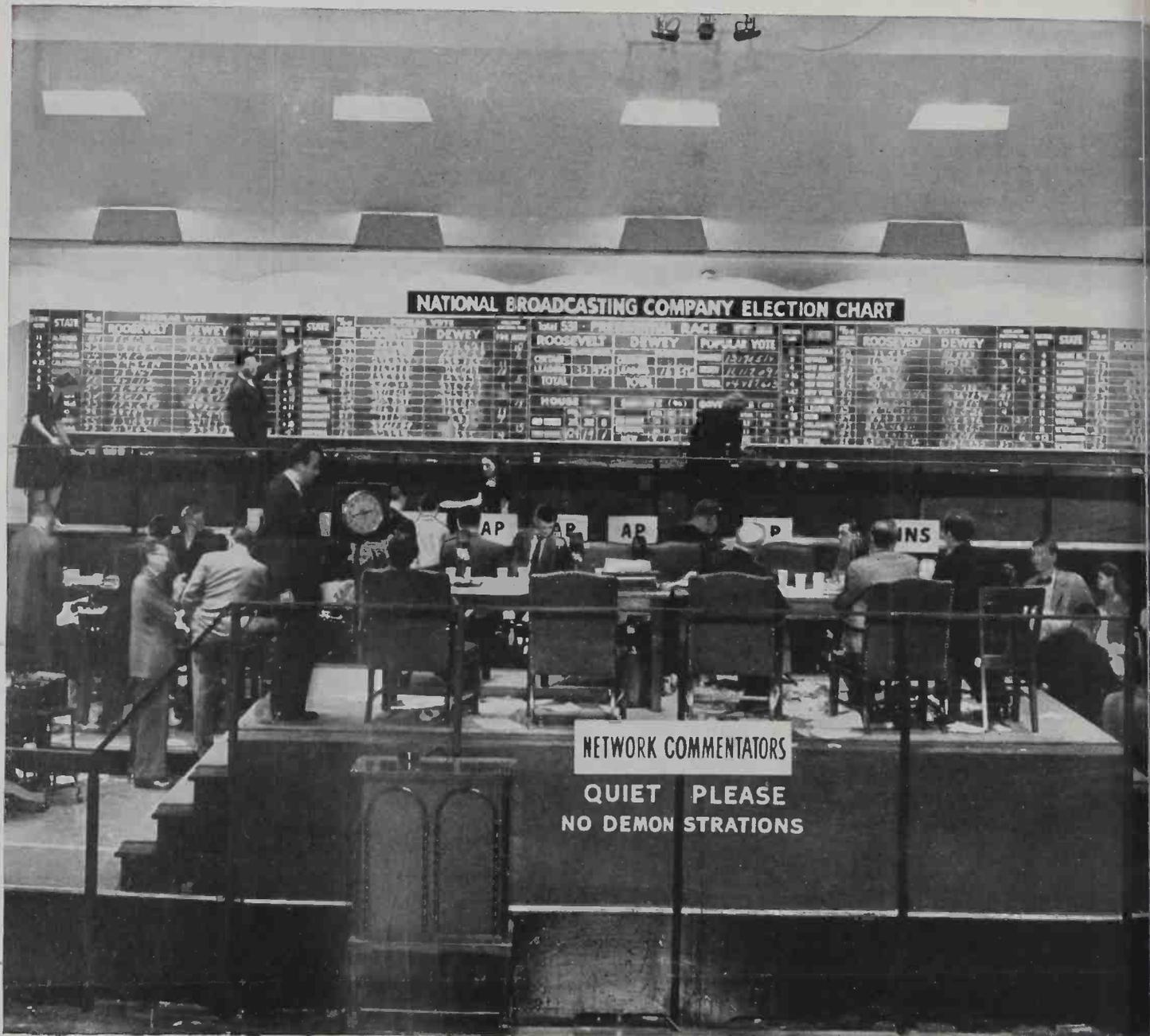
4. A seasonal trend of listening covering a year's period to each of the approximately 300 stations reported will be given as soon as the reports are a year old.

The new 81-city 300-station reports will be available only to CAB members and at a slight charge per report, with no increase in the basic dues.



HOME TOWN BOYS MAKE GOOD & HOW ?

For NEWS, too, most



SCENE IN THE NBC BUSY ELECTION NEWS ROOM (Studio 8H) from which originated the broadcasts heard by millions throughout the nation and in many other parts of the world. Big board in background was kept up to the minute, affording NBC commentators, at center table, figures on developments in each state and the national totals. All commercial NBC programs were canceled. America's Number One Network provided this important service to the public.

People tune to NBC

Election Night, with the largest sustained audience in radio history*—larger even than “Pearl Harbor Night”—an audience 55% greater than the listening on a normal Tuesday evening—

**THE NBC AUDIENCE WAS
49% LARGER THAN THAT OF ANY
OF THE OTHER NETWORKS**

Just as on “D Day” when by far the greatest number of people listened to NBC... just as radio listening surveys show *8 out of 10* of the top shows among all radio programs are on NBC... Election Night added further evidence to the record of years: NBC is “*the Network Most People Listen to Most!*”

**Based on Hooperatings*

National Broadcasting Company

America's Number 1 Network for News



A Service of Radio
Corporation of America

PROGRAM REVIEWS

"ADVENTURES OF OZZIE AND HARRIET"

International Silverware Company

Young & Rubicam

CBS-WABC, Sun., 6-6:30 p.m., EWT

Writers: Jack Douglas, John B. Medbury, Ozzie Nelson

Producer-Director: Al Scalpone

Music: Ozzie Nelson

This department has been waiting patiently to see how this new program would progress, ever since its initial broadcast several weeks ago; our better judgment insists that it has become progressively worse. As the title indicates, the format is concerned primarily with the adventures of Ozzie and Harriet Nelson, their two children and the maid, Gloria. Last week's program revived the outmoded hat situation, with Ozzie making the typical male comments. Another scene found the altruistic Nelsons trying to help the new neighbors who have just moved into their neighborhood. For the record, Ozzie did tack up the curtain rods, put the rug down, socket the bulbs, etc., only to discover, after all that, his efforts were not appreciated. Incidentally, the brief scene with Gloria was the funniest on this program. It appears that the Nelsons were looking forward rather eagerly to their luncheon only to discover that the maid had had hers and had completely forgotten about theirs. It wasn't so much the way the scene was written as the way it was played by Bea Benedaret.

Listeners are familiar with the talents of Miss Hilliard as a songstress. Her chores on the former Red Skelton program have made her a good reader of lines. However, her other half appears to be doing a poor job with his current chores. Although the first few programs dispensed with song singing and orchestral interludes, one of each gave this program a lift.

We're convinced, at this point, that when one of their youngsters has had his tonsils extracted, the program will have improved in one respect. Meanwhile, Al Scalpone is doing a competent job at the production end. Commercials make the most of the International Silverware phrase and are read effectively by Jack Bailey.

**Reporter At Large . . . !**

● ● ● They tell us that everything is comparative but another axiom has it that 'comparisons are odious' . . . however, we know that whichever school of thought prevails, we succeeded in brightening the day, yesterday for CBSolon Nick Keesely, by merely uttering a simple comparative line . . . Wednesday nite, the Keeselys, awaiting the arrival of a client for dinner at their New Rochelle estate, found that a trip to the cellar (the lemonade supply needed replenishing) was necessary . . . Nick preceded down the stairs when, an anguished yelp of pain from their pet kitten, resulted in his legs suddenly taking on the 'rubber' qualities of Leon Errol and he tumbled down the remainder of the steps acquiring numerous bruises, en route . . . the client arrived soon afterward and poor Keesely had to smile and act the part of the perfect host, despite, the pain of his injuries . . . came at long last, the hour of 'good-byes' and Nick was already on the way up to bed and surcease from the travails of the day, when the door bell rang again . . . his client had discovered a flat tire on his car . . . if Nick had started to cry who could blame him . . . but Keesely is made of sterner stuff . . . dashing (limping is the more appropriate word) back into the clothes closet, he pulled on his wind-breaker, hobbled out to the curb and changed the client's tire . . . when Nick told us the incident his spirits were flatter than the 'Goodyear' he'd changed . . . and now you lucky readers, the line that 'saved the day' . . . "Boy were you lucky, Nick, suppose it was raining that night?" . . . (that's us, just spreading sunshine as we go along).

★ ★ ★

● ● ● Major Bowes and his staff will fly to Chicago next Friday whence his CBS show will originate with his 'amateurs' selected from Lt. Lou Mindling's "Your Pacific Theater," troupe of sailors . . . show will be on behalf of the Sixth War Loan Drive . . . ● With Kate Smith, Peter Donald (on the March of Time show), Sidney Ascher's "Society for the prevention of disparaging remarks about Brooklyn," and many other irate citizens giving him a verbal lashing for his inane remarks about Brooklyn soldiers, that British author and cynic, Coward will probably adopt the defense that he did not (k)No(w) el what he was saying . . . ● Scripter Arthur Henley, writer of the gags for the Sammy Kaye-Tangee MBS show, is writing a series, for the Writers' War Board, titled, "Golden Opportunities," to be sent to the G.I. overseas to help him select a vocation in the post-war period . . . fine idea . . . ● The brother act, in radio, is growing . . . we know that Bing and Bob Crosby each is doing fine in his own right and the same applies to Jimmy and Tommy Dorsey and Ken and Wendell Niles . . . latest and rapidly forging to the front are Ed and Walter Herlihy, the former just starting his tenth year as NBC contracted announcer while the latter is on the Blue Network . . . ● Bob Shepard who recently resigned as an MB staff announcer to free-lance has just signed to do the 'Drew Pearson' and 'Alexander's Mediation Board' shows on the Blue and Mutual nets respectively . . . that makes six shows a week that he 'shepards'.

★ ★ ★

● ● ● Lt. Emery Deutsch, after 25 months in the U. S. Naval Reserve, has been honorably discharged from the service and is confining his activities to the War Finance Committee, putting on shows for the Sixth War Loan Drive . . . ● Mimic Arthur Boran has been named emcee of the WNYC weekly drive to obtain recruits for the Blue Star Brigade (to sell WAR BONDS) . . . ● Betty Jane Valentine, formerly with Young & Rubicam and later with Cecil & Presbry, is now Addison Smith's 'gal Friday' at Frederick Bros. Agency . . . Bernard Dudley, ace free-lance announcer, has signed with this outfit and his first assignment has been to succeed Jimmy Wallington on the Formfit (Dick Brown) MBSunday musicales.

— Remember Pearl Harbor —

AGENCIE

FIELD & STREAM magazine is sponsoring a new radio program called "The Radio Edition of Field and Stream." Aimed at fishermen and lovers of the outdoors, this program features the hunter, author and editor K. Lytle. It is now heard by transmission on WBBM, Chicago, Fridays, 10:45 p.m.; and on WCCO, St. Minneapolis, Sundays at 10:30. This program is produced by K. Lytle, Helton & Collett Advertising Agency which is handling the account.

HORACE HAGEDORN, former account executive with NBC, sales manager of the Virginia Broadcasting System, has been appointed account executive for the Neff-lyte agency.

WHITEHALL PHARMACEUTICAL, a division of American Home Products Corp., New York, has appointed Joseph Jacobs Jewish Market Organization, special merchandising and advertising counsel in the field, for Anacin, Freezone, Hill Tablets, BiSoDol, Kolynos Powder and Tooth Paste and New Groom. Radio and newspaper ads will be used.

HOME
TOWN
BOYS
MAKE
GOOD
&
HOW

?

Exclusive!

WHITE SOX
BASEBALL
W-I-N-D
CHICAGO

560 Kc. 5000 WATTS

War Loan Plans Include Many Shows

Fly AMP Board Chairman Sees FCC-Industry "Healthy"

College Conference Gets Underway Today

(Continued from Page 1)

independent stations and net- gear their production depart- for the national events. will produce four War Bond programs in co-operation with the American Hotel Association, it has announced. The first will be Tues., Nov. 21, and the others three consecutive Mondays begin- Nov. 27. All four will be aired 11:30-12 p.m., EWT, midnight, will salute basic war industries their employes at Bond Drive in hotels of Seattle, Memphis, ars City, Chicago, Houston and urgh. Banning Nov. 24, CBS will pre- for four consecutive Fridays, "I There," with stars of the enter- world who have performed ur servicemen in every part world.

Dec 7—CBS Day

December 7, designated "CBS Bond Day," there will be a dra- of war events since Pearl ar. Robert Lewis Shayon and ht Sloane are writing the script 8-8:55 p.m., EWT. Saturday morning CBS program, On Parade," will devote two December broadcasts to salu- work of the junior War Bond ean, 10-10:30 a.m., EWT. Coordinating all CBS War Loan activities is U. S. Navy Lt. G. Barnes, who has been rarily assigned to the Treasury ment and is "on loan" to phia.

Gene Tunney Included

Admiral R. S. Edwards, Com- ar James J. "Gene" Tunney, Lt. ve Power of Marines, Robert urneau, manufacturer of earth- og machines; and a Marine Bag and will be heard on "We, the os" in an all-Navy Sixth War program Nov. 19, 10:30-11 p.m., Milo Boulton will emcee. Oscar ay is in charge of the music. Mutual's special features depart- will produce on Nov. 20, 10:45- n., EWT "Here We Go To k" to originate from WJEF, gstown, Maryland. On Nov. 27, 300 p.m., the network will pro- "The Human Adventure," which rinate from a Navy pier in o. Sherman H. Dryer is the

**RADIO ANNOUNCER,
ACTOR,
PRODUCTION DIRECTOR**
Sinks New York Connection

Director of a large aircraft corpo- ran, with extensive experience in commercial radio broadcasting, desires suitable connection in program capacity in New York City.

Write Radio Daily Box 916
151 Broadway New York 18, N. Y.

(Continued from Page 1)

there will be swift and great changes in radio and its allied arts after the war. The technical expansions of radio and recording facilities make many new patterns of operation inevitable. Associated is directly concerned with these through its various services; the Associated transcription library service for AM and FM radio stations; Muzak's extensive operations in the greatly expanded field of music-in-industry; the Muzak recording studio and pressing plants; the operation of FM station WGYN in New York and in other possible radio developments.

"Mr. Fly's standing as a lawyer, his special experience and leadership in the field and his long devotion to the development of radio in the public interest, should prove invaluable to the entire industry in helping to crystallize radio's new opportunities for service after the war. We are proud to be an instrument through which Mr. Fly's contributions will be made available to the radio industry and audience alike.

"Joseph L. Weiner will continue as counsel representing my interests and Muzak's interest in Subscription Radio."

Benton who was one of the found- ers of the Benton & Bowles agency which he left several years ago, is owner of the common stock of AMP as well as Chairman of the Board of Encyclopedia Britannica, vice-chair- director. The program will be pre- sented in collaboration with the Uni- versity of Chicago.

Special Block Show

Martin Block, conductor of WNEW's "Make Believe Ballroom," will em- cece a Sixth War Loan program on Nov. 20, which will feature Edgar Bergen, Danny Kaye, Perry Como, and others. The program will origi- nate from Constitution Hall, Washing- ton D. C., time undesignated.

WBYN and the WIVES have joined forces to launch the Sixth Drive.

To encourage the sale of lower denomination bonds to war workers and high school youngsters under 25, Tod Williams, WHN's "Gotham Gazeteer," is planning a Dream Bond-Date contest.

WOV Adopts Slogan

WOV's theme for the Bond Drive is "Celebrate Christmas With A Clear Conscience: Buy Bonds — Not Baubles!" On Nov. 20, Staff Sgt. Alfred L. De Bella of Long Island, veteran of 38 missions in the Mediter- ranean area, will be heard in a special program. Time to be announced.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

man of the Committee for Economic Development and vice-president of the University of Chicago.

Fly's first day in his own suite of offices on the 14th floor of 30 Rocke- feller Plaza, was an unusually busy one with many messages coming in from various parts of the country and congratulatory baskets of flowers by the armful. The former FCC Chair- man's suite is among regular radio folk and neighbors on the floor in- clude Henry Souvaine, Blue Net- work comptroller's office, Consoli- dated Radio Artists and others.

Associated with Fly are two attor- neys, William Durka graduated from the Chicago University Law School, and Peter Shuebruk, of Harvard Law School, who has been associated with Judge Byrnes in Washington and has more recently been special assistant to the gen- eral counsel of the FCC. Two more attorneys will become associated with him later on, Fly said yesterday.

Sees Industry Healthy

Speaking to a representative of Radio DAILY yesterday Fly stated that he had no intention of practicing before the FCC now or in the near future. He said he would be very careful of the character of his work and did not intend to appear before the FCC right away even on matters that had been pending for some time. Apart from proceeding carefully, the former FCC Chairman pointed out that his background was not limited to the communications field and therefore in acting in advisory and consulting capacity, he would not be limited to radio.

Fly said he felt sure the FCC was in a much more healthy condition now than when he first took the Chairmanship and as far as he could see, no internal rifts were at hand. He also saw the broadcasting indus- try as a whole far more healthy than it has been at any time. Thus he sees the FCC and radio industry both in better shape now than the days prior to his Chairmanship of the Com- mission.

Staff at Fly's offices is from Wash- ington and includes Charlotte Gallup, his personal secretary.

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

(Continued from Page 1)

participating in clinic demonstrations and television news programs.

Dr. Harry Summers, Blue Network, N. Y., opens three-day parley with address, "Programming for Tomor- row." Ava Johnson, former home economic adviser Bulgarian govern- ment, will speak "Radio in Bulgaria."

Transcription Clinic

Centered around theme "Program- ming for the Home of Tomorrow," 55 transcriptions evaluated in ses- sions and panel discussions with 70 participating stations, four major net- works. AWD, BBC, CBC, NAB, AER, FCC, American Red Cross, Austral- ian Information Service, advertis- ing, governmental agencies and schools. Four broadcast originating from conference include "Previews in Better Living," Blue Network; "News for Young America," Nancy Sherman, KXOK, St. Louis; "South- west Forum," KVOO, Tulsa, and "St. Louis Speaks," KMOX, St. Louis.

Visit WIP Studios

Philadelphia—Members of the first regularly conducted course in radio given by Uni. of Pennsylvania visited the studios of WIP in Philadelphia for the initial class.



★ ★ ★ COAST-TO-COAST ★ ★ ★

— MASSACHUSETTS —
BOSTON—Talent from both WBZ and WEEI recently staged a special program to pay tribute to Miss Jeannette Gold, secretary of the Advertising Club in Boston, who is rounding out 25 years with the club.

Gerald Harrison, director of station relations and assistant sales manager of the Yankee Network, was tendered a farewell party by his associates upon his resignation this week. He will now devote all of his time to stations WLLH, Lowell and WMAS, Springfield, with which he has business connections.

— CONNECTICUT —

HARTFORD—The "unknowns" in the WDRC control room are now being given a publicity break by the station. After each locally produced show, the announcer identifies himself, and then tells the names of those working in the control room and at the transmitter. The station believes that this practice will prove an excellent morale builder.

— MISSOURI —

ST. LOUIS—New faces at KWK include Frank Doyle, who joins the station as an announcer, and Duff Browne, former assistant continuity editor of the Texas State Network, who will take over the duties of continuity editor for KWK.

— OKLAHOMA —

OKLAHOMA CITY—Webster L. Benham, Jr. has assumed the duties of sales promotion manager and public relations director of KOMA, according to a recent announcement by Kenyon Brown, KOMA general manager. Benham comes to the station from the Better Business Bureau, where he has been assistant manager for the past several years.

— NEW JERSEY —

NEWARK—By way of celebrating their 15th consecutive year on WAAT, the Broadway Hosiery Shops increased their schedule to a half-hour daily. **PATERSON**—When the recent strike at the Wright Aeronautical Corporation plant in Paterson was terminated, WPAT broadcast the news to 32,000 employees, and told them to go back to their jobs. The special message was aired at the request of both the plant and the union, who had instructed the workers to stay tuned to WPAT for news of the strike's end.

PICTURE OF THE WEEK



Norma Robbins, WLS songstress, captured her Thanksgiving turkey with the aid of trick photography.

— FLORIDA —

WEST PALM BEACH—Steve [Name obscured], manager of WJNO, has been elected the position of director of the Club of Commerce of West Palm Beach. He will be the third consecutive term. He has been served by Willis in this city.

— NEW YORK —

NEW YORK—Radio player Seymour will be featured in "The Land," sixth in the radio "Palestine Speaks," over WHN, day November 12, at 1:45 p.m. Ted Grover, a newcomer to W from WMC, Memphis, is now heard twice nightly over the Brooklyn station in an analysis of the [Name obscured]. Critic, biographer and editor Henry Seidel Canby, will discuss new books making their appearance each week, on a new series heard Sunday afternoons over WGR according to an announcement by the Book-Of-The-Month Club, of which editorial board Dr. Canby is chairman. The book talks will take place during the intermission of the "Friends of Music" concerts, originating from Town Hall, and sponsoring on the air by the club.

— NEBRASKA —

OMAHA—The "News Tower Magazine," WOW station publication, has been given three awards by the Southwest Association of Industrial Editors, at a recent meeting held in Dallas, Texas. awards are for appearance, public vice and editorial content.

— WASHINGTON —

SEATTLE—The new account executive at KIRO is John H. Eichhorn, previously associated with several major newspapers. He is replacing Keith Mitchell, now with KTBI in Tacoma.

— WEST VIRGINIA —

CHARLESTON—Latest addition to staff of WGKV is Al Stein, who comes from the station from WIBC, Indianapolis. Stein will assume the duties of an announcer.

COME and LEARN

WHY TALL TALES ARE TABOO!

HEAR

HON. ROBERT E. FREER

Chairman of Federal Trade Commission

SUBJECT: "TRUTH IN RADIO ADVERTISING"

MONDAY, NOV. 20th, 12:30 NOON

HOTEL ROOSEVELT: Hendrik Hudson Room

RADIO EXECUTIVES CLUB of New York

SEND BIRTHDAY GREETINGS TO...

November 17

Frank Fay	Glen Galyon
Archie Josephson	Jack Lescouille
Leon Rosenberg	Wiley Walker
Quin Ryan	

November 18

Pat Alan	Johnny Mercer
Betty Frear	Jean Ellington
Sam Kaufman	Sharon Grainger
Bobby Jarvis	Mrs. Joe Rines
Sid Singer	Arthur H. Peterson, Jr.

November 19

Charme Allen	Tommy Dorsey
Bob Harris	Karl Kraus
Natalie Feldman	

Exclusive!

Chicago's Only
**NEWS-ON-THE-
 HOUR SERVICE**

W-I-N-D

560 Kc. 5000 WATTS

\$100,000,000 Bond Show

Stephens Radio Meet Hears Five Speakers

Columbia, Mo.—Unanimous in confidence that radio is destined to play an outstanding role in the postwar world, five principal speakers were heard Friday and Saturday in opening sessions of the third annual radio conference at Stephens College, here.

Addresses were delivered on Friday by John O. Rennie, head of the Stephens branch, British Information Service; Dr. I. Keith Tyler, president of the Association for Education by Radio; Dr. Harry Summers, public relations division of the Blue Network.

(Continued on Page 6)

Sponsored Forum Series Will Debut On Mutual

"Let's Face The Issue," series of weekly forums sponsored by the Bluepeake and Ohio railway, will debut on the Mutual network, Sunday, November 26, 5 to 5:30 p.m.

Leland Rex Robinson will act as permanent moderator with members of the American Bar Association.

(Continued on Page 4)

Net \$3,399,000 For Nine-Month Period

Consolidated income statement of Columbia Broadcasting System and subsidiaries for the nine-month period ending Sept. 30, 1944 reveals a gross of \$62,730,765 before deductions for discounts and commissions which bring it down to \$42,893,000.

(Continued on Page 2)

GENERAL EISENHOWER SPEAKS

General Dwight D. Eisenhower, Supreme Allied Commander in Europe, issued the following appeal for the support of the Sixth War Loan:

"Your assistance is needed, and the most important job now for the people at home is to make the Sixth War Loan a success. To make sure of final victory we must redouble and sustain our efforts, both here and everywhere.

"The fighting man faces a grim task and he still urgently needs much food, clothing and battle equipment that must be bought.

"On behalf of your sons, brothers, husbands and friends in this great war theater I request that you do your part to see that the Sixth War Loan is vastly oversubscribed.

**"DWIGHT D. EISENHOWER,
"Supreme Commander of Allied
Expeditionary Forces."**



GEN. EISENHOWER

Radio Launches 6th Bond Drive Tonite At The Garden

Approximately 20,000 persons will pay \$100,000,000 in war bonds tonight at radio's mammoth 6th War Bond Drive rally which gets underway at Madison Square Garden in New York at 6:15 p.m., Max Cohen, chairman of special events of the War Activities Committee in New York, announced. Entertainment program which will include ten of the nation's topflight radio shows will be carried by NBC, CBS, Blue and Mutual, at different times throughout the evening.

Interest in the super-radio show resulted in all of the tickets being sold.

(Continued on Page 7)

AFRA Local Ratifies 10% Scale Increases

Membership meeting of the New York Local of American Federation of Radio Artists, held Thursday night and early Friday morning at the Hotel Edison, voted to ratify the proposed new pacts with the signatories to the AFRA Code which call for a 10 per cent increase in commercial and sustaining broadcast wage scales, and extends the Transcription Code status quo.

New contracts have still to be ratified by Chicago and Los Angeles.

(Continued on Page 7)

Tele Outlook Bright For Post-War Period

An early start for television in the post-war period, was predicted Thursday night by Ernest H. Vogel, vice-president in charge of sales for Farnsworth Radio and Television Corp. when he addressed the meeting of the American Television Society in the Auditorium of the Museum of Modern Art. Some 400 members and guests were in attendance. Vogel further stated that within five years after war-time restrictions are lifted, some 5,000,000 tele sets worth \$750,000,000 will be in use.

(Continued on Page 6)

Tele Discussion Panel Set By Agency Directors

A discussion panel on television in advertising agencies has been organized in order to strengthen agency television directors' voice in the forthcoming annual Television Broadcasters Association, it has been announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

(Continued on Page 5)

FTC Chairman To Address Radio Executives Today

Robert F. Freer, chairman of the Federal Trade Commission, speaking on "Truth in Radio Advertising," will be the guest of the Radio Executives Club at their noonday luncheon meeting today in the Hendrik Hudson room of the Hotel Roosevelt, New York.

★ THE WEEK IN RADIO ★

AFM Recording Strike Settled

By CHARLES MANN

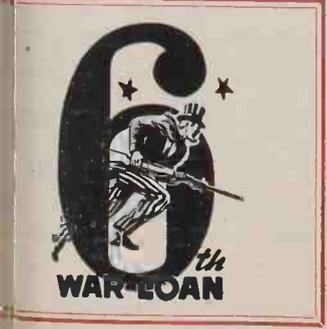
DCA Victor, Columbia Recording Corp. and the Radio Recording Division of NBC during the past week signed the three-year contracts with Petrillo's American Federation of Musicians. Editorials throughout the country voiced their chagrin. Thus ended the 28-month recording ban. And record production was resumed by these major companies.

Nominated: Paul A. Porter, public-

ity director of the Democratic National Committee, received the President's nomination for the chairmanship of the Federal Communications Commission, to succeed James Lawrence Fly who has resigned. Porter's name was sent to the Senate, as a matter of routine, and it'll most likely be okayed shortly. . . . Meanwhile, Fly has opened his own law office at . . .

(Continued on Page 6)

Win with WLAW! Reaches 152 cities and towns in Northern New England. Advt. WLAW—the Voice of Northern New England—will introduce you to a great buying market. Advt.





Vol. 29, No. 34 Mon., Nov. 20, 1944 Price 10 Cts.

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

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FINANCIAL (November 17)

NEW YORK STOCK EXCHANGE

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

Alan Ladd With Eddie Cantor

Alan Ladd, who will soon be seen in Paramount's picturization of the Rachel Field novel "And Now Tomorrow," will guest star on Eddie Cantor's broadcast of Wednesday, November 22.

20 YEARS AGO TODAY

(November 20, 1924)

Opening of the New York City municipal broadcasting station, WNYC, has been severely criticized by Radio Broadcast on the ground that it is unfair to use taxpayers' money to provide an agency for political propaganda for a mayor and his appointees. Station WBZ, Springfield, has been cited by the Bureau of Standards.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blue's T-80 is THE Bay Area Buy!

Coming and Going

TOM SLATER, Mutual's director of special features and sports, spent the week-end in Tuscaloosa, where on Saturday he broadcast the football game between Mississippi State and Alabama.

MAGGI McNELLIS, star of WEAF's "Maggi's Private Wire," will go out to East Orange tomorrow to address the Junior Women's Club of that town on the subject, "How to Talk to a Microphone."

HERBERT C. SANFORD, N. W. Ayer's Hollywood office manager, to New York for a few days of conferences with the executives of the agency's radio department.

MARTIN BLOCK, disk jockey and emcee, is in Washington, D. C., to act as master of ceremonies in today's huge war bond rally to be held at Constitution Hall.

CHESTER GIERLACH, director of the Squibb "Good Health" show, is expected back today from Boston. He supervizes the WBZ-WBZA Sunday program featuring Arthur Fiedler and the Boston Pops Orchestra.

HERMAN BESS, vice-president of WNEW in charge of local sales, returns today from Philadelphia, where he viewed the annual show of water colors and prints at the Pennsylvania Academy of Fine Arts.

Boake Carter Stricken; Dies Suddenly On Coast

Radio industry was shocked at the sudden death on the Coast late last Thursday night of Boake Carter, commentator who was currently heard each noon over Mutual network. Carter had been vacationing in Hollywood with his wife and had gone to his physician for a throat ailment when he suffered a stroke. He died in the Hollywood hospital of a cerebral hemorrhage just before midnight. Funeral arrangements had not been announced at the time of going to press.

Born in Russia of Irish-Welsh-English descent, Harold H. T. (Boake) Carter was 46 years old and was an American citizen since 1933. After a year of reporting on American newspapers, Carter was broadcasting over WCAU, Philadelphia when he received the assignment to cover the Lindbergh kidnapping case. His work on this station brought him coast-to-coast attention and he eventually became a commentator over CBS. Later on he became a stormy petrel of the commentator field and his broadcasts for Philco were discontinued on CBS. Later Carter became a Mutual network commentator a post which he held when he died.

McClintock Pays Tribute

Miller McClintock, retiring president of the Mutual network, paid tribute to Carter as a "dynamic individual" in a statement which declared: "The Mutual Broadcasting System mourns the untimely death of Boake Carter and salutes his memory. He was a vivid personality, a veteran radio commentator and a

CBS Net \$3,399,000 For Nine-Month Period

(Continued from Page 1)

757. Net income for the nine-month period is placed at \$3,399,000. This compares with \$3,245,625 for the same period in 1943.

At the regular meeting of the board of directors of CBS held Friday at the network headquarters, a cash dividend of 60 cents was declared on the present outstanding Class A and B stock of \$2.50 par value. Dividend is payable Dec. 8, 1944 to stockholders of record at the close of the business day of Nov. 24, 1944. Dr. Leon Levy, of WCAU, Philadelphia, board member, attended the meeting in place of Paul W. Kesten, executive vice-president who is abroad at the present time.

Correction

Through a typographical error, WLS, was credited with Norma Robbins turkey day picture in last Friday's RADIO DAILY. Norma is featured vocalist on WLW, Cincinnati, and the composite picture was a creation of the station's art department.

dynamic individual who did much to shape the thinking of millions of American people."

Sidney Mosely, MBS commentator heard at 6 p.m. has taken over the Carter time at 12 noon EWT, pinching for the client until early in December when the Carter client is to move to a later hour in the day. The move was set a couple of weeks ago, with Carter sked to go on after 2 p.m. instead of noon.



TRICK STUFF

That kind of picture stuff is ok in a circus... but we don't think tricks have a part in radio tire buying.

That's why radio station W-I-T-H sells only on facts. And may that's why advertisers get the biggest results per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you come up with power, popularity and cost. Don't take them one at a time. But look at all three. Using common denominator gives you the answer advertisers look for: the most for their money.

In Baltimore there is only one answer... if you want the biggest results per dollar spent... you'll buy W-I-T-H, the successful independent station.

"NEWS ON THE HOUR EVERY HOUR" logo

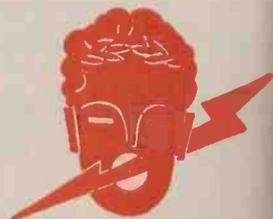
That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

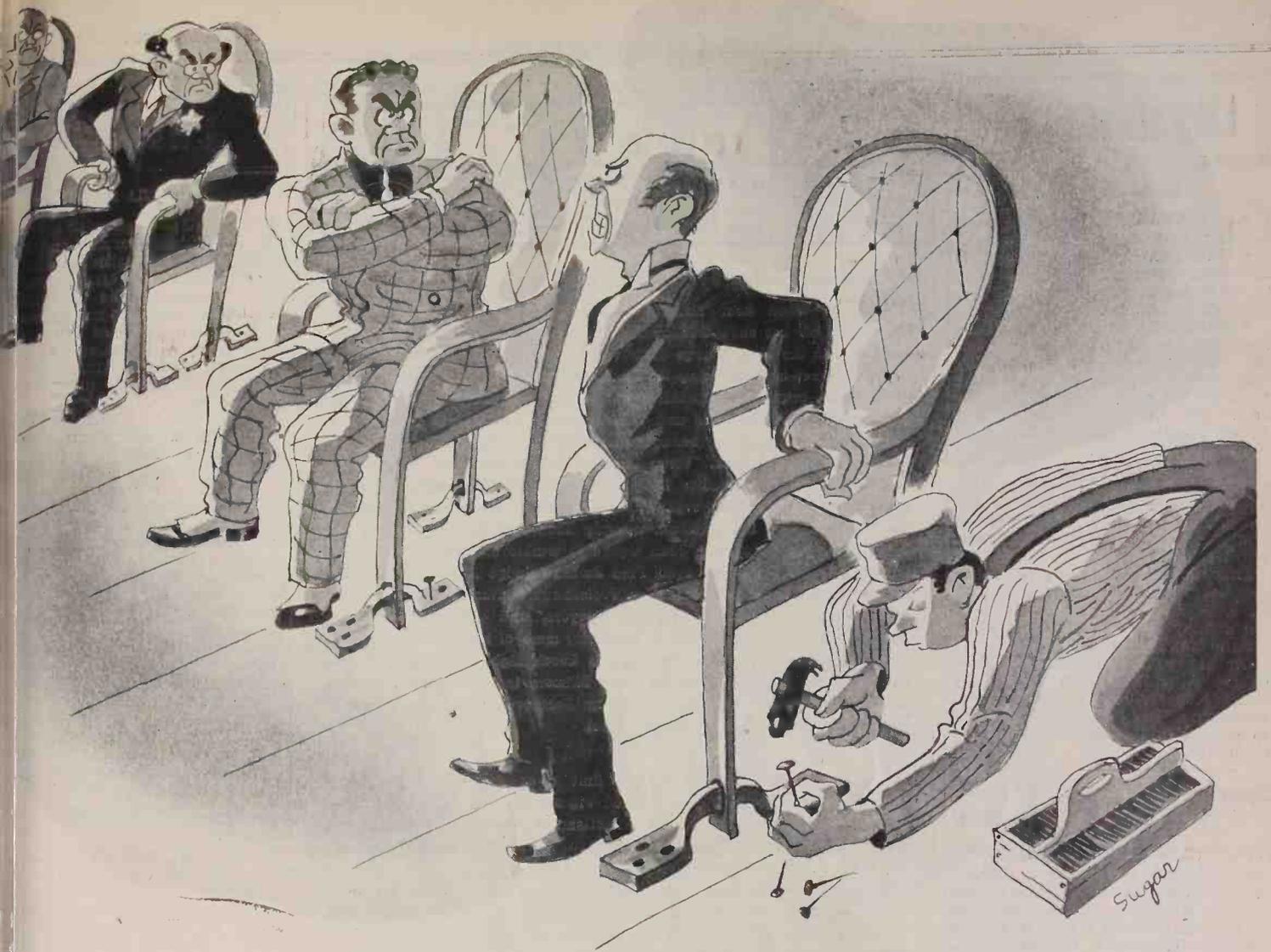


W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REEL



We keep the chairs *nailed down!*

WE'VE done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, *Author Meets the Critics*.

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics . . . not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. *Author Meets the Critics* is really a *serious literary program* . . . designed to perform a real service to WHN listeners by bringing them current opinion of current books . . . but one on which *anything* is liable to happen.

That's what makes *Author Meets the Critics* another of WHN's "programs with ideas".

* Wednesdays at 8:00 P. M.



WHN
NEW YORK
1050
50,000

Represented by
RAMBEAU

LOS ANGELES

By RALPH WILK

LARRY KEATING, who sings commercials on "Tonight At Hoagy's" over KHJ-Don Lee, Sunday nights, is no novice at vocalizing. Larry used to do it for a living before he became an announcer.

William Artzt, who writes and conducts the breezy "personality" musical backgrounds of Columbia's "Blondie" show, has been spending much of his spare time scoring the music for the various United War Relief programs being heard from Hollywood.

Thelma Kirchner, mgr. of KGJF, announces the appointment of Miss Gene Carr of Los Angeles, as her receptionist-secretary. Miss Carr is a newcomer to the field of radio broadcasting.

That tuneful octette of girls' voices you hear making background music for Dick Powell during his solos on the Sunday Fitch Bandwagon Shows are the Ken Darby Chorus.

On her coming trip to the East, Gracie Allen has been invited by Serge Koussevitsky to give a performance of her "Concerto for Index Finger" with the Boston Symphony Orchestra.

Sponsored Forum Series Will Debut On Mutual

(Continued from Page 1)

tion appearing on the panel. Subject to be discussed at the premiere broadcast is "What Should Be Done With Government Owned War Plants After Victory." Kenyon & Eckhardt, Inc., is the agency servicing the program.

Hildegarde Guests Listed

Harry Savoy, comedian, will guest on the Hildegarde show tomorrow 10:30-11 p.m., over NBC. Also on the program will be Billie Burke and Phil Brito.



Memos of an Innocent Bystander. . . !

• • • When Rear Admiral DeWitt Clinton Ramsey invited Kate CBSmith to air her show Sunday from the Navy Pier in Chicago, in conjunction with the Navy's huge Sixth War Loan Exhibit in the Windy City, he knew what he was doing for Producer Ted Collins, in addition to his regular cast, acquired as special guests for that program, Lt. Robert Taylor and comedians Milton Berle and Willie Howard. . . • Jack Grogan has been upped to production manager at WNEW to assist Ted Cott . . . incidentally Cott's new book, "Victor Book of Musical Fun," will be released in February. . . • Another Rudy Vallee alumnus, (he made his radio debut on the 'Vagabond Lover's' program October 14) is now headed for the big time . . . Bob Graham, recently honorably discharged from the U. S. Army Air Corps, has been signed to warble on Gardner's "Duffy's Tavern". . . • None can doubt Fred Barron's (Judge Allison on the NBC drama "Portia Faces Life") claim to Professional status . . . for 42 years he's portrayed hundreds of 'doctors,' 'lawyers,' and 'doctors'. . . • Too bad he hasn't enough air time to broadcast more of his wonderful library of novelty tunes . . . we're referring to Enoch Light and his Orchestra, heard via the Blue Net from the Hotel Biltmore in Gotham . . . Enoch's musical background runs the gamut from Beethoven and Bach to boogie woogie . . . a great bet for a commercial.



• • • Tom Fizdale reports that over 400 radio programs throughout the country participated via scripts, spot announcements and ET's furnished by the Non-Partisan Association for Franchise Education, in the successful effort of that organization to 'bring out the vote'. . . • Actress Shirley Blanc, walking along the NBC Corridor Thursday minding her own business (studying a script for next week), when Ross Fillion, director of Marjorie Fischer's swell "Finders Keepers" program, spied her, handed her a script and said, "here Miss, please read this part for me." . . . she did . . . P.S. that's howcome Shirley was heard on that program next morning. . . • Bob Nolan, producer of the Ethel Barrymore program, has just had his second tome, "Sea Scum," published by Dorrance. . . • Auditions of new Broadway plays on the "Arthur Hopkins Presents" program on NBC is reminiscent of the series, "Audition Previews" which Fritz Blocki, producer, presented on the Blue two years ago. . . • Edgar ('Strictly Instrumental') Battle is running on the Victory Group ticket for the Executive Board of Local 802 (AFM). . . • Bob Lewis formerly of WNEW, takes his early morning platter-chatter to WEAJ starting today. . . • Baritone Earl Wrightson rebooked Nov. 29th on the Celanese Show . . . they're still talking about the way he recently CBSang "Someday When Shadows Fall," composed by Pvt. Vance Campbell, a fellow protege of Robert Weede's.



• • • Ed East & Polly took their "Ladies Be Seated" program, to Manchester, New Hampshire last week as part of the anniversary celebration of the Blue's station there, WMUR. . . • Eddie Stone is reorganizing his famous "singing strings" orchestra which was always very easy to listen to. . . • Lionel Barrymore's "Mayor of the Town" program, Saturday provided us with plenty of laughs. . . • Wilbur Evans quips, "Never trust a woman who tells you everything; her memory can't be that good". . . • Vi and Vilma, are headed back to Gotham and radio, where their harmony belongs. . . • Jeri Sullivan starts a four-week engagement Wednesday at the Gotham Paramount, a nice break which she deserves.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

ALTHOUGH faced with a war manpower shortage and an increasingly heavy schedule, the Chicago production staff has successfully weathered the situation, developing new stars and augmenting them with a group of veterans child actors, according to Art Jacobson, production manager of NBC central division in a statement released late last week.

Everett Mitchell, director of A culture for the NBC central division acted as moderator of a farm program discussing "What The Farmers Think of Business," before the fall meeting of the Association of national advertisers which was scheduled to be held in the Biltmore Hotel, New York, on Nov. 17.

WBBM's Florence Warner, director of education and Shepard C. toc, director of publicity, will be among the Chicago Radio contingent attending the Stephens College conference at Columbia, Mo., opening Friday. Mrs. Warner will speak "Young People's Platform," WBBM educational forum, and Chartco "Workshop for War," WBBM documentary drama series, and also station promotion and publicity fab at the meeting.



PROGRAM REVIEWS

JAY JOHNSON

WEAF, 8:15-8:30 a.m., EWT
 Broadcasting, Monday through Saturday.
ONE-MAN SHOW WHO ENTERTAINS
THROUGH RECORDINGS.

Johnson's "one-man show" is a waker-upper type but no recordings are involved since he is adept at the novachord and piano, sings and chats with a sense of humor. He uses many records in course of the quarter-hour and some original compositions. He handles the one-minute ETs easily and gets in and out of them quickly.

Johnson's rhymes should prove his friend he could easily handle his commercials in this manner. Timepieces are put into crisp form, with records contributing "Town Time" for cash prizes. Johnson has continuity, with or without records, however. Possibly an audience would enhance his value as a sponsor as he apparently has a background of theater and night club. At any rate he offers a fresh, interesting style, and, seems to have a personality that makes him a

Discussion Panel
Set By Agency Directors

(Continued from Page 1)
 The panel will meet at the Hotel Commodore, Mon., Dec. 11. Participants in the panel discussion will include: Herbert J. Leder, vice president of Benton & Bowles, Inc.; William E. Forbes, tele-communications director of Young & Rubicam, Inc.; George Cooley of Ruthrauff & Ryan, Inc.; and Long of BBD&O, Inc.; Don McElroy of N. W. Ayer & Son, Inc. Television directors of all other agencies are invited to sit in on the panel, Kaufman said. Conclusions reached by the participants will be reported to the general sessions of the conference.

Part WMCA Hearing
Before Lea Group Wed.

Washington Bureau, **RADIO DAILY**
 Washington—Indications are that hearings on the sale of WMCA, owned by Donald Flamm to Ed Bradley, will get under way Wednesday before the Lea committee.

DO YOU NEED HELP?
WE HAVE

The Right Person for That Job
 Radio—Television—Motion Pictures
Kathryn Fecke
ADVERTISING SECURING BUREAU
 Agency
 140 Madison Ave., New York 6, N. Y.
 Phone MUrray Hill 2-6494

Employees' Profit Sharing
Set By Benton & Bowles

Stockholders of Benton & Bowles, Inc., have approved of a profit-sharing retirement plan which applies to all employees of B & B on the payroll on March 1, 1944, it has been disclosed by Clarence B. Goshorn, president of the agency.

A bank will be the trustee of the fund and the agency will contribute to the fund annually as follows: 20 per cent of the agency's net profits before taxes and before dividends up to \$300,000; 30 per cent of such net profits between \$300,000 and \$500,000; and 40 per cent of such net profits over \$500,000. Contributions will not be made by employees.

In addition to the annual contribution, all employees who were with B & B prior to Jan. 1, 1943, will be credited with one per cent of their average salary for their period of

'Quiz Kids' Heavy Schedule
For Sixth War Loan Drive

Chicago—"Quiz Kids" have one of the most ambitious Sixth War Loan broadcast schedules of any of the major radio shows. Joel Kupperman, 8, Richard Williams, 14 and Quizmaster Joe Kelly left here Sunday night for New York to participate in the Madison Square Garden Bond rally tonight. Others will follow.

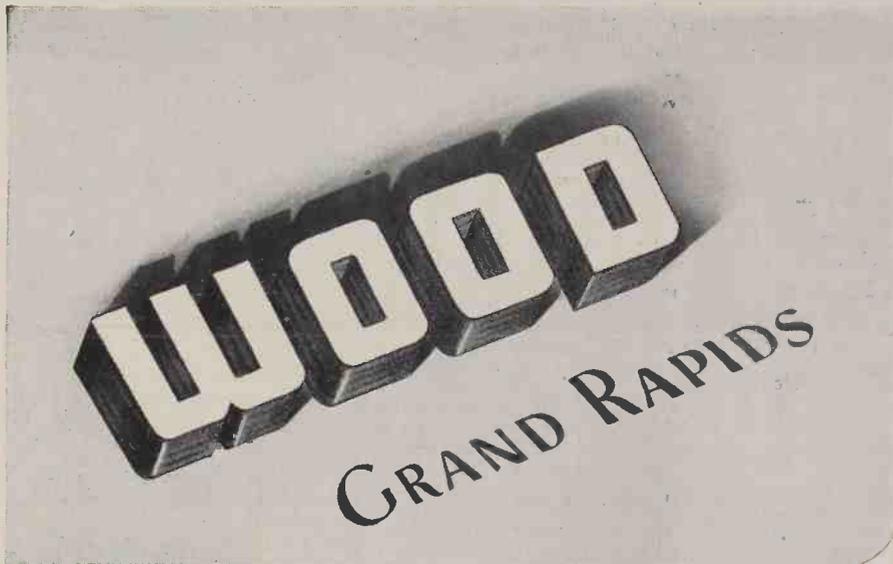
employment through 1943, multiplied by the number of years employed, not exceeding ten. Twenty per cent of this credit will be set aside for these employees each year beginning with institution of the plan. Benefits will be paid after termination of employment, at death, or upon reaching retirement age. The retirement age is 65 for men, and 60 for women—effective after the sixth year of participation. Benefits are also paid upon sickness or disability.

AGENCIES

CHARLES F. STEVENS has been named director of public relations for Raymond Spector Company. He was formerly associated with the United States Rubber Company, General Motors Corporation, Campbell-Ewald Company of New York, and more recently staff assistant to Lieut. Gen William N. Haskell.

SURETY ADVERTISING COMPANY, New York has changed its firm name to Herbert Chason Company.

HYGIENE SHOWER - CURTAIN MANUFACTURING CO., of New York and Chicago, has placed its advertising account with Hicks Advertising Agency, New York.



for Western Michigan

OUTSTATE MICHIGAN'S GREATEST STATION

Twice as many GRAND RAPIDS listeners as any other station anywhere

... and GRAND RAPIDS is Michigan's greatest market outside Detroit

Tele Outlook Bright For Post-War Period

(Continued from Page 1)

000,000 will have been sold, based roughly on approximately 250,000 sold in the first year of production scaling upward to 2,000,000 in the fifth year.

During this same time, Vogel said, we will have built 500 transmitters of varying power. He said the predictions were not on the optimistic side, but rather conservative. He cited the rise of radio between 1926 and 1930 when \$1,500,000,000 worth of radio equipment was sold. He stated that radio was comparatively imperfect at the time and few people believed that 65,000,000 radio sets would be sold by 1940.

Points to British Progress

Vogel cited the progress made in England and said that if it weren't for the war, low-priced "people's sets" selling at \$150 would today have developed to the 800,000 to 1,000,000 mark in point of tele homes. As soon as the people are ready for it, "capital is ready to set up transmitters in nearly every good sized town," Vogel declared. Thus tele will take its place as the next billion dollar industry. Three items remained to be cleared, Vogel told his audience, and these concerned FCC action and how quick development of a moderate-cost set-up in quality programs, and the marketing of receivers at the economic level of a great many people.

Dave Wagman of Bruno-New York, distributors of RCA and other products, believed that only reliable dealers would be invited to market television in its early days, due to the fact that the public must be guarded and protected against poor installations and incomplete service. He pointed out the necessity of trained salespeople; demonstration booths comparable to those used to sell records in many shops; installation in taverns and such public places, and a development of a sales technique to employ at least 100,000 salesmen.

Wagman also revealed that a department store planned to set up a small theater seating 100 people around a revolving turntable on which receivers carrying programs would be displayed. Tele programs will be on the air at the time, presumably during the evening hours.

Richard Davega, of the Davega stores, described the retailers' responsibility of training tele salespeople and servicing sets. He believed that present tele studios were doing a god job. Dr. O. H. Caldwell, said that Vogel's estimates were too low and predicted a great change in the lives of people as a result of television. D. W. May of Farnsworth served as chairman of the meeting.

THE WEEK IN RADIO

AFM Recording Strike Settled

(Continued from Page 1)

Radio City and has been named chairman of the Board of Associated Music Publishers Corp., of which Muzak Corp. is a subsidiary. He's also been appointed general counsel for both companies.

Okay: From Chicago came word that the directors of the NAB made their final move to establish a "yardstick" for measuring individual radio station circulation by appointment of a negotiating committee to co-operate with representatives of the American Assn. of Advertising Agencies and the Association of National Advertisers. The new set-up will be called the Broadcast Measurement Bureau.

War Loan: Needless to say, but when this appears in print, this publication will have disclosed the amount of co-operation networks and independent stations, alike are contributing to the War Bond cause. No other medium can claim as much co-operation.

Re-elected: Paul B. West has been voted president of the Association of National Advertisers at the annual meeting last week. He has held this post for the past 12 years.

Jubilee: Unlike most people Paul Whiteman believes in the adage, "honor thy people while they still live." Whiteman is the honorary chairman of the newly formulated Jerome Kern Jubilee Week. Purpose of this is to have all the bands on the air, sustaining and commercial, to dedicate programs to one of the masters of the "popular" song.

Hot Potatoes: NBC has served notice on the Sheaffer Pen Co. that it would not renew that firm's use of Upton Close after Dec. 10, 1944. It seems that pressure groups are credited with this move. The Blue Network's Henry J. Taylor will not continue his broadcasts over this web after Dec. 31, 1944.

Resignation: Phillips Carlin, vice-president in charge of program operations of the Blue Network, has resigned from that post. Rumor signs point to Mutual.

Denial: The War Labor Board has rejected the American Federation of Musicians' requests that KSTP, Minneapolis, have a minimum of eight musicians, employment of AFM members as librarians and platter turners, and a minimum of \$52.50 for a 22-hour week.

Moving: Elias I. Godofsky, president and general manager of WLIB, says that the station's studios will be moved from Brooklyn to New York City as soon as possible.

Tele Tales: Radio Corporation of America has developed a revolutionary type of home tele receiver which

projects an image 18 by 24 inches. . . . New department of Engineering Research and Development and expansion of the present existing general engineering department have been created by CBS. . . . Frank Mullen, vice-president and general manager of NBC, reiterates that tele will create post-war jobs. . . . Gimbel Brothers, controllers of WIP, Philadelphia, has filed with the FCC for a commercial tele station. . . . Plans for the first annual conference of the Television Broadcasters Association are under way—to be held at the Commodore Hotel.

People: William F. Brooks, NBC; Paul White, CBS; Johnny Johnstone, Blue and John Whitmore, Mutual, are en route to the South Pacific. . . . E. K. Jett is the temporary FCC chairman. . . . Mort Nussbaum is the new radio advertising consultant to 20th Century Fox Film Corp. . . . Hoyland Bettinger is WRGB's new program manager. . . . Barbara Grant is a new bride. . . . Leslie H. Peard, Jr., is KTBS', Louisiana, new commercial manager. . . . Richard M. Oddie is the new director of broadcasts of the Association of Broadcasters, Inc.

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

Stephens Radio Meet Hears Five Speakers

(Continued from Page 1)

and Lewis Avery, director of broadcast advertising, NAB.

"The burden of a lasting program going to fall almost inevitably on radio industry of the world, Rennie.

Dr. Tyler, speaking on "Radio tomorrow," stated that radio, television will be in a position to offer the greatest visual and logical aids to education at all times after the war. He implied, however, that the radio industry will be dependent upon the educational system in providing funds to market new teaching aids possible.

Dr. Summers started the thrills parley with "Programming for tomorrow." He predicted that newsing will drop to less than one after the war.

Speaking on "Station Advertising Problems," Avery told the hundred representatives present the conference that mass preparation of materials and methods may be necessary to solve post-war problems.

Paul A. Walker, member of FCC, who spoke Saturday, pointed to the fact that broadcast rendering an increased public service as a part of their regular schedules.

Successful Station Operator In Three Major Markets NOW FREE To Make New Connection

Have you a station in a fair market which has possibilities? If so, my background and contacts in the East, Southwest and South should guarantee the station and myself a very handsome income. Will produce the very best in references and prove conclusively my ability to sell.

Write or Wire: Dewey Long

c/o RADIO DAILY
1501 Broadway
New York 18, N. Y.

**PRODUCER - DIRECTOR
AVAILABLE SOON**

4A — NETWORK EXPERIENCE
VARIETY — DRAMATIC — SPOTS

Write Radio Daily, Box 917,
1501 Broadway, New York 18, N. Y.

Paulette Goddard To Guest

Paulette Goddard will make a guest appearance on the "Lady Esther-Screen Guild" program of Monday, November 27. Miss Goddard is currently being seen on the screen with Sonny Tufts in Paramount's "I Love A Soldier."

Sixth War Bond Drive Starts Today With Monster Rally At The Garden

(Continued from Page 1)

by 6 p.m., last Friday and hands more clamoring to get more room space in the Garden. Tickets were offered to War Bond and seating preference was given to those buying the largest

Tonight's Show Is Kickoff
Tonight's entertainment rally at Madison Square Garden signalizes the start of all out participation in the Sixth War Bond Drive. Scores of radio programs are planned by networks and stations between now and December 18 with the networks setting aside special days during the

drive from NBC discloses another array of talent to be added to the 90-minute Thanksgiving Day broadcast "Now Let's Talk To Japan," for the Sixth War Bond Drive, Thursday, Nov. 23, 11:30 a.m., EWT. Thanksgiving Day will be NBC's Bond Day in the drive. Making the network's nineteenth salute that day to America's radio and salesmen, the program will feature Bing Crosby, Dinah Shore, Frank Sinatra, Frank Sinatra, Frank Sinatra, Robert Young, Cass Daley and "Gildersleeve" Peary. As previously announced Bob Hope and Benny will also appear.

Bill Carroll, Crosby's writer, is writing co-ordinator of the drive in which will be produced by Bill Wiley, NBC production manager.

The network opens at 6 a.m., NBC and its sponsors will do their portion of every program to the theme, "NLTTTJ." The following will be heard through the radio: Pauline Lord, Hildegard, Jack

In Washington

Carol Bruce, singer and Eddy Arnold, singer and ork leader of the "Carton of Cheer," (Wednesday, 8:30 p.m., EWT) will appear tonight at 11:30 p.m., EWT special Sixth War Loan Drive program originating in Constitution Hall, Washington, D. C.



...oss, WFDF, Flint, sure gave a description of you."

Six 'John Aldens'

Presidents of six major motion picture companies outbid other contestants in the Blind Date Radio program which takes place at Madison Square Garden tonight for the Sixth War Loan Drive. Each president has turned his chance over to six service men, three of whom will be chosen by either Phyllis Brooks, Carol Landis or Marion Hutton for a tour of night clubs.

Among the presidents of the various companies and their bids were the following:

Barney Balaban, on behalf of Paramount and their theater affiliates, bid \$25,000,000; Nicholas Schenck, president of Loew's, Inc., bid \$10,000,000; Harry M. Warner, on behalf of his organization, bid \$6,000,000; N. Peter Rathvon, on behalf of RKO bid \$5,000,000; Charles Skouras, on behalf of Fox West Coast Theaters, bid \$7,000,000; Spyros Skouras, on behalf of 20th Century-Fox, bid \$4,000,000. This makes a total of \$57,000,000, the greatest bid ever for a Blind Date.

Dempsey, Elisabeth Bergner, Cesar Romero, Erin O'Brien Moore, Dinah Shore and Barry Wood.

In addition to the foregoing, overseas points will be shortwaved to this country: Guam, Paris, the Spa, Belgium, Leyte. Sections in this country to be visited will be: Bell Aircraft, Buffalo; Michigan Bell Telephone, Detroit; American Shipbuilding, Cleveland; Rheem Manufacturing Co., San Francisco, and a Hartford, Connecticut plant. Leaders of the Sixth Drive to be heard will be: Theodore Gamble, from Washington, D. C.; Frederick Gehle, New York; Robert Moulton, Hollywood and Renslow Shere, Chicago.

The MBS line-up for tonight's 10:15-10:45 p.m., EWT, program include in the "Unity For War Bonds" theme: Ed Sullivan, Carol Bruce, Perry Como, Janet Blair, Eddie Howard's Orchestra, from WOL, Washington, D. C., with Ted Gamble announcing; from WNOE, New Orleans and WGN, Chicago William Green, president of the A F of L, and Philip Murray, president of the CIO, respectively; from WAIR, Winston-Salem, N. C., Eric Johnston, president

Artie Shaw's New Band Returns To Air Dec. 1st

Bandleader Artie Shaw will return to the nation's boards and air waves December 1 with a theater engagement in Minneapolis. Discharged from the Navy last February, Shaw has built a 17-man orchestra, including Roy Eldridge, colored trumpeter, who quit his own band in order to join Shaw's outfit as the featured performer.

of the U. S. Chamber of Commerce. Kate Smith will move her CBS variety hour to Chicago, Sunday, Nov. 26, for a broadcast from the Navy's Sixth War Loan Exhibit of the Pacific theater 7-8 p.m., EWT. Rear Adm. DeWitt C. Ramsey, Lt. Robert Taylor, Milton Berle and Willie Howard will participate. Jack Miller's orchestra will be on hand.

Independent station, WQXR, is issuing complimentary tickets to War Bond purchasers for the station's Sunday night concert broadcasts.

WNYC will feature top-flight names in American radio and letters in a transcribed series to be broadcast Thursday and Saturday at 10:15 a.m., beginning Nov. 22, with Lyn Murray's "Liberation."

WQXR will feature the "Treasury Salute" series beginning this afternoon, at 2 p.m., EWT, in conjunction with the drive.

War Bond Tour

The Sixth War Loan Drive will find Ralph Edwards and his "Truth or Consequences" crew prepared to pitch for Uncle Sam, just as in the previous drives. Edwards started the "E" bond ball rolling last Wednesday (November 15) at Albany, N. Y.; on November 20, today, the crew will appear in Pittsburgh, Pa.; November 22, Youngstown, O.; November 29, Philadelphia, Pa.; the only bond broadcast will be heard on Saturday, December 2, 8:30 p.m., EWT, NBC from Chicago, Ill.; on December 6 they'll play at Hartford, Conn.; December 7, New Haven, Conn.; and December 13, Newark, N. J. On this tour as in all the previous ones "Truth or Consequences" pays all its own expenses. Entrance to performances is by purchase of Series "E" bonds only.

AFRA Local Ratifies 10% Scale Increases

(Continued from Page 1)

locals at least, but this is considered a foregone conclusion and that ratification will be duly forthcoming. After signing, the pacts will then go to the War Labor Board for approval and are retroactive to Nov. 1, 1944. Thus far the WLB has okayed all of the AFRA cost-of-living increases requested.

More than 400 members attended the meeting, all available who were not actually engaged in broadcasting at the time. Meeting started at 8:30 p.m. Thursday night and ran to 2:30 a.m. Friday morning. Emily Holt, executive secretary and George Heller, executive secretary of the New York chapter presided.

Resolutions Submitted in Advance

Lively debate took place on pertinent matters and all resolutions having been submitted in advance as per edict of last year, the members came well prepared to argue their points. Resolution on political and other tieups goes to a national referendum.

Election for official posts on the council etc. will have the results fully tabulated early next week. The tellers are awaiting ballots by mail which are still coming in to the headquarters of the union.



WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

**RETAIL SALES UP
Again in December**

A predicted increase, according to Sales Management, of 9.5% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market.

**USE WDRC TO
CONNECT IN CONNECTICUT**

★ ★ ★ COAST-TO-COAST ★ ★

— SOUTH DAKOTA —

RAPID CITY—In line with the forthcoming change in KOBH's call letters to KOTA (Nov. 23) and the complete modernization of the station's facilities, many new employees are joining the station. Among the newcomers are: Rolf Hertsgaard, now with KOA, who will fill the post of program director, and Don Wilson, former UP Black Hills correspondent, who will head the new station's news department.

— INDIANA —

FORT WAYNE—WOW-WGL are donating recordings of network and local programs to the Base Hospital at Baer Field in Fort Wayne, for the entertainment of the patients.

— OHIO —

CINCINNATI—Howard Chamberlain, WLW program director and Richard W. Hubbell, broadcasting production manager, will participate in the Third Regional Radio Conference to be held in Columbia, Missouri, Nov. 17-20. . . . Happy Lee and the WKRC staff orchestra have been chosen to play for the "kick off luncheon" of the Hamilton County Sixth War Loan Drive to be held Monday.

LIMA—Clarence B. Heller, formerly on the staff of WLOK, has arrived in England, where he is on the staff of the OWI.

— LOUISIANA —

NEW ORLEANS—WVL staff member Terry Brick has left the station and moved with her family to New York. However, she will continue to write the script for the station's "Tip Time" program, aired five times per week. Her place on the air has been taken by Aline Richter Stevens, who is also a member of the WWL dramatic staff.

— NORTH CAROLINA —

RALEIGH—Richard H. Mason, station manager of WPTF-NBC has accepted appointment to the NAB Code Committee. The appointment was made by J. Harold Ryan, NAB president.

CHARLOTTE—Changes in the staff set-up of WBT include the addition of Alan Burke, formerly with WINX, to the station's announcing staff, and the shifting of Katherine McBride, formerly WBT Farm Editor Grady Cole's secretary, to the post of transcription librarian, replacing Monty Buchanan, resigned.

GREENSBORO—A new series titled "Your Money" bowed in over WBIG recently. Narrated by N. S. Calhoun, president of the local bank, the new series will be of five minutes duration, daily, with the script being prepared by AP business editors.

— NEW YORK —

SYRACUSE—Frank James, WSYR announcer, is now handling promotional activities for the station. . . . The new WFBL studio at the Regional Market was formally opened this week. A group of about 75 customers and employees attended the first broadcast of the farm show from the studio, after which a breakfast was served. Speakers included Bob Doubleday, farm show producer, and Samuel Woodworth, vice-president and general manager, who also gave a demonstration of the new wire recorder.

— WASHINGTON —

SEATTLE—Old familiar songs and colorful sagas of gold rush days specially slanted towards Pacific Northwest listeners are featured in KIRO's new Sunday evening program "Moonlight Bay." Gordon Tuell emcees the production.

— ILLINOIS —

CHICAGO—A new comedy show titled "The Waddles" will be premiered Monday, November 27 over WIND. The new program will be a modern comedy of American Manners and traditional American humor.

— FLORIDA —

MIAAMI—Latest addition to the staff of WIOD is Robert St. Laurence, as an announcer. . . . Guy Butler, sports editor of the Miami "Daily News," is now acting in the capacity of sports commentator for WIOD as well. A tie-in between the station and the newspaper was recently completed whereby they exchange facilities and advertising.

— MICHIGAN —

LANSING—Jack Parker, news and special events announcer of WJIM, has been accredited as a correspondent in the European Theater of Operations, and is en route to London. Parker will interview Lansing boys in the various air forces stationed in England and France.

— PENNSYLVANIA —

PHILADELPHIA—WPEN engineer William Ludes, after almost a year with the station, is being inducted into the Army, and will be replaced by Charles Fritz, who was formerly with WFIL. . . . Approval by the Regional War Labor Board of wage and rate increases for the technicians of KYW was received recently, after lengthy negotiations between the station and the union, and affiliate of the CIO.

PITTSBURGH—R. Clifton Daniel has been upped from program manager of WCAE to the position of station manager, Leonard Kapner, WCAE's general manager has announced.

— KENTUCKY —

HARLAN—Eddie Whikhart, who was formerly with WHLN before his induction into the Army Signal Corps, is back at his old post after receiving an honorable discharge.

— MASSACHUSETTS —

BOSTON—Following the reappointment of Harold E. Fell manager of New England operation for the Columbia Broadcasting System the following changes have been made in the executive structure: WEEI. John Murray, formerly station manager, becomes assistant to the manager, Fred Garrigus former director of religious, education and war programs, becomes assistant program director, under Kings Horton; Ray Girardin becomes production manager of a full time and Mrs. Helen Pine becomes accountant.

— CALIFORNIA —

SAN FRANCISCO—Leading operated stations in the total number of sustaining hours devoted to the war during the first months of 1944. KPC has up a total of 522 hours, according to a survey just released by the NBC radio division in New York.

— NEW JERSEY —

NEWARK—Ed Lewis, pre-war announcer on WAAT was welcomed back to the station this week, having served two years in the Merchant Marine. He is now the station's night announcer.

ROUND 6

COMING UP!



Smash them with the 5th War Loan! Your bond bought now will hasten the minute of our boys' return.

WBYN's minute news-service gives you a minute picture of every passing war minute!

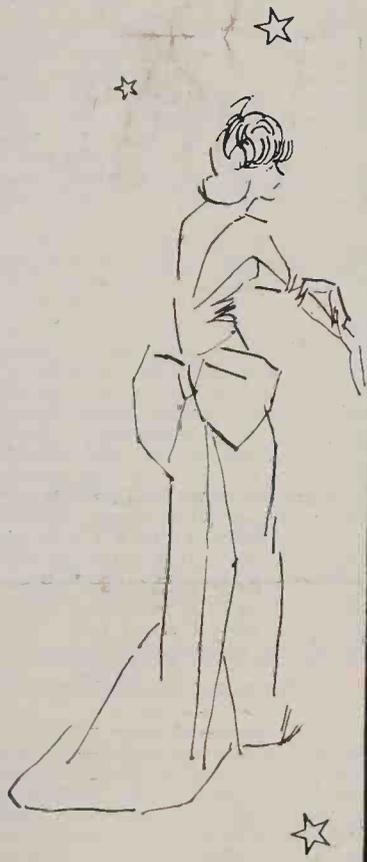
KEEP YOUR DIAL ON 1430

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

SEND BIRTHDAY GREETINGS TO...

November 20

- Frank Allison
- Bill Boher
- Art James
- Frank Thomas
- Walter Biddick
- Judy Canova
- Allen Rivkin
- Virginia Verrill



HOME TOWN BOYS MAKE GOOD & HOW ?



The National Daily Newspaper of Commercial Radio and Television

VOL. 29, NO. 35

NEW YORK, N. Y., TUESDAY, NOVEMBER 21, 1944

TEN CENTS

Explains FTC Radio Role

Kesten Asks Retention of Internat'l Facilities

Paul W. Kesten, back from an extended trip to England, last night issued a statement in which he paid tribute to the magnitude of the re-organizing job which radio is doing in bringing the news of the war to the home front in America, and stated that the communications facilities built up for this purpose should be maintained following the close of hostilities. Kesten declared: "I am more than ever convinced that the United States should maintain fully the international broadcast-

(Continued on Page 7)

TBA Seeks Nominations For Gold Medal Awards

Questionnaires inviting nominations for the Television Broadcasters Association's annual awards have been mailed by Paul Raibourn, chairman of the awards committee of TBA. It was announced that gold medals will be awarded for the following contributions: 1—To an engineer for technical improvement, development

(Continued on Page 4)

Stars To Help Celebrate Joe E. Brown Anniversary

Outstanding personalities of the show world will pay tribute to Joe E. Brown on Sunday, November 26th, the occasion of the comedian's 40th anniversary in show business. Benny, Orson Welles, Rudy Vallee, Hedda Hopper and other notables will participate in Brown's coast-to-coast radio show "Stop Or Go."

The Pause

Not too many months ago, right after Frank Sinatra had left the scene of the Rustic Club and the Union Club, night spots in New Jersey, Tony Craig, another crooner, followed in his footsteps. When Sinatra's WAAT, Newark, N. J. contract expired, Craig replaced him over that mike. But now that the girls are following Sinatra, Craig is in "Follow the Girls."

First Day

Yesterday, Nov. 20, saw the official debut of Edgar Kobak as president of Mutual Broadcasting System. New prey spent the day inspecting the plant and held meetings with the staff from the office boys up. Kobak did not give them a "pep talk," but explained how the staff was to conduct itself. He asked them to relax and assured the employees that there were jobs for them all at MBS.

Cowles Station Execs., Meeting In New York

Cowles Broadcasting Co. will gather its officials this morning at the University Club, New York, for a session which is expected to run approximately from 10:30 a.m. to late in the afternoon during which time future programming of stations and general matters of policies will be thrashed out.

Scheduled to attend the meeting, the first in which so many of its officials will be present.

(Continued on Page 6)

FMBI Board of Directors To Meet In Washington

Members of the board of directors of Frequency Modulation Broadcasters association will meet in Washington on Monday, Miles Louchs, secretary of FMBI, announced yesterday. Meeting has been called by Walter Damm, president of the organization.

Gamble Compliments Networks On Opening Bond Drive Show

Following the speech of President Roosevelt at 10 p.m. Sunday night on all networks when the President was introduced by Secretary of the Treasury Morgenthau, Ted R. Gamble, set a congratulatory wire to the heads of the four major networks. In addition to carrying the President, each of the networks put on a special half-

hour show at different intervals, wholly in the interest of the Sixth War Loan Drive.

Freer, Chairman Federal Trade Comm., Addresses Radio Executives Club At New York Luncheon

Mexico's Radio Fair Draws Many Nations

Mexico City Bureau, RADIO DAILY
Mexico City—Leaders of the radio industries of both hemispheres are among the hundreds of exhibitors at the Radio Fair now going on in Mexico City. The international event, which is the first of its kind to be held in Mexico, is expected to last about one month.

The exposition was opened by President Avila Camacho, in company with Javier Rojo Gomez, head of the government of the Federal District, and Mexican Minister of Education Jaime Torres Bodet, before a capacity crowd headed by members of the local diplomatic corps.

Following a performance of the Mexico City ballet in the huge open-air auditorium.

(Continued on Page 2)

Ascrap Board Undecided On Leasing New Hdqts.

Special Ascrap board meeting yesterday failed to arrive at a decision relative to moving from Radio City to its own permanent home at Park Avenue and 59th Street. These premises are being considered for a long-term lease and formerly housed the

(Continued on Page 7)

As principal speaker before the Radio Executives Club of New York, R. E. Freer, chairman of the Federal Trade Commission, yesterday told his audience that radio advertising, as shown by the recent report of the Commission, is now at a most advantageous position, both as to profits and prestige. "Networks and independent stations share in this prosperity," he said, and asked if this wasn't the time to consider whether "proper safeguards" may not be indicated in order to protect the whole industry.

(Continued on Page 6)

Educators Conclude Stephens College Meet

Columbia, Mo.—320 representatives from all fields of radio, including broadcasters administrators and educators, wound up a three-day regional radio conference on the Stephens College campus yesterday with a lively discussion of the virtues of radio.

(Continued on Page 5)

New Canadian Shortwave Station To Debut In Dec.

Montreal—CBC's new shortwave transmitter at Sackville, New Brunswick, will broadcast its first test sometime in December, when the announcement "This Is Canada Calling" will be heard.

(Continued on Page 4)

Tele Preview

Oklahoma City—Residents of 19 Oklahoma cities are getting a preview of post-war television this week through WKY's Sixth War Loan television show. Equipment is a portable unit loaned by RCA. The television promotion was arranged by WKY to acquaint advertisers and merchants with video's possibilities as a medium for sales-building.

WLAU—thoroughly enjoyed by 907,283 people North-of-Boston. A market for you! Advt.

WLAU—made to order—if you want to reach the buying market of Northern New England. Advt.



Vol. 29, No. 35 Tues., Nov. 21, 1944 Price 10 Cts.

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

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FINANCIAL

(Monday, Nov. 20)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 3/4	163 3/4	- 1/8
CBS A	33 1/2	33 1/2	33 1/2	+ 1/4
Crosley Corp.	27 1/4	27	27 1/4	+ 3/8
Farnsworth T. & R.	12 3/4	12 3/4	12 3/4
Gen. Electric	39	38 5/8	39
Philco	31	31	31
RCA Common	10	9 7/8	10	+ 1/8
Stewart-Warner	15 1/4	15	15 1/4	+ 3/8
Westinghouse	103 1/4	102 3/4	103 1/4
Zenith Radio	37 7/8	37 3/4	37 7/8	+ 1/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16	17
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	37	

Thanksgiving Luncheon

Dr. Norman Vincent Peale, clergyman, author and lecturer, will be the guest speaker at the Advertising Club of New York's annual Thanksgiving Luncheon Party, Wednesday, November 22.

20 YEARS AGO TODAY

(November 21, 1924)

One of the young artists who delights WJZ's little listeners is a tot named Sylvia Froos. Sylvia is heard on the Children's Hour. Another young entertainer on the same program is Mildred Froos, pianist. . . . Major Andrew White, sports announcer, is the recipient of 20 KKK notices in connection with his political leanings.

Two Networks!
Three City Market!!

CBS **WENT** MUTUAL

Gloversville • Johnstown • Amsterdam
• THOMAS CLARK, Nat. Rep.

Mexican Radio Fair Attracts Many International Exhibits

(Continued from Page 1)

air theater erected for broadcasts from the Fair grounds, the inaugural address was delivered by Arturo Garcia Formenti, director of the Federal District's department of social action, sponsor of the show.

"We affirm, with faith and conviction, that the defense of Mexico is rooted in her culture," Formenti told the audience. "This Fair is not a temple to money-changers nor to demagogic phrases. Radio is an important form of expression, an instrument of public opinion."

The outstanding attraction of the exposition has proved to be the foreign pavillions grouped around Mexico's Monument to the Revolution, which occupies the center of the Fair grounds. Probably the building most frequently visited by the 50,000 to 100,000 daily Fairgoers is that of Soviet Russia, which offers broadcasts of Cossack music.

The British Building presents an exhibit of the British Broadcasting Corporation and its 150 Latin-American affiliates. Other European countries with pavillions are France, Poland, the Spanish Republic, Czechoslovakia, and Yugoslavia, while the Latin-American section embraces edifices erected by the governments of

Brazil, Cuba, Peru, and the Dominican Republic.

Although there is no American building, the United States is represented by a number of individual exhibitors including the Federal Telephone and Radio Corporation, the General Electric Company, the International Standard Electric Corporation, the Mutual Broadcasting System, the National Broadcasting Company, Pan-American World Airways, Philips Radio and RCA.

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



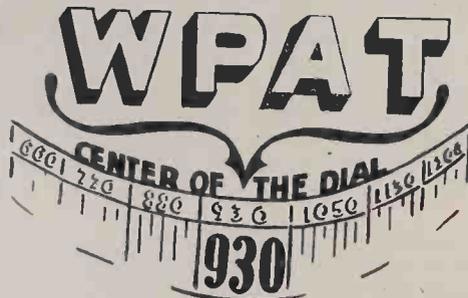
The work boat

The harbor tug is a tiny vessel. But what she lacks in glamour and size, she makes up with her powerful, hard-working, slugging power.

Some radio stations are like that tug. You take W-I-T-H in Baltimore. W-I-T-H is the successful independent station. It has no glamour call letters. No network affiliation.

Yet when advertisers want the job done in Baltimore, the shrewd time buyer buys the W-I-T-H audience. Because W-I-T-H produces more sales results per dollar spent than any other station in town.

There are a lot of facts about that for you to see. Clean, cold facts. Glad to show them to you any time.



IN THE METROPOLITAN AREA
IS AMERICA'S MOST SUCCESSFUL
YOUNG STATION!

because . . .
YOU CAN'T BUY TIME ON WPAT UNLESS YOUR PRODUCT "GOES" WITH THE TYPE OF PROGRAM THAT MAKES THAT PARTICULAR PERIOD PRODUCTIVE.

WPAT PATERSON • PARAMOUNT BLDG.
NEW JERSEY • NEW YORK



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



BUT WHAT HAPPENED FIRST?

First the station's business had to be built by thorough national representation — by Weed & Company. Then, because Weed men are *first* to reach time buyers and advertisers from coast to coast, available time shrank and the station could seek new fields to conquer. A better antenna means better service to sponsors and public — just as “Nationally Represented by Weed & Company” means better service and more business to stations.



WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

LOS ANGELES

By RALPH WILK

HARRY VON ZELL and Harlow Wilcox are before the camera in a special skit for Screen Snapshots this week.

Brenda Marshall appeared on "Travel Tribunals," a program devoted to public safety, and heard over KFI.

During their 15 years on the air as "Amos 'n' Andy, Freeman F. Gosden and Charles J. Correll have used over two hundred voice characterizations. When it is considered that all of these have come from just two throats, the record becomes the more astounding.

Here at last is the answer to how Bert Gordon, famed comic on the Eddie Cantor radio programs, came to adopt the sobriquet "The Mad Russian." He coined it himself, "Years ago in New York, I met Gregory Ratoff," says Bert. "I thought he was crazier than I. So I called him 'The Mad Russian.' Then when I wanted a descriptive phrase for myself on the radio, I decided to be an Indian giver and adopt it, never thinking that it would stick—apparently forever."

New Canadian Shortwave Station To Debut In Dec.

(Continued from Page 1)

and the anthem "O Canada" will be beamed towards Europe, starting at 6:45 a.m., EDT and continuing until 9:15 a.m. Call letters have not yet been decided upon and only certain combinations are available to Canada so that their selection will require study. Few receivers in Canada, and those in some parts only of the Maritime provinces, will be able to pick up the broadcast unless it is relayed by BBC or other sources. It will consist of interpretative and background news, reports, talks and a CBC version of the BBC newsreel and also some domestic programs and special broadcasts to the troops. A special effort will be made to produce a Christmas broadcast of distinction. Service broadcasts will be heard in many places over specially installed public address systems.

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS



Windy City Wordage!

● ● ● Chicago radio luminaries strutted their stuff Saturday night at the Drake Hotel. The local chapter of AFRA staged its annual AFRA Antic. . . . Highlight of the evening was the crowning of Chicago's

Chicago

radio queen and Two television queens, the Dinning Twins—Jean and Ginger—of National Barn Dance fame. . . . Several former well-known radio performers now in service joined in presenting a preview of the AFRA Antics last Saturday night at the USO Club in Chicago's loop. Durward Kirby, former Blue Network emcee-announcer, now in the Navy, stationed in Chicago, and Bill Thompson, formerly Mr. Wimple and the Old Timer of the Fibber McGee program, who is also now in the Navy, stationed at Great Lakes, were the servicemen performers. Barbara Marshall, NBC songstress; Don Ward, Blue Network announcer; Dick Goode of WAIT, who spent 19 months entertaining GIs overseas, and eight beautiful Chicago radio actresses, who staged a "Blind Date" act, completed the talent lineup. . . . Bob Elson, former WGN-Mutual sports announcer, now in charge of entertainment at Great Lakes, has been promoted to lieutenant-commander. . . . Julian Bentley, WLS news editor, was heard 'round the world election night, in a special broadcast for the OWI Overseas Division in which he described the midwest election scene. Bentley was the only local radio newsman to make such a broadcast Nov. 7.

★ ★ ★

● ● ● Frank McCormick, announcing NBC's "Hymns of All Churches" (a General Mills show), gave out on the commercial with, "And now let us hear a message from Old Gold Cigarettes." The agency right away wanted to know how come. . . . "I'm desperate for a smoke," McCormick told them, whereupon the agency moguls made him promise to divvy with them any smokes that might accrue from the unscheduled plug. . . . WGN feted its director of music, Henry Weber at a luncheon the other day in celebration of Weber's twentieth year as a symphony orchestra and opera conductor in America. He has spent most of these twenty years in Chicago, ten of them with WGN. Frank Schreiber, station manager, presented Weber with a scroll from the WGN staff commemorating the anniversary. . . . When movie star John Payne was here recently he appeared as guest on Bill Anson's WIND "Musical Motorcade" show. Bill asked him what he would like to take back to California with him as a souvenir of his Chicago visit. . . . "A washing machine," came the prompt reply. Before Payne was off the air several offers of washing machines had been phoned in, so when the movie actor returned to the coast he took with him a washing machine contributed by a Chicago fan.

★ ★ ★

● ● ● That was a neat bit of promotion sent out by E. H. Shomo, WBBM's sales manager, showing that C. E. Hooper, Inc., in the period from July to September, had rated nine WBBM programs among the eleven highest daytime shows released in Chicago by all stations. . . . ditto the booklet from Fibber McGee and Molly's wax sponsor, S. C. Johnson and Son, Inc., of Racine, Wisconsin, titled "A Report on the Johnson's Wax 1944 Summer Radio Program 'Words at War'". . . . When the Hoosier Hot Shots celebrated their 600th broadcast on the Chicago-originated National Barn Dance recently, Clarinetist Gabe Ward did a little figuring and came up with these statistics: The Hot Shots have made a total of 1,200 personal appearances, 750 broadcasts, 13 shows for a salt company, 26 with a program dedicated to amateur contestants, 3,000,000 records (150 sides), five movies, one Keystone comedy and three "soundies". . . . Gabe, Ken and Herzie Trietsch have been together since grammar school days in Indiana. Bass player Gil Taylor was signed a year ago when Frank Kettering signed up with Uncle Sam.

— Remember Pearl Harbor —

AGENCIES

JOHN R. BURR has joined the Group of McCann-Erickson, Inc. as an account executive. He is a graduate of the University of California and has wide experience in the food field, formerly having served as advertising manager for the Spaulding Flour Company of San Francisco, associated with The Blackman Company and for three years president of Pin Money Brands, Inc., of Richmond, Va. He was on the staff of the former firm of Blackett-Sampson Hummert, Inc. and was associated with Oren Root, Jr., in the management of the Associated Wendell Wilkie Clubs of America. For the past two and one half years Mr. Burr has been with the American Red Cross as administrative assistant director of military and naval welfare service.

MAXON, INC. have purchased a transcribed mystery program, "Manhunt," for Griesedieck Western Brewery Company on KXOK, St. Louis. "Manhunt" mystery is transcribed by Frederic W. Ziv Company. Each mystery complete in each quarter-hour transcription. Series stars Larry Haines as Drew Stevens Police Laboratory Sleuth; Jean Elyn as Patsy O'Connor, his charming assistant. The firm is currently releasing a new series of 39 quarter-hour "Manhunt" programs.

TBA Seeks Nominations For Gold Medal Award

(Continued from Page 1)

or invention relating directly to television; 2—for the most outstanding program of the year; 3—to a person for his individual contribution to television, not necessarily of a technical or program nature, but for the active interest he has taken in the general television field. Gold medal awards will be made during the first annual conference of TBA at the Hotel Commodore, Dec. 11 and 12.

BOB SHEPARD

Announcing

for
Tangee: Sammy Kaye Serenade—Blue
Phillies: Cecil Brown—MBS
Serutan: Alexander's Mediation Board—MBS
Nutrex: Drew Pearson—Blue
Tangee: Sammy Kaye Varieties—MBS
Jello: Music At Mid-Day—MBS
Tangee: Band of the Week—Blue
Miss Swank Slips: Jerry Cooper Show—MBS
Emerson Radio: You Can't Take It With You—MBS

Available for
NARRATION—ANNOUNCING—NEWSCASTING
 Call RADIO REGISTRY LA 4-1200

Discuss Women's Programs As Stephens Meeting Closes

(Continued from Page 1)

Weaknesses of radio programs
to the women of America.
Educators, whose views were
expressed by Dr. Henry A. Bowman,
of the marriage and family divi-
sion of Stephens College, stressed the
importance of women's radio shows that
will help women meet the increas-
ing personal and social problems fac-
ing them in the post-war world as
they strive to mix a sunshine cake.

Com. Walker Heard

Commissioner Paul Atley Walker,
of the Communications Commis-
sion, addressed the three-day regional
conference at Stephens College
and addressed some two hundred
representatives in the field of radio on "the
present and post-war radio."

Addressed by Willard Egolf, Na-
tional Association of Broadcasters,
who envisioned the tremendous
growth of radio and television af-
ter the war, especially in relation to
its use in the telephone, radio,
and road industries. "Radio after
the war will revolutionize and im-
prove the American industry and this
expansion should be finan-
cially profitable for both industry and
radio," said Walker.

Walker pointed out that to be ef-
fective, this system must have mana-
gers who are more than dollar minded
and must use radio to bring maximum
benefits. He believes that the
medium must be democratic in out-
look and intensely devoted to the
public interest, mentioning public
affairs which will result from the
radio after the war, Walker
stressed the more effective detection of
crime through the saving of life and
property in emergencies, new com-
munications benefits through radio.

Experts in the field of tele-
vision were heard by Commander William C. Eddy,
Richard W. Hubbell, WLW,
Boston, and J. D. McLean, Gen-
eral Electric Company Schenectady.
The first day of the conference
closed on the Stephens College
with a panel discussion on

vision equipment will not take place
for several years," said Commander
Eddy. "However," he said, "in spite
of television being a problem child
from the operation standpoint, it has
already proven itself to be a practi-
cal medium of communication."

Hubbell commended the press by
saying that it had done an excellent
job of criticizing television shows to
date.

McLean told the group that already
90 television stations are planned for
post-war construction to serve 67
million people. Concerning advertis-
ing through television McLean said
"it is by far the most powerful selling
media ever developed."

The daytime radio serial as a me-
dium for projecting the point of view
of professional and social service
groups, as well as governmental agen-
cies, was described yesterday by
Miss Irna Philips, radio author and
supervisor.

Ava Johnson Heard

Miss Ava Johnson, formerly consul-
tant to the Bulgarian government
and at present news analyst for
KXEL, Waterloo, Ia., gave an interest-
ing picture of the differences between
radio in Bulgaria and America ad-
dressing the conference on "Radio in
Bulgaria Today."

Children Program Needs

On a panel discussion of children's
programs held at the conference,
Gloria Chandler, Junior Leagues, Inc.,
New York stressed the import-
ance of the local stations in the
production of children's shows.
"The local radio set up is the true
laboratory for this type of program,"
she said. "There is more opportunity
to test, plan and develop new ideas
in new fields and it is the respon-
sibility of the community and the
station to join hands in developing
radio shows for children over the
facilities of the local stations."

WHEN DOROTHY WADMAN

says—



... then spinach takes on new value in the
eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily pro-
gram — POINTS AND POINTERS — at 9:45 a.m., Mondays
through Fridays, is fifteen minutes of required listening for
homemakers in the WGAN area. Recognized (throughout
Southern Maine) as an authority on dietetics and home eco-
nomics, Mrs. Wadman has gained an enormous following
for her chatty and informative radio talks. Whatever prod-
uct she advertises — whether food, new kitchen gadgets,
cook books, or lunch boxes — is sure to become an over-
night best seller in Maine!

If you wish to tap the rich Portland market, and that of
14 counties in Maine and 1 in New Hampshire, get in touch
with us or any Raymer office! The opportunity to take ad-
vantage of Dorothy Wadman's proven selling ability can be
yours — on an economical participation basis!

PROVED AGAIN!

**WKY is Oklahoma's
dominant station!**

Copy sent on request.

**Chicago's
BEST NEWS
SERVICE
P-UP-INS
I-N-D
5000 WATTS**

STATION WGAN PORTLAND

5000 Watts

560 Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

Radio Bond Drive Aid Lauded By Gamble

(Continued from Page 1)

provided effective launching of the Sixth War Loan Drive. On behalf of the Treasury Department, I want to thank you for the outstanding part which you and your associates have played in making this possible."

Meanwhile the Treasury Dept. is more or less leaving the sale of bonds

Originate In Philly

George Burns and Gracie Allen will do the final broadcast of their Eastern bond tour from WCAU, Philadelphia, on Tuesday, Nov. 28. Program will have Jose Iturbi, noted piano virtuoso, as guest on the show which will be heard on the CBS network from 9:00 to 9:30 p.m., EWT.

and the tickets to the Army-Navy game at Baltimore, to the Maryland State War Finance Committee. Ted Husing, Jimmy Dolan and officials of the Treasury and the Gillette Safety Razor Co. which purchased the radio rights to the annual pigskin classic, will confer in New York this week on the handling of the Bond plugs. Understood Secretary Morgenthau will be interviewed or speak between the halves. Treasury officials stated that the Gillette officials were most cooperative in working with them on all angles.

WOR Starts Drive

WOR's visit to 10 metropolitan or other city areas where a show will be given in behalf of the local Drives, gets under way Wednesday night at 8 p.m., EWT in Philadelphia at the Wanamaker store. The large auditorium will be used and WOR through Rufus Maddux, vice-president will buy \$10,000 worth of bonds as part of its \$100,000 purchase and this sum will be credited to the Wanamaker or local totals.

Show which WOR will take to Philly includes: Jane Cowl, Tiny Ruffner, Jean Merrill, soprano; John Baker, Metropolitan Opera tenor and Milton Kaye, violin virtuoso. Charles Oppenheim, WOR press head will accompany the troupe.

WHOM Participating

Participating with all the other stations in New York and the Metropolitan area in the Sixth War Loan, WHOM Saturday aired a series of special programs describing the parade, interspersed with talks on the need for purchasing bonds. On Thanksgiving Day, WHOM will broadcast a Coast Guard concert from 2:30 to 3 p.m. Only admittance will be to those purchasing War Bonds. A series of rallies at the Fabian Thea-

(Continued on Page 7)

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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

Calls Air Advertising Strong Both In 'Profits And Prestige'

(Continued from Page 1)

from loss of face through practices of an "unethical minority."

Freer stated that the FTC is no censor and has no desire to become one. It has no authority to proceed against an advertiser unless his commercials are deceptive and misleading. Further enlarging on his topic, "Truth in Advertising" (With Specific Relation to the Broadcasting Industry) Freer stated that applications for complaints to the Commission come from many sources, and in accordance with FTC policy, these remain anonymous. Probably, Freer said, a large majority of the complaints come from competitors, but it was pleasing to the FTC that a considerable volume of the complaints originate in the advertising industry itself. Majority of the matters considered by the Commission involve charges of false or misleading advertising, although a large number of proceedings are originated from a competitor or consumer. Others said Freer, are instituted by the Commission itself as a result of a constant survey of advertising maintained by the FTC's Radio and Periodical Division.

Cites Figures

During the year ending June 30, 1944 the Commission's Radio and Periodical Division examined 298,970 advertisements contained in 1792 editions of newspapers and magazines. It examined also 627,719 broadcast continuities consisting of network and individual station scripts and scripts representing the built-in advertising portions of transcriptions. From these scripts 19,512 advertising broadcasts were marked for further study as containing representations which might be false or misleading.

In securing materials to do the job, Freer said that the Commission has received the co-operation of the four major networks, 19 regional network groups and the transcription producers; also 850 commercial radio stations and numerous publications of every sort. This co-operation was of real aid to the FTC and deserved the commendation of the public as well as that of the Commission.

Explains Wheeler-Lea Act
Mentioning the Wheeler-Lea amendments to the Federal Trade

Exclusive!

BEARS FOOTBALL

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

Lord Halifax to Speak

Lord Halifax, Ambassador from Great Britain, has accepted an invitation to be the principal speaker at a luncheon honoring the British Broadcasting Company scheduled by the Radio Executives Club in the grand ballroom of the Hotel Roosevelt, Monday, December 4. The British statesman who will speak on "International Radio" will be introduced by Elmer Davis, director of the Office of War Information. In addition executives of BBC in London will hold a two-way conversation with REC leaders and the proceedings will be broadcast.

Commission Act, Freer pointed out that it became mandatory for a high standard of truth in advertising of foods, drugs, therapeutic devices and cosmetics. Freer also mentioned wording required to safeguard the consumer and in many cases the policy has been adopted by the Commission of permitting the brief but significant admonition, "Caution: Use Only as Directed." On programs containing more than one commercial and separated by music or other entertainment or talk, the Commission requires that each separate commercial repeat the cautionary statement. Toward this end, Freer said that the FTC's Radio Division makes spot checks from time to time.

Points to "Common Ground"

However, Freer emphasized that, "we meet today on common ground and in full accord with the principle that false and misleading advertising is indefensible" and harmful not only to the public at large but to business also. In closing Freer made it plain that his office had no desire to enter the field in which the FCC holds sway and other such govern-

WBAL
means business
in Baltimore

Edward Petry & Co., National Representative

Cowles Station Exp Meeting In New

(Continued from Page 1)

cially were called in, are: John Cowles, Jr. president; John Craven, chairman of the board; J. Craven, vice-president and FCC Commissioner; Craig L. vice-president and in charge of WHOM, New York and WCAU; Phil Hoffman, vice-president supervising operations of KLT, Moines and WNAX, Yankton; A. N. Armstrong, general manager of WCOP; Merle Jones, manager of WOL, Washington; Jack Pe motion director; Don Inman, manager and vice-president; Carl Koester, treasurer, of Broadcasting Co.; James MLL president "Look" Magazine; Haase, treasurer, WHOM and Ted Enns national sales manager of Cowles stations and Gene the Katz Agency, Cowles representative.

Washington Meeting

Washington Bureau, RADIO D Washington— Members Washington press corps were yesterday at the Carlton, with Vice-President T. A. M. Craven, WOL manager, Merle Jones, a cocktail party in honor of and Gardner Cowles.

ment agencies, much less the of the Better Business Bureau. Warren Jennings, president REC, who presided at the meeting held in the Hendrick Room of the Roosevelt Hotel announcements both as to the coming meeting when Lord British Ambassador to the U speak and the Xmas par wounded soldiers which will early next month.

✓ checks latest War every few mi

✓ checks Racing R every few mi

WBY

1430 ON YOUR O

✓ checks Sports Fla every few mi

✓ checks Home News comes in—Instantan

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

Asks Retention of Internal Facilities

Continued from Page 1)

Facilities that have been expanded during the war. The eyes and the ears of the world will be turned to this country as never before. . . .

Although it has no international transmission facilities, has in itself a curious historical aspect. Six months ago the FCC proposed radically improved television standards for the future, we said, with no notion of airvoyance, that other countries should adopt such higher standards and that America should be behind.

When I was abroad, the extra-ordinary news was cleared through the French electronic engineers under the very noses of their overlords during the occupation, in fact fulfilled this forecast. . . .

Thereafter France was liberated they were able to demonstrate pictures which make pre-war television standards seem obsolete. . . .

The keenest interest exists on the part of independent British engineers in higher tele standards. It is an impression that wholly temporary measure in view of the number of pre-war televisions purchased in England, tele-visions be resumed there on pre-war standards."

Britain's strides and experience in the field of television, pointed out, they are behind in advances made in the color video, but stressed that they are deeply interested and cognizant of its position.

Asks Promotion

Mr. Fraef, formerly assistant Sales Service Supervisor has been appointed Eastern Service Supervisor in charge of the district.

ED BIRTHDAY MEETINGS TO...

November 21
 Monday Edward K. Oates
 Tuesday Ted Straeter
 Wednesday Paul Rhymer

SAN FRANCISCO RADIO HAS CHANGED!
 KGO is THE Bay Area Buy!

COAST-TO-COAST

—NEW YORK—

NEW YORK—In an effort to combat the present paper shortage, WHN observed its first publicity holiday recently, and will continue the policy of "No Releases Today" on every forthcoming Tuesday. George Lewis, WHN publicity director and originator of the idea, states that if all the press agents in the country observed this "holiday" it would result in the saving of over 100 tons of paper per annum. . . . The New England representation of WOR was recently taken over by M. L. Tyler, of the M. L. Tyler Company in Boston. . . . WNEW, recognizing the fact that there are many young men and women who want to "crash" the radio announcing field, has launched a new series titled "So You Want To Be An Announcer," from 7:45 to 8:00 p.m. Tuesdays, in which hopeful aspirants will get their chance. . . . Bob Lewis, former WNEW conductor, has changed his affiliations to WEFW, where he will write and conduct a platter-chatter program "Listen to Lewis" Latest additions to the WLIB staff include Mary Villacorta and Eleanor Charles, who have assumed their duties in the music library and script departments respectively.

—NORTH CAROLINA—

CHARLOTTE—Latest addition to the staff of WBT is Dorris Taylor, who has assumed duties as secretary to promotion-publicity director Bill Carley. . . .

GREENSBORO—Two former WBIG staff members now in the armed forces have received recognition in the way of promotions. Nancy Hudson, former news editor, has been upped to Lt. (j.g.), at the Naval base at Charleston, S. C. where she is stationed, and Tom Sawyer, former announcer, has been made a captain.

Ascaph Board Undecided On Leasing New Hdqts.

(Continued from Page 1)

Anderson Art Galleries. Building also has an auditorium. Board decided to take up the matter again at its regular monthly board meeting the last Thursday of the month. Board members were reported as being for and against leasing the new premises. Radio City lease is not up until late in 1945.

—CONNECTICUT—

HARTFORD—The appointment of Ralph D. Kanna to the post of station manager of WHTD, formerly WNBC, was announced recently by John Shepard 3rd, chairman of the board of directors of the Yankee Network. Kanna formerly held the position of program director of WHTD, and prior to that he was special events and production director of WOKO, Albany, N. Y. . . . Local record and sheet music sales are being stimulated by a new WDRC feature. Each week the station selects a "song of the week" and plugs it at every opportunity, on spots and local shows. The results to date have been increased demand for that number at the local music stores.

—ILLINOIS—

CHICAGO—Don Faust, formerly with WXYZ in Detroit, is the new staff announcer at WIND, replacing Jim Reeves, who had to go to Philadelphia to be with his ailing father. . . .

PEORIA—Les Carmichael, former production manager of WFOR Hattiesburg, Miss. has joined the announcing staff of WMBD.

—DISTRICT OF COLUMBIA—

WASHINGTON—The appointment of Charles Zurhorst as assistant to Theodore Granik, originator and moderator of Mutual's "American Forum of the Air" was recently announced by Granik. Zurhorst will also handle the press representation for the program. . . . A new program "Down Memory Lane" featuring Gene Archer is now being heard Tuesdays and Thursdays over WRC at 1:30 p.m. . . . Word has just been received from Rear Admiral Edward L. Cochrane that Lt. Commander James E. Middlebrooks, former engineer for CBS, has been awarded the Bronze Star Medal.

—MONTANA—

MISSOULA—Latest addition to the continuity department of KGVO is Ione Furniss, formerly with KLO, Ogden, Utah, and KWIL, Albany, Oregon. She is replacing Jean Moriarity, resigned.

Radio Bond Drive Aid Lauded By Gamble

(Continued from Page 6)

ters in Staten Island is under consideration, but nothing definite has been decided as yet.

Smith Expresses Gratitude

"The four networks are to be congratulated on their combined efforts in launching the Sixth War Loan" Robert J. Smith, chief of the radio section, War Finance division, declared. "Although the Crossley ratings will be the final arbiter, it is certainly true that any listener who followed each consecutive program heard a radio epic. The accumulative effect was powerful. Our only concern, at the moment, is to estimate the number of dial twisters who followed from beginning to end.

"The Secretary of the Treasury, Mr. Gamble, National Director of War Finance, Mr. Thomas Lane and other Treasury officials have expressed their thanks for the co-operation of the networks. In staging these and other programs they have lent tone and importance to the launching of the Sixth War Loan Drive."

Special Tele Show

CBS' tele station, WCBW, will produce a 45-minute variety program on Thursday, Nov. 30, to promote the sale of War Bonds, it has been announced by a network official. The talent for the show will be provided by the William Morris agency and Ben Feiner has been assigned to produce it. The program is scheduled to be telecast between the hours of 8 to 10 p.m., EWT. Complete details are lacking but will be supplied shortly.

In co-operation with the American Hotel Association, CBS will produce the first in the series of four programs tonight, 11:30-12 p.m., EWT. The program will originate from KIRO, Seattle, Washington, and will feature an interview of Major Warren G. Tilton of the Army Corps of Engineers, by Stewart Holbrook.

PROMOTION

Engagement

An ingenious promotion piece has reached this department's desk in the form of an engagement announcement. Produced in a simple and smart card arrangement, it says, "Mr. J. J. LeGlare, vice-president in charge of sales and advertising, has the honor to announce the engagement for the third year of the leading daytime radio program 'When a Girl Marries' by the Diamond Crystal Salt Co., Inc." Another card says, "Reception for all your customers over National Broadcasting Company Mondays and Fridays." Benton & Bowles, Inc., is the agency.

Lever Bros.' Year In Tele; Plan To Continue Programs

Completing a year's use of experimental television, Lever Brothers, through Lee Cooley, director of television for Ruthrauff & Ryan, announced plans to continue video programming over WABD, Du Mont station.

On Nov. 3, 1943, Lever Brothers began its first half-hour period for Rinso; and each week thereafter, the three products handled by R & R alternated in this weekly half-hour spot: Rinso, Lifebuoy and Spry.

The weekly stanza called "Wednesday At Nine Is Lever Brothers Time" has been used as a proving ground for various commercial techniques, with emphasis on this aspect of telecasting rather than on out-and-out entertainment techniques, Cooley pointed out. Although in the past 52 weeks, R & R's television department has brought to Du Mont's cameras a number of celebrated artists and several successful adaptations of Lever Brothers' soap operas, "Big Sister" and "Aunt Jenny," he added. Lever Brothers have also pioneered in experiments with commercial motion picture film made especially for television, he said, adding that the results of these tests are being kept secret, but are reported to have been highly successful and await only the development of national commercial television before they are applied as a regular part of Lever Brothers' selling technique.

According to Cooley, the client's first anniversary in television will be celebrated coincidentally with Thanksgiving on Wed., Nov. 22.

"AMERICA TO VICTORY"



Actual World War No. 2 events with inspiring talks by former prisoners of war. Gets the listening audience and the mail. No advertising. Sold cooperatively, and we sell it for you. Good income and plenty of station advertisement. Ask the station who has aired it!

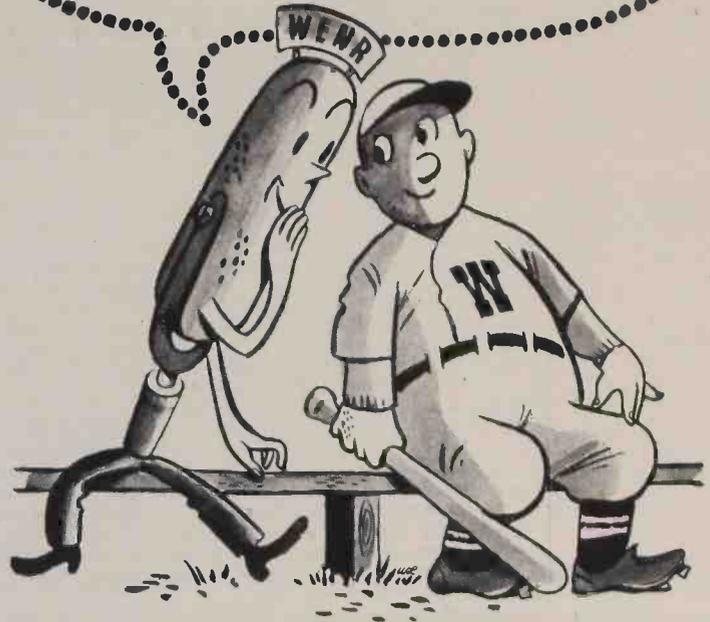
Write for details to
Allen I. Stock,
Gen'l Mgr.

NATIONAL RADIO FEATURES

100 State Street Albany 7, N. Y.

Radio Advertising Isn't Like Baseball...

YOU HIT 'EM WHERE THEY ARE — NOT WHERE THEY AIN'T



"Hit 'em where they ain't," they tell rookie batters.

But the folks who invest their money with WENR aren't rookies—they hit the sales talks out to the crowds—the crowds with nice fat incomes—the crowds with money to spend and of a mind to spend.

How else account for the 18 new advertisers in the last 30 days?—and the 33 renewals out of a gross

51 who have been regular advertisers over this powerful Mid-Western voice?

We've got a nice fat folder of case histories, graphs, charts, figures, names and sales records for those of you who are of a mind to learn how to increase sales at a low per-unit cost—a folder that points to *the one way* to reach—and sell—One Tenth of a Nation through one well-compressed, economical medium.



Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 36

NEW YORK, N. Y., WEDNESDAY, NOVEMBER 22, 1944

TEN CENTS

No Network Plan—Cowles

Flamm Again Will Probe Buy Of WMCA

Washington Bureau, RADIO DAILY
Washington—Despite the vigorous protest of Representative Ed. J. Hart, New Jersey Democrat, the Lea committee this morning will begin a new series of open hearings on the sale of WMCA in 1941 by Donald Flamm to Edward J. Noble. This case, involving alleged pressure upon Flamm by a White House intimate, has been before the committee on two previous occasions but was deferred each time because legal action in New York was pending.

Flamm told the committee yesterday the failure of the New York court (Continued on Page 6)

Raphael Leaving WHN; Will Go To West Coast

Raphael, WHN, New York, program director for the past 10 years and head of M-G-M's Eastern music department, resigns his dual post on December 15 to move to Los Angeles. Raphael plans to head a new West Coast organization which will intro-

(Continued on Page 2)

Begins FM Service With New Antenna Today

Improved FM service through its 100-foot antenna on the roof of 15th Avenue, New York, will be inaugurated by CBS today.

The new antenna, replacing the old one some 100 feet shorter on the building, has three kilowatts

(Continued on Page 2)

Radio Premiere

Tonight the entire production of the City Center presentation of Johann Strauss' opera "The Gypsy Baron" will be broadcast over WNYC. This will be the first time that this opera has ever been broadcast in the English language in its entirety. It is a story of love in Transylvania. The program will also be carried by WNYC-FM.

No Paper Thursday

Tomorrow being "Thanksgiving Day"—a legal holiday—Radio Daily will not be published.

Campbell Named Head At WGN Board Meet

Chicago—Chesser M. Campbell, advertising manager of the Chicago "Tribune" and a member of the board of directors of the Mutual Broadcasting System, was elected second vice-president of WGN, Inc., at a meeting of the station's board of directors yesterday. Mr. Campbell assumes his duties as vice-president and operating head of WGN immediately.

He succeeds the late W. E. Macfarlane, in the WGN position.

Campbell has been a member of the "Tribune" staff since 1921. He was head of the newspaper's New York advertising office until 1929, when he was made classified advertising manager, promoted to assist-

(Continued on Page 2)

Rural Amer. Radio Market In Postwar Period Estimated

Washington Bureau, RADIO DAILY

Washington—Rural America offers a market for 555,000 radios in the post-war period, according to figures released yesterday by the Rural Electrification Administration. This estimate is the result of a survey made though its 810 co-ops scattered throughout the nation.

CPRS Asks Increased Rates For Copyrighted-Music Use

Montreal—Increased rates for the use of copyrighted music by radio stations is asked by the Canadian Performing Rights Society in a schedule filed with Hon. N. A. McLarty, State Secretary.

Broadcast Music Incorporated, Canada, Limited, in its schedule expresses readiness to stand by the 1944

How are you going to fully reach the North-of-Boston consumers without WLAW? Advt.

Gardner Cowles, Spokesman For Group, Clarifies Operating Policies At New York Meeting

WMCA Will Broadcast Congressional Series

After a six-months campaign to obtain permission for a direct pickup of legislative debate, Nathan Straus, president of WMCA, New York, announced yesterday the station would broadcast reconstructed sessions of the Senate and House of Representatives from the Congressional Record starting Dec. 3.

In announcing the series Mr. Straus said: "Radio can perform no greater service to the community than to bring into the American homes the deliberations of those who make our laws and guide our destinies. We hope that these re-engagements will contribute in no small measure to

(Continued on Page 4)

Rally On WOR Today Heads Radio Bond-Aid

Philadelphia—First of WOR's series of 10 out-of-town War Bond Rallies will be held in the John Wanamaker store tonight at 8:15 p.m. Highlighting the list of artists appearing on the program will be Jane Cowell; Jean Merrill, soprano; John Baker, operatic baritone; Milton Kaye, concert

(Continued on Page 7)

In a frank statement of policy regarding current and future operations of the Cowles Stations, Gardner Cowles, Jr., president, yesterday stated that he did not contemplate network operations of his outlets as a group and never had such intentions in the past. Cowles subsequently amplified this statement by saying that he did not intend to buy stock in any net-

(Continued on Page 6)

FCC Continues Hearing On WORL Deal In N. Y.

Another installment of a WORL Boston, Mass., hearing was held in New York earlier this week to determine whether Arde Bulova has an equitable interest in the station, direct or otherwise, it was announced

(Continued on Page 7)

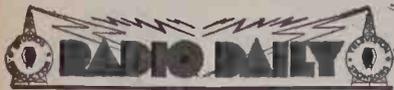
FDR Names Col. Sarnoff To Be Brigadier General

Washington Bureau, RADIO DAILY
Washington—President Roosevelt yesterday sent to the Senate the nomination of Col. David Sarnoff, president of the Radio Corporation of America, to be a Brigadier General in the U. S. Army.

The D.A. Speaks

Jay Jostyn is doing it again. The ubiquitous "Mr. District Attorney" of the NBC Wednesday serial is showing up with a bond-selling spiel at various New York theaters throughout the city three nights a week. He times his visits to be present between the acts, steps before the curtain and gives out with his monologue. Results thus far have been highly satisfactory.

Now's the time to plan your winter schedule over WLAW—serving 152 cities and towns. Advt.



Vol. 29, No. 36 Wed., Nov. 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

(Tuesday, Nov. 21)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 5/8	163 7/8	+ 1/8
CBS A	33 3/8	33 1/2	33 1/2	0
Crosley Corp.	27 7/8	27 1/4	27 3/4	+ 5/8
Farnsworth T. & R.	12 3/4	12 5/8	12 3/4	0
Gen. Electric	39 1/4	38 7/8	39 1/8	+ 1/8
Philco	31 3/4	31 5/8	31 3/4	+ 3/4
RCA Common	10 1/8	10	10	0
RCA First Pfd.	79	79	79	0
Stewart-Warner	15 1/8	14 7/8	14 7/8	- 3/8
Westinghouse	103 3/4	103 1/2	103 3/4	+ 1/2
Zenith Radio	38 1/2	38	38 1/2	+ 1/2

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16	17
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	37	

Subs For Ethel Barrymore

Betty Garde has been signed to substitute for Ethel Barrymore on "Miss Hattie," WJZ Sunday afternoon program, this Sunday and the following Sunday. This would mean that Miss Barrymore returns to the program on Dec. 10.

20 YEARS AGO TODAY

(November 22, 1924)

Announcement has been made that on Wednesday evening, December 10th, L. Bamberger & Company of Newark, New Jersey, will formally open a studio in Chickering Hall, New York, as a branch of station WOR which they have owned and operated for nearly three years.

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



Coming and Going

CLARENCE L. MENSER, vice-president of CBS in charge of programs, left last night for Chicago, where he will set the stage for the network's participation in the monster war bond rally which next Sunday will originate at the Navy Pier.

ADE HULT, western sales manager of the Mutual network, is here from Chicago for a few days of conferences with web officials.

HUGH B. TERRY, station manager of KLZ, CBS affiliate in Denver, is in town. Visited yesterday at the headquarters of the network and with the national representatives of the station.

ALMA KITCHELL, commentator on NBC, is back from Superior, Wis., where on Saturday (they called it Alma Kitchell Day) she sponsored the "Pemiscott," motor vessel built at the Globe Shipbuilding Yards.

CARL J. BURKLAND, general manager of WTOP, CBS-owned station in Washington, D. C., is in Gotham for confabs at network offices.

MARTIN MELCHER, of Century Artists, Ltd., leaves Saturday for the West Coast, where he will supervise the forthcoming Blue Network program for Nash-Kelvinator.

JOHN W. SWALLOW, Pacific Coast radio director for Kenyon & Eckhardt, Inc., is here for confabs at the agency's home offices.

BOB HAWK, of CBS' "Thanks to the Yanks," off for Philadelphia to entertain at the Navy Yard, also to help dedicate a cafeteria at Ft. Mifflin. Last night, over WCAU he handled a bond show from the Academy of Music.

LEANDRO AZUAGE is en route to London via Miami, Washington, New York and Atlantic Clipper to take over his duties as program director of the Latin-American service of the BBC.

EDWARD E. HILL, managing director of WTAG, CBS affiliate in Worcester, Mass., a visitor this week at the offices of the web.

ALLAN JACKSON, CBS newscaster, went up to New Rochelle last night to address a joint meeting of the Lions, Rotary, Kiwanis and Exchange clubs.

CARL BRISSON is in Cleveland for an engagement at the Hotel Statler.

TED HUSING and JIMMY DOLAN, CBS sportscasters, are back from South Bend, where on Saturday they broadcast the Northwestern-Notre Dame game.

JACK HENDERSON, salesman on KWK, St. Louis, is back on the job after having competed in the Invitational Golf Tournament at Hardscrabble, Ark. He made the trip with BOB COCHRAN, noted amateur.

Campbell Named Head At WGN Board Meeting

(Continued from Page 1)

ant advertising manager in 1932. He has served as the newspaper's advertising manager since March, 1935.

In recent years, Campbell has taken an increasingly active part in the management of WGN. Frank P. Schreiber and William A. McGuineas are manager and sales manager, respectively, of WGN.

Ohio Broadcasters Elect

Robert T. Mason, WMRN, Marion, Ohio, was elected president of the Ohio State Broadcasters Association, at a meeting which preceded the Seventh District NAB meeting. Arch Shawd, general manager of WTOL, Toledo, was named vice-president and Carl Everson, WHKC, Columbus, secretary-treasurer.

Mutual Adds Two

WKBZ, Muskegon, Michigan, and WKLA, Ludington, Michigan will join the Mutual network as full-time affiliates, effective November 20. Mutual affiliates now total 248.

CBS Begins FM Service With New Antenna Today

(Continued from Page 1)

power and extends the reception edge or perimeter of the New York FM service area from less than 50 miles from the transmitter to about 60 miles.

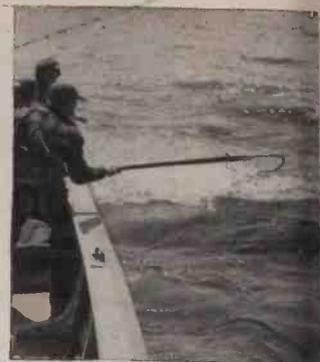
All regular CBS network programs are being made available for FM transmission from 4:45 to 11:15 p.m., EWT, Mondays through Fridays; 3:30 to 11:15 p.m., EWT, Saturdays and 3:00 to 11:00 p.m., EWT Sundays.

Raphael Leaving WHN: Will Go To West Coast

(Continued from Page 1)

duce new musical service for films. Raphael, veteran of 17 years association with Loew's M-G-M organization, will represent Shapiro, Bernstein & Co., and a group of standard eastern music companies and will sell synchronization rights to the publishers' tunes.

He joined WHN as program director in 1935. No successor has been named as yet.



Hook them... then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore, W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying... he's using coverage, popularity, and cost. Using that sane 3-way yardstick in Baltimore, they're finding the 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.

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

THE WIFESAVER NOW ON WNEW!

*Allen Prescott joins WNEW's family
of "sales-producing" programs*



Yes, the WIFESAVER's back—and that's the best news the housewives have had since they put the stretch back in girdles. The guy who used to have

the gals making hooked rugs out of old suspenders has returned from a two-year hitch in the Navy.

And now he's courting the kitchen queens on WNEW!

Prescott's hints for helpless helpmates keep them gasping for more. His neat-

est trick is cleaning out a dealer's shelves with purse-opening commercials.

The WIFESAVER takes over on WNEW every weekday morning from 9:35 to 10:00 a.m.—right after *News from the Daily News*.

The WIFESAVER is a *selling* program in a *selling* spot—on a *selling* station.

And to make sponsors, as well as housewives happy—we've made the WIFESAVER available at a *right* price!

If you want to sell your product faster—pick up your phone right now. Dial PLaza 3-3300. Ask for "SALES".

WNEW

NEW YORK 22, NEW YORK

THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

NOVEMBER 18th CONCERT

Schuman's "Prayer in Time of War" and Shostakovitch's "Symphony No. 6"

DOROTHY DORAN

AKRON BEACON JOURNAL
AKRON, OHIO

Shostakovitch's Sixth Symphony was brilliantly played by the Boston Symphony Saturday night at Hunter College. This work proved excellent to bring out the perfection of the orchestra under the baton of Dr. Serge Koussevitzky. It was thrilling by contrast. "Prayer in Time of War," by William Schuman, was much too sombre for radio. It failed to show off the orchestra or to capture the listener. I particularly liked the feeling of being present at the Concert. Imparted by the tremendous ovation given Dr. Koussevitzky, the familiar voice of Gene Hamilton as announcer was welcome. The closing commercial was rather long.

NOVEMBER 25th PROGRAM

Guest Conductor, Leonard Bernstein
Brahms' "Concerto in D minor"
Soloist, Jesus Maria Sanroma
8:30 P.M., E.W.T.—Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Furthers American Good Living."

Advt.



Notes From A Ringside Seat . . . !

● ● ● A former Radio Daily staffer, Ted Lloyd, rates today's RADIO-KAY for a truly great idea in conjunction with the newly-launched Sixth War Loan Drive . . . last Monday, from Madison Square Garden in Gotham, a 'Dream Radio Nite' was produced with the cream of radio programs participating including, (in the order of their appearance) "Serenade To America," Hugh James and Lowell Thomas, Les Brown and his Orchestra, Milton Berle's "Let Yourself Go," Constance Bennett, Harry Brandt, National Chairman of the War Activities Committee, M. P. Industry, Lt. Col. Roswell P. Rosengren, Capt. Raymond W. Wild, Arlene Francis' "Blind Date," with Carole Landis, Phyllis Brooks and Marion Hutton, "Gabriel Heatter's Newscast," "The Quiz Kids," with Senator Joseph Ball and Elsa Maxwell, guests, "Spotlight Band," George Burns and Gracie Allen, "Can You Top This?", Dr. I. Q., Tom Slater and a group of the country's outstanding sportscasters including Harry Wismer, Bill Stern, Bill Slater, Bill Corum, Clem McCarthy, Ted Husing, Don Dunphy, and Red Barber, Phil Baker's "Take It Or Leave It." . . . and the best of all was that Uncle Sam, through the generous support of about 20,000 'grateful nieces and nephews,' found his War Chest replenished by the sale of ONE HUNDRED MILLION DOLLARS IN WAR BONDS. . . . Russell Markert staged the show with Jack Poppele the technical director . . . RADIO TAKE A BOW.

★ ★ ★

● ● ● Bill Stern's "All-American Football Team," will be published soon in Look Magazine. . . ● The phrase that 'caught on,' "Let's Talk Turkey to Japan," was coined by C. L. Menser, vice-pee and NBC Chief of Programs. . . ● Lt. Commander Al Helfer, given a medical discharge from the Navy, is ready to again give his emcee-announcing talents to Radio. . . ● Tim (Fred Waring's right hand man) Gayle and Maggi McNellis, whose daily platter-chatter is WEAF featured, have come up with a honey of a ballad, titled, "When You're in Love." . . ● Henny Youngman, running around Kilocycle Lane, muttering "No, No, No, No," to himself, denied that he was a Hollywood 'Yes-Man' taking a vacation . . . he's merely rehearsing for a job as salesman at a cigarette counter. . . ● WNEW scripter Hal Moore has a swell idea in a new program titled, "Dead Air," in which the numerous 'seconds of dead air,' that occur daily on that station, are added and the total given over once a week, towards auditioning of new talent . . . that's a real progressive step . . . every station in the country, too, has those precious seconds lost between programs, spot announcements, ET's and such. . . ● Co-Producer, Charles Warburton and Martin Andrews, rate a pat on the back for their consistently good "True Story," commercial via the Blue Net. . . ● Earl Ferris office phones to tell us that it has received over 16,000 press clippings this past year on Dunninger. . . ● Frank Roehrenbeck, General Manager of WHN, is at the Paterson General Hospital with a broken wrist (he still can dial 1010 with it, however). . . ● Starting Saturday, Sue Read's "Bali-Bra" program will be increased from five to fifteen minutes.

★ ★ ★

● ● ● Jerry Devine's scripts on "Mr. District Attorney," not only provide swell entertainment but serve a distinct 'racket-expose' service by teaching the public some of the nefarious devices used by domestic and Nazi-Fascist bandits. . . ● You've often seen the sign "complaint department on the roof" . . . well from now on you may take your complaints to Ruth and Mae Brandt who have just come up with a radio idea titled, "Complaints Adjusted." (ONLY complaints not accepted, are those of 'men whose wives don't understand them'). . . ● James Fenimore Cooper's "Leather Stocking Tales," produced by NBC Recording, will be narrated by Jackson Beck.

— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

ISH KABIBBLE—The Haircutting Kay Kyser fans—who now gag ballads in a shaky voice on NBC's "College of Musical Knowledge" every Wednesday, was originally hired by Kay 10 years ago as vocalist with the band!

Harry Von Zell, announcer NBC's "Dinah Shore's Open House" celebrated both his 20th wedding anniversary and his 17th year in radio last week. And this year the man had a third cause for celebration. He and Mrs. Von Zell entertained and won the mixed foursome match at a Lakeside Country Club tournament.

Invitations are out for the marriage of two members of KEC's staff—Katherine Sire, Music Director, and Ted Bentley of the announcing staff. The young couple will be married on Saturday evening November 25th.

Sierra Candy Company of San Francisco has bought time on KFMB for a 52-week series of Sunday broadcasts. The program, known as "Musical Sweets," will feature music from operettas, light classics and ballads.

WMCA Will Broadcast Congressional Series

(Continued from Page 1)

the understanding of democratic processes."

Series will be broadcast Sunday from 3:30 to 4 p.m. In the enactments Senators and Songwriters will be portrayed by professional actors with text taken from speeches made during the legislative week.

Leaves Tele Workshop

Tony Ferreira associate producer in charge of all productions at the Television Workshop for the past 18 months, and one of the most active tele-producers in the industry, has tendered his resignation to Irwin Shane, executive director of the Workshop, in order to devote all his time to free-lancing as a producer-director, beginning Monday, November 27.

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

AGENCY NEWSCAST

RHUR C. FARLOW, released from the Army after three years, has returned to his post as president of the J. Walter Thompson Company's San Francisco office.

VICTOR radio, television and electronic products in Southwestern Ohio will be distributed by Ohio Appliance, Inc., it has been announced by Harold M. Winters, manager of RCA Victor's Cleveland regional office. Mark Lintner, president of Ohio Appliance, Inc., states that the organization will maintain sales offices together with service and warehousing facilities in Columbus to serve dealers in the Columbus-Dayton areas. An office branch, complete with servicing and warehousing facilities, has also been established in Cincinnati. Verce is vice-president in charge of Cincinnati office.

Correspondent Guest N. Y. Radio Luncheon

They Maxted, CBC and BBC correspondent, who was with the air troops at Arnheim and made recordings of their dramatic escape, returned to New York yesterday preparing to return to the European theater of war. Maxted was a guest at a BBC luncheon in his honor at Waldorf-Astoria on Monday. Broadcasters attending the luncheon were Lyman Bryson, CBS; Royal NBC, Theodore Streibler, WOR-Mutual; Adolph Opfinger, Blue; Charles Barry, Blue; Ed Walcott; Ted Cott, WNEW and Dave WTAG.

"Band Date" To Chicago

"Band Date," with Arlene Francis, will originate from the Pier in Chicago on November 24 on behalf of the Sixth War Loan. It is heard over WJZ-Blue.

CO-OPERATIVE ANALYSIS OF BROADCASTING has released a list of new members whose applications for membership have been accepted by the Board of Governors. They are: Duquesne Light Company, Gillette Safety Razor Co., William Morris Agency and Wade Advertising Agency.

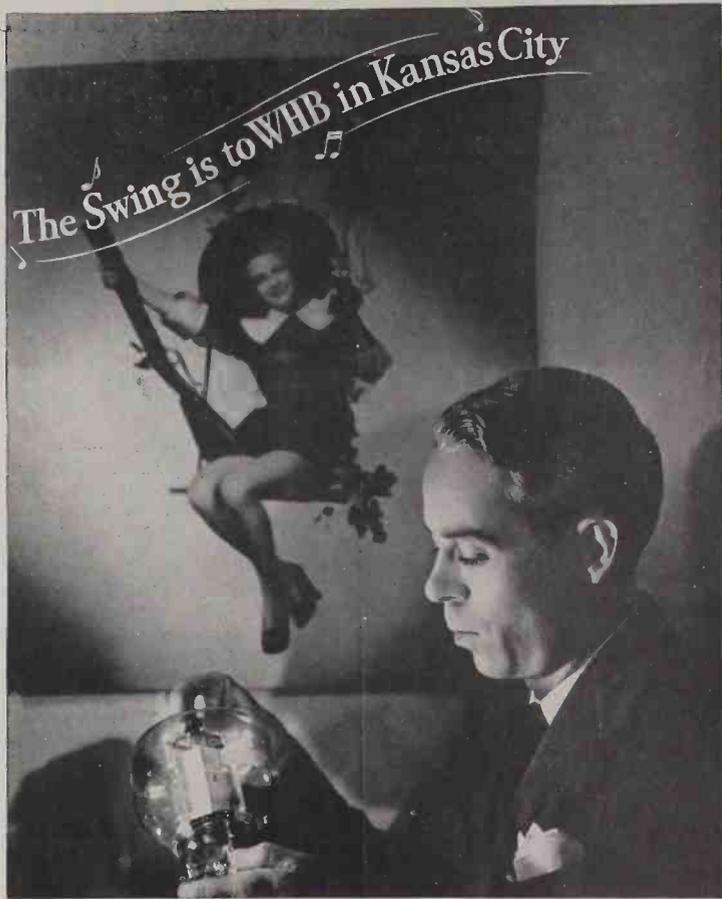
WARREN M. MORTON has joined the radio department of The Branham Company as a member of the New York office staff. He was previously with the Katz Agency in New York and the Wm. J. Morton Company. The Branham Company also announces the appointment of George Harding in charge of the radio department of the Dallas office for the Southwest territory. He was formerly commercial manager of KWBU, Corpus Christi, and for several years handled local sales for KRLD, Dallas.

Three Station Applications Received At FCC Offices

Washington Bureau, **RADIO DAILY**
Washington—Application for three new local stations were received yesterday by the FCC—from John M. Spotswood for broadcast on the 1340 band in Key West, Fla.; from the Western Carolina Broadcasting Co. for broadcast on the 730 band from Shelby, N. C.; and from the Air Capitol Broadcasting Co., for operation on 1,490 kilocycles in Wichita, Kan.

Ravazza Goes Mutual

Carl Ravazza, baritone, contracted at the Club Martiniere for six months, has been signed to broadcast Wednesdays, 11:45-12 midnight over the Mutual web, and Mondays at 12:15-12:30 a.m., EWT, over WOR.



Meet WHB's Henry Goldenberg— "Keeper of the Kilocycles" .. our Calm Chief Engineer!

In 22 years of seeing and hearing the almost unbelievable variety of programs that have gone through WHB's several transmitters, "Goldie" has decided that anything can happen around WHB—it's just a matter of when. This, he hopes, will include restoration of WHB to its pioneer status as a full-time station. Goldie is just a little fed up with having to sign off WHB at sunset. He likes to work... and he wants to be able to operate WHB full time! {FCC please note! Our application for full-time operation on 710 Kilocycles is still pending.}

After studying electrical engineering at the University of Illinois, Goldie helped build WHB's first transmitter, back in 1922—and he still gets a kick out of our then "world record" of continuous broadcasting for 12 hours and 20 minutes. That was on Feb. 1, 1923, WHB's first anniversary. Ted Lewis and his orchestra were performers on that memorable all-night broadcast... the first in American radio history! If you as an advertiser want to sell the Kansas City market, entrust your message to Goldie's WHB transmitter—the happy medium!

For WHB 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

	Station A	Station B	Station C	Station D	WHB	Station E
HOOPER MORNING INDEX AUGUST-SEPT. MON. THRU FRI. 8-12 A. M.	14.1	10.7	30.5	15.1	24.8	3.7
HOOPER AFTERNOON INDEX AUGUST-SEPT. MON. THRU FRI. 12-6 P. M.	19.0	5.3	20.0	27.8	23.7	3.3

NATION WITH A SIXTH SENSE...

Americans' sixth sense, their common sense, tells them to back the 6th War Loan Drive to the limit...

STATION WITH A SIXTH SENSE...

World Events brought to your loudspeaker every few minutes.

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

Stations in the... Can Equal KOA's...
DEALER PREFERENCE
LISTENER LOYALTY
OUT OF 10 TOP PROGRAMS
10,000 WATT POWER
STATE COVERAGE
Represented Nationally by Spot Sales
50,000 WATTS
850 K.C.
FIRST IN DENVER
KOA

Canadian Copyright Rate-Increase Asked

(Continued from Page 1)

parties have until December 9 to file objections. Hearings will then be arranged by the Copyright Board.

The Canadian Performing Rights Society asks for a total of \$257,926 from radio stations, which amounts to 14 cents a licensed receiving set. This compares with \$138,310 authorized last year on the basis of eight cents a set.

The society also renews its application for the right to collect a quarterly license of \$2.50 for each coin-operated music machine. Decision on a similar application last year was deferred by the board pending outcome of a case to go before the Privy Council.

BMI which was authorized to collect \$17,288 for 1944—one cent a set—proposed a total charge against radio stations of \$141,672—eight cents a set—with one quarter of the amount, \$35,418 going to BMI.

Since 1940 there has been a standstill agreement with no change in the levy of eight cents to CPRS and one cent to BMI. For each set, BMI says if the board is of the opinion that this arrangement should continue for another year it will agree to the one cent rate.

Honor Medical Chief

Colonel Leonard G. Rowntree, chief of the Medical division of the Selective Service System and chairman of the National Joint Committee on Physical Fitness, was honored at a cocktail party given by the State Committee on Physical Fitness at the Hotel Pennsylvania yesterday. Sports writers and commentators of New York radio stations attended.

New CBS Series Nov. 29

A new weekly series titled "Encore Appearance" will bow in over CBS Wednesday, November 29 at 6:30 p.m. The new program was designed to give promising young singers an opportunity to be heard with a full concert orchestra, after they have performed on the web's "New Voices in Song" program.



LUX RADIO THEATRE 36.0*

Here's where you get a BIG Rating, BIG Station, BIG Market.

*Hooper Rating Wln.-Spr. Index 1943-'44



Won't Operate As A Network, Says Head Of Cowles Group

(Continued from Page 1)

work, and does not own any now. While expansion will take place in FM and television, the five AM outlets now owned by the Cowles interests will be all that will come into the fold according to present plans. Interviewed at the University Club following a conference with the heads of the five Cowles stations, "Mike" Cowles was highly optimistic on the future of radio and advertising in general, as a post-war proposition.

Explains Duopoly Situation

Acquisition of additional AM outlets said Cowles, came about in the natural course of events. He explained that the duopoly situation in Des Moines where he owned KRNT and KSO forced him to sell one of the stations. In Cedar Rapids, WMTI, had a possible overlapping situation with Des Moines and it was decided to take the proceeds of this sale or swap and acquire WOL, Washington. The Boston station WCOP, was bought because it was a "good buy" at the price, and the purchase of WHOM in New York, came about due to the fact the Cowles magazine "Look," required more and more of his and his brother John's time in the city and it was decided to take on a radio interest as well.

Thus Cowles said he planned to ride along with the five standard stations now owned in Boston, New York, Washington, Des Moines and Yankton, S. D. Purpose of his meeting yesterday with his station managers and other officials was to confer on matters of programming, general operations and business policies. These with a view toward public service as well. Since changes have taken place in the setup, it was necessary Cowles said, to get the men together and formulate policies even for the edification of the Cowles radio employees.

FM-Tele Plans

Cowles believed that FM would travel fast after the war and he planned to have an FM station in each of the five markets now covered by his standard stations. One exception to the current setup is the applications on file for both AM and FM licenses in Minneapolis, where Cowles also owns a newspaper. Television he said, was somewhat clouded on the issue at present, but he expected to file for tele licenses in two Eastern cities at least, including Washington. Clarification is still needed from the FCC as to the status of FM and AM duplication.

Engineering problems involved in both setting up FM and television stations are many, Cowles stated, and for this reason it was deemed advisable to persuade Comdr. T. A. M. Craven, former FCC Commissioner, to join the organization as vice-president in charge of engineering.

Mentioning facsimile in answer to a question, Cowles saw that field as

developing into a specialized service and doubted right now, it would quickly prove itself a mass medium. In answer to another question, Cowles said he was in accord with the nomination of Paul A. Porter for the FCC inasmuch as he had a knowledge of radio and was therefore a better choice than someone from outside of the field.

Sees Heavy Advertising

Cowles said all things pointed to a heavy volume of advertising in the post-war period and in his capacity as having interests in the radio, magazine and newspaper field, he had talked to many national advertisers and found reason to be optimistic. Advertising volume will be extremely heavy for at least 30 months in the post-war period, he believed. He pointed out that in addition to moving vast stocks of merchandise, advertising will be used by many corporations whose officials have come to learn as a result of the war, of its great power in doing a public relations job. This will be along the lines of labor relations as well and making known the company policy to the public.

Advertising will come out of the war with a greater appreciation of its values in many places. Its record during the war and its uses toward winning the war effort has opened the eyes of not only the Government but both the potential advertiser not too strongly sold in the past. Credit for this was attributed in part to the magnificent job done and being done by the War Advertising Council.

Asks Better Programming

In closing, Cowles opined that stations would have to achieve better programming than ever in the post-war era, since the licensing of more stations made the competition keener. As to the advantages of owning both newspapers and radio, Cowles said this so-called advantage was grossly exaggerated. His operations however, kept radio and the newspaper interests wholly apart.

Among those present at the Cowles stations' conference earlier in the day at the University Club, were: John Cowles, chairman of the board; T. A. M. Craven, vice-president and former FCC Commissioner; Craig Lawrence, vice-president and in charge of WHOM, New York and WCOP, Boston; Phil Hoffman, vice-president and supervising operations of KRNT, Des Moines and WNAX, Yankton S. D.; A. N. Armstrong, general manager of WCOP; Merle Jones, manager of WOL, Washington; Jack Paige, promotion director; Don Inman, general manager and vice-president, WNAX; Carl Koester, treasurer, of Cowles Broadcasting Co.; James Milloy, vice-president "Look" Magazine; Karl Haase, treasurer, WHOM and WCOP; Ted Enns national sales manager of Cowles stations and Gene Katz of the Katz Agency, Cowles station's representative.

Lea Again Will Pro Flamm Buy Of W

(Continued from Page 1)

to settle the matter was the not of court delays or delays the defendant but rather the mind of Flamm to make up his mind type of charges he intended to and the refusal of Flamm to up the action. Inferentially charged that Flamm was dependent upon the Congressional committee lay out the best course of action, to discover the defense would put up.

Realizing that there is no chance stopping the investigation, simply tried to have it kept in a private session, with the press. A lurid story of pressure from places is expected to be told and for several sessions lasting perhaps a week in all.

This will not be the last committee investigates before, it was indicated yesterday. Further hearings on the radioings of Arde Bulova will probably be held, after which the investigation will be completed and the committee dissolved.

Alfred C. Taylor

Alfred C. Taylor of the State Relations Department of the Broadcasting System, Inc. died suddenly Friday evening November 21 at his New York City residence, as he was known to many radio managers, came to World over a year ago. In addition to his father and sisters he is survived by his wife, Edna Taylor. The funeral took place at 2 p.m., Tuesday, November 21 from Bellows Funeral Home, Park Place, Pawtucket, R. I.

New Series On WOR

Jay Johnson, night club entertainer, accordionist, novachord player, movie actor will debut his one-radio show over WOR, Monday, November 21 at 4:15 p.m.

CHATTANOOGA

IN THE
HEART OF
TVA

POWER

EMPIRE

WDOD
CBS

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

**On WOR Today
Radio Bond-Aid**

(Continued from Page 1)

and Tiny Ruffner as master ceremonies. Rufus Maddux, WOR president in charge of sales is expected to pledge \$10,000 in war bonds as part of the station's campaign to buy \$100,000 in bonds during the Sixth War Loan.

CBS-Hotel Ass'n Co-Op

dedicated in a series of four special programs to industries and efforts in the war will be produced by CBS in co-operation with the American Hotel Association when it tributes to the cotton industry on Nov. 27, 11:30-12 p.m., EWT. The program to originate from Memphis, Tenn.

Beasley, CBS songstress, will originate the broadcast from New York.

saluting programs will include food, oil, coal and iron. The series produced by Lt. Howard D. U.S.N., on a special assignment from the Treasury Department.

Concert on WHN

designed to stimulate the sale of war bonds to workers and school children. The contest inaugurated a contest in which listeners obtain entry blanks by purchasing a war bond, then write "why I want to go out on a date with..." The Dream Date, as the contest is called, culminates with the going out on a date with the singer Andy Russell on the night of December 15.

stants may make as many as many war bond purchases, and completed blanks and letters will be sent to Tod Williams at the Contest closes December 8. will be given ample radio publicity during the drive progresses.

Garden Show Success

radio shows originated at the Square Garden Monday night, which Secretary Morgenthau added starter, taking the time of Ariel Heatter, raised the expected \$100,000,000 in war bonds. was staged by the War Activities Committee of the Motion Picture Industry and was set up by Ted Morrow from 20th Century-Fox. Lloyd will go to the Coast and arrange a similar program. Monday night's shows were alternately on all four major stations.

**WANTED
NATURE EDITOR**

ational magazine devoted to specialties of the Band World. One able to write and edit articles follow thru on ideas. Excellent opportunity. Write Box 918, Radio 1501 Broadway, New York 18,

**Special Turkey Day Shows
Being Originated By BBC**

Special co-operative programs originating with BBC in England will be furnished listeners of the Blue and Mutual webs, WNEW, New York, and WROL, Knoxville, Tenn., as a part of the British network's coverage of "Thanksgiving Day" on next Thursday.

The Blue Network will air BBC's "To You, America on Thanksgiving Day" from famous Albert Hall in London, 3:30-4 p.m., EWT. The program will include John La Touche's "Ballad for Americans," Irving Berlin's version of "We Joined the Navy," and excerpts from speeches by Churchill and Roosevelt. The dramatic finale will be the singing of alternate verses of "God Save the King" and "America."

The special BBC program for the Mutual Network will feature American G.I.'s from Plymouth, Mass., broadcasting from the deck of the Mayflower at Plymouth, England, 1-1:30 p.m., EWT. The program will include a description of the ancient buildings at Plymouth.

BBC will bring WNEW listeners the Eighth Army Air Force's Thanksgiving Day service, with Lt. General Jimmy Doolittle giving a special proclamation, at 10-10:30 p.m., EWT.

British web will beam to WROL, Knoxville, Tennessee, familiar voices of servicemen and women of Knoxville, serving in England, in a 15-minute program of interviews.

**"Thanksgiving Overseas,"
Special CBS Broadcast**

"Thanksgiving Overseas," a special program originating on battle fronts throughout the world, will be heard over the Columbia network on Thanksgiving Day, Thursday, Nov. 23, from 6:15-6:45 p.m., EWT. CBS correspondents in London, Stockholm, Rome, Moscow, Paris, on the Western Front and in the Philippines will be heard describing observances in their particular area.

"Durante-Moore" To Chi.

The CBS "Moore-Durante" show will travel to Chicago for their December 1st broadcast from the Navy Pier as part of the Navy's Sixth War Loan Exhibit, titled "Pacific Theater." Jimmy Durante, Garry Moore, Georgia Gibbs and Roy Bargy will make the trip for the special broadcast.

**FCC Continues Hearing
On WORL Deal In N. Y.**

(Continued from Page 1)

by Leonard H. Marx, Federal Communications Commission counsel, who conducted the hearing here, assisted by J. Alfred Guest, this city's field attorney. Another session will be resumed on December 5, in Washington, D. C.

Marx said he had issued three subpoenas, for Frederick William Greenfield & Company, the Bulova Watch Company and Arde Bulova, to determine whether the present ownership of the station is fully in compliance with FCC regulations.

Testimony during the hearing disclosed that Bulova loaned \$52,500 to Harold Lafount so that the latter could make his purchase of some stocks of the station, Marx pointed out, adding that later Lafount borrowed another \$5,000 to purchase some additional stock.

Others involved in the proceedings: Morris Zimmerman, accountant; and George Crockwell, who owned 200 shares.

Summoned with the subpoenas were all bank statements, cancelled checks, ledger, records and other memoranda. During a lengthy questioning period, Bulova declared that he loaned the money which does not give him any interest whatsoever in WORL, Marx said.

Joins Chicago Agency

Chicago—George Johnson has been appointed by MacFarland, Aveyard & Company to handle sales promotion work pertaining to civilian post-war Stewart-Warner radios, it has been announced by Floyd Masters, division manager.

Cope Retakes 'Women Of Amer.'

Don Cope, former director of "A Woman of America," NBC, Mon. through Fri., 3-3:15 p.m., EWT, has resumed his affiliation with Benton & Bowles, Inc., and will continue as the program's director.

**WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW**



Thomas Mitchell, leading screen star, and Miss Oregon contestants Doreen Foelker and Bernice Layton on KGW's "620 Time".

**C. T. HAAS, CHAIRMAN OF
MISS OREGON COMMITTEE**

SAYS... The selection of a lovely girl to be Miss Oregon, as a symbol for outstanding public occasions is an honored Portland tradition. Many former winners have become Hollywood and radio stars. For the Sixth War Loan drive, KGW is cooperating with the war finance committee in presenting Miss Oregon candidates on "620 Time", KGW's sparkling weekly bond show at the Broadway Theater, with famous guest stars. Lovely girls and KGW showmanship make a combination hard to beat. KGW's public service programs are topnotch entertainment.



C. T. HAAS

WLIB
Brooklyn
is NOW
WLIB
NEW YORK

**SEND BIRTHDAY
GREETINGS TO...**

November 22
Hoagy Carmichael Pvt. Dick Pack
Glen Litten Howard A. Petrie
Frank Graham Mildred Hallmark
Arthur Miller

November 23
Boris Karloff Mary Millford
Ferde Bruggner Jean Prothero

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

★ ★ ★ COAST-TO-COAST ★ ★

— NEW YORK —

NEW YORK—2,500 copies of WHN commentator William Lang's Armistice Day broadcast "The Unknown Soldier" will be printed by his sponsor, the Petroleum Heat and Power Company, to fill requests of listeners for the piece, which was compiled by Lang from more than 10,000 sources over a period of twenty years. . . . Allen Prescott, conductor of the "Wifesaver" program heard over WNEW, will present a tele-version of his air feature over WABD, the Du Mont video outlet, Sunday, November 26, from 9:30 to 9:45 p.m. The production and direction of the tele show will be handled by Jack Grogan, production manager of WNEW.

— MISSOURI —

ST. LOUIS—"The Shady Valley Jamboree" is now originating in the KWK studios every Saturday night, and is being fed to the entire Mutual network. The role of emcee is being taken by Ed Wilson, while Bruce Hayward handles the announcing chores.

— CALIFORNIA —

SAN FRANCISCO—Kirk Torney has been appointed local Blue Network sales representative, succeeding Byron Nelson, who was recently promoted to the post of San Francisco sales manager for the Blue. . . . Frank Allen, formerly with KLZ, Denver, is the newest addition to the KPO-NBC announcer's staff. Charlie Harris, formerly with WIRE, Indianapolis, has joined the news staff of KFRC. Tom Breneman's "Breakfast at Sardi's" will be broadcast from the Fox Theater Nov. 27, and from the Oakland Fox Nov. 28, as part of the Bay Area's participation in the Sixth Loan Drive. Larry Smith, NBC coast network Pacific war commentator will be on the road for most of the next four weeks, stumping for the Sixth War Loan Drive.

— CONNECTICUT —

HARTFORD—Samuel F. Pryor, Jr., of New York and Greenwich, Conn., vice-president of Pan American Airways, will speak over WDRC, Sunday, November 26, on "Post-war Aviation." Pryor's talk will be "piped" from his Greenwich home, and is another feature of the "College Digest" series.

— MASSACHUSETTS —

BOSTON—Harold E. Fellows, director of operations for CBS in New England and general manager of WEEL, has been named a member of the radio advisory board for the 1945 Greater Boston War Fund Campaign.

— LOUISIANA —

NEW ORLEANS—WWL has instituted a new series of programs entitled "Footlight Follies" on the air Mondays through Fridays at 4:30 p.m. The series is designed to recall to the listeners the "pop" tunes, classics and semi-classics of yesteryear. It is sponsored by participating clients, and features the nation's name bands and choral groups on transcriptions.

— INDIANA —

FORT WAYNE—J. B. Conley, manager of WOWO-WGL, has been appointed chairman of the retail and wholesale committee, down town division, for the Sixth War Loan Drive in Fort Wayne. Eldon Campbell, program director, is publicity chairman.

— ILLINOIS —

PEORIA—Latest additions to the staff of WMBD include Al Kohn, who joins the announcing staff with nine years of experience at WSMB, New Orleans, KRMB, Shreveport, and WQBC, Vicksburg. Also new to the station are Jean Detrick, formerly with the continuity department of KGGF, Coffeyville, Kansas, who now holds the same position at WMBD, and Harrette Whiteside a newcomer to radio, who has recently joined WMBD's copy staff.

— DISTRICT OF COLUMBIA —

WASHINGTON—James Dodge White, former far eastern correspondent for the Associated Press, has begun a series of news commentaries over WRC Sunday nights at 11:05. . . . When Jerry Strong, on his daily WINX waker-upper made an appeal for instruments for the wounded service men at the Walter Reed Hospital recently the listeners sent in both instruments and cash. The hospital now boasts a full orchestra, thanks to the early morning audience of WINX.

— OHIO —

CINCINNATI—WLW has made several changes in their staff set-up according to a recent announcement by Robert E. Dunville vice-president of the Crosley Corporation, and general manager of WLW. Among the changes are Robert J. Savage, who moves up from assistant director of merchandising to the post of director of sales promotion; Earl Shumard, assistant editor of "Buy-Way," station publication, becomes acting editor, with Madeline Kelly, a member of the promotion staff, assuming the duties of a writer, under Shumard. Also announced is the elevation of Richard Fanning from manager of the grocery division of the WLW merchandising department to the post of director of grocery trade relations. Wilda Whitescarver, who joined the WLW promotion department a few weeks ago, will do the writing for the sales promotion department.

— MARYLAND —

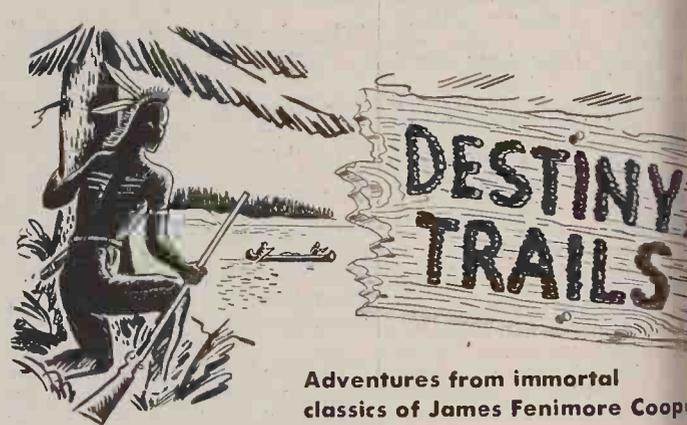
BALTIMORE—Ernest Simon, twice wounded in action with the British, and reported missing in North Africa, recently joined WITH, Baltimore, indie, as an announcer. He is currently conducting the WITH all-night show.

— PENNSYLVANIA —

PHILADELPHIA—Newest addition to the staff of WPEN is Dan Park, announcer formerly with WIBG. . . . appointment of Harvey McCall, sales staff, as sales manager of WPEN has been announced by Leslie general manager. He succeeds J. Russy, resigned. . . . PITTSBURGH—booths in downtown Pittsburgh have opened by KDKA to sell U. S. War Purchasers will be given free tickets to various theatrical performances in the city.

— NEW YORK —

SYRACUSE—Harvey D. Sanderson, former publicity director and editor at WFBL, has safely arrived in London on an OWI assignment. He will be a newsmen in England in OWI's overseas branch. . . . WFBL in March of this year, Sanderson accepted an appointment with Overseas Branch in New York, where he served until being transferred to England. . . . Dr. F. Bender, guested yesterday on WTRY, Troy, "How Do You pronounce It?" . . . Dr. Bender a consultant, had as his topic, "Words."



Adventures from immortal classics of James Fenimore Cooper

● 78 quarter-hours that bring alive the ageless classics of James Fenimore Cooper, dramatizing the daring . . . courage . . . the spirit of adventure that is our American heritage. First, *The Deerslayer* . . . 39 recorded programs. Next, *The Last of the Mohicans* . . . 39 programs. Later, other Leather Stocking Tales. Thrilling listening for children of all ages . . . for grown-up "children," too, who relive the stories of these familiar novels! *Destiny Trails* . . . sky-high in writing, acting and production . . . all the time-tested elements of a success program for a vast variety of sponsors. Judge for yourself! Write, phone, or wire for audition record today.



NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . . Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. . . . Sunset and Vine, Hollywood

**SPORTS
MUSIC
NEWS**

W ★ H ★ N

50,000 WATTS DIAL 1050

MINING
A FIXED ASSET
OF THE DENVER REGION

332
Dial 332
Denver
Market

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NOV 29, NO. 37

NEW YORK, N. Y., FRIDAY, NOVEMBER 24, 1944

TEN CENTS

Stations Doing Big Job

Counsel's Brief Explains Flamm Deal

Washington Bureau, RADIO DAILY
Washington—The first day of the public hearings on the much discussed sale of WMCA by Donald Flamm to Edward J. Noble was featured by the entering of a statement by Noble's counsel explaining the transaction and by the testimony of Gen. Edwin Watson, White House appointments secretary, that he has been asked to request recon- sideration by the FCC of its approval of the sale of the station to Noble.

from this testimony, most in- (Continued on Page 9)

Series Plugs Film WCAU, Philadelphia

Philadelphia—WCAU introduced a new idea in the merchandising of motion pictures on Nov. 21 by way of a 15-minute open forum broadcast (8:45 p.m.), the first of a series in connection with "The Masquerade" which will open on Dec. 2 in Philadelphia and 30 other towns in Pennsylvania, New Jersey and Delaware. The series will revolve about (Continued on Page 6)

W Plans Survey On NAB Proposal

New York—An effort to ascertain how the circulation plan will affect independent stations, WNEW, New York, has commissioned Dr. Paul Feld, director of Columbia University's office of radio research, to conduct a survey. WNEW announced (Continued on Page 6)

Talked Turkey

New York—A WAC, WAVE, SPAR, sailor, marine and merchant seaman guested on WCOP's Thanksgiving party program to "talk Turkey" about their far flung experiences last Thanksgiving Day. Gifts were delivered from Governor Leverett Saltonstall and Mayor Maurice J. Tobin. Discs were made of each participant to present to their families.

Bigger Quarters?

Washington — Appointment of Spencer Mitchell, WDAE, Tampa, and H. K. Carpenter of WHK, Cleveland, as a special sub-committee of the NAB news committee to work with the Washington Radio Correspondents Association was announced Wednesday. Major project of Mitchell and Carpenter will be to assist the WRCA in its efforts to obtain enlarged quarters for radio newsmen in the House and Senate galleries.

St. Louis Radio Group Discuss Programming

St. Louis—The Radio Council of St. Louis has been organized as part of a national movement for improving radio programs, with speakers at the council's first meeting criticizing daytime serials and urging refinement of newscasts.

Seventy-five representatives of the radio industry and civic and listener groups heard these speakers: Dorothy (Continued on Page 6)

Cigarette Shortage Hypos Spot Business

Majority of New York independent stations are being swamped with requests of the less popular cigarette brands to purchase time for spot announcements due to the shortage of the more popular brands that are (Continued on Page 7)

"Finders Keepers" Cast Fly To Kansas City Bond Rally

A plane load of NBC stars, led by Clarence L. Menser, vice-president in charge of programs, will descend on Kansas City, Monday, Nov. 27 to make their contribution to the nation-wide Sixth War Loan Drive at a gigantic bond rally in the Missouri metropolis.

In the flying cast will be Bob Sherry emcee; Julie Conway, singing

and Station WLAU, TOO! . . . If you want complete coverage of Northern New England. Advt.

Broadcasters Support Of 6th War Loan Gratifying To Treasury Heads; Campaigns Released

Royal Named Head NBC Television Dept.

John F. Royal was named vice-president in charge of television at NBC in an executive order issued Wednesday



JOHN F. ROYAL

by Frank E. Mullen, vice-president and general manager. Mr. Royal, who has been serving as vice-president in charge of international affairs of the network, will in the future devote all his time to the television expansion program of the network.

The appointment of Mr. Royal carries with it full responsibility for the video activities of the web.

Under the new order, Ray Kelly, manager, program production facilities; John T. Williams, business manager, television department; production directors Edward Sobol, Paul Alley, Ernest S. Colling and their staffs will report to Royal.

Wholehearted response to the Sixth War Loan Drive by stations throughout the country is indicated in the spot check of a representative group of outlets, picked at random for geographical location and size as to power. War Bond activities of these stations, is typical, according to the War Finance Division of the Treasury Department, which is receiving daily reports of such activity.

Below are listed 10 stations as a cross section with a condensed resume of their War Bond co-operation:

KVI, Tacoma, Washington, 5,000 Watts: This station is using all the Treasury Salutes, live announcements, jingles, Horace Heidt and Ascap recordings and is putting on two special programs each day for the duration of the Drive. One is a half-hour (Continued on Page 8)

Television Producers To Discuss Film Shows

Endeavoring to solve the problem concerning the role films will play in television the December 4th session of the Television Producers' Association will be devoted to that purpose, Harvey Marlowe, member of the Association, has announced.

John Flory, expert in the field of commercial motion pictures, will be on hand to discuss stock film and how it can be interwoven with live (Continued on Page 8)

Fifth Year

"Double or Nothing," Mutual network's veteran quiz program, now is in its fifth year. In its four years the show was the first to shift from cash prizes to War Bonds and was also the first to institute highlight tributes to the armed forces and salutes to outstanding war workers who had doubled their record in the production of war munitions and material.

Greater sales from WLAU. The Voice of Northern New England! Send for coverage map. Advt.



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

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FINANCIAL (Wednesday, Nov. 22)

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, NEW YORK CURB EXCHANGE, Hazeltine Corp., Nat. Union Radio.

20 YEARS AGO TODAY

(November 24, 1924) Operators on the Long Island Sound steamers spill nasty little dots and dashes all over the most popular musical programs. This is due to a fact little known to complaining radio fans... that their equipment is museum stuff, namely, crystal detectors.

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

Coming and Going

ROY PASSMAN, formerly CBS assistant director of program operations, is back in New York following completion of an overseas assignment for the OWI.

HARRY MAIZLISH, general manager of KFVB, Los Angeles, is in New York on business. He'll be here about 10 days.

WILLIAM COZZENS, program director of KLO, Ogden, Utah, conferred Wednesday at the headquarters of the Mutual network.

TED FIO RITO and the members of his band are at Fort Sill, Okla., where tonight they will broadcast as a feature of the Blue Network's "Spotlight Bands" series.

LOU LEVY, manager of the Andrews Sisters, off for the West Coast with a two-day stop-over scheduled for Chicago. In Hollywood he'll start the ball rolling on the girls' new show which opens on the Blue Network Dec. 31.

GENE KRUPA and the members of his orchestra are in Chicago for an engagement at the Panther Room of the Hotel Sherman.

DOLPHE MARTIN, producer of "Youth on Parade," CBS sustainer originating at WEEI, the network-owned station in Boston, was a visitor this week at the headquarters of the web.

SAMMY KAYE and band are completing an engagement at the Michigan Theater in Detroit and on Monday will open at the Chicago Theater in the Windy City.

LEO MAXWELL, Zenith distributor in the Oklahoma City area, is back at his offices following a trip to the Zenith plant in Chicago.

ELMORE B. LYFORD, of the NBC stations department, is on a business trip to Toronto, Buffalo and Montreal. He'll return Monday, Nov. 27.

BILL SLOCUM, JR., CBS director of special events, is back from Chicago, where he did a special broadcast of "World News Today" from the Navy Pier in the Windy City.

KATE SMITH and TED COLLINS leave late this week for Chicago, where they will participate in the war bond rally at Navy Pier.

BILL ROUSSEAU, McCann-Erickson producer, leaves early in December for the West Coast, where he will give the finishing touches to the agency's new "Saint" series which will debut on NBC in January.

GRACE MOORE, after much difficulty in making plane connections, is back in New York and will appear next Sunday as guest on the "Texaco Star Theater" program over CBS.

RALPH HOWARD, NBC correspondent with the Fifth Army in Italy, has returned to the States.

EDGAR L. BILL, president of WMBD, CBS affiliate in Peoria, and HUGH K. BOICE, JR., sales manager of the station, in New York this week on a short business trip.

VAL LAWRENCE, station manager of KROD, Columbia network outlet in El Paso, up from Texas to spend a few days in Gotham.

RUSS HODGES, sportscaster on WOL, Washington, D. C., and the Mutual network, leaves today for Columbus, Ohio, where tomorrow he will air another of his football broadcasts, this time the game to be played between Michigan and Ohio State University.



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 now use. First, you look at the station coverage. Then, you check the listeners. Then, you take the total 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 result per dollar spent than any other Baltimore station.



W-I-T-H IN BALTIMORE

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

SURE WE'RE PUFFING OUT OUR CHEST!



Wouldn't you, if you were as young as we are and already had the reputation for being one of America's most successful stations? How did we get that way? Well, with programs like LUNCHEON WITH HELEN and MUSIC A LA MOOD, for instance. We're pretty chesty about the way WPAT gives you the largest amount of productive time for the least amount of money, too. See our rate card, today, for this low cost story. See our postman, any day, for the story of programming that brings listener results!

Sell Your Clients WPAT... the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK

2000

RADIO DAILY

2000



WEAF
2nd YEAR

1st YEAR

*Nice going,
Adelaide!*

Take a well-deserved bow for the job you've done in your first year of broadcasting over WEAF.

You've made the name Adelaide Hawley stand for one of the best-known and most popular women commentators on the air . . . displayed a showmanship on your program every weekday that has won the admiration of the radio world in general and of WEAF in particular.

For we of WEAF who have seen you at work . . . watched your following grow . . . have an intimate acquaintance with your success. And we'll venture the prediction that this, your second year on WEAF, will result in even greater popu-

larity for your 9:30-9:45 a.m. program . . . even larger numbers of listeners among the men and women of the WEAF audience . . . even wider sponsor-demand for inclusion in your program.*

You're one more example—and a mighty good one—of what a top-notch job can be done with a top-notch program on a top-notch station. *Nice going, Adelaide!*

Set out. Prospective sponsors should keep in touch with NBC Spot Sales for future availabilities in the Adelaide Hawley program.

WEAF NEW YORK—NBC's Key Station
660 on your dial
 50,000 watts
 represented by NBC  Spot Sales



PROGRAM REVIEWS

JACK BERCH, SONGS

Kellogg's All-Bran
Kenyon & Eckhardt, Inc.
Blue-WJZ, 11:45-12 noon, Mon. thru Fri.
Featuring: Jack Berch
Instrumental Trio: Morton & Al Nevins and Artie Dunn.

The Jack Berch song show is one of those pleasant late morning programs that doesn't give you an opportunity to decide whether you're going to remain tuned in for its duration, or spin the dial to another number on the kilocycles. We believe it's the pacing that's largely responsible for the cheerfulness this program exudes.

In addition to the robust tenor, the flexible format has the "Three Suns," harmonizers on an accordion, guitar and an organ. The Suns performed "In a Persian Market," "Rosalie," and "Together" in a showmanlike manner. Berch sang "Cosi Cosa" in a good, swaggering style.

The musical commercial heard on this program is concisely composed, and the rhyming continuity of Kenneth Lynes provokes a chuckle. John Hines' producing and directing don't permit the timing to lag for a moment. Tom Shirley's announcerial chores are in good state.

"COMMENT AND ANALYSIS"

Sustaining

Featuring: Dr. Edward J. Byng
WEVD, Thurs. and Sat., 9:30-9:45 p.m.
Edward J. Byng, Ph.D., for many years general manager of the Continental European and Near Eastern division of the United Press, conducts one of the most vital and provocative news programs on the air today. He is concerned chiefly with analyzing current events as they concern and effect the post-war era.

Among some of the subjects he penetrates on his program are America's role in the post-war world, major post-war problems, permanent organization for the preservation of peace, the future of Germany and Japan, the coming structure of Europe, women and their effect upon the peace and the business man's place in the post-war world.

The program this department caught for review brought two problems to the horizon: juvenile delinquency and the treatment of Germany after the war. Dr. Byng's discussion of both were both interesting and stimulating. Incidentally, Dr. Byng also answers on his program various letters his listeners send in for discussion.

OFF-THE-AIR RECORDINGS
ANY DAY
ANY TIME
MIRACOUS TIC RECORDINGS
by
CARL FISCHER, Inc.
CI-7 2965
119 WEST 57th STREET, N. Y., N. Y.



Sunkist Sidelights!

● ● ● "Calling all hats." While on her way to lunch with Austin Sherman, AFRA representative Dema Harshberger, Hedda Hopper's manager, was stopped by a Hollywood policeman and his wife, who informed Dema they had seen "a Hopper hat" downtown and gave her the address of the millinery store. Hedda, of course, is known for her zany headgear. . . ● Jimmy Nolan, who sings at Earl Carroll's and is heard Friday nights on Tom Breneman's "Highlights," is an Irish lad, who all his life, wanted to become a priest. He even studied for the priesthood for several years, before finally realizing that singing was his forte. . . ● Biggest egg merchant around Hollywood Radio City is no less a personage than John Charles Thomas. He brings hen fruit from his Mandeville Canyon place every Sunday, and sells the eggs to conductor Victor Young, commentator John Nesbitt, announcer Gaye Whitman, producer Claire Olmstead and many of the musicians. . . ● Mrs. Frances Symons, president of KFPY, Spokane, Wash., accompanied by her mother, is vacationing in Hollywood.

Los Angeles

☆ ☆ ☆
● ● ● John Scott Trotter, maestro of Bing Crosby's "Music Hall" has become so completely sold on his new home in San Fernando Valley that he has persuaded his mother and father, Mr. and Mrs. John Scott Trotter, Sr., to join him permanently at "Marsdens Farm" in Northridge. They have sold the family home- stead in Charlotte, N. C., and have brought with them many of John Scott's prize antiques. . . ● Maxine Smith, Coast Boswell for the J. Walter Thompson Company, and Sybil Chism, organist on the Lum and Abner show and wife of Hal Bock, NBC's Western division Boswell, were girlhood friends in Decatur, Ill. . . ● M. Maxwell, president of Associated Broadcasting Co., Ltd., Montreal, who is here on business, encountered some "unusual" California weather during his first few days in Hollywood and was confined to his hotel by a cold. . . ● Following the war one of the major networks plans to operate its own flying service for its employes and will have one plane available in New York and one in Hollywood.

☆ ☆ ☆
● ● ● Gracie Fields, Monte Banks, Fred Brady, Myron Dutton, Lou Bring, Larry Shenfield, Buster Collier, Jack Stewart, Maury Folodars, Joe Alvin, Fred Beck and Michael Roy were among the guests at the party tossed by Don Searle, the Pacific Blue's head man, to launch the new Gracie Fields show. By the way, Writer Larry Marks and Announcer Michael Roy add a lot of "weight" to the Gracie Fields opus, Larry tipping the scales at 340 pounds and Michael at 285. Incidentally Larry Shenfield of the Doherty, Clifford and Shenfield agency, which represents the sponsor of the Fields show, is convinced Chicagooms are honest. While in the Windy City en route to Hollywood, he left his brief case, containing his papers and special instructions regarding the show, plus a watch for his son, James, an ensign in San Francisco awaiting shipment overseas—all behind in a taxicab. However, two days after his arrival in Hollywood he received by air express the missing articles, which had been found and forwarded by the cab company.

☆ ☆ ☆
● ● ● Frank Samuels, new Pacific Blue sales manager, arrived from San Francisco, and had to move into a hotel, being unable to find a house. So-o-o, he already is advertising over KECA, the Blue station, by taking spot announcements appealing for a house, apartment, or reasonable facsimile of same. . . ● After the final Scramby Amby broadcast in Hollywood Producer Howard Blake tossed a shindig for the entire cast at his new home in Nichols Canyon.

☆ ☆ ☆
—Remember Pearl Harbor—

SOUTHWEST

"THE Music Parade" is currently being aired from studios of WFAA, Dallas, under the sponsorship of the Employers Casualty Company. The show is being carried on the other stations in the Texas Quality Network also. Karl Lambert, in charge of the music, while vocalists posts are being held by Harold Brown, tenor, and Ruth N. ton, soprano.

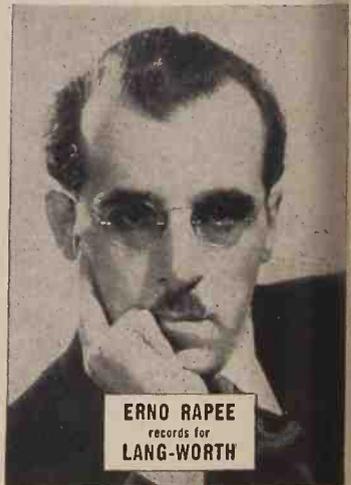
If the FCC grants the recent application of the Bowen Trailways Houston bus company, buses will be equipped with shortwave receivers, and bus terminals with two-way radio sets to maintain constant contact with the units of their fleet, to increase the safety factor. Stanley Musser, district superintendent, states that the Bowen Company was the first bus system to apply for such permit.

The WBAP Follies heard each Monday night from 10:30 to 11 p.m. from the studios of WBAP, Dallas, has been offered for sponsorship. Program has been on the air for the past six months and features Lay Beatty as The Farm Editor, comes with Hansom 'n Samson, black face team, and music by local hillbill artists.

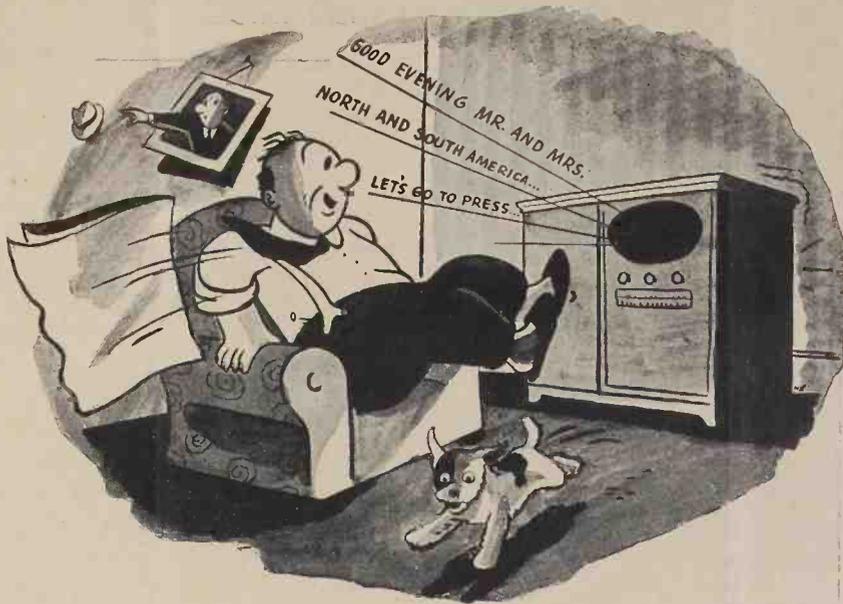
E. J. Roth, president and general manager of KONO in San Antonio has been named chairman of the radio program committee of the San Antonio Zionist District. The Zionist program "Palestine Speaks" debuted over the station last week.

CAB Enlarges Staff

The Co-operative Analysis Broadcasting has announced the addition of several new members of the staff as well as a list of new members accepted by the board of governors. New staff additions are Eileen Falconer and Elizabeth Sloan. The newly accepted members are: Aitkin Kynett Co.; Beech-Nut Packing Company; Bruce B. Brewer & Co.; Buchanan & Co.; Ivery & Ellington Inc. and Look, Inc.



ERNO RAPEE
records for
LANG-WORTH



The Case of

Walter (National Institution) Winchell

[IT PROVES A POINT THAT STATISTICIANS CAN ARGUE ABOUT FROM HERE TO BREAKFAST]

THE newest Hooper report lists no "first 15" for the period ending November 15: it seems there was an election.

However, Mr. Hooper lists as the "first 4" in his preceding report:

Bob Hope (NBC)	25.8
Fibber McGee and Molly (NBC)	25.6
Walter Winchell (Blue)	25.3
Lux Radio Theatre (CBS)	23.1

Some folks whose interests don't lie in promoting the Blue Network have been known to suggest that Mr. Winchell is a radio "freak." His consistent appearance near the top of the heap is rumored to be the result of a combination of circumstances likely to happen about as frequently as the blooming of a century plant.

All of that, Gentlemen, is just smoke in your eyes.

The truth of the matter is that Walter Winchell proves a very potent point for the Blue Network.

The point can't readily be disputed.

The point is that in the major markets of the nation, where radio competition is keenest, Walter Winchell proves *the Blue can do as well as any network.*

Research men, reach for your coverage maps! Physicists, snatch pencils and start to calculate! Geographically-minded salesmen, cook up things about topography! But bear in mind that no matter what you "prove," *there sit the listeners to the Blue* on Sunday at 9 PM—5½-million families of 'em.

Now look at *these* figures from the last CAB report. This covers 81 towns of 50,000 and over—a mighty big chunk of the U. S. market.

Bob Hope (NBC)	23.5
Fibber McGee and Molly (NBC)	22.3
Walter Winchell (Blue)	19.7
Charlie McCarthy (NBC)	18.9
Joan Davis—Jack Haley (NBC)	18.2
Lux Radio Theatre (CBS)	17.6

You know what that means? It means that almost as many folks are gathered around radios in these 81 towns listening to a Blue Program as listen to NBC's best. *More* than listen to CBS's best. These are *listeners. People.* People who *buy* things. Not statistics, not topographical aberrations, not electronic phenomena—but *people.* More than you can reach by *any* means but radio, and as *many* as any radio network can reach in these vital markets.

Well, it proves again that the Blue can do it. The facilities are there. In the last analysis the only thing that divides the major market audiences of the three top networks is the twist of the dial. That means programs. So—GIVE US THE SHOWS. WE HAVE THE FACILITIES TO DELIVER YOU THE LISTENERS—FOR LESS MONEY. WE DO IT WITH WALTER WINCHELL. WE DO IT WITH DREW PEARSON (IN SPITE OF YOU-KNOW-WHAT). WE DO IT EVERY WEEK-DAY MORNING.

See what we mean?

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G C O M P A N Y , I N C .

WNEW Plans Survey On NAB Proposal

(Continued from Page 1)

its plan with the following: "Believing that the NAB circulation plan holds special problems for independent stations, station WNEW is making a study of the plan in New York City.

"The survey is being conducted in consultation with Dr. Paul Lazarsfeld, director of Columbia University's office of radio research. The findings will be submitted to the NAB research committee. The WNEW survey seeks to find out whether the ballot plan of the NAB gets an exhaustive picture of station listening in the metropolitan area where there are a great many stations, and foreign language groups and low educated groups may have difficulty in remembering call letters and in answering written questionnaires."

Forum Series Plugs Film Over WCAU, Philadelphia

(Continued from Page 1)

the theme of "The Master Race," what to do with Germany after the war.

The initial forum group, The Fellowship Commission of Philadelphia, was headed by Richard W. Slocum general manager of the Philadelphia "Evening Bulletin."

Representatives of the Philadelphia Jewish Community Relations Council, the International Institute and the National Association for the Advancement of Colored People, groups already lined up to follow on subsequent programs.

A summary of the six forums will be broadcast by WCAU commentators Besse Howard, Katherine Clark and Carroll Alcott.

Gets Bendix Post

Leonard C. Truesdell, former sales manager of Crosley's radio and appliance division, has been appointed to the post of general sales manager of the line of home radios that Bendix plans to manufacture as soon as war-time restrictions are lifted, according to a recent announcement by William P. Hilliard, Bendix' general manager.

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.

★ AGENCY NEWSCAST ★

DOROTHY CARLSON, formerly of William H. Weintraub & Co., Inc. and the Biow Company, has joined Sterling Advertising Agency, Inc., as assistant radio director. Appointment was announced by Berne W. Wilkins, director of radio of the agency.

CLIFTON LUBKERT, recently medically discharged from the Army, has returned to the producing staff of McCann-Erickson, Inc., a position he held prior to his induction into the service for approximately 10 years.

RICHARD H. ROFFMAN has joined David E. Green Associates as an account executive. He will assume charge of the "new business" department in addition to other duties. A member of the editorial and promotion staffs of the New York "Journal-American" for ten years, Roffman has been most recently director of promotion and public relations and radio of Hillman Periodicals, magazine publishers. During the recent political contest he supervised the foreign language press and radio, and general motion picture phases of U. S. Senator Robert F. Wagner's successful campaign for re-election.

LEWIS-HOWE CO. of St. Louis, Mo. has announced the appointment of the Olian Advertising Co. for "Nature's Remedy." The agency was recently appointed to handle radio spot announcements for "Tums" in test markets.

ADVERTISING AND SELLING COURSE CLASS of the Advertising Club of New York, has elected the following officers: president, William T. Thrush Jr., Green & Low Paper Company; vice-president, Sally Warren, Fawcett Publications, and secretary-treasurer, Gladys K. Stewart, Leam Publication Corp.

CURT FREIBERGER & CO., advertising and sales counsel, the Cooper Building, Denver, Colo., moved Nov. 1 to new and larger quarters at the same address.

J. WALTER GOLDSTEIN, publicity director of Stix, Baer & Fuller and an executive of that organization for 17 years, has joined the Olian Advertising Company, St. Louis, as a vice-president. He will assume active duties January 1. Mr. Goldstein is chairman of the publicity group of the AMC and a director of the sales promotion division of the National Retail Drygoods Association. . . . James W. Blair formerly art director of Stix, Baer & Fuller has joined the Olian Advertising Company as fashion art director.

JOSEPH C. MEEHAN, former associate editor of Distribution Newsletter with Magazines of Industry, Inc., has joined the public relations department of Geyer, Cornell & Newell. Meehan was also assistant account executive with BBD&O.

POST & LESTER COMPANY of Hartford has just been appointed by William H. Kelley, general sales manager of the Galvin Manufacturing Corporation, Chicago, as distributor for Motorola Radios in the Connecticut territory.

PRESTO RECORDING CORPORATION, manufacturers of instantaneous sound recording equipment and discs, have appointed the M. H. Hackett Company to handle their advertising.

MID - CONTINENT AIRLINES, Kansas City, Mo., has named Good-kind, Joice and Morgan to handle its advertising effective December 1, according to an announcement by J. W. Miller, president. Charles O. Puffer, will be the account executive.

GEORGE W. CROWELL, a well-known figure in midwest radio sales circles, has been named Chicago sales representative of the radio division of the Stromberg-Carlson Company, it has been announced by Clifford J. Hunt, sales manager radio division, for the Rochester, N. Y. communications manufacturer.

SIDNEY SENZER, has joined Foote, Cone & Belding, as copy director in the New York office. For 14 years he was associated with Newell-Em-

St. Louis Radio Group Discuss Programming

(Continued from Page 1)

Lewis, coordinator of listener activity for the National Association of Broadcasters; Judith Waller, NAB Chicago; Frances Wilder, CBS, New York; Dr. Harrison Summers, E. Network N. Y.; and George M. Burbach, manager of the St. Louis "Dispatch" station, KSD.

Mrs. Lewis said that daytime series "are altogether too melodramatic, trite, and will be among subjects to be studied by the nation's radio councils."

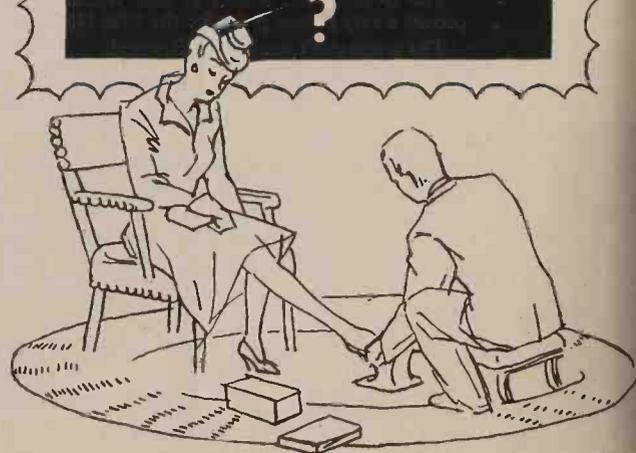
Burbach criticized interruption of news by "middle" commercials, said newscasts should be sponsored only by the most reputable advertisers. Commentators should be tirely free, Burbach said, adding that straight news should be free of opinion or advertiser influence.

In some cases, he said, broadcasts have been over-influenced by income involved. "It is an experience that newspapers and other media have gone through," Burbach said, "but the radio industry should learn by that experience."

mett Company as copy group head and account executive. He was last associated with Pedlar & Ryan, in executive capacity in copy creation and copy testing.

**HOME TOWN
BOYS
MAKE GOOD
AND HOW**

?



Yankee Asks Tele CP; Power Activity By FCC

Washington Bureau, RADIO DAILY
 Washington—The FCC on Wednesday received applications for two commercial television stations in the AM local.
 The applications came from the National Network, for Providence, R.I. The Yankee operates WEAN, and the Detroit "Evening News," now operates WWJ in that city. The AM station is the Erie "Times," which would operate on 50 watts on 1,490 kilocycles.

Cigarette Shortage Hypos Spot Business

(Continued from Page 1)
 sent overseas to the service and women.
 The only cigarette name making headway in the spot-announcement field is "Rameses." Among the stations carrying this name's commercials are: WOR, WINS, WNY and WMCA. The four major spokesmen disclose that they have not been reached for time. One spokesman said that he "doubts very much for the lesser known brands to ford the tariff on a network." He added that the current of these "up-and-coming" are good enough to warrant operations in the perhaps distant future.
 Independent stations spokesmen confirm the fact that their present schedules are "jammed" or "too damn tight" to sell time to some of the spots even if they wanted to conduct campaigns on a co-operative basis which certainly points up the seriousness of the situation."
 Wines contract with WNEW becomes effective Sept. 27 and expires Oct. 1. Contract calls for four 15-second ETs per week. The brand's contract became effective Sept. 1 and expires Dec. 31, with 15-second ETs aired five times weekly. Wines has this brand's heaviest schedule: Oct. 29 to Dec. 3, one live announcement aired each week; Oct. 9 to Jan. 6, 1945, 15-minute ETs announced at 6 p.m., Mon. through Sat.; Oct. 9 to Jan. 6, 15-second ETs announced each day, Mon. through Sat. WMCA schedule reveals six 15-second spots per week for 13 weeks, effective Oct. 2.

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

ADVERTISERS! AGENCYMEN!

ARTISTS! EVERYBODY!*

ENTER

WOR'S GREAT 6th WAR LOAN TREASURY HUNT

STARRING MESSRS.

HILLEGAS & CLYMER



PRIZES

- 1st: A \$1,000 WAR BOND**
- 2nd: A \$500 WAR BOND**
- ... AND TEN PRIZES OF \$50 WAR BONDS**

NOTE: The starting gun goes off December 4th at precisely 7:30 AM. So write now, today, for your list of rules. Address Treasury Hunt, WOR, 1440 Broadway, New York 18. PE 6-8600.

* Except WOR artists, staff members and their families, of course.

Cast Goes By Plane To K. C. Bond Rally

(Continued from Page 1)

be Nan Merriman and Bob Merrill, NBC concert singers, and Jesse Block and Eve Sully, famed comedy team who have just returned to the United States from a six-months' USO tour abroad.

A full schedule of appearances has been arranged for the aerial entertainment troupe. The Music Hall of the vast Kansas City Auditorium, with a seating capacity of 13,000, will be the setting for the regular morning broadcast of "Finders Keepers" on Tuesday (Nov. 28, 10:30 a.m., EWT) when Kansas City folk will play the novelty and mirth-provoking game through purchases of war bonds.

Menser will be principal speaker at a luncheon meeting of the Kansas City Chamber of Commerce on Tuesday, when a war bond auction will be staged by the "Finders Keepers" cast, and local War Loan Drive officials will greet the New Yorkers at a party at station WDAF that afternoon, with Dean Fitzer, managing director of the station, as host.

Festivities will be climaxed Tuesday evening with another rally in the Auditorium at 8:30, with admissions by bond, when an extended "Finders Keepers" show will be put on, with individual members of the cast in "spot" acts, followed by a concert featuring Nan Merriman, mezzo-soprano; Bob Merrill, baritone, and the chorus of the Broadway production, "Winged Victory," now appearing in Kansas City.

On Wednesday morning the troupe will fly to the Sedalia Army Air Base, at Knobnoster, Mo., where "Finders Keepers" will be aired at its regular time for Army trainees.

Hawk On "Behind The Scenes"

Guesting on CBS' newly inaugurated "Behind the Scenes at CBS" Tuesday November 28 at 10:45 p.m. will be quizmaster Bob Hawk, who will tell how it feels to give thousands of cigarettes away weekly on his "Thanks to the Yanks" program. Douglas Edwards is host, Harry Clark announces, and the show is directed and produced by Robert Lewis Shayon.

Chicago's

ONLY

24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

Treas. Reports Show Radio Does Great Bond-Drive Job

(Continued from Page 1)

spot at 5 p.m. and the other is a 15-minute show beginning at 1:30 and slanted toward the women listeners. They also have planned several special events during the Drive.

KGHF, Pueblo, Colorado, 500 Watts: This station has no special events scheduled yet but are carrying all network shows. They are using all of the Treasury's live announcements, transcriptions, and jingles. They have persuaded their advertisers to carry War Bond plugs on their shows.

100 Watter Reports

KVSF, Santa Fe, New Mexico 100 Watts: This station is running eight spots daily in addition to two half-hour live shows during the Sixth War Loan Drive. One of these half-hour programs will be in the morning for the benefit of women listeners. The other one will be at 9:30 p.m. During the night show the local station will take subscriptions over the telephone for War Bonds.

WAPI, Birmingham, Alabama, 5000 Watts: WAPI opened the War Bond Drive with a half-hour state-wide hook-up Monday morning from 11:30 to 12:00. Special programs will be heard throughout the Drive from the Northington General Hospital. This station is making good use of the one-minute spot announcements and has scheduled the Treasury Salutes for 8:15 in the morning. The Ascap and Horace Heidt shows will be played during the evening.

Florida Station's Coverage

WQAM, Miami, Florida, 5,000 Watts: This station has two programs daily devoted to the promotion of the sale of War Bonds. One is a sports program from 6:30 to 6:45 p.m.; the other program is the recordings sent from the Treasury. On the sports program the sports announcer will take orders for Bonds and during the Fifth War Loan Drive sold \$250,000 worth of Bonds in this manner. They are making good use of the Bond Briefs, 15-minute shows, Ascap, and Horace Heidt. They have another program devoted to the Bond Drive each Sunday. It is the "Uncle Mac" program. Children who wish to see this show are admitted to the studio by purchasing a Bond.

Use Treasury Salute

WTIC, Hartford Connecticut, 50,000 Watts: WTIC opened the Sixth War Loan Drive Sunday night with a speech by the Conn. War Finance Committee Director. During the remainder of the Drive this station will put on at least one 15-minute show daily—either a Treasury Salute, Horace Heidt, or Ascap recording. They are also using the live announcements. On NBC day this station is making a special pick-up at United Aircraft Plants. Not one of the Treasury Salutes was sold to a sponsor.

WGBF, Evansville, Indiana, 1,000 Watts night, 5,000 Watts day: This station is using the Treasury Salutes, Horace Heidt, Ascap, the jingles and

live announcements. One 15-minute recorded program is played each day and sometimes two. Plans are in the making for special broadcasts from Evansville defense plants—shipyards and aircraft factories. A joint program involving all Evansville's clubs and veterans organizations will be played over a period of three to four days. All the Treasury recordings are on sustaining time.

WWDC, Washington, D. C., 250 Watts: WWDC is using all transcriptions, station breaks and carried the entire program from Constitution Hall from 9:30 to midnight Monday night. Each Thursday WWDC will present a special program from Walter Reed General Hospital from 7:30 to 7:45 and a special 25-minute school program has been scheduled. More special shows will be arranged as the Drive progresses.

KERN, Bakersfield, Calif., 1,000 Watts: KERN is using all Treasury transcriptions and any other special events the local Committee suggests. This station has made all station facilities available for the use of the State War Finance Committee.

WDAY, Fargo, North Dakota, 5,000 Watts: This station is using all transcriptions ordered from the Treasury and are participating 100 per cent in

Television Producer To Discuss Film Show

(Continued from Page 1)

action to overcome the static situation of the average television. Marlowe said, Vernon Lewis, motion picture producer will be the current trend toward trans spots and explain the role of commercial on film will play in television. Lewis will use films to fill his talk.

Also on the agenda will be Baird, internationally known painter, who will give a demonstration of his art. Special and novel will complete the open forum production by Bud Gamble.

The meeting will take place in the auditorium of the Hotel Des Arts at 1 West 67th Street, at 7:30 p.m. which radio and tele producers, directors of the advertising agencies and staff members are invited. ATS and PTC will also be represented at the gathering. TPA is planning a series of studio lectures which deal with all phases of television. Open-forum discussions will also be incorporated.

NBC Day for the Sixth War Loan Drive. During the first week sponsors of 12 newscasts are relinquishing their time to the War Loan Drive. Toward the end of the campaign WDAY plans several special events.

FREE

Scripts - Contests - Booklets

TO

Women's Radio Programs

on an

EXCLUSIVE BASIS

If Your Program Is Not Now Receiving This Service

Write, Wire or Phone for Details

FEATURE BUREAU

NEWSWEEK BLDG., 152 WEST 42nd ST.

NEW YORK 18, N. Y.

Wisconsin 7-9715

Noble Counsel Files Brief With Lea; Outlines Details Of Deal With Flamm

Ascap Rejects Move For 59th St. Quarters

(Continued from Page 1)

attached to that of Donald S. Geyer, former WMCA vice-president with Geyer, Cornell & Newell, consulting agency, and Leslie E. Noble, erstwhile WMCA public relations counsel. These two admitted for a period of a year they had been trying to find someone to buy control of the station, but after consulting Flamm about it, they decided to go ahead with the deal as stated by them, however, that Flamm had shown his interest in selling the station at a bottom price of \$1,200,000. Flamm's Wood counsel for Noble, in the following statement in court as the hearing got under way:

"Approved by FCC"

Noble purchased radio station WMCA from Mr. Donald Flamm in August, 1940, for the sum of \$850,000. The transfer of the license was approved for by Mr. Flamm and was approved by the Federal Communications Commission after full and careful consideration. But after the consent was signed and the consent of the FCC obtained, Mr. Flamm changed his mind and tried to avoid the deal through with his contract. He found he could not do this without liability for damages, he transferred the station to Mr. Flamm in January 1941. From that time on, Mr. Flamm has indulged in a continuous smear campaign of baseless rumors, threats and charges against my client, finally leading to a civil suit against Mr. Flamm in the New York County Court in August, 1943.

Protested Last Year

In February, I protested the continuation of hearings regarding the sale of station WMCA because Mr. Flamm was involved in this litigation. In accordance with the protest your committee requested that you postpone any hearings relating to this matter until the court has had a reasonable time to dispose of the suit. It appears that trial of the case will be had for several weeks, if not several months. This is due to the delay of Mr. Noble, but due to the delay of the plaintiff, Mr. Flamm, who he started this litigation in

August, 1943 and issue was joined in September, 1943 failed to put the case on the trial calendar until August of this year. In the meantime, he has twice amended his complaint in the action so that the present complaint is the third which he has served.

Gives Reasons for Objecting

"My protest last February was based on the fact that this entire matter is essentially a private dispute and is the subject of a pending law suit in the New York Supreme Court, which has complete jurisdiction and is able to do complete justice between the parties. I protested then against Mr. Flamm's attempted use of hearings before your committee as a fishing expedition and particularly as a means of obtaining disclosure of our defense in that action.

"I again renew that protest and respectfully urge that the subject warrants no further investigation, but if your committee feels otherwise any further hearings should in fairness to my client be conducted in executive sessions with Mr. Flamm and his attorneys excluded so that they cannot gain any advantage therefrom in their private litigation. Only in this way can your committee avoid interference with the litigation which was commenced not by my client, but by Mr. Flamm, and only in this way can your committee avoid the misuse of its powers and position.

Will Make Facts Public

"Please do not misunderstand. Mr. Noble is perfectly willing that all facts concerning Mr. Flamm's charges be made public, but we do object to their being made public at a time when Mr. Flamm is most anxious to obtain information concerning the answers to those charges which we propose to present in court.

"Because of these facts I again request that your committee close these proceedings to all except committee members and particularly to Mr. Flamm and his attorneys, with the stipulation that on the day this case is decided in court, your committee will make public the testimony of all witnesses here.

"I recognize the obligation of the

committee to the House and public to see that all facts concerning its investigations are made public. I submit however, that the public interest can be fully served by executive sessions at this time—without prejudice meanwhile to private rights involved in pending litigation."

General Watson Testifies

General Watson, White House appointments secretary and close Presidential deputy, told the Lea committee, that he had been visited in late December, 1940, by Irwin Steingut, New York legislator and urged to request reconsideration by the FCC of its approval for the sale of WMCA to Noble. General Watson said he had called James Lawrence Fly, then chairman of the FCC, found him out of town and then gave his message to Norman Case, who was acting as chairman.

Other witnesses included Harry S. Cushing and Warren Snow, of the E. H. Rollins investment banking house who told of their part in the transaction, which ended with Noble's declaration of interest in the station. Noble told them he'd prefer to handle the negotiations himself because he thought Wall Streeters are "softies"

The Ascap directorate, meeting Wednesday night, rejected the suggestion to lease the former Anderson Art Galleries building at 59th Street and Park Avenue as its new quarters following termination of the lease of its present premises in Radio City. The latter does not expire until late in 1945.

No other plans concerning a change in address have been proposed.

and a "real businessman like myself" could do better, it was said.

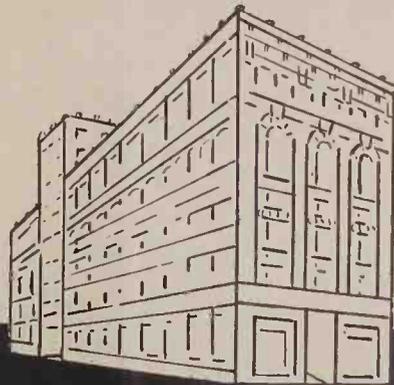
Cushing denied knowledge of alleged attempts by the Brooklyn Eagle Co., Elliott Roosevelt and Mrs. Dorothy Backer, publisher of the New York "Post," to purchase the station—all at prices better than that paid by Noble. The firm did receive a Commission check for five per cent or \$42,500.

Blue Executives Present

Also heard was Chester J. La Roche, Blue Network vice-chairman and former head of Young & Rubicam, a long-time friend of Noble and Shaw.

In the hearing room were Noble, White House Adviser David K. Niles and Attorneys William Dempsey and William Koplovitz, all of whom will be called in future sessions.

Next committee session will be held today.



**HOME TOWN
BOYS
MAKE GOOD
AND HOW**



WMAZ means
... a strong, clear
Signal sent to an
area where nearly
8,000,000 pros-
perous people live
— and LISTEN!

PHILADELPHIA
5000 WATTS
DIAL 610

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

Philco Production Shows 52% Increase

A 52 per cent increase in shipments of radar, other electronic equipment and war material for the first nine months of 1944 as compared with the same period last year was reported Tuesday by John Ballantyne, president of the Philco Corporation.

Net income of Philco Corporation in the first nine months of 1944 totaled \$2,898,425, or \$2.11 per share, after estimated Federal and State income and excess profits taxes and after provision for adjustment and renegotiation of war contracts, Mr. Ballantyne said. These earnings compare with \$2,445,034 or \$1.78 per share in the corresponding period a year ago.

In the third quarter of 1944, net income amounted to \$990,715 or 72 cents per share, as against \$918,752 or 67 cents per share last year.

WCAU Sells Philly Bldg.; Planning Post-war Structure

Philadelphia—WCAU Broadcasting Company announced recently that its nine story building at 1622 Chestnut Street, the first building in the country designed exclusively for radio

WCAU will continue to occupy the building under a long term lease with the new owners until about 18 months after the war when a new WCAU building will be erected. About a year ago, WCAU decided that the present quarters will be inadequate for post-war television and frequency modulation. Accordingly the company bought the Perry Building.

WCAU television engineers are now studying that location as a possible site for the post-war operation which will require about 150,000 square feet of space and a 20-story building to provide the height for television in addition to the regular broadcasting studios.

Get Musical Awards

Washington Bureau, RADIO DAILY

Washington—The first Western Hemisphere string quartet competition sponsored by the Washington Chamber Music Guild in co-operation with RCA Victor has announced the two winners: Robert Doellner, teacher at the Hartford School of Music; M. Camarga Guarnieri, a young Brazilian composer and musician. The prize was \$1,000 each, donated by the RCA Victor Division of the RCA.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

WOMEN IN RADIO

By MILDRED O'NEILL

TO EVERYONE in the industry the news of Boake Carter's death was a shock, but to one of radio's pioneer women it must have brought a deeply sad feeling. We are speaking of Mabel Love, currently conducting daily broadcasts over WDAS for the Philadelphia "Daily News." Mrs. Love has always considered Boake Carter "her bona fide discovery." The story goes back to the early 1920's when as woman's page editor and columnist for this same paper, she was running its broadcasts. Carter was a rewrite man. One day he dropped by her desk and asked "how does one get on the radio?" Her advice guided him and her encouragement kept him heartened in spite of turn-down due to his manner of speaking. Long before he caught on, Mabel Love thought he was a "wonderful guy." But Carter was only one of many to whom Mabel Love gave encouragement and assistance on the hard road to success.

★ ★ ★

Her own radio story goes back to 1922 when as the mother of two children she started giving weekly talks over WDAS, Philadelphia, on the care of babies. In a short time the station hired her. So popular were her broadcasts that the Philadelphia "Record" printed her scripts as a column twice a week, paying regular rates for it. While connected with WDAS, she interested John B. Kennedy, then of Collier's, in permitting the station to broadcast articles from the magazine, thus becoming the first person to put a magazine on the air. In 1926 she went with the Philadelphia "Daily News" as woman's page editor and columnist and put on regular broadcasts for the paper. Under her direction, the "Daily News" was the first paper in America to broadcast dramatized news and feature stories. It was in the early part of that ten-year period with the "News" that Boake Carter came to her for advice. During her years in radio Mabel Love has brought to the microphone for the first time many artists who are today's celebrities—among them, Lynn Murray, Ralph Kirbey, The Three Smoothies, Nelson Eddy, and Preston Foster. Now, after an absence of five years, Mrs. Love has returned to her alma mater and on December 4th moves over to WPEN, over which she had become the first woman broadcaster in Philadelphia.

★ ★ ★

Interesting incidents and people who do unusual things are the subjects of a diverting daily broadcast of stories over the CBC's CBL station by one of Canada's youngest commentators. Her name is Joan Baird. If she weren't a most retiring young lady, the story of her own short (as yet) but eventful life would make good telling. However, only we at this safe distance dare to tell of the midnight oil she burns, writing and rehearsing her programs, in an attic—albeit a homey one at her parents' residence in Toronto . . . of the time she was taken to the police station at the tender age of seven . . . of the narrow escape which involved a tattooed man . . . of the time she dropped her script in the middle of her first CBC audition. However, she got the job and has been going strong ever since. From ten years on, Joan has been active in amateur theatricals, and all through the years at Branksome Hall and Toronto University this had been her major interest. Exactly how it all led to radio, she isn't sure; but anyway, she's found what she likes best.

★ ★ ★

If the Nazis try to plant a voice "double" for Hitler on any radio broadcast, they won't get away with it, claims Charlotte Huber, NBC monitor. She insists she would spot the deception at once. This startling statement was made during a discussion in the NBC newsroom on the whereabouts of Schickelgruber. Someone said if he were dead they might try to use a double; to which Charlotte demurred: "I've listened to that voice for years," said she, "and it's the easiest of all to spot on the air. He has a trick of speaking with a breathing-panting effect that tends to spit out the words. It would be impossible to fool a trained listener."

★ ★ ★

Seek American Aid On Mexico Radio

Mexico City Bureau, RADIO DAILY
Mexico City—American and Mexican broadcasting companies are invited to cooperate in a joint designed to popularize Mexican customs throughout the sphere, it is revealed by Francisco Duran, Chihuahua radio magnate and sponsor of the plan.

Promises of support from Pr Avila Camacho, Minister of Foreign Relations Ezequiel Padilla, and Vazquez, Mexico's Coordinator of Post-war Affairs, crown four months of effort on Duran's part for official backing for the scheme.

Thirty Mexican stations so close to the American border agreed to get the campaign on the way by broadcasting recordings which, according to Duran, bring neighbor republics "the good-will message we can send—our musical riches."

Elaboration of the program will be entrusted to a "special organization," probably under government supervision, which will employ necessary artists and technicians.

Collaboration of the Office of the Coordinator of Inter-American Affairs and of various American works will be sought by during the course of a forthcoming visit to the United States. Hollywood reporters in this capital Southern Music has already offered the services of its 400 affiliate stations to air the Mexican recordings.

It is believed that the program costs will be at least partially financed by subsidies from the Mexican Ministries of the Interior and Education and the National Post-Planning Commission.

New WLIB Staff Members

New additions to the staff of WLIB include Dorothea Beckman, former post of assistant program director and Fletcher Coates as acting editor. Miss Beckman comes to WLIB from WQXR where she has had publicity, and from the OWL, where for the past two years she has been a member of the radio bureau. Coates was formerly news editor for CHLX, Halifax, Canada, and was associated with the Halifax "Herald" and "Mail."

Scoop!

GENE KRUPA

(IN PERSON)

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

W-I-N-D

CHICAGO

560 Kc. 5000 WATT

COAST-TO-COAST

— NEW YORK —

NEW YORK—Dick Gilbert, WHN's disc-jockey, will spin his platter on his Tuesday, November 28 broadcast. The National Orchestral Association, Leon King conducting, and Joseph Shussekello soloist, will be heard in concert from Carnegie Hall on Monday, November 27, over WNYC, beginning at 8:45 p.m. . . . The regular 15 p.m. broadcast of WHN news with William S. Gallmor will continue from WKNY, Kingston, on Monday, November 30. . . . George . . . the news commentator who . . . the tragedy of Pearl Harbor . . . months before it happened, and . . . that "D-Day" had to be . . . has inaugurated a new series of broadcasts over WHN on Tuesdays and Fridays at 10 p.m. He will continue his WEVD analyses on Sunday at 9:30.

— CALIFORNIA —

FRANCISCO—Two new additions to the GO-Blue news staff are Nick Allen and Bob Levin. Allen comes to the station with wide newspaper background. . . . After considerable newspaper experience was inducted into the Army and participated in the invasion of Attu. Due to injuries sustained in the invasion, for which he was decorated, he was discharged, and subsequently joined the staff.

— NORTH CAROLINA —

ROLOTTE—"Pa" Johnson, head of WBT's "Ma Johnson Family," died with an accident while "coon hunting" in South Carolina last week. . . . Climbing down from a tree his leg was pierced by a sharp branch, . . . was rushed to a doctor, where it was discovered that infection had set in and only time would tell if serious damage had been done to the eyeball.

— OHIO —

COLUMBUS—Madame Dorothy Zaconick, well-known troupe of marionettes, was interviewed on WHIO this week. . . . She is being displayed in a downtown department store in a pageant for the "Christmas Fantasy."

— NEBRASKA —

OMAHA—A special arrangement of "Our Lord's Prayer," composed by director Leo Kopp, and performed by the orchestra and chorus, was dedicated to three-year-old Forbush (Abbins) Hoffman of Cheyenne, who was celebrating Christmas early because he is not expected to be born until December 25. The program was aired over the Mutual network Sunday. The annual meeting of the Radio Council in the Omaha Convention Center was held this week with William

PICTURE OF THE WEEK



Photographic proof that staging War Bond rallies has pleasant compensations was furnished by WPAT, Paterson, this week. Here's Ted Webbe, station program director, discussing program plans with the Society of Models, Inc.

Morgan, director of speech and radio at the University of Nebraska talking on "Radio in Education." KOWH is staging a series of programs to stimulate the Sixth War Loan Drive locally.

— VIRGINIA —

RICHMOND—Citations for meritorious service in the war effort were recently received by two WRVA staff members. Irving G. Abeloff, program service manager and Barron Howard, business manager, were commended for their services at a regular retreat ceremony at Camp Lee, Virginia.

SEND BIRTHDAY GREETINGS TO

November 24

- | | |
|----------------|----------------|
| Harry Barris | Eileen Barton |
| Guy Bonham | Joan Brooks |
| Lynn Creindel | Willard Farnum |
| Art Fulton | Vee Lawnhurst |
| Don McLaughlin | Alice Remsen |
| Irene Wicker | Lois Zarley |

November 25

- | | |
|--------------------|----------------|
| Charles F. Coe | Miriam Joffe |
| Edwin S. Leipzig | George Cushing |
| Kate McComb | Rex Maupin |
| Will Osborne | Edwin Wallis |
| Mrs. Paul Whiteman | |

November 26

- | | |
|-------------------|----------------|
| Henry Levine | Igor Gorin |
| Charles Radcliffe | Michael Loring |
| David Stone | Frank Simon |
| Charles Otto Ward | |

COAST-TO-COAST

— CONNECTICUT —

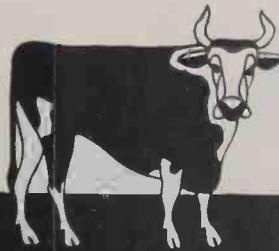
HARTFORD—Theresa Stebbins has been appointed head of the transcription department at WDRG, according to an announcement by Walter Haase, program manager. . . . NEW HAVEN—The staff of WELI-Blue welcomed the new general manager of the station, Richard W. Davis, to the city at a dinner at the Hotel Taft early this week. Davis was introduced to the staff by William A. Ripley, executive vice-president of WELI, and assistant to Col. Harry C. Wilder of Syracuse, who recently acquired the station.

— PENNSYLVANIA —

PHILADELPHIA—Roger W. Clipp, president of WFIL, is again serving as vice-chairman, public relations, of the war finance committee of Philadelphia for the Sixth War Loan. Jack Steck, WFIL public relations director, also repeats his role as director of promotional activities for the War Finance Committee. . . . Ernest H. Gager, chief engineer of Westinghouse-owned KYW, died last Sunday in a Philadelphia hospital of a heart ailment after an illness of six weeks.

— NEW JERSEY —

NEWARK—Latest addition to the announcing staff at WAAT is Bill Sherman, formerly with WLAW, Lawrence, Mass. and WEEI, Boston. Besides announcing, Sherman was head of the publicity department at WLAW. He is a member of the early morning shift at WAAT.



HOME TOWN BOYS MAKE GOOD AND HOW



OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO
DOGWOOD RECORDING CO.
SALLE ST., CHICAGO 1, CENTRAL 5275

★ PROMOTION ★

Today

CBC has produced an informative promotion piece describing effectively how its network aims at the farm sectors. The two-page glossy is produced in bright red and white, and carries the theme, "Building Communities For the World of Today." It is one of the few brochures that discusses its interests in terms of today—and not tomorrow.

Service

WHN's new promotion piece is a timely opus glamorously dedicated to the men in the service. Theme colors are in red, white and blue, and the forty-odd pages tell a pictorial story of servicemen at the fronts and the men in the service at WHN. This department will simply sum up the brochure as being colorful and provocative.

Press Manual

The "Something For the Girls" press manual is something for the book. It's a compact item containing direct stories about who's who on the transcribed programs. It also has mats of the popular stars. In addition to the foregoing, an announcer's instruction sheet completes the bill.

Movie Trailer Plug

A tie-in between WJZ-Blue and Skouras Theaters has just been completed wherein the theaters will run a 100-foot trailer promoting leading WJZ and Blue Network programs in all of the 64 Skouras theaters in the Metropolitan area. It is estimated that the trailers, with a running time of one minute and 20 seconds will reach more than two million theatergoers weekly. Joseph M. Seiferth, WJZ audience promotion manager will supervise film production.

Billboard

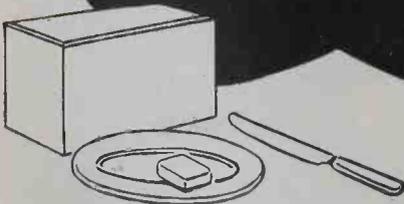
WPAT, of Paterson, New Jersey, is promoting the station via the billboard medium. The first eight displays for the outdoor advertising campaign will cover the entire portion of North Jersey and various sections of the Metropolitan area, with accent on the more important traffic arteries. "On Your Dial At 93" is the slogan

Franchot Tone With Sinatra

Franchot Tone, stage and screen actor, will guest on the Frank Sinatra program over CBS next Monday at 8:30 p.m. Axel Stordahl and Eileen Barton also will be on the half-hour program.

**HOME TOWN
BOYS
MAKE GOOD
AND HOW**

?



WAKR

Sells!

THAT'S WHY

AKRON

FURNITURE DEALERS

SPEND OVER 80%

OF THEIR RADIO

ADVERTISING DOLLAR

ON WAKR

**WAKR TOWERS
OVER AKRON**

Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 38

NEW YORK, N. Y., MONDAY, NOVEMBER 27, 1944

TEN CENTS

Continue WMCA Hearing

Information, Please' Sponsoring Sponsorship

ny-Vacuum Oil Company will
ver the sponsorship of Dan
aul's "Information, Please,"
after the expiration date of
rent sponsor's, Heinz, contract,
falls on February 5, 1945, it
en disclosed by a reliable
At that time, Heinz will have
ed this program for a period
years, at \$10,000 per week.
esmen at the Compton agen-
o handles Socony, were not
le for comment as to when
would take over the stanza,
ld the agency, client and net-
et together last Friday to de-
gether the program would be
(Continued on Page 5)

al War Loan Series puts On NBC Saturday

of a new series of 12 dramas
ort of the Sixth War Loan
"These Are Our Men," pre-
on NBC next Saturday from
30 p.m., under sponsorship of
ker Watch Company. Presi-
osevelt, impersonated by Bill
will be the subject of the
program. Joseph Cherniav-
(Continued on Page 5)

Linkletter Gets Role People Are Funny' Film

wood—Art Linkletter, star of
"People Are Funny" has been
oy William Pine and William
to play himself in a Para-
picture based upon the air
id bearing the same title. Pic-
ll star Jack Haley.

Early-Mail Early!

Washington — With Christmas
weeks away, Postmaster Gen-
Frank C. Walker will make a
appearance on NBC's "Con-
Time" on Saturday, Dec. 2.
Postmaster general will appeal
the American public to "Shop
Mail Early." The practice is
particularly important this year be-
of the very heavy volume of
mail.

Jumbo Ducats

Hollywood—New jumbo studio ad-
mittance tickets will be used by
the Blue on several shows starting
today. Measuring two and three-
quarters by seven inches, the new
ducats feature a likeness of the star
of the broadcast on each ticket.
Perforation allows studio guest to
retain main portion of the ticket
with star's photograph.

200 Tele Registrants Already Listed By TBA

More than 200 registrants have
been received for the first annual
conference of the Television Broad-
casters Association, which will be
held at the Hotel Commodore New
York, December 11 and 12, Will Bal-
tin secretary-treasurer of TBA, an-
nounced Friday. Most of the regis-
trants are from out-of-town with Los
Angeles-Hollywood leading the list
with 10 reservations. Plans to stage
an exhibit in connection with con-
vention have been abandoned because
of booth space limitations.

Brooks Gets New Duties As NBC Web Executive

William F. Brooks, director of news
and special events of NBC, takes on
added duties as director of interna-
tional relations and all foreign office
personnel of the network Frank E.
Mullen, vice-president and general
(Continued on Page 2)

★ THE WEEK IN RADIO ★

Radio's War Bond Drive

By CHARLES MANN

A GAIN radio was singled out to
tee off the war bond drive. The
medium's top-ranking writers, pro-
ducers and directors were selected to
write some of the most moving stories
for the American listeners, all pro-
duced in a mood to inspire the pur-
chase of a homefront interest in the
winning of the war during the Sixth
War Loan Drive. The four major

WLAW—needed on your radio schedule for
North-of-Boston sales. Send for coverage map.
Adv.

Roberts, Formerly Of Station, Testifies That FCC Is "Clean" In Matter Of Flamm Sale Of Outlet To Noble

Post-War Service Role Outlined By Speaker

Philadelphia—Emphasizing the im-
portance of pre-planning to prepare
the nation's radio service business for
the strongly competitive post-war
situation it will face in common with
the radio manufacturing industry,
Leonard C. Truesdell, general sales
manager of the radio division of Ben-
dix spoke in Philadelphia last week;
(Continued on Page 3)

Raytheon Asks Tele CP As Link In Relay Web

Washington Bureau, RADIO DAILY
Washington—Application for a new
commercial tele station in Waltham,
Mass., was filed at the FCC Friday
by the Raytheon Company, which
proposes to use this station as an
originating point in the coast-to-
(Continued on Page 3)

Compton Agency Names Three New Vice-Presidents

Compton Advertising, Inc., has an-
nounced the appointment of three
new vice-presidents: Muriel Haynes
in charge of radio copy; Ted Patrick
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Friday saw Leslie E.
Roberts, twice ousted from WMCA
managerial posts, make what pur-
ported to be a "clean breast" of his
admitted deception in connection with
the sale of that station to Edward J.
Noble by Donald Flamm in 1940. Tes-
tifying before the Lea committee
whose mandate is to investigate the
FCC, Roberts said the Commission
was "clean" in the matter. He did,
however, attack several other prin-
(Continued on Page 6)

Buys Time On 3 Webs For New Year's Games

Over 530 stations, including the Co-
lumbia, Mutual and Blue Networks,
will be used by the Gillette Safety
Razor Company for its sponsorship
of four major football games to be
broadcast New Year's Day, it has
been announced by J. B. Spang, Jr.,
president of the company.
The game to take place at the
(Continued on Page 3)

Driscoll Back From Iceland; Reports On Radio In Arctic

Dave Driscoll, director of WOR's
war services and news division back
from a trip to the North Atlantic
bases sponsored by the Air Trans-
port Command, Friday gave an in-
(Continued on Page 6)

Research

Tom Slater, who conducts Mu-
tual's "This Is Fort Dix," has re-
ceived from one of the battlefronts
a request from a soldier asking
that a recording of his interview
"some time ago" on the program
be forwarded to his mother for
Christmas. The trouble is, the GI
gave no date, only his name. So
Tom is thumbing through four years
of scripts to locate the interview.

Worth trying—WLAW serves New England's
third largest concentrated radio audience.
Adv.



Vol. 29, No. 38 Mon., Nov. 27, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(November 24)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/4	163 3/4	— 1/4
CBS A	32 3/4	32 3/4	32 3/4	— 1/8
Crosley Corp.	27 3/4	27 3/4	27 3/4	— 3/8
Fansworth T. & R.	127 1/2	127 1/2	125 1/2	— 1/2
Gen. Electric	39 3/4	38 1/2	39 1/4	+ 1/8
Philco	32 1/2	32 1/2	32 1/2	+ 1/8
RCA Common	10 1/8	10 1/8	10 1/8	— 1/8
Westinghouse	103 1/4	102 3/4	103	— 1/4
Zenith Radio	38 1/2	38 1/2	38 1/2	— 1/2

NEW YORK CURB MARKET

Nat. Union Radio	5 3/8	5 1/4	5 3/8	— 1/8
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Hill On "World Parade"

Max Hill, Associated press bureau chief in Tokyo at the time of Pearl Harbor, will replace Upton Close as commentator on the Sheaffer "World Parade" Sunday, December 17, over NBC at 3 p.m. Hill now an NBC war correspondent, recently returned from an eventful ten-month tour of duty in the Mediterranean theater.

20 YEARS AGO TODAY

(November 27, 1924)

Special European music which included German, French, Italian and English selections, was broadcast the other evening by station WLS, Chicago, during its participation in the international test programs . . . Station KDKA, Pittsburgh, has reported being heard in Norway, November 25.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KING is THE Bay Area Buy!

Coming and Going

ABNER ISRAEL, station manager of WALB, Albany, has arrived from Georgia for conferences at the headquarters of the Mutual network, with which the outlet is affiliated.

RALPH N. WEIL, general manager of WOV, left New York over the week-end to spend several days in Chicago on a look-see business mission.

JIM and MARION JORDAN (Fibber McGee and Molly), **CECIL UNDERWOOD** of Needham, Louis & Brorby, **DON QUINN** and **PHIL LESLIE**, writers; **TOM FIZDALE** and the program personnel are en route to Chicago, where tomorrow they will broadcast the show as a feature of the Sixth War Loan Drive.

TOM SLATER, Mutual's director of special features and sports, returns today from Columbus, Ohio, where on Saturday he covered the game between Ohio State and Michigan.

DANNY O'NEIL, singer who starts a Monday-through-Friday 15-minute program on CBS Dec. 18, leaves today for Minneapolis, where he is booked for a two week engagement at the Hotel Radisson.

ROLF HERTSGAARD, who has been a member of the production department at KOA, Denver, has arrived in Rapid City, S. D., to take over his new duties as program director of KOTA (formerly KOBH).

PHIL SPITALNY and the members of his all-girl orchestra have arrived in Hollywood for the shooting on Universal's "Here Come the Co-Eds," in which the all-femme musical aggregation is starred.

BILL LEE, merchandise manager of Sherman Clay & Company, is back at his San Francisco headquarters following a visit to the Zenith Radio Corp. plant in Chicago.

Brooks Gets New Duties As NBC Web Executive

(Continued from Page 1)

manager, announced Friday. Brooks, who recently returned from Pearl Harbor, is leaving soon for London, Paris and Rome to confer with NBC personnel abroad and to expand the network's international organization. NBC's foreign office personnel previously reported to John F. Royal, vice-president, whose time now will be devoted entirely to expansion of the network's television operations.

Mutual News Chief Reports On South Pacific Radio

John Whitmore, Mutual news chief now in Honolulu, back from a Navy tour of Guam and other South Pacific installations, cabled New York that the Navy had done an excellent job in setting up communications facilities. Whitmore, who conferred with John Hooley, combined American network representative in Guam, was the only one of four network news chiefs to make the 8,000 mile round trip, Honolulu to the outposts.

SURE WE'RE PUFFING OUT OUR CHEST!



Wouldn't you, if you were as young as we are and already had the reputation for being one of America's most successful stations? How did we get that way? Well, with programs like LUNCH-EON WITH HELEN and MUSIC A LA MOOD, for instance. We're pretty chesty about the way WPAT gives you the largest amount of productive time for the least amount of money, too. See our rate card, today, for this low cost story. See our postman, any day, for the story of programming that brings listener results!



Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK



Made to order

There's another kind made to order . . . it's in Baltimore more radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest market . . . it's W-I-T-H coverage. For it's a fact that W-I-T-H, the successful independent, delivers more results per dollar spent than any of the four old stations in town.

If you're thinking about the oldtime "buyer" market that's on its way back . . . you want to know more about W-I-T-H. That's the Baltimore station that sells more merchandise. It always has.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY

Post-War Service Role Outlined By Speaker

(Continued from Page 1)

Truesdell, speaking before the Phila- Radio Servicemen's Association, predicted new developments in receivers and television will mean many installation and service opportunities for radio service busi-

ness opportunities, he said, will be urged by a large trade-in-market sale of used radios, he said, which will constitute for the service industry a large portion of its immediate post-war business. This offset the shrinking volume of repair and maintenance business which will come with production and sale of new radio equipment which require considerably reduced service due to higher quality and new precision manufacturing techniques.

To emerge with and capitalize on the enormous post-war sales effort which will be launched by the radio manufacturing industry, Truesdell recommended to service men this program:

1. Start now to assemble the initial "know how," modern facilities, equipment and personnel which are needed to keep pace with the developments in the radio industry.

2. In this connection Truesdell urged the use of the valuable and timely information, suggestions and ideas contained in the industry's trade press.

3. Absorb into the service business the highly trained ex-servicemen whose advanced military training in radio will fit them to make valuable contributions to this industry.

4. Sell the radio service industry technical knowledge, services and facilities with soundly conceived advertising conveniently located near the business and orderly, attractive surroundings.

5. Establish and maintain an efficient system of cost controls and working budgets so as to be able to provide high quality service on a profitable basis.

Opera Starts Saturday

The Metropolitan Opera broadcasts of the Metropolitan Opera performances start Saturday with Wagner's "Die Walkure."

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

Compton Agency Names Three New Vice-Presidents

(Continued from Page 1)

in charge of copy; Lewis Titterton in charge of radio production for the organization.

Miss Haynes has been with the Compton agency for the past nine years as head of the radio copy department. Patrick joined the agency June 5, as head of the print copy department, and before that he was with Young & Rubicam, Inc., as assistant director of the copy department for 15 years. He recently returned from England where he completed a confidential assignment for Office of War Information. Titterton joined the Compton agency last February 28, but before that was with the National Broadcasting Company as head of the script department.

Raytheon Asks Tele CP As Link In Relay Web

(Continued from Page 1)

coast microwave relay net it plans to build. The net will be designed for relay of all types of broadcast service, and was described in detail at the FCC allocations hearings a few weeks ago.

Earlier this month, Raytheon applied for an FM license for Waltham, Boston, New York, Washington, Cleveland, Detroit, Chicago, Seattle, San Francisco and Los Angeles which are seen as terminal points for the relay net.

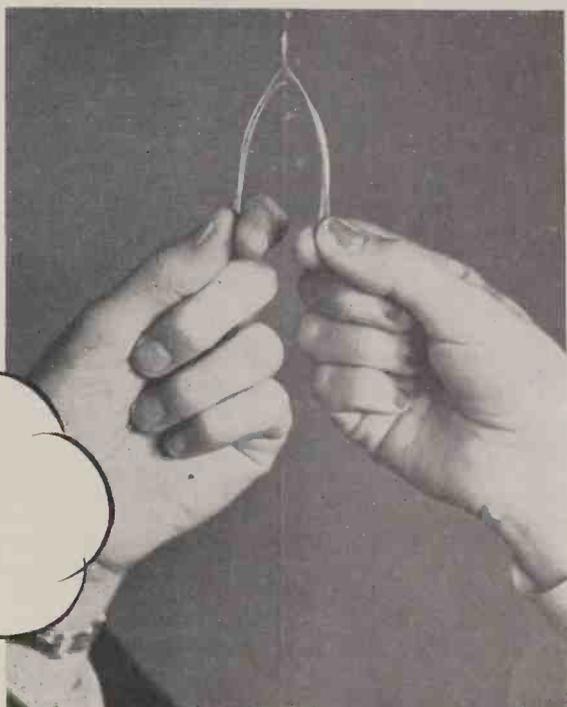
Fay Bainter On "Cavalcade"

Fay Bainter, stage and screen actress, will appear as guest on the "Cavalcade of America" program tonight at 8 p.m. over NBC.

Buys Time On 3 Webs For New Year's Games

(Continued from Page 1)

Orange Bowl, Miami, Florida will be broadcast 1:45 p.m., EWT, over CBS, with Ted Husing and Jimmy Dolan at the microphone. The Cotton Bowl game at Dallas, Texas, over MBS, will start at 2 p.m., EWT, with Bill Slater and Charles Jordan doing the announcerial chores. The Sugar Bowl game from New Orleans will be carried over the Blue beginning 2:45 p.m., EWT, with Harry Wismer and Bill Brengle at the mikes. The Shriner's East-West Collegiate All-Star game from San Francisco will be aired over Mutual beginning at 4:45 p.m., Ernie Smith at mike.



Wish for a market about twice as good* as the rest of the country, *in peacetime as well as wartime.*

Wish for a medium that will cover this market, completely and economically, at the same low rate for national, regional and local advertisers.

Then stop wishing and start planning to use WDRC in the rich Hartford market.

Here postwar wishing becomes a reality, with a made-to-order market and medium for your advertising efforts.

Connect in Connecticut by using WDRC!

★ Pre-war and in war, Hartford has about doubled the average Effective Buying Income per family in the U. S. A. Send for WDRC Market Study.



BASIC CBS
CONNECTICUT'S
PIONEER
BROADCASTER

Represented by Raymer

LOS ANGELES

By RALPH WILK

NBC's Tom Hargis comes with two package shows which have been optioned by Tom Wallace in New York. "Postmistress," a strip show, and "Anybody Here Seen Kelly?" a half-hour comedy format, are being touted by Wallace for a major wine concern.

It was exactly 21 years ago that Harry Einstein, a Boston advertising man, introduced his famous Greek character Parkyakarkus over the air-planes. Since then he has become internationally known, the majority of his fans thinking he's genuinely greek. Recently he received a plaque bearing the sculptured figure of Aristophanes, from his Greek friends in Boston. The comedian is currently appearing in Republic's "Earl Carroll's Vanities."

Several prospective clients are showing interest in the new radio program planned by Bill Goodwin and Phil Silvers and are conferring with the former in New York, where he is with the George Burns and Gracie Allen program. Idea upon which the show is based was originated by Al Levey, manager of Frank Sinatra.

William Bendix received a package before his Blue Network "The Life of Riley" broadcast recently. Opening it he found two packages of his favorite brand of cigarettes, the gift of two fans.

Sponoring Tele Series

The Aetna Life Affiliated Companies, Hartford, Conn. will sponsor a series of television programs over NBC station WNBT beginning today, at 8:20 p.m., EWT, John F. Royal, NBC in charge of television, announced. According to Stanley With, of the sponsor's Safety Education Department, the programs will consist of films especially edited for television.

KEEW Joining Blue

KEEW, Brownsville, Texas, will join the Blue Network as a supplementary station to the Southwestern group today. KEEW, a 250-watt station, broadcasts fulltime on 1490 kc and is managed by T. Frank Smith.

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



Memos of an Innocent Bystander. . . !

• • • What with the thrilling news of Uncle Sam's B-29 visit to Tokyo. Christmas drawing closer and each day finding us so much nearer Victory, we start the week in a happy frame of mind . . . and to make things brighter (at least to us) a letter from Nick Keesely adds to that feeling . . . we'll quote a paragraph from same . . . quote:—Dear Herman, you are wrong about having nineteen readers of your column, because at least twenty-two people phoned me today with all sorts of comments on your article giving a blow-by-blow description of a typical evening in the Keesely house-hold . . . unquote:—just think of it . . . TWENTY-TWO READERS . . . gosh.

• Will Glickman, who last week, bowed off the Alan Young Blue Net show, already has three offers for his services . . . • Once the silver screen's brightest matinee idol, Francis X. Bushman is currently portraying the role of "Hamlet Mantel" on the Blue Net's 'Glamour Mame' serial . . . Bushman, at one time, paid an income tax of \$6,000,000.00 covering a five-year period. . . • Hal McIntyre and his Orchestra hit the Main Stem in Gotham for the first time in two years when they succeed Vaughn Monroe's aggregation, December 7th at the Hotel Commodore.



• • • Rudolph J. Wickel, who missed finding the \$1,000.00 planted by Ralph Edwards "Truth Or NBConsequences," and was then given the money in CONFEDERATE MONEY, has finally gotten the 'Grand' in cold cash . . . Ralph (isn't he a Devil?) Edwards sent him the lucre in a steel safe weighing 1,400 pounds . . . now all Wickel has to do is open it . . . he wasn't given the combination. . . • Oops, just a slip of the touch . . . we really meant to print 1,050 on the dial . . . this note is to keep WHN's Frank from 'Roarin Back' at us. . . • Is Morgan Ryan, Radio Director of Sherman-Marquette, planning to resign? . . . • Johnny Thompson, Blue Net baritone, reopens at Leon & Eddie's Friday . . . he's going places. . . • The television industry in general is benefitted by the swell job Dave Alber is doing publicizing DuMont. . . • 22 years ago Charme Allen, who plays, 'Aunt Polly,' in the NBC strip "David Harum," made her radio debut as a young piano soloist over a Buffalo station. . . • His name has been misspelled so often we'll try to help out . . . the conductor of the orchestra with Dick Brown's MBSerenades Sundays, is Mac CEPPOS. . . • Auriel MacFie, formerly with Capitol Records and more recently with Liberty Magazine has been named Publicity Director for the rapidly-growing Robert Holley Associates. . . • Johannes Steel, News Commentator, heard via WMCA in Gotham, will broadcast his program by wire next Monday and Tuesday from Washington where he will sit with top-ranking Administration officials in a round of conferences of major importance, directly affecting Radio Communications. . . • General Electric will CBSponsor a new daytime audience-participation program, "G.E. House Party," starting the first of the year with Art Linkletter the emcee.



• • • We're happy to report that the project to raise a half-million Christmas Gifts for wounded Servicemen (we wrote about this great enterprise two weeks ago) has already brought 100,000 gifts from all parts of the country . . . hop aboard this "Christmas Gift Wagon." . . • Lola Kendrick, who was M-G-M-MBScreened last Tuesday, has been given a featured role in the forthcoming Broadway production, "Lady In Question." . . • The youngest emcee in the world, Bobby Hookey, whose sensational introduction of the novelty song, "I'd Like To Kiss Susie Again," on 'Hookey Hall,' is still talked about, is getting along in years . . . he celebrated his seventh birthday Saturday.



Remember Pearl Harbor

AGENCIES

W. WALLACE ORR has been appointed a vice-president of N. W. Ayer & Son, Inc. He is known to radio people in his capacity of representative on the Atlantic City fining Company account, sponsor of Eastern Seaboard baseball and ball broadcasts.

OUTDOOR GIRL, INC., manufacturers of women's sportswear, placed their advertising account with Hicks Advertising Agency.

FRANCES E. KAYE, public relations manager, has acquired I. Joachim, youngest gagwriter record, as a client.

LOIS WINSTON, has joined radio department of The Biow Company. She will work on radio publicity with emphasis on Evershew "Let Yourself Go" program.

EMERSON RADIO AND PHOTOGRAPH CORPORATION, New York City, has appointed Hughes-Peacock, Inc. of Columbus, Ohio, to distribute Emerson Radios in the Columbus, Dayton areas. A complete radio service department is maintained in Columbus and Dayton for the use of dealers in both territories.

WOR Xmas Party

Women's commentator Martha Deane and her listeners will join Santa Claus to the children of Hyden County, Ky. when they hold a Christmas Party at the WOR Mutual Phone house No. 1 Thursday, November 30 from 3 to 4 p.m. All those bringing one article of new clothing will be admitted to the party. The purpose of the show is to restock the wardrobe of Martha Deane sponsored Trad Post in Hyden County, one of the poorest in the country, where mountaineers barter farm products for clothing.

WCBM
A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET
WCBM
BALTIMORE
THE BLUE NETWORK STATION
JOHN ELMER President
FREE & PETERSON
EXCLUSIVE NATIONAL REPRESENTATIVE

Special Bond Series Debuts On NBC Sat.

(Continued from Page 1)

His orchestra will furnish the The Treasury department will stars of stage, screen and to make War Loan appeals durh program with Frank Sinatra led to appear on the first pro-

's second in a series of spe- lities to promote and aid the war bonds during the Sixth Loan Drive takes place this ng at the New York City Center, 5th St., at 8:30 p.m., EWT.

o-operating with the Seventh District Association WOR is gting a special show to enable reater New York Masons to n expected seven million dol- war bonds, at the Monday ng rally. Admission to the rally y by war bond, with the amount purchase determining the loca- o the seat.

us F. Seebach, WOR's vice- ent in charge of programs, will rent the station and will pledge 0 in war bonds to be credited thMasons.

ellining the list of popular WOR alities who will appear at the re Tiny Ruffner and the entire "The Better Half"; Jane Cowl; Deane; Jean Merrill, soprano; Baker, Metropolitan Opera bari- Sunny Skylar; Pauline Alpert; andeveloper; Peter Donald; and R orchestra.

Million Mark Passed

Edwards, touring with the "or Consequences" program y in the interest of the Sixth Loan Drive, has sold E Bonds value of \$1,067,075 in three appes—Albany, Pittsburgh and town.

MINUTE ALERT

Vigilant watch on the war . . . out where the fighting is done. A. P. and I. N. S. Reporters make their stand . . . and WBYN broadcasts their dispatches every few minutes at 1430 on the dial . . . Minute service.

For Availabilities:
IAM NORINS, Gen. Mgr.
on WBYN, Brooklyn, N. Y.

THE WEEK IN RADIO

Radio's War Bond Drive

(Continued from Page 1)

their facilities couldn't do equal justice to the aforementioned names and their programs, many of them jumped the gun by opening their sails for the windfall of purchasers who were too impatient to wait for Nov. 20.

No Web: Gardner Cowles, Jr., president of the Cowles Group, last week disclosed that he does not have any intentions of operating his stations on a network formula. He added that he doesn't plan to purchase stock in any of the existing networks, nor does he possess any now. However, the Cowles stations will expand into FM and television.

FTC Stant: R. E. Freer, chairman of the Federal Trade Commission, pointed out to radio executives in New York since radio advertising had reached a most advantageous position as far as profits and prestige are concerned, perhaps it was "time to consider proper safeguards to protect the whole industry from practices of an unethical minority."

Internationality: Paul W. Kesten, just back from England, stresses the importance of maintaining the communications facilities in Europe long after the hostilities have ceased.

WMCA: This station will broadcast reconstructed sessions of the Senate and House of Representatives from the Congressional Record starting Dec. 3. President Nathan Straus has been waging a campaign for a direct pickup of legislative debate by stations throughout the country. Meanwhile, the Lea committee has begun a new series of open hearings on the sale of WMCA in 1941 by Donald Flamm to Edward J. Noble.

AFRA: Membership meeting of the New York Local of American Federation of Radio Artists voted to ratify the proposed new pacts with the signatories to the AFRA Code which call for a 10 per cent increase in commercial and sustaining broadcast wage scales.

Survey: WNEW has commissioned Dr. Paul Lazarsfeld, director of Columbia University's office of radio research, to make a survey for the purpose of ascertaining how the NAB circulation plan will affect indie stations.

Programming: Dorothy Lewis, coordinator of listener activity for the NAB, points out that daytime serials

are melodramatic and trite and will be among subjects to be studied by the nation's radio councils. Another criticism of the soap operas is that they're non-constructive.

Radio Fair: Radio's leaders of both hemispheres are among the hundreds of exhibitors at the Radio Fair in Mexico City scheduled for a month.

FM: CBS' FM service is now projected through a new 800-foot antenna.

Rates: The Canadian Performing Rights Society has filed for an increase in rates for the use of copyright music by radio stations.

Market: The rural zones offer a market for 555,000 radios in the post-war era, according to figures revealed by the Rural Electrification Administration.

Tele Tales: Paul Raibourn, chairman of the TBA awards committee, has sent out questionnaires inviting nominations for the Association's annual awards. . . . John F. Royal has been named vice-president in charge of tele at NBC. . . . Residents of 19 Oklahoma cities are getting a preview of post-war tele through WKY's Sixth War Loan tele show. . . . A discussion panel on tele in advertising agencies has been organized to strengthen agency tele directors' voice in the forthcoming TBA meet. . . . TBA will try to solve the problems concerning the role films will play in tele during its Dec. 4th session.

People: Chesser M. Campbell, advertising manager of the Chicago "Tribune" and a member of the board of directors of MBS, has been elected vice-president of WGN, Inc. . . . FDR has recommended Col. David Sarnoff, president of RCA, to rank of Brigadier General in the U. S. Army. . . . Boake Carter, MBS commentator, died last week from a stroke. . . . Fred Raphael, WHN program director has resigned to join a new West Coast organization. . . . Robert T. Mason, of WMRN, has been elected president of the Ohio State Broadcasters Association.

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

AVAILABLE

Sales promotion correspondent—successful record—testimonials are available—good stenographer—secretary—salary open. Write Box 920, Radio Daily, 1501 Broadway, New York 18, N. Y.

OFF RECORDINGS

THE AIR

MIRACOUS TIC RECORDINGS by CARL FISCHER, Inc. CI-7 2965 119 WEST 57th STREET, N. Y.

Exclusive!

BEARS FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

'Information, Please' Changing Sponsorship

(Continued from Page 1)

carried over the entire NBC web, as Heinz currently operates. At the present time the program is heard over the entire web on Mondays, 9:30-10 p.m., EWT.

A spokesman for Maxon, Inc., declared that Heinz would not renew the program for another 13 weeks after Feb. 5, despite the clause in the contract which permits such action.

If Socony does not bow in at that time as the program's sponsor, NBC is expected to carry the burden until Socony's contract becomes effective in order to retain the program in its present slot.

Heinz will drop the program because it has decided to change its policy in merchandising plans, it has been announced.

Two Join WOR Sales Staff; Other New Assignments

Chet Young, formerly of Press Association, and John Jay Tormey, formerly of the WABC sales staff, have been added to the sales staff of WOR. Joseph Porter of the WOR New York staff has been shifted to concentrate on the New Jersey, eastern Pennsylvania and Maryland territories and Eugene McCarthy will travel in Connecticut concentrating on New Haven, Bridgeport and Stamford.

sell

Durham*

county's

100,000

people

with

WDNC CBS

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.

FCC Termed "Clean" In Noble-Flamm Deal

(Continued from Page 1)

cipals involved in the transaction during the course of his four hours on the witness stand. Aside from these attacks, Roberts said that he and Donald S. Shaw, then vice-president of WMCA, had contrived to induce Flamm to sell the station to Noble, as Flamm has charged.

At one point Committee Attorney John Sirica read into the record a memo which Roberts had prepared declaring the station was poorly run, that there had been no pressure on Flamm. This was prepared, he said, in consultation with Shaw, the object being to make Flamm believe that it would be filed with the FCC. Flamm had already asked the Commission to reconsider its approval of the WMCA transfer to Noble.

Under questioning by Rep. Ed. J. Hart, Roberts went through the long statement sentence by sentence pointing out the misstatements and important omission. He admitted that the total effect of the statement was misleading and untrue.

Roberts' complete exposition of his own part in the events leading up to the sale of the station included many admissions of misrepresentations. He told of meetings with Noble prior to the time the station sale was completed. But Noble told RADIO DAILY he had never met Roberts until the night the deal was consummated—at Flamm's office. At that time Roberts introduced Flamm to Noble, and said he had left Noble a short time earlier in order to get to the station first so that Flamm should not become suspicious, as would have happened had we walked in with Noble.

Noble on Stand Briefly

He spoke also of an earlier conference at Noble's Waldorf-Astoria Apartment with himself, Shaw and Noble present. On that date, Noble told this reporter, he was in Greenwich, Conn., and Shaw was in Bos-

COAST-TO-COAST

— MASSACHUSETTS —

BOSTON—Jim Healey, radio news commentator and special events reporter, will be presented in a new series of commentaries titled "The Week in Review" over WNAC and 10 Yankee Network stations in New England, beginning December 3. The new series will be under the sponsorship of the William W. Lee & Co.

WORCESTER—The story of "Worcester and the World," series on United Nations Weeks inaugurated by WTAG broke a 254 year old tradition in England last week, when the "Berrow's Worcester Journal," the oldest newspaper in the English speaking world, carried the news of the series on the front page instead of devoting the front page to ads as they have in the last 254 years. Copies of the edition were flown from England to Worcester by bomber, where the front page was reproduced in the Worcester Sunday "Telegram."

GREENFIELD—Newest addition to the staff of WHAI is Betty Craig, who will assume her duties as director of women's programs. She was formerly with WEEI in Boston.

— OHIO —

CLEVELAND—Rhoda Friedman, formerly with WRRN, Warren, O., has been made assistant to the continuity director of WJW. . . . **YOUNGSTOWN**—WKBN has asked the FCC for an FM station here with coverage of 15,690 square miles.

WAPAKONETA—Authorities here are attempting to locate relatives of the late Joseph Murphy, 64, known as "Harmonica Joe," who claimed he played over more radio stations than any other person. He died recently in a Lima, Ohio hospital.

ton. Whereabouts of both, he said, can be substantiated.

Flamm called Shaw "a Quisling and a Laval" and charged that he had called many radio men urging them to call Flamm and advise him to sell WMCA to Noble on Noble's terms.

Noble took the stand briefly denying that any conspiracy to pressure Flamm out of his station existed. He said he considered \$850,000 a high price for the station at the time he bought it, but that under his management it had done so much better that the \$1,255,000 for which he sold the station in 1943 was fair then.

— NEW YORK —

NEW YORK—Beginning Sunday, December third, Congressional debates will be broadcast over WMCA, from 3:30 to 4 p.m. Announcement of the series, to be titled "The Halls of Congress" was made recently by Nathan Strauss, WMCA's president, following a six month's campaign to obtain permission for a direct pickup of legislative debate. The format of the new series will consist of reconstructed sessions of both the Senate and the House of Representatives, drawn from the Congressional Record.

— PENNSYLVANIA —

PHILADELPHIA—A new weekly half-hour musical program, with 43 artists participating, will have its premiere over KYW Wednesday, November 29, from 7:30 to 8 p.m., under the sponsorship of Strawbridge & Clothier. Booked for 52 weeks, "Harmony Hall" is the first program of its magnitude to ever be sponsored by a Philly department store.

— LOUISIANA —

NEW ORLEANS—Gordon Loudon, WWL farm director, will be the radio chairman for the Farm Extension Service Editors Convention to be held in New Orleans at the Roosevelt Hotel, December 5th and 6th. Several broadcasts from the convention have been planned by WWL.

— MINNESOTA —

MINNEAPOLIS—Newcomers to WLOL include Stu Mann, former news editor at WDGY, who brings a nightly sports review to the station, Jeanne Kimball formerly with KYSM and WDGY who is now in the sales and promotion department at WLOL, and Daryl Laub, a newcomer to the station's announcing staff.

— TEXAS —

SAN ANTONIO—Through the efforts of Wick Fowler, Morning News correspondent now with the Third Army, a manuscript containing the musical score to a march is on its way here to WFAA and KGKO. Before it could be sent, Fowler had to locate a censor who could read music. Censor okayed it after picking it out on a piano in a deserted cellar. . . .

DALLAS—The Saturday night broadcast of "Spotlight Bands" originated in Fair Park, Dallas, through the Blue Network station KGKO.

Driscoll Back In N. Y. From Trip To Iceland

(Continued from Page 1)

sight into both civilian and military radio operations in Iceland.

"The Icelanders radio set-up, in many cases, is even more modern than ours and certainly more powerful," Driscoll reported, "There is regular long wave broadcasting of 100,000 watts. This station covers the entire island which is rocky and mountainous and has thousands of Icelanders who are sea fishing in touch with the mainland."

Driscoll also reported that Iceland has a relay station on the southern side of the island, and a short wave station which beams to New York, London, Germany and the Scandinavian countries. The station at Reykjavik sells spot announcements, Driscoll said, even though it is operated by the State.

On December 3 from 1:30 to 2 p.m. over WOR, Driscoll will be heard from New York participating in formal opening of the A.T.C. winter operations. There will be pickup from La Guardia Field and Harrington Field, Newfoundland.

FCC Gets Applications For 3 More FM Stations

(Washington Bureau, RADIO DAILY)

Washington—A new FM application for New York City was filed with the FCC Friday by Bernard Fein, former electronics instructor at Army school and now with Bell Telephone. Fein lives in Hasting-on-Hudson. At the same time, a new FM application from the Cowles Brothers was received—this one from Boston, where Cowles has bought WCOP. Other applications are from Jersey City, Washington, Minneapolis and Des Moines.

An FM application was received also from KIDO, Boise, Idaho. KIDO is an AM station now on the air.

SEND BIRTHDAY GREETINGS TO---

November 27

- | | |
|------------------|--------------|
| Francis Conrad | Bill Dmiling |
| George Hogan | Ted Husing |
| Mary Livingstone | Mary Lynch |
| William Miller | Gladys Rice |
| Jack Smart | Clara Frin |
| Mark Woods | |

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

STORY EDITOR WANTED

Large New York advertising agency has immediate opening for script editor and rewrite man on big-time dramatic show over national network. Program aimed at woman audience. Give specific background, with dates, in theatrical, movie and radio fields. Box 919, Radio Daily, 1501 Broadway, New York 18, N. Y.

A Rare Opportunity FOR A QUALIFIED CHIEF ENGINEER

The Chief Engineer this New York City station is looking for has good experience in radio broadcasting. He does not live with a slide rule in an ivory tower but thoroughly understands the practical problems involved in increasing power, installing new equipment, new studios, directional antennae, planning FM, television and facsimile. Our staff knows about this ad. You will supplement, not replace. All letters will be held in strictest confidence. Write Elias Godofsky, WLII, 846 Flatbush Avenue, Brooklyn 26, N. Y.

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

HEAR YE! HEAR YE!

MAKE RESERVATIONS NOW
FOR THE GREAT EVENT

8th ANNUAL DINNER

OF THE

McCOSKER-HERSHFIELD

CARDIAC FOUNDATION

THE WALDORF ASTORIA HOTEL

DECEMBER 2nd

CALL PENNSYLVANIA 6-3855





**YOU HAVE TO GET
BOTH**
on the Pacific Coast, too!

The Pacific Coast is divided into two markets, from the standpoint of retail sales. Unless you cover *both* of them, your battle for complete radio coverage is only half won. And you can cover both markets completely *only if you use Don Lee*, because 50% of the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this OUTSIDE HALF.

Take a look at a map. You will notice that most markets in the *outside half* are surrounded by moun-

tains. In the mountain-surrounded areas long-range broadcasting doesn't work. What does work is local stations—and lots of them. The Don Lee Network has 38 local stations, *broadcasting from within these rocky barricades*. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in many of these *outside* markets were tuned to Don Lee.

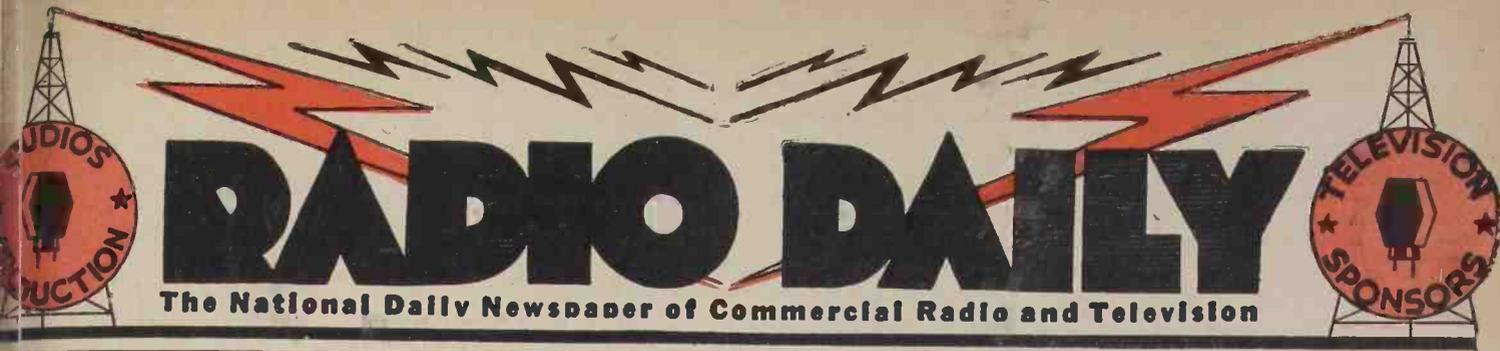
Take a look at your regular Hooper Reports to learn how well Don Lee covers the *inside half* of the Pacific Coast, too. During the past year, all the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks!

Don't be satisfied with only half the Pacific Coast. Buy Don Lee and get both halves, *complete coverage!*

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.



The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 39 NEW YORK, N. Y., TUESDAY, NOVEMBER 28, 1944 TEN CENTS

Charges Prejudicial Acts

Kobak Plans Meeting With Mutual Board

Plans for revamping the program of Mutual sustainers and inclusion of both FM and television among the topics coming before executive committee and board of directors of Mutual when they meet at the Ambassador Hotel in New York on December 9, 10 and 11. The coming executive committee meeting and board meeting will mark the first time that Edgar Kobak, Mutual's new president, has met with both groups. It is reported that he will go before the board with a definite plan for improving the program structure and with some recommendations on FM.

On Saturday, December 9, the executive committee will convene. Committee members include Mr. Kobak, Chesser, Bell, WGN, Chicago; H. K. Carter, WHK, Cleveland; John ...

(Continued on Page 3)

Upton Close Asks FCC To Investigate Case

Washington Bureau, RADIO DAILY
 Washington—Threats of Congressional investigation of the dropping of commentator Upton Close by NBC, caused by Close and his supporters, did not cause any great furore at the FCC. It is stated there that routine inquiry for full facts has gone forward, as is customary in all such cases. The charge that Close was dropped by the network because of pressure is not deemed worthy of a reply.

In the meantime, no request has been received by the Senate or House ...

(Continued on Page 7)

Old Friends

When Clarence L. Menser, NBC vice-president, was arranging for plane transportation for the stars of "Finders Keepers" and other NBC artists, who were to appear at bond rallies in Kansas City today, he had to contact a Lt. William Beattie, USNR, in Chicago. After that it was easy, for Lt. Beattie reminded Menser that he was a former pupil of the NBC official when the latter was a college professor.

Ascap Wins Decision In Nebraska Action

Omaha—Ascap won a victory in Superior court here yesterday when Judge James Fitzgerald dismissed the action brought by station WOW and Nebraska's hotel and tavern keepers in which they sought return of license fees levied upon them over a six-year period together with triple damages.

The damages and fees aggregated some \$357,000. The battle against ...

(Continued on Page 6)

CBC Directorate Rules On Church Programs

Montreal—Cancellation of the Jack Benny program on the Trans-Canada network, CBC Sunday evenings, evoked an application for the time between 7 and 8 p.m. or between 7:30 ...

(Continued on Page 2)

NLRB Rules On Platter Turners; Rejects Petrillo-AFM Proposal

Washington—The National Labor Relations Board, Saturday, ruled that the National Broadcasting Company and the Blue Network do not have to employ musicians as "platter turners," except in Chicago where the practice has existed for sometime.

James C. Petrillo's American Federation of Musicians had contended ...

Attorney For Edward J. Noble Files Letter Of Complaint With Chairman Of Lea Com.

Powerful Shortwave Station Opened By CBS

Los Angeles—Broadcast originating from huge CBS million-and-a-half-dollar Delano, California shortwave transmitting plant were beamed overseas for the first time on Sunday, D. W. Thornburgh, vice-president in charge of the West Coast division of CBS, announced.

The great transmitter plant was built for operation by CBS and programming by the Office of War Information and the Co-ordinator of Inter-American Affairs. The station swung into action Sunday with OWI broadcasts aimed at the Japanese homeland and occupied territory. At other times the CIAA will use it for cultural and informational programs beamed to Latin America.

Material for the programs to be furnished by the Office of War Information ...

(Continued on Page 3)

Sports Crowd Predicts Army-Navy Winner

Dropping in on the Sports Announcers luncheon at Toots Shor's yesterday, Dinty Doyle and technicians from WABC made a transcription of predictions on the Army-Navy game;

(Continued on Page 3)

Washington Bureau, RADIO DAILY
 Washington—Charging "prejudicial conduct" on the part of John Sirica, counsel for the House Select Committee investigating the FCC, Franklin S. Wood, attorney, for Edward J. Noble, had a letter of protest read into the record of the hearing on circumstances covering the purchase of WMCA by Noble from Donald Flamm in 1940.

The letter, addressed to Congressman Clarence F. Lea, chairman, reads as follows:

"My dear Mr. Chairman:
 "As counsel for Mr. Edward J. Noble, former owner of radio station WMCA, I must protest vigorously against the prejudicial conduct of Mr. John Sirica, counsel to the House Select Committee investigating the Federal Communications Commission, at the current public hearings relating ...

(Continued on Page 7)

Huge Coast Bond Rally To Be Broadcast By NBC

West Coast Bureau, RADIO DAILY
 Hollywood—NBC, through Clarence Menser, program director, has turned over an hour's time as the network's contribution to the huge radio bond rally which will originate in Hollywood on December 6.

The radio show, which holds promise of matching the one recently held at Madison Square Garden in New York, will be heard in the East from ...

(Continued on Page 6)

Prediction

It is expected that Phillips Carlin, who recently resigned as a Blue Network executive, will accept Ed Kobak's offer and will become program director of Mutual network this week. Carlin, who has been vacationing the past two weeks, is scheduled to give Kobak his answer sometime this week. Kobak assumed his new duties at Mutual on Nov. 20.

SOS
 Mayor F. H. LaGuardia of New York is faced with the problem of \$107 line charges from Chicago. He suggests to his hearers on Sunday that they send a message to help defray the cost. Mayor's broadcast on Sunday originated from Chicago. Results of request, which got quite publicity in the press, are not yet apparent.

Sign up with WLAW—"The Voice" that reaches 152 New England cities and towns. Advt.

Choose a station that knows its audience and its buying habits—WLAW! Advt.

Coming and Going



Vol. 29, No. 39 Tues., Nov. 28, 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, Nov. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 3/8	164 1/8	164 1/2	— 1/2
CBS A	32 1/2	32 1/4	32 1/4	— 1/2
Crosley Corp.	28 1/4	27 3/4	28 1/4	+ 1/2
Farnsworth T. & R.	12 3/4	12 1/2	12 1/2	+ 1/4
Gen. Electric	39 3/8	39 7/8	39 3/8	— 1/2
Philco	32 1/2	32	32 1/2	+ 1/2
RCA Common	10 1/4	10 1/8	10 1/4	+ 1/8
RCA First Pfd.	79 3/8	78 3/4	78 3/4	— 1/4
Stewart-Warner	15	15	15	— 1/8
Westinghouse	105	103 3/4	104 3/4	+ 1
Zenith Radio	38 1/2	38 1/2	38 1/2	— 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/8	5 1/8	5 1/8	— 1/4
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OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	15 3/4	16 3/4
WCAO (Baltimore)	22 1/2	—
WJR (Detroit)	37	—

Advertising Club Lunch

Strickland Gillilan, noted humorist, will be the guest speaker at the regular Wednesday Celebrity-Forum luncheon at the Advertising Club of New York, Nov. 29, at 12:30 p.m.

20 YEARS AGO TODAY

(November 28, 1924)

Nils T. Granlund, known to radio fans the country over as NTC, is winner of the Evening "Journal" Radio Artists popular contest with 25,207 votes. Jimmy Clark, heard over WEAJ and WFBH, came in second with 19,539 votes and A. E. Bagley of station WOR was third with 17,319.

Two Networks! Three City Market!!

• CBS • **WENT** • MUTUAL •
 Gloversville • Johnstown • Amsterdam
 • THOMAS CLARK, Nat. Rep. •

CLARENCE L. MENSER, NBC vice-president in charge of programs, and the entire company of NBC's newest comedy quiz show, "Finders Keepers," flew to Kansas City, last night for participation in the giant Sixth War Loan Drive rally to be held there. NAN MERRIMAN and ROBERT MERRILL, NBC concert singers, along with JESSE BLOCK and EVE SULLY, comedy team, also joined the entourage.

HAL PEARY, with the cast and writers of the "Great Gildersleeve" program, leave this week for Chicago, where on Sunday they will broadcast the show as a feature of the Navy's radio series for the Sixth War Loan Drive.

E. B. LYFORD, of the NBC stations department, came back yesterday from Canada, where he visited network outlets in Montreal and Toronto, also conferred at CBC headquarters in Ottawa.

CBC Directorate Rules On Church Programs

(Continued from Page 1)

and 8:30 p.m. from the Central Broadcasting committee of 21 Protestant churches in Montreal. The committee wrote to Dr. Augustin Frigon, general manager of CBC reminding him that when the broadcasting of evening services was cancelled the CBC gave as a reason the Benny contract.

Dr. Frigon replied that this was not the only reason and asserted that CBC now carries five religious programs Sundays and did not feel justified in devoting "exclusively to one religious group in Montreal the very important period from 7 to 8 p.m. Sunday evening" the Central Broadcasting committee argued that the only one of the five religious broadcasts mentioned which was a broadcast of a standard church service was the one from 11 to noon under the auspices of the committee. It complained also that CBM the corporations English language station in Quebec province is "unfortunately a very weak station" and adds that this fact "recalls another point on which the CBC has broken faith with the committee."

Morning Broadcasts Provided

Dr. Frigon concluded the correspondence by notifying the committee that the board of governors of CBC had ruled after careful consideration "that the present policy should be reaffirmed, namely that broadcasts be permitted in the mornings, but not in the evenings."

GEORGE W. TRENDLE, president and treasurer of the Michigan Radio Network, has arrived from Detroit on a short business trip.

LOUIS SAIFF, Jr., commercial manager of WWNY, Columbia network affiliate in Watertown, N. Y., a visitor yesterday at the web.

BARRY GRAY, Mutual network announcer, has just returned from a two-week trip to Hollywood, where he visited network studios.

ELKIN S. KAUFMAN, executive vice-president of William H. Weintraub & Co., Inc., leaves next Friday for the West Coast where he will hold conferences with branch office's producers and directors.

CARTER RINGLEP, St. Louis representative for CBS Radio Sales, is spending a few days in Gotham on station and network business.

Skinner Gets Position On Mutual Press Staff

Jack Skinner, formerly of NBC and CBS press department, has joined Mutual network as assistant to Jim O'Bryon, publicity director in New York.

Five Join CBS

Horace Guillotte, CBS manager of network operations, has announced the appointments of Thomas Ahrens and Bruno Zirato, Jr., to the network's directorial staff as assistant directors; Jay Sims, Sidney Berry and Robert Hite have been appointed to the announcerial staff of the network.



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 want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, 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 largest market.

If you have something to sell, W-I-T-H can sell it better.



WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



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

Powerful Shortwave Station Opened By CBS

(Continued from Page 1)

ation for the powerful transmitter will consist of two different types of project matter—psychological war material in addition to straight and information broadcasts. Instruction on the plant which will be managed and operated by the Office of War Information was started last April when breaking ceremonies were on the twenty-second of that month. Since that time work has proceeded according to schedule, and as a result, this will be the newest transmitter to be added to the OWI's Coast battery beamed at Japan, China and Thailand.

The shortwave station will operate three separate transmitters and by a system of highly directed antennas and the plant will be one of the most powerful transmitters in this country.

Operation of the plant will be under supervision of Les Bowman, Chief Division Engineer for CBS. Construction of the building was the direction of C. R. Jacobs of the Columbia Broadcasting System Building-Construction Dept.

★ AGENCY NEWSCAST ★

JAMES SHELDON, of the Blue Network's production department, resigns from his post to become writer and director, December 1st at the MacFarland, Aveyard & Company, 10 Rockefeller Plaza. Sheldon was associated with the Ed Wynn-"Happy Island" program. His new duties will include the writing of the Saturday Evening Post's "Listening Post," over the Blue.

ROBERT E. TYRIVER, has been appointed general sales manager, Manhattan Soap Co., Inc., makers of Sweethart toilet soap and other soap products. He formerly was Division Sales Manager with Colgate-Palmolive-Peet Company.

TOM FIZDALE, INC., publicity and public relations firm with New York offices at 485 Madison Avenue, is moving today to larger space in the Lincoln Building, 60 East 42nd Street. The Fizdale organization, with branch offices and representatives in Hollywood, Chicago and Washington opened its main office in New York in 1935.

Sports Crowd Predicts Army-Navy Winner

(Continued from Page 1)

the ET, carrying the voices of top-flight coaches, writers, announcers and players, will be heard over WABC tomorrow, 6:30 to 6:45 p.m. Stan Lomax, and Bill Slater, both of WOR, who will broadcast the Army-Navy game from Baltimore exclusively over CBS Saturday, were interviewed by Ted Husing.

Byron Keating

Stricken by a heart attack, Byron Keating, 59-year-old president of the Cincinnati advertising agency bearing his name, died Friday Nov. 24, at his summer home near Glyndon Springs, Minn., where he had gone for a brief vacation. Prior to formation of the agency, his 35-year career in advertising included service with The Blackman Company, George Batten Company, Lord & Thomas and Knox-Reeves and several years as industrial relations consultant for a number of eastern manufacturers.

DORLAND INTERNATIONAL-PETTINGELL & FENTON, INC., has been formed with offices at 247 Park Avenue. Geared to render service both here and abroad, it is a merger of Pettingell & Fenton, Inc., and Dorland International, Inc. President of the new agency is Atherton Pettingell.

Other officers are: Howard S. Hadden, chairman of the board; Fleur Fenton and Walter S. Maas, executive vice-presidents; Charles B. Strauss and Arthur F. Connolly, vice-presidents; Esther K. Fagan, treasurer.

FELIX W. COSTE, vice-president in charge of advertising for the Coca-Cola Company, has moved his New York office to 515 Madison Ave. The Coca-Cola Company regional fountain sales offices have also moved from 60 East 42nd St. to 515 Madison Ave.

Kobak Plans Meeting With Mutual Board

(Continued from Page 1)

Shepard III, Yankee Network, Boston; Theodore C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee, Hollywood.

On Sunday and Monday, December 10 and 11, the board of directors and shareholders of the network will meet. Board includes Alfred J. McCosker, chairman, E. M. Antrim, WGN Chicago; Hope E. Barroll, Jr., WFBR, Baltimore; J. E. Campeau, CKLW, Detroit-Windsor; H. K. Carpenter, WHK, Cleveland; Benedict Gimbel, Jr., WIP, Philadelphia; Leonard Kapner, WCAE, Pittsburgh; Chesser Campbell, WGN, Chicago; John Shepard III, Yankee Network, Boston; Theodore C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee, Hollywood.



**THE
POWER
OF
Habit**

*The act of knitting does not require conscious thought.
It's an acquired habit.*

The people of Southern New England have acquired the habit of relying upon WTIC because WTIC supplies them with the type of radio entertainment they like.

And, it's important to please these people because they pos-

sess a buying income that is 60% in excess of the national average. They have the ability to buy your product.

You can reach them—and sell them—through the medium of WTIC's 50,000 WATTS.

**IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**



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

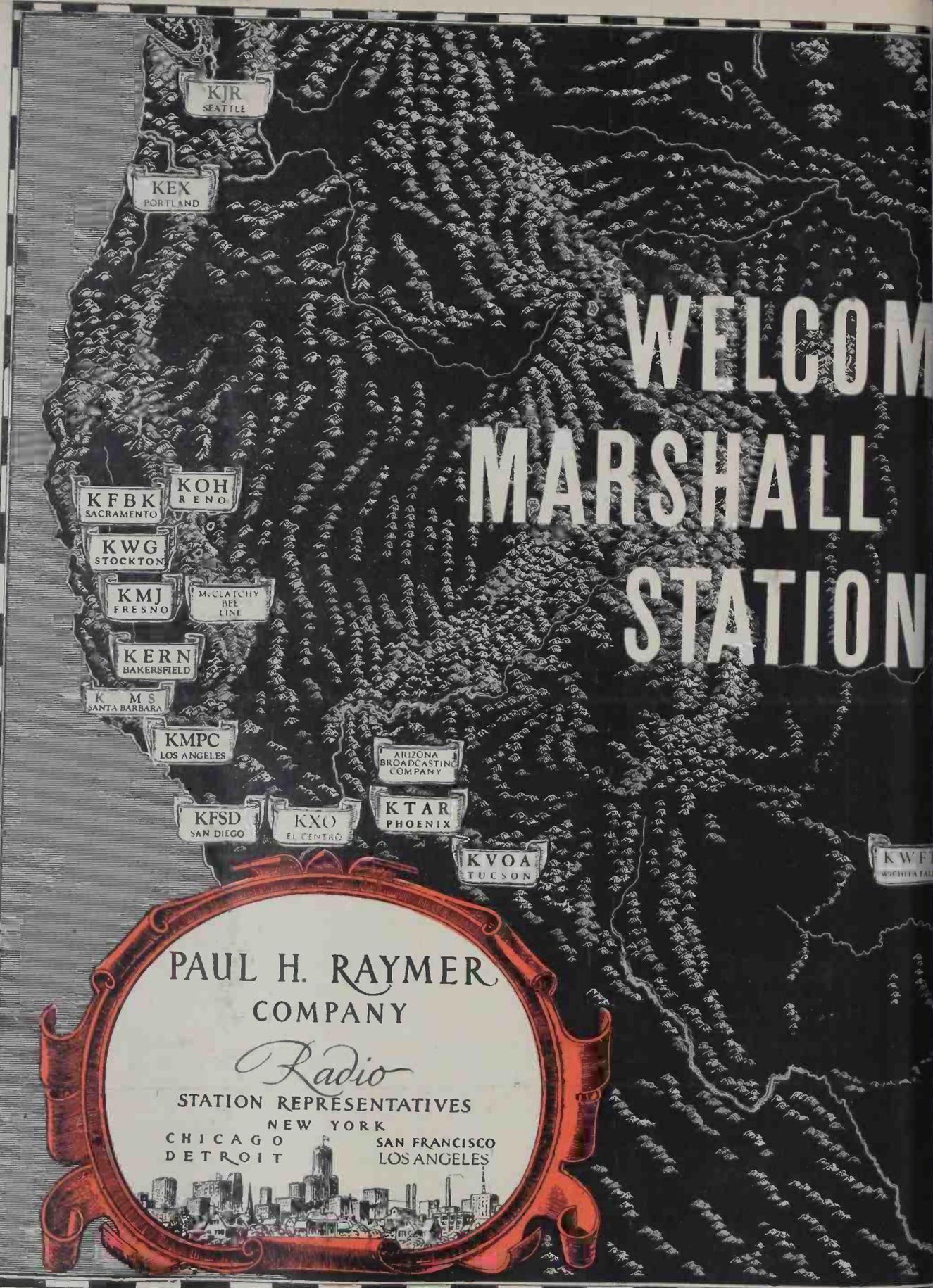


Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem—and a Weed man was there first.

**WEED
& COMPANY**
STATION REPRESENTATIVES
BOSTON • CHICAGO
SAN FRANCISCO • HOLLYWOOD

JOB WANTED
... the job of
SELLING KANSAS
for YOU - at low
cost • Just hire:
WIBW
The Voice of Kansas
TOPEKA

Ben Ludys
GEN'L. MGR.



WELCOME MARSHALL STATION

KJR
SEATTLE

KEX
PORTLAND

KFBK
SACRAMENTO

KOH
RENO

KWG
STOCKTON

KMJ
FRESNO

McCLATCHY
BEE
LINE

KERN
BAKERSFIELD

KMS
SANTA BARBARA

KMPC
LOS ANGELES

ARIZONA
BROADCASTING
COMPANY

KFSD
SAN DIEGO

KXO
EL CENTRO

KTAR
PHOENIX

KVOA
TUCSON

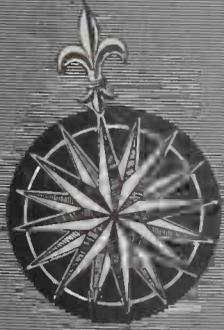
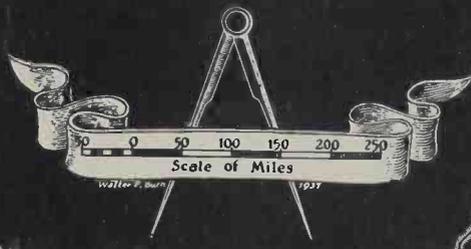
KWFT
WICHITA FALLS

PAUL H. RAYMER
COMPANY

Radio

STATION REPRESENTATIVES
NEW YORK

CHICAGO SAN FRANCISCO
DETROIT LOS ANGELES



Huge Coast Bond Rally To Be Broadcast By NBC

(Continued from Page 1)

11:30 to 12:30 EWT and in the West from 10 to 11 p.m., PWT.

Mann Holiner radio producer recently placed on the inactive list as a U. S. Army major, will direct the program and Cornwell Jackson, radio chief of OWI here will act as coordinator of stars and writers. Ted Lloyd will handle program details.

PUBLICITY: See Here!

Young woman, college graduate, 3 years' experience in network and station publicity, seeks job where salary is measured by services rendered. Good writer. Excellent contacts with best editorial outlets. Write Box 921, Radio Daily, 1501 Broadway, New York 18, N. Y.

"AMERICA TO VICTORY"



Actual World War No. 2 events with inspiring talks by former prisoners of war. Gets the listening audience and the mail. No advertising. Sold cooperatively, and we sell it for you. Good income and plenty of station advertisement. Ask the station who has aired it!

Write for details to: Allen I. Stock, Gen'l Mgr.

NATIONAL RADIO FEATURES
100 State Street Albany 7, N. Y.

WIRES WEATHER CLEAR TRACK FAST



No need to wait till evening for racing reports . . . Dial 1430 for exclusive 12 to 8:30 "Race by Race" News from anywhere . . . on

WBYN

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



California Commentary!

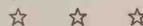
• • • A "fight" staged in the audience at the "People Are Funny" show by two male stooges and one of the fair sex was so realistic that Announcer Frank Nelson and the sound men were completely fooled by it.

Los Angeles

Here's the ironical part—seven months ago Nelson participated in a like stunt in a "People Are Funny" audience. By the way, the show, originated by John Guedel is expected to take to the road in February or March, as will the "G. E. House Party," also a Guedel production. The new opus hits the airlines Jan. 15 and will be an audience participation show, which theoretically, takes place in a G.E. all-electrical home. It will use guests and be a surprise feature at each show. . . • Jean Hersholt, Frances Scully, Irwin Allen, Denny Shane, Alan Hersholt, Noel Corbett, Al Rackin, Jack Melvin, C. P. MacGregor, Oren Nance, Don Paul Nathanson and Bob Clampett were among those attending the "Three Is A Family" preview at the Ambassador. Cathy Lewis, heard on "The Whistler," went to a costume party dressed as a WAC. Her husband, Sgt. Elliot Lewis, got permission to go as a civilian.



• • • The Blue Network's "Coronet Storyteller's" tale, titled "The Governor's Impatient Wife," to be narrated by Marvin Mueller this evening, depicts the interesting background of an one-penny stamp which, through impatience, became one of the world's most valuable to philatelists. . . • Edgar Bergen and Charlie McCarthy return here this week after a three months stay in New York. . . • Dick Powell journeys to San Francisco early in December to broadcast a "Bandwagon" show from the Bay City and make a hospital tour in that area. . . • Roy Nafziger, head of Interstate Bakeries, and Vee Baird, his assistant, this week inspected the Patrick Michael Cuning television studio, Stage 8. Nafziger is contemplating a series of television productions to plug Webbers Bread, one of his products. . . • When Tom Hanlon auctioned a Nazi officer's raincoat on the KNX "Midnight Merry-Go-Round" the other night, one of his most ardent fans, Leon Schlesinger, bought it for \$2,500 in war bonds. When the cartoonist king came to try it on it was a perfect fit!



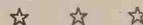
• • • After the premiere of the Gracie Fields show, Gracie received a huge bouquet of yellow roses. An ornate package was handed to Fred Brady, the comic on the show, also. When he opened the lavishly-wrapped gift and dug through the cellophane, he discovered a pleasant surprise in view of the current shortage—a single package of cigarettes. . . .

• Charles Correll, "Andy" of Amos 'n' Andy, received a rude shock recently when his small daughter, Dorothy, proudly brought him her stamp album to show him how well it was filled up. In all the gaps that remained, she'd carefully pasted in red stamps taken from her mother's ration books! . . .

• Members of the Executive Secretaries Club, who heard Mirandy at their annual banquet, all agree she is one of the best storytellers on the Coast. Mirandy, who is a regular member of the Blue's "Farm and Home-Makers Club" show, also operates a general store at the Farmers' Market in Hollywood.



• • • Hedda Hopper is very fond of ham and eggs and like a good artist, she always kiddingly asks the waiter or waitress if the ham she is ordering happens to be Armour's ham (her sponsor). She has been extremely happy since learning that Pep's Cuisine, new Hollywood Blvd., beanery uses nothing but Armour Products, which means—well, the ham is okay with Hedda at that spot!



—Remember Pearl Harbor—

Ascap Wins Decision In Nebraska Action

(Continued from Page 1)

Ascap was led by John Gillin, former of station WOW, and Ascap's defense by the prominent entertainment industry attorney, Lou Frohlich, of the firm of Schwab, Frohlich. Case was argued for several weeks last June and has some five months in process of adjudication. It followed the now famous Nebraska action against Ascap, one of several monopoly suits brought against it in several states.

Breneman Bond Sale Heats Up

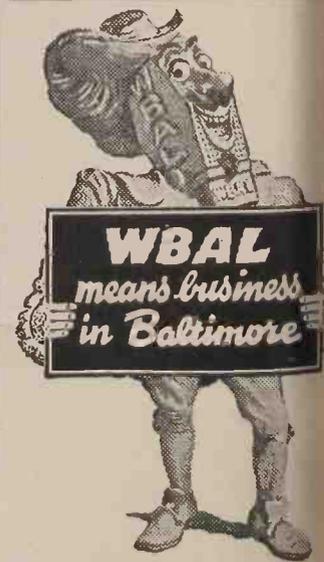
San Francisco — "Breakfast Sardi's," Blue Network morning show with Tom Breneman, in an appearance Monday at the Fox Theater San Francisco sold \$1,250,000 in war bonds. The show will make a special appearance today in Oakland.

ATTENTION! STATION and ADVERTISING AGENCY

Two original and tuneful one-minute transcribed musical programs especially composed for the jewelry trade, cast of forty outstanding musicians chorus. One program designed to sell diamonds. Lyrics to both appropriate throughout the year. Exclusive to one jeweler in a city. Audit program \$2.00 refundable upon return within fifteen days.

ASSOCIATED RADIO-TELEVISION PRODUCTIONS, INC.

11 West 42nd Street, New York 18, N. Y.



Edward Petry & Co., National Representatives

Noble Counsel Files Letter With Lea Charging 'Prejudicial Acts' By Sirica

NLRB Supports Nets In Platter-Turner Test

(Continued from Page 1)

company and should not be network wide.

The National Association of Broadcast Engineers and Technicians, who now perform the platter turning chores as a part of the studio engineer's job, except in Chicago, had petitioned the NLRB to extend their jurisdiction to include that city.

In a unanimous decision, members of the three-man board, ruled that while the skill of neither craft were essential to the job, that on the basis of the collective bargaining history, the present set-up should be continued.

Open Boston Drive

Boston—WORLD opened the Sixth War Loan Drive on the regular Sunday Coast Guard show with George Murphy, Hollywood movie star and Joe Dinneen, newspaper columnist and WORLD's news commentator launching the drive.

Named Y & R Talent Supervisor

Alexander "Sandy" Stronach has been appointed talent supervisor of Young & Rubicam's radio department. Stronach joined Young & Rubicam in 1938.

(Continued from Page 1)

the purchase of WMCA by Mr. Flamm from Donald Flamm in 1940.

Sirica, though nominally employed by your committee to conduct an impartial investigation, has shown beyond a shadow of a doubt that he is prejudiced against Noble, that he is sympathetic to Sirica, and that he is not only willfully anxious to present to your committee "hearsay" evidence, without attempt to establish the facts, but that at the outset of these hearings, he stated that since this whole matter is essentially a private dispute between the subject of pending suit and the plaintiff, Flamm in New York Supreme Court, any further proceedings should be held in executive session, if prejudice to the defense of Flamm were to be avoided.

Call Charges Wild

That is now abundantly clear. The actions of White House interfering in and of improper action by the Federal Communications Commission never anything but wild charges against Flamm to arouse public interest and publicity, and have now been disavowed both by Flamm and his counsel. There remains nothing of Flamm's allegations of coercion and conspiracy with his employer—which, since the abandonment of his efforts at rescission, remains the sole point of his pending action.

Criticizes Lea Counsel

It is also become abundantly clear that your counsel regards himself and

is in truth and fact acting as Flamm's attorney. Any pretense at an impartial investigation of the facts is gone. In his opening statement Wednesday morning, your counsel outlined his proposed proof of Flamm's charges, and in the Friday afternoon session he boasted that he is, in effect, prosecuting a case against Mr. Noble. The blunt question is: Is he prosecuting a case against Mr. Noble or is he conducting an investigation of the Federal Communications Commission? The facts speak for themselves.

"I delayed this protest, during the first two days of hearings, because I did not desire to be unfair to Mr. Sirica. I can restrain myself no longer, for the reputation and character of Mr. Noble are being unfairly and prejudicially attacked by Mr. Sirica in an obvious attempt to gain publicity for himself at the expense of Mr. Noble.

"Mr. Noble is a well-known citizen, of good repute and I know you and your committee do not wish to be parties to an unfair attack on him, particularly in a matter of private, rather than public concern.

"In view of these facts, I respectfully request that your committee direct your counsel to refrain from his one-sided presentation of matters relating to the civil suit, or that your committee hold these hearings in executive session with the understanding that the testimony will be made public after the civil suit is tried.

Very truly yours,
(Signed) Franklin S. Wood."

Shaw on Stand

Donald Shaw was on the stand for lengthy questioning by Sirica yesterday with Shaw denying and Sirica insisting that a conspiracy among

Shaw, Roberts, Edward J. Noble, (now Blue head, then WMCA purchaser) and Attorneys William Dempsey and William Koplowitz existed to frighten Flamm into selling WMCA to Noble at a low figure.

Hart and Chairman Clarence F. Lea ordered stricken from the record Sirica's question when at one point Shaw had denied that such a conspiracy existed. "If you were part of such a conspiracy, you wouldn't say so anyhow, would you?" Sirica asked. This was ordered stricken.

Upton Close Asks FCC To Investigate Case

(Continued from Page 1)

Interstate Commerce Committees for investigation. These are the logical committees for such a complaint. It is recalled that during the hearings on radio before the Senate group a year ago no serious objection to the right of a network to hire and fire news commentators at its own discretion was uttered, although there was general dissatisfaction expressed by some members with the news policy of networks.



REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Olive Kackley WCKY

50,000 WATTS C B S

THE L. B. Wilson STATION

SEND BIRTHDAY GREETINGS TO...

November 28

Le Bampton	Frank Black
John A. Hewitt	Helen Jepson
Evia Katzenstein	Reed Lawton
Eott Lewis	William Lundell
Levell Patton	Rex Pries
Kermit K. Schafer	

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

WALTER COMPTON
BACKGROUND FOR NEWS

add **WCAE** to his sponsor list

WATCH THIS LIST GROW

WSIX	KOL
KALE	KFRE
WMOB	KROS
KOCY	WHIT
WGOV	WBTA
WSAY	WCAE
WJHO	

Available for cooperative sponsorship on MUTUAL. Call, wire or write WM. B. DOLPH, Barr Bldg., Washington 6, D. C.



Is it Love?

MOONLIGHT IS FINE, as long as you feel the same about things in daylight. That's the real test—not only for love, but for transcribed libraries, too!

The glamour of "names" has to be backed up by *consistent program power*. A few peaks can't make up for a lot of valleys in listener appeal.

On this all-important basis of real usefulness, your best bet is ASSOCIATED!

For ASSOCIATED gives you *most* hours of the best *radio* music. Not just playing hours but *paying* hours...

exclusive, network-calibre entertainment that always assures more listeners and clients!

Yes, there's mighty good reason why ASSOCIATED has gained more new subscribers in the past few months than in any period in its history. *Quality* has a way of getting to the top...especially when it's *quantity*, too!

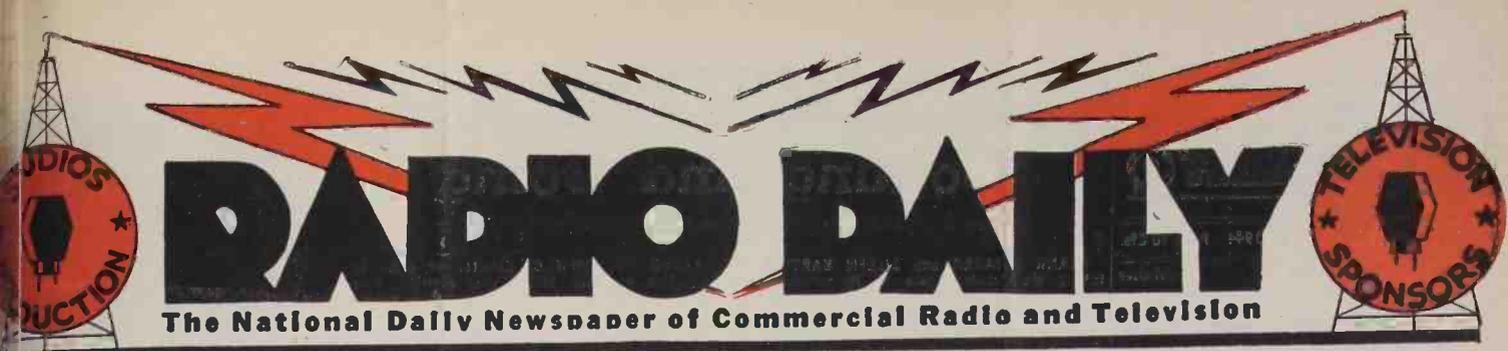
Want to know how ASSOCIATED can do a better job for *you*? Write today for the ASSOCIATED LIBRARY booklet. No obligation, and plenty of worthwhile information.

Get the facts now!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.



WMCA Hearing Private

AM, FM Groups File Applications

Application for three television stations was filed in Washington yesterday by the M-G-M-Loew's Pix Corporation, with locations sought for New York, Washington and Los Angeles. Significant operation on Channels 17 in Washington and Channel 17 in New York is the Marcus Loew Book Agency, which now operates in New York. M-G-M studios listed as the applicant for the Los Angeles license with operation on Channel 8. Commercial tele application was filed also by Crosley, for operation in Cincinnati on Channel 1. Applications were filed by the

(Continued on Page 8)

Gets Carter Spot on Mutual; Starts Dec. 4

Replacement in the spot vacated by the late Boake Carter will be by Sam Lang, commentator currently over WHN, it was reported yesterday. Lang's program schedule begins Dec. 4, with five programs weekly, Mondays through Fridays, 12-12:15 p.m., EWT, over the

(Continued on Page 8)

Warner Named To Cowles Group Post

Frederic Warner, educational director of the Columbia network's central division with offices at WBBM, Chicago, will leave that position on Dec. 1 to take over the post of public service director of The Cowles

(Continued on Page 8)

RCA Anniversary

How radio has grown will be told in a program entitled "Twenty Years of Broadcasting," covering the years between 1919 to 1944, on NBC, Sat., Dec. 2, 7-7:30 p.m., EWT, in conjunction with the 25th anniversary of the Radio Corporation of America. The story will trace the growth of independent stations, webs, FM and television, in addition to other events.

Broadcasters Acclaim Plan For G. I. Joe's Xmas Shows

Scores of broadcasters, falling in line with RADIO DAILY's proposal that radio dispense with usual Christmas cheer shows this year, have pledged themselves to holiday programs of special interest to hospitalized servicemen, camps, servicemen's centers during the coming holiday season.

One hundred and seventy-four stations to date have adopted the suggestion and are planning programs especially for the men and women of the armed forces. In some instances live shows will be taken to the hospitals and camps and in others special shows will be produced to raise Christmas funds to furnish good cheer to the servicemen.

"It's a splendid suggestion and worthy of the support of all broadcasters," said Arch Shawd manager of WTOL, Toledo.

Dale C. Rogers, manager of KPAC, Port Arthur, Texas, in adopting the suggestion wrote: "We think RADIO DAILY's idea in changing the usual Christmas format is excellent."

"We feel this is a most worthwhile project and will be glad to participate," commented Cal Smith, program director of KROC, Rochester, Minn.

Messages of approval also were received from Charles W. Pittman, business manager of WBML, Macon; Ralph Weil, general manager of WOV; Jo Ranson, special events director of WNEW, Sidney Flamm, general manager of WPAT, and Helen H. Patterson, commercial manager of WAPO, Chattanooga.

Other broadcasters in the growing list of stations who have subscribed to the RADIO DAILY plan include: WIND, Gary, Ind.; KXO, El Centro, Calif.; Harry Maizlish, KFWB, Hollywood; Arden X. Pangborn, KGW, Portland, Ore.; Frank McIntyre, KUTA, Salt Lake City; WSYR, Syracuse, N. Y.; B. G. Robertson, KTBS, Shreveport, La.; George W. Slade, WBZ-WBZA, Boston; WHBQ, Memphis, Tenn.; Franz Robischon, KGHL, Billings, Mont.; KGER, Los Angeles; Leon Churchon, KLX, Oakland, Calif.; R. W. Brazeal, KFPY, Spokane, Wash.; George Cranston, WBAP, Fort Worth; WJLS, Beckley, W. Va.; Fin Hollinger, KDB, Santa Barbara, Calif.; WDLF, Panama City, Fla.; KTBC, Austin, Texas; KABR, Aberdeen, S. D.; KWFC, Hot Springs, Ark.; KCKN, Kansas City; G. Bennett Larson, WWDC, Washington, D. C.; KTSM, El Paso, Texas; KIRO, Seattle; WCSC, Charleston, S. C.; KGVO, Missoula, Mont.; KXEL, Waterloo, Iowa; KNX, Hollywood, Calif.; WLAG, La Grange, Ga.; KODY, North Platte, Nebr.; WLEU, Erie, Pa.; WWSW, Pittsburgh; WBML, Macon, Ga.; KFRO, Longview, Texas; WIBX, Utica, N. Y.; WINN, Louisville; WKZO, Kalamazoo, Mich.; WRVA, Richmond, Va.; WNBK, Binghamton, N. Y.; WHAI, Greenfield, Mass.; WHBC, Canton, Ohio; WSPR, Springfield, Mass. and KROW, Oakland, Calif.

Don't let your product stand at the end of the line. Come up front with WLAW! Coverage map on request. Yes, business is good! Especially for advertisers who use WLAW! Send for coverage map! Advt. map!

John J. Sirica Resigns Post As Lea Counsel

Washington Bureau, RADIO DAILY
Washington—The Lea committee yesterday voted to discontinue public hearing on the 1940 sale of WMCA, New York, from Donald Flamm to Edward J. Noble. At the same time John J. Sirica became the second committee counsel to resign as a direct result of a committee decision regarding this case.

The vote was three to two with Chairman Clarence F. Lea and Representative Richard B. Wigglesworth taking the same position they took a week earlier in favor of open hearings. Representatives Ed Hart, Louis

(Continued on Page 10)

Radio 25th Birthday To Get 12-Mo. Salute

Washington Bureau, RADIO DAILY
Washington—Nationwide observance of the 25th anniversary of the broadcasting industry throughout the year 1945 was called for yesterday by NAB President J. Harold Ryan. And, said Ryan, radio's anniversary year will be dedicated to victory, with

(Continued on Page 8)

73 Stations Schedule 'Beyond Victory' Series

Seventy-three stations, scattered strategically throughout the country are scheduled to broadcast transcriptions of the program, "Beyond Victory," a series of analyses of the Dumbarton Oaks conferences as con-

(Continued on Page 11)

Dopesters

Ten football experts picked the Army to win; nine voted for the Navy and two were noncommittal in the poll conducted by WABC the other day at Toots Shor's restaurant in New York. Results were a part of transcribed broadcast by the station as a warmup for Saturday's game in Baltimore which will be broadcast on the Columbia network exclusively.



Vol. 29, No. 40 Wed., Nov. 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

(Tuesday, Nov. 28)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165	164 3/4	165	+ 1/2
CBS A	32 3/4	32 3/4	32 3/4	+ 1/2
CBS B	32 1/4	31 3/4	32 1/4	- 1/2
Crosley Corp.	28 1/2	28 1/2	28 1/2	- 1/8
Farnsworth T. & R.	127 1/2	123 1/2	123 1/2	...
Gen. Electric	39 3/8	39 1/8	39 3/8	...
Philco	32 3/4	32 5/8	32 3/4	+ 1/8
RCA Common	10 1/4	10 1/8	10 1/8	- 1/8
Stewart-Warner	15	14 7/8	15	...
Westinghouse	105 3/4	105	105 3/4	+ 1/2
Zenith Radio	38 1/2	38 1/2	38 1/2	...

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29 3/4	29 3/4	29 3/4	+ 3/8
Nat. Union Radio	5 3/8	5 1/4	5 1/4	+ 1/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22 1/2	...
WJR (Detroit)	37	...

Heifetz On Phone Hour

Jascha Heifetz, violin virtuoso, will do another guest broadcast on "The Telephone Hour" Mon., Dec. 4, over NBC, 9-9:30 p.m., EWT.

20 YEARS AGO TODAY

(November 29, 1924)

Radio broadcasting of boxing bouts is at an end so far as Tex Rickard is concerned, it was learned at Madison Square Garden yesterday. In Rickard's opinion, the use of radio keeps down attendance at the bouts. Builders are incorporating radio reception as part of the service to tenants.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KGO is THE Bay Area Buy!

Coming and Going

FRANK SINATRA and EILEEN BARTON are taking the Sinatra show to Hollywood, from where it will originate over CBS beginning next Monday, when the guest will be Tallulah Bankhead.

A. W. GRAHAM, station and commercial manager of WKST, New Castle, Pa., is here for conferences with the outlet's national representatives.

TED HUSING and JIMMY DOLAN, sportscasters on CBS, leave today for Baltimore, where they'll obtain advance information for their exclusive broadcast over CBS of the Army-Navy football game this Saturday.

ED THOMAS, public relations manager, and DONALD SHAW, radio director, both of Geyer, Cornell & Newell, Inc., are back at the agency following a short trip to Washington, D. C.

RALPH EDWARDS and his "Truth or Consequences" program entourage go down to Philadelphia today to put on a bond-selling show at Convention Hall, which already has been sold out to the tune of \$1,267,000 in E bonds.

LOYD BROWNFIELD, director of press information for CBS' West Coast division, is in New York for conferences at the headquarters of the network.

ELMER HANSON, commercial manager of KILO, Grand Forks, N. D., is in town. Paid a call yesterday at the offices of the national representatives.

JOHN RAITT, singer who had the lead in the Chicago production of "Oklahoma," is visiting New York.

H. H. HOLTHAUSER, national sales and promotion manager of WAPI, Columbia network affiliate in Birmingham, Ala., is spending a few days in New York.

HERBERT J. LEDER, television director of Benton & Bowles, Inc., is spending his vacation in Hollywood.

RENE DE KNIGHT and the Delta Rhythm Boys have returned from Detroit and are pruning themselves for their opening at the Zan-zibar on Dec. 4.

Edgar Ansel Mowrer In New WMCA Series

Edgar Ansel Mowrer, foreign correspondent, will be heard in a new news analysis series over WMCA, beginning Sun., Dec. 3, 7:30-7:45 p.m., EWT. The program will bow in as a sustainer. Mowrer has the distinction of being the first correspondent who was expelled from Germany when Hitler came into power.

Pre-Game Program Set For Army-Navy Tussle

Ted Husing and his assistant, Jimmy Dolan who will broadcast the Army-Navy football game at Baltimore on Saturday, will be heard in a pre-game program on Friday night over WABC-CBS from 7:15 to 7:30 p.m., Husing has done all but one Army-Navy game since 1924, and has broadcast 18 of them.

WE'RE GOING PLACES



... with a large and varied listening audience tuned to our headline programs all day long. Programs like BOB BRIGHT'S BANDSTAND and MUSICAL COMEDY REVUE... programs like LUNCHEON WITH HELEN and MUSIC A LA MOOD... add up to the surest radio check there is... plenty of fan mail every day of the week. Sure enough, WPAT is going places. How about coming along?



Sell Your Clients WPAT... the fastest growing station in the metropolitan area.

WPAT PATERSON NEW JERSEY • PARAMOUNT BLDG. NEW YORK



Booby trap

That gadget up there, in the language of the British Army, is German anti-personnel bomb. Troops call it a booby trap.

It looks innocent... but it can kick your head off.

Radio time buyers can take a lesson from that bomb. Some radio station buys look good, sound good... but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled sales producing facts about W-I-T-H for you to look at... before you buy any time in Baltimore. We'll be glad to show them to you.



W-I-T-H IN BALTIMORE

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

WNEW GROSSES \$300,000

IN JUST 18 WEEKS FOR THIS SPONSOR!

WNEW'S 3½ MILLION FAMILIES, ONE OUT OF EVERY HUNDRED BUYS!*

There is no better measure of a station's sales power *than actual sales!*

In the past 18 weeks—without premiums or special programming—WNEW sold over 35,000 2-volume sets of a pictorial history to its listening audience of 3½ million families. *One out of every hundred bought nearly \$9.00 worth of books!*

Here is one of the most successful sales records in radio history! Here is a record that proves beyond question—

WNEW has the "listener confidence" that makes people buy WNEW products... sight unseen!

How can you put this sales power to work for your product?

Call or write WNEW now. We will give you the complete details of how advertisers are reaping the powers of WNEW "impact" . . . *why more people listen to WNEW than to any other non-network station in the country.*

*This campaign is still on the air.

WNEW

NEW YORK, 22 NEW YORK

THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

BOSTON SYMPHONY REVIEWS

By Leading Radio Editors

NOVEMBER 25th CONCERT

Guest Conductor,
Leonard Bernstein

Brahms' "Concerto in D Minor"

Soloist, Jesus Maria Sanroma

SUZANNE MARTIN

Post Intelligencer
Seattle, Washington

Two young men who have never been out to our bailiwick could be heard by air Saturday: Leonard Bernstein, Conductor, and Jesus Maria Sanroma, Pianist. The orchestra was the august Boston Symphony and the music Brahms' First Piano Concerto. Artist and orchestra illumined each other in a manner befitting a concerto that doesn't demand its soloist be a flaming torch carrier. Sanroma is a fire-crackling pianist, however, with style and spirit full and alive. Bernstein blended the two with complete artistic integrity, keeping a work that's on the thick side clear-cut and supple. It was one more bright spot in the Symphony's radio record.

DECEMBER 2nd PROGRAM

Mozart's Overture to "Idomeneo, Re di Creta" and Franck's Symphony in D Minor

8:30 P.M., E.W.T. — Blue Network

Sponsored by

ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

"Engineering That Aids All Industry
Furtheres American Good Living."

Advt.



Notes From A Ringside Seat . . . !

● ● ● Some smart sponsor (if he acts speedily) will grab himself a hunk of GOLD . . . after fifteen years for the same sponsor, "Easy Aces," goes off the air . . . but not for long . . . we'll bet all the tea in China and risk an additional amount equal to that imbibed in the vicinity of Piccadilly Circus, that Goody and Jane Ace will continue to beam their clean humor into our loudspeakers. . . ● Tro Harper, former WOR newscaster, has been promoted and now sports a silver bar on his Marine Uniform. . . ● Ann Thomas, currently working in Paramount's forthcoming "Duffy's Tavern," writes from Hollywood that she isn't lonesome out there, daily 'bunking' into Minerva Pious, Charlie Cantor, John Brown, Eddie Green, Georgia Bachus, Georgia Johnstone, Paul Stewart, Jackie Grimes, Homer Fickett, Nate Tufts, Nanette Fabray, Don Johnson, Fred Allen, Gracie and George Burns and Sammy Lerner . . . "Lonesome?" queries the comedienne, "Not at all . . . it's just like Colbee's on a rainy day." . . . ● Tony Roberts, recently honorably discharged from the Army, is back on the airwaves, tenorizing over WNEW . . . ● Heard the Korn Kobblers' record of Harry Pyle's newest brainchild, "Why Does A Bee Like His Honey?" . . . this platter should earn Harry a 'Pyle' of 'Honey' and we don't mean tin.



● ● ● Almost a family affair one might say . . . we mean next Monday nite's NBCast of the Firestone Symphony Orchestra which will introduce a new composition, "Rhapsodie Moderne," written by Harvey S. Firestone, Jr.'s 21-year-old daughter, Elizabeth. . . ● Thomas L. Thomas, Dorothy Kirsten, Earl Wrightson and Vivian della Chiesa have been NCAContracted to guetrill on the Cities Service programs during the month of December. . . ● A major Recording outfit is angling to sign up Hank Sylvern's piano and organ wizardry. . . ● Re: the item we ran last week about Hal Moore's "Dead Air" idea for WNEW, scripter Arthur Henley writes us and we quote:—the title, "Dead Air," is owned by me and fully protected . . . unquote:— . . . ● Lee Mortimer of the New York "Mirror" will be heard as WHOM news commentator beginning Monday. . . ● The ATC Contact Caravan newest Army show to entertain at hospitals, bases and camps, following its appearance tomorrow at the Stage Door Canteen in Gotham, grew out of an impromptu radio broadcast . . . M/Sgt. Draper Lewis, former CBScripter who directs the 37-men troupe and Capt. George P. Stinchfield, producer of the show, rate a low bow. . . ● A fine idea, so we say "Watch Parker" . . . the new radio series, "These Are Our Men," sponsored by the Parker Watch Co. via NBC, will plug the Sixth War Loan Drive in place of the commercials.



● ● ● Is the Biow Company planning to switch Milton Berle's "Let Yourself Go," from the Blue Net to CBS???? . . . ● One of the best male voices is being overlooked and we can't understand it . . . we mean Brad Reynolds . . . could it be mismanagement? . . . ● S/Sgt. Danny Webb, comic who asked to be released from the cast of "This Is The Army," so that he could entertain his buddies overseas, has been honorably discharged from the Service after 20 months in the battle areas . . . Radio can use his mirth-provoking talents. . . ● Radiolites who like their steaks GOOD, might try the Folks Roumanian Casino down on Second Ave. near 12th Street. . . ● Nora Sterling, scripter and femcee of the NBCCommercial, "Serenade to America," solved the "Ellery Queen," mystery the nite she subbed for Ken Roberts as guest armchair sleuth . . . (what else?).



— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

PACKAGE show producer, Cesana, sponsoring "Buy a Bond for a Soldier for Christmas" campaign in co-operation with the War Department's Sixth War Loan Drive. Promotion aims at enticing people to buy bonds for men overseas and to deposit them in banks. Cesana's latest endorsement comes from the Roma Wine Company which is planning to produce bonds for all employees overseas to plug the "Buy a Bond for a Soldier for Christmas" idea on its radio shows.

Basil Rathbone, star of "The Adventures of Sherlock Holmes" mystery series, over KHJ-Mutual, runs a private jitney service and from the Mutual-Don Lee studios on the day of the show, a common occurrence to see the bone station wagon roll up to the curb and deposit the entire contents of the studio doorsteps.

Bill Goodwin, who announced he would act on the George Burns and Gracie Allen show over KNX-CBS Tuesday nights, is being sought by Paramount for another picture owing to his excellent performance in the Bell and Howell production, "Incendiary Blonde." Goodwin currently is playing a supporting role in "Fairy Tale Murder" at Universal.

A recent and hilarious addition to the "supporting cast" on the Walter Amos 'n' Andy shows is the character of "Shorty the Barber," played by a veteran of stage and radio, Bob Lubin.

Army Asks Sta. Remove WJNO Moves At W. Palm

West Palm Beach, Fla.—The United States Army has ordered that WJNO, West Palm Beach, move from its present location near Morrison Field because the tower is a source of danger to planes taking off and landing at the field. In compliance with the request WJNO is moving to temporary quarters in the Florida Power Utilities building and by Christmas expects to be located in new station on Flaglar Drive very near to Worth.

Scoop!
GENE KRUPA
(IN PERSON)
8:05 P.M. — 8:30 P.M.
EVERY TUE. — THUR. — SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATT

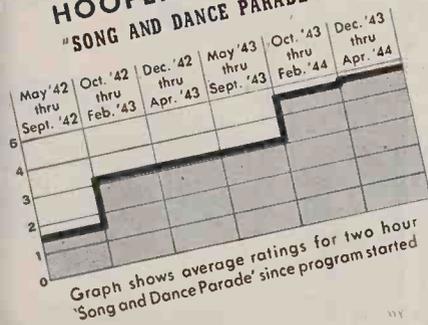
THE SPOTLIGHT IS ON...
 THESE 3 AVAILABLE
 KWK PERIODS



Rush Hughes

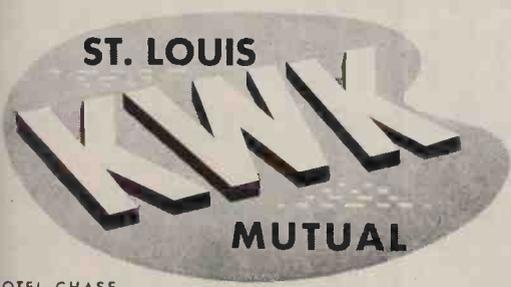
"SONG AND DANCE PARADE"
 10 a. m. to 12 noon daily

HOOPER RATINGS
 "SONG AND DANCE PARADE"



PRESENT SPONSOR	TIME	HOOPER RATING
Bond Bread	10:00 a. m. to 10:20 a. m.	4.7
AVAILABLE	10:20 a. m. to 10:40 a. m.	3.0
Creamo Margarine	10:40 a. m. to 11:00 a. m. (Mon. Wed. Fri.)	3.7
AVAILABLE	10:40 a. m. to 11:00 a. m. (Tues. Thurs. Sat.)	3.7
Old Judge Coffee (News)	11:00 a. m. to 11:05 a. m.	5.8
Carey's Salt	11:05 a. m. to 11:20 a. m. (Mon. Wed. Fri.)	5.5
St. Louis Dairy	11:05 a. m. to 11:20 a. m. (Tues. Thurs. Sat.)	5.5
AVAILABLE	11:20 a. m. to 11:40 a. m.	5.4
Celanese Corporation of America	11:40 a. m. to 12:00 Noon (Mon. Wed. Fri.)	6.7
Canada Dry	11:40 a. m. to 12:00 Noon (Tues. Thurs. Sat.)	6.7

Ratings from C. E. Hooper "Continuing Measurement of Radio Listeners" Monday thru Friday, December 1943 thru April 1944.



IN ST. LOUIS THE TREND IS TO KWK

PAUL H. RAYMER CO., Representative

HOTEL CHASE
 ST. LOUIS

PROGRAM REVIEWS

"THESE ARE YOUR BOYS"

Sustaining
WNEW, Thursdays, 7:45-8 p.m., EWT
Director: Ted Cott
Producer: Jack Grogan
Writer: Milt Robertson
Music: Kay Reed

While "These Are Your Boys" runs the gamut of war activity on the fighting fronts, listeners have no alternative but to run the gamut of emotions while hearing this station's new ET-live series. It has the necessary accoutrements for bringing the reality of the war home: servicemen are interviewed at the battlefronts by competent reporters, who make them personal without being offensive. The interviews, depending upon the soldiers and their background, of course, project a warmth and humor other media attempt to convey, but with far less punch and pathos.

The transcribed interviews are interspersed with announcements of New York servicemen who have received citations, medals or honorable mention at the front. Transcriptions of these broadcasts are made available to the parents and relatives of the men.

Ted Cott supervises the proceedings adeptly. Kay Reed provides dignified transitional music at the organ, and Milt Robertson's continuity keeps the program well knit, for which the participating voices of William Fender and Jack Grogan are also responsible. Grogan's production efforts give the program authenticity.

Pons-Kostelanetz Arrange For Another Overseas Trip

Lily Pons and Andre Kostelanetz will not commit themselves to any more radio or concert appearances after December 10th, because both will resume USO overseas camp tours, it has been announced. Kostelanetz's program for "The Pause That Refreshes On the Air," over CBS, Sundays, will make his last broadcast Dec. 10. The overseas tour is expected to extend into the middle of 1945. Miss Pons and Kostelanetz made a similar trip jointly last year. The Coca-Cola-sponsored program ends its fourth full year on the above mentioned date.

★ PROMOTION ★

MBS Program Sked

Mutual Broadcasting System recently released a four-network schedule which embodies the advantages of being folded to the size of a road-map, and therefore pocketable, with that of having all the programs of the four major networks listed for easy consultation. On one side the daytime schedule is presented, and on the other the night. At the bottom Mutual has inserted several write-ups of available network time. Should be of interest to timebuyers, and radio people generally.

Tobacco Network

An interesting bit of network promotion is that of the Tobacco Network, affiliated with Mutual, wherein a combined all-purpose format is used. Released as a file-size folder, with the heading super-imposed on a large color reproduction of a tobacco leaf on the cover, the inside contains market data on all the stations, and a map of the coverage area on the facing page. Also included is a sheet giving the latest Hooper ratings for each station, and another sheet giving all the station rates for the various periods in the day, on the back of which is a detailed breakdown of population, sales, etc. for territory.

WTOP Booklet

An intriguing little folder was recently received by this department from WTOP in Washington, D. C. plugging one of their features, to wit: Johnny Salb, organist, and his "Stump Us" program. Livened up with an amusing pen and ink sketch, the text gives the background of the program together with an anecdote of the time that Salb was stumped nine times on one program, after which, his listeners discovering that he could be stumped, started to mail in an ever increasing number of requests for tunes. Salb's Hooper is steadily rising, and the station intimates that they would be glad to discuss the matter with any interested time buyers. This promotion piece is clever and amusing, as are most of WTOP's due mainly to the ever present sketches the station incorporates in their promotion.

WHN Promotion Piece

"Radio At War," a comprehensive and informative booklet, rather than on the magazine order, with regard to size, is currently being mailed by WHN to listeners, radio editors and advertising personnel in the area served by the station. The purpose of the release is to acquaint listeners with the part that WHN and radio in general is playing in the national war effort. In pictorial form, the booklet seems to adequately cover the entire war-time radio picture, both domestic and overseas, and presents a very interesting and detailed presentation that should prove of great interest to both radio personnel and the general public.

Station Host at Decade Mark

At a special program and dinner held in Greensburg, Pa. recently to celebrate the completion of a decade of operations by WHJB, the station played host to over 200 professional, business and civic leaders and their wives. One of the features of the special program was the appearance of three local men who were the inaugural speakers 10 years ago. They were Harry N. Yont, who was mayor of the city at that time, Dr. James A. Reeves, president of Seton Hill College, and Dr. Roger H. Williams, pastor of the First Baptist Church.

WBT Booklet

Made up in the form of a small booklet filled with rather whimsical art work, WBT in Charlotte, N. C. has released a promotion piece titled "How To Be a Success in the South." The sales story is enlivened with fanciful figures cut out of colored paper and photographed, and the whole thing is cleverly done, including the unobtrusive way the station's sales message is integrated with the colorful whimsy throughout the pamphlet.

CHATTANOOGA

High In
Scenic Grandeur

WDOD

HIGH IN FAVOR WITH
TIME BUYERS

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

Chicago's
ONLY
24 HOUR
STATION

W-I-N-D

560 Kc. 5000 WATTS

NBC BASIC STATION

W-D-O-D

1150 KC

Wilmington, Delaware

5000

WATTS

DAY & NIGHT

REPRESENTED BY

RAYMER

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

Washington Front

By ANDREW H. OLDER

WHEN Larry Fly packed up the last of his books, put Pete Shuebruk and Charlotte Gallup under his arm and moved to Rockefeller Center recently, Washington lost one of the most colorful—and ablest—officials of the entire New Deal period. His five years at the FCC saw innovations which made a number of the big boys in radio hit the ceiling periodically and saw more verbal attacks on "that Texas madman" than anyone has a right to receive and still remain in office. A weaker man couldn't have taken it, and we know how heartsick Larry Fly was at times. He had the guts to stick it out, though, and furthermore he had the generosity not to carry his grudges for long.

☆ ☆ ☆

Fly was on Capitol Hill as much as any pre-war agency head during the years since 1939. This was not because he was not doing a good job with the FCC, but rather because the FCC was the agency directly concerned with radio—which medium has developed in the last five years into a far more important matter even than the press, politically speaking. We don't have exact figures to put before you, but we do know that whereas twenty years ago at least a third of the members of Congress would have direct interest in some newspaper or newspapers, more have radio holdings today than newspaper. And all of them rely at least as much upon radio as upon newspapers to keep them before the public. . . . So regardless of what Larry Fly and the FCC were doing, they were bound to be continually subject to Congressional pressures of one sort or another.

☆ ☆ ☆

Biggest aim of the Fly administration was to keep radio from becoming an instrument for only a few people. All the major decisions and moves were aimed at the dangers of monopoly in radio. Maintaining diversity of control was the most important duty of the FCC, Fly believed—and probably still believes. And while he was the *enfant terrible* to network officials and some broadcasters, he had support from the hundreds of local broadcasters. . . . He frequently lost the impartial, judicial attitude his position required and treated petitioners with a high-handedness that won him no friends. That happened rarely when he first took the job, more and more frequently within the past year and a half. The strain of the Congressional attacks upon him—and overwork and worry generally—reacted upon his temperament. If he had not left the Commission, he'd have needed a long vacation.

☆ ☆ ☆

But he stayed at his job for two reasons—first, in order to rule out any attacks against his chief during the recent campaign. Second reason was to satisfy himself—he didn't like the idea of running out when the wind was up against him. And he succeeded in riding out the storm. When he left, his position was much stronger than ever before with many powerful elements in the radio industry. And he faced down his Congressional critics and petty detractors. The investigation started by Cox was by then completely discredited and getting ready to fold. Revision of the communications act was in the books, but it was pretty certain that such revision would be made in consultation with him, rather than over his head and against his will.

☆ ☆ ☆

Personally, we're going to miss Larry Fly as a personality more, we hope, than as an administrator. We think the FCC is in good shape right now, and will operate soundly and efficiently. Fly is partially responsible, but the other members of the Commission and the department heads are also responsible. The FCC is a good organization today, with no bad splits and few dangerously weak spots. . . . But there's no one there like Fly—no one there with his pungent, wry humor, his little-boy's grin as he gets off a particularly good dig at a browbeating Congressman, his ability to rip off a colorful description. Listening to Larry Fly before Congressional committees was, we think, one of the rarest experiences in Washington. He was terrific when the going was toughest. We've heard jokes at his best, and he was no better than Fly on these occasions. . . . And one last point—we think there'll be little argument that Larry Fly left the FCC with the respect of 99 per cent of those who had been his most bitter critics while he was in office. And most of these felt not only respect for him, but even affection. . . . And he has the rare distinction of being the one New Dealer of record for whom Burt Wheeler still admits admiration. Wheeler told the Senate last spring that "Mr. Fly is one of the ablest and most intelligent men in the public service today. He has had an extremely difficult job to perform, as everyone has had anything to do with the FCC ever since its beginning, knows."

☆ ☆ ☆

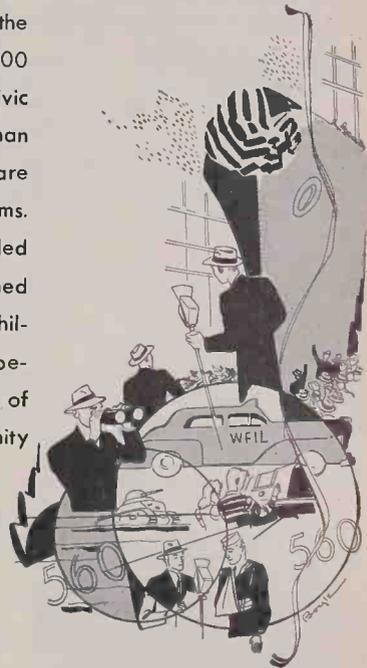
WFIL

... means progress!

"... to serve the public interest, convenience and necessity . . ." is the way all radio station licenses read. Here at WFIL we are inclined to make a more than literal translation of these words.

Superlative coverage of all local events is assured through the maintenance of a large staff of special events men. For example: On one public service program—"This Week In Philadelphia," a compendium of the week's happenings in the Quaker City and broadcast each Sunday—174 separate events were covered in nine months. In the same period the WFIL mobile unit traveled 3,000 miles picking up events of a civic nature. And each week more than sixteen hours of broadcast time are devoted to public interest programs.

It's because of this unequalled public service that WFIL has earned the reputation of being truly "Philadelphia's Own Station." It's because of the far-sighted policy of taking an active part in community affairs that WFIL is known to Philadelphians as "Philadelphia's Most Progressive Radio Station."



WFIL

A BLUE NETWORK AFFILIATE

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

Tele, AM, FM Groups File Applications

(Continued from Page 1)

Claremont Eagle, Claremont, N. H.; the News-Journal Corp., Daytona Beach, Fla., and KJBS, San Francisco, a partnership including Mr. and Mrs. William Dolph, and Helen S. Mark formerly of WOL, Washington, Alice H. Lewis, Elizabeth N. Bingham, wife of Washington radio lawyer, Herbert Bingham, Alice H. Lewis, Edwin P. Franklin, lame duck Senator D. Worth Clark, of Idaho and Hope D. Pettey, wife of Herb Pettey, head of WHN, New York. This combine now operates KJBS, a standard broadcast station in San Francisco.

AM Licenses Sought

AM licenses were sought by the Smoky Mountain Broadcasting, Knoxville Tenn., for operation with 250 watts unlimited on the 1,340 band; by the Capitol Broadcasting Co., Charlottesville, W. Va., for operation with 250 watts unlimited on 1,240 kilocycles, and by the Taylor Radio and Television Corp. San Diego, Calif. for operation on 250 watts unlimited on 1,000 kilocycles.

British Manufacturers Seek Early Post-War Market

Montreal—British radio manufacturers have called for an assurance from the Board of Trade that the switch-over to commercial production of television sets will not be delayed according to the London Daily Mail.

An enormous demand for sets is expected when the British Broadcasting Corporation is allowed to start televising again. But the manufacturers fear that by then American firms will be able to "jump the market."

The principal of a leading British north-west radio firm said: "Our trade organizations have made unofficial inquiries in Government circles, but can make no headway.

"It looks almost certain that America will get in unless we are given a chance to plan for the switch-over."

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

Represented Nationally
by Spot Sales

830 KC
KOA
50,000 WATTS

Lang Gets Carter Spot On Mutual; Starts Dec. 4

(Continued from Page 1)

Mutual network. The sponsor will be R. B. Semler, for its product Kreml Shampoo. The agency is Erwin, Wasey & Company.

Lang, a Philadelphia history teacher who has been night news editor of WHN, New York, first attracted attention as a network personality when he replaced Gabriel Heatter a few months ago. He writes his own news scripts.

Florence Warner Named To Cowles Group Post

(Continued from Page 1)

Broadcasting Co., with offices at WHOM, New York, recently acquired by the Cowles interests.

Miss Warner has had extensive experience both in the radio and newspaper fields, having been associated with the Des Moines "Register and Tribune" before accepting the CBS position which she now relinquishes to join Cowles.

CBS Appoints Three To Technical Staff Posts

Newly appointed managers of technical operations of the eastern, central and western divisions of CBS will be, beginning Dec. 1: Robert G. Thompson of the New York office, James J. Beloungy of the Chicago district and Lester H. Bowman of the Los Angeles sector, it has been announced by Henry Grossman, CBS director of technical operations.

Wedding Bells

Wilma Dobie, assistant to the publicity director of J. Walter Thompson Company, will be married to First Lt. John Dougherty of the Army Medical Corps. on Dec. 18. Ceremony will take place at Okmulgee, Oklahoma, where Lt. Dougherty is stationed.

Joins Press Wireless

Murray G. Crosby, of Riverhead, Long Island, for 20 years a research engineer for the Communications Division of RCA Laboratories, has joined the research and development staff of Press Wireless, Inc., as a consultant, A. Warren Norton, president of the company, announced.

AVAILABLE

Thoroughly experienced salesman or station contact man with extensive background in network and local sales. Seeking position with station, agency or representative office in New York City. Present employer knows of this ad. Write—

RADIO DAILY, Box 923

1501 Broadway, New York, N. Y.

"Hillinghast And Clymer" Big WOR Bond Promotion

WOR, in its new "Hillinghast and Clymer" war bond promotion, is going all out to make this co-operative venture with the U. S. Treasury Department one of the outstanding features in the history of the New York station.

"Hillinghast and Clymer" are two ethereal individuals who will be mentioned constantly through the week of Dec. 4-10 on spot announcements over the station as well as during the course of regularly scheduled programs. Three thousand dollars in prizes have been set aside for the listeners who identify the greatest number of instances when the names were mentioned during the course of the week, and who write the best war bond letter.

Two thousand dollars will be awarded to the person sending the largest number of correct identifications, while \$1,000 will go to the contestant writing the best war bond letter.

Decca's Extra Dividend

The Board of Directors of Decca Records, Inc. at its meeting held Monday declared an extra dividend of 30 cents per share on the company's capital stock, in addition to the regular quarterly dividend of 30 cents per share. Both are payable on December 22, 1944 to stockholders of record December 9, 1944.

Radio 25th Birthday To Get 12-Mo. Salute

(Continued from Page 1)

every effort bent toward the winning of the war. With the industry's anniversary symbol, he said, will "XXV," roman numeral for "25" with the design highlighting the "V" as Beethoven's Fifth Symphony, and "XX" from the continental code also being prepared. Dramatization of radio's history, flashbacks to early shows and appearances of early radio performers—all speaking on the victory theme—are planned.

Ryan's statement follows:

"1945 marks the twenty-fifth anniversary of the American system of broadcasting.

"I therefore urge all stations and networks to observe this anniversary throughout the year in a manner befitting the position of broadcasting in American public life.

"Broadcasting is dedicated to the winning of the war. Let us use the slogan 'RADIO'S TWENTY-FIFTH ANNIVERSARY—PLEDGED TO VICTORY.'"

Miss Bankhead Sinatra Guest Tallulah Bankhead will guest on the Frank Sinatra program over CBS next Monday from Hollywood.



Nothing like it in
Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
A FEAST OF FACT AND FABLE
—on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses 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 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records now.

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, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

★ AGENCY NEWSCAST ★

BIRMINGHAM, CASTLEMAN & PIERCE announces the election of Ed G. Keeshan, formerly vice-president of Frank H. Lee Co. and Dhey, Inc., of Danbury, Conn. Ray Huhta has been named media director of B. C. & P. Previously, he associated with Kenyon & Eckhardt Inc.

FUN, Las Vegas, N. M., has appointed a vice-president of N. W. Rambeau Company, Chicago, as its national representatives.

EARL ZACHRISSON has been appointed a vice-president of N. W. Rambeau & Son, Inc., in charge of service in the San Francisco office of the agency.

DAVID CLIFFORD now is manager of the production department at J. M. Mathes, Inc., while CHARLES L. MILLINSON has been appointed director of the industrial and trade department section of the media department.

Blondes As Better Wives Debated On CBS Tele Show

The pros and cons of the topic "Blondes Make Better Wives," were debated on the "Opinions on Trial" program over CBS television station WBBM, recently. Other features of the video schedule included a 15-minute news coverage and analysis by Ev Holles, Balladeer Josh White, Linda and The Three Barons in a quarter-hour variety show, films of "Lily Marines" and "Dangerous Assignment," and the audience-participation program, "Missus Goes A-popping," John Reed King emcee.

Emerson Surveys Jobs

Preliminary results of a survey conducted by Emerson among its dealers reveals that more than 5,900 civilian jobs await radio technicians now in the armed forces among this particular group. According to a statement issued by Benjamin Abrams, president of Emerson, each dealer is maintaining on an average staff of about 10 trained men, with the expected retirements about evenly divided between sales and service personnel.

DOROTHY LAWRENCE, formerly on the copy staff at Kenyon & Eckhardt, has joined McCann-Erickson, Inc. as a food copy writer.

THE STANDARD ADVERTISING REGISTER, just out, lists the following new advertisers, together with the agencies controlling the accounts: Christian & Co., Inc., Pittsburgh (Earl W. Bothwell Advertising Agency, same city); Consumers Vitamins, Inc. (Blaine-Thompson Co.); Jane Fowler Creations, Inc. (Sterling Advertising Agency, Inc.); Herbold-Dietz Laboratories, Hollywood, Calif. (General Advertising Agency same city); L. Hirsch & Son, Los Angeles (Pacific Advertising Service, same city); Kelbert Watch Co. (Kelly, Nason, Inc.); King Leathers of Indiana, Indiana, Pa. (Smith, Taylor & Jenkins, Pittsburgh); Petroleum Solvents Corp. (Picard Advertising Co.); Plastics Industries Technical Institute, Los Angeles (Beaumont & Hohman, Inc., same city); Samuel Spitz & Sons, Chicago (Howard H. Monk & Associates, Rockford, Ill).

World Gives 3 Xmas ETs Made By Chas. Laughton

Charles Laughton has done a series of three Christmas narrations for World Broadcasting System. As is their custom, World is sending these and several other Christmas recordings to subscribers of the World music library as a year-end bonus. The discs are now being shipped to member radio stations with World's releases for December 1st.

The longer of the Laughton narrations is titled "Mr. Pickwick's Christmas" and is taken from the Charles Dickens "Pickwick Papers." The other Laughton narrations, two in number, consist of the telling of the story of the Nativity in "The Oldest Christmas Story" and the visit to the lowly Bethlehem manger of the wise men in "The Story of the Three Wise Men." Both stories are told to Hanns Eisler music, which is also featured in the "Pickwick" narration.



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, Barr Bldg., Washington, D. C.

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

Exclusive! Chicago's Only NEWS-ON-THE-HOUR SERVICE W-I-N-D 60 Kc. 5000 WATTS

WMCA-Sale Hearing To Be Held In Private

(Continued from Page 1)

E. Miller and Percy Priest, the new member, supported the move to bar press and public from further sessions.

The committee apparently reached its decision late yesterday. Testimony during the three days of public sessions had been in support of Flamm's accusation that he had been coerced into selling his station. Reliability of the evidence was not generally accepted.

Wigglesworth charged that the decision amounted to complete "suppression" during a brief period in which all committee members made statements on the matter. He predicted that the full story will amount to a "National Scandal."

Sirica Resigns

The session was thrown into an uproar with the announcement. Sirica immediately shouted for silence and told the committee he was resigning, would submit his written resignation later.

Philip Handelman, Flamm's attorney, pounded the witness table demanding to be heard—was finally ejected by a capitol policeman at Lea's direction.

"I want the record to show that I was forcibly evicted," he shouted over his shoulder; "I am not under your jurisdiction. I am a taxpaying citizen. I pay your salary."

Hart Statement

At this point Hart explained that he opposed public hearings because of the pending New York court case, and promised that "every item of information that Congress and the public have a right to know will be made public at the right time." He discounted talk of "administration pressure and intimidation."

Miller, whose about-face has been the most surprising thing of all, said the hearing had "degenerated into a fishing expedition designed to bring up facts to be used in the New York

NOBLE'S STATEMENT

Edward J. Noble, following the decision of the House Select Committee to investigate the Federal Communications Commission, to hold executive session issued the following statement:

"I want the record to show that I strongly desire that all pertinent facts to the House investigation be made public. I want no whitewash, as has been charged, and I want an opportunity to answer, fully and completely, Mr. Flamm's allegations.

"However, I have not thought and I do not think now, that it is proper for John Sirica, the Committee's counsel, to use his position with the Committee to try a private law suit, which Flamm has brought against me. We have no opportunity to cross-examine witnesses, no opportunity to present our side of this case. The Committee's counsel has employed every effort and artifice to build up the testimony of witnesses friendly to Flamm, and to undermine the testimony of witnesses friendly to me. Even that might be excusable, if the subject matter involved public officials and accordingly the public interest. It does not, however, do that. Both Flamm and Committee counsel, as well as previous investigations have absolved the White House and the Federal Communications Commission of any impropriety.

"It becomes accordingly a travesty on the American way, which Mr. Wigglesworth claims to defend, to pervert the processes of a Congressional Committee to the trial of a private civil suit. That is the province of the courts. It has been said that if there is a good defense to that suit, no better place could be found to present it. That might be true—were it possible—but it has become abundantly clear, as my counsel has repeatedly protested, that it is not possible in these hearings, because of the prejudice and bias of Sirica and his persistence, over the objections of the majority of the Committee, in 'prosecuting,' as he says, matters solely germane to the private civil suit."

court." He declared that he had looked into the matter privately and found no evidence of FCC skullduggery. The whole case he said, "taxes my credulity, and my innate sense of fairness revolts against it." He added that it is "certain" that neither the White House nor former FCC Chairman James Lawrence Fly is involved.

Lea described the WMCA story as "repulsive" but one which it is the committee's duty to follow through. "It is an unfortunate and unwise mistake at this development of the case to close these open hearings."

Similar to Garey Incident

Sirica's resignation was reminiscent of that of Eugene L. Garey, first committee counsel, who resigned last February when the committee refused to go through with public hearings on WMCA. Robert Barker, who has been chief investigator is now acting as counsel and it is unlikely that another appointment will be made. Questioning went on in executive session all of yesterday.

E. K. Jett, acting chairman of the FCC, declared that "the manner of conducting the investigation is of course for the Select Committee to determine, and the Commission has no comment concerning this action. As far as the Commission is concerned we are ready today and we have been for the two years of the life of the investigation to present all the facts we have concerning the WMCA matter, either in public or executive session, as the Select Committee sees fit."

Wigglesworth Comments

Wigglesworth, in a lengthy statement, charged that justification for "withholding the facts from Congress and the people" is entirely lacking.

"How anyone who has listened to the testimony during the last three days including the statements made in respect to Mr. Noble, Mr. Dempsey,

Mr. Koplowitz, Mr. Corcoran and others of the Federal Communications Commission can vote to close these hearings to the public at this time is beyond my comprehension. Fairness itself dictates that these gentlemen be given the opportunity to be heard publicly in these proceedings here and now," he said.

Calls Interest Justified

"Ever since the start of this investigation, this committee and its staff has met with constant obstruction, intimidation, and underhand tactics from those in high places in the attempt to hamstring its work and to suppress the truth.

"There has been and is a wide public interest in this particular case. No one, in my judgment, can read the testimony already a matter of public record without reaching the conclusion that that interest is justified.

"With the present Congress expiring, a vote for executive hearings is a vote to withhold indefinitely, if not permanently, the further facts in this case," Wigglesworth said.

Shaw Makes Statement

Donald S. Shaw, former general manager of radio station WMCA, made the following statement after his appearance before the House Committee investigating the Federal Communications Commission.

"The charges made against me by Leslie Roberts and Donald Flamm are utterly false and completely untrue.

"At no time preceding the sale of WMCA by Flamm to Noble did I ever divulge any confidential figures or information to anyone outside the station except in the negotiations with Transcontinental Broadcasting which I was authorized by Flamm to conduct. In fact, I never had access to the books kept by Flamm.

"Not until after the contract of sale and the application for transfer of license was signed by Flamm did I discuss any confidential station mat-

Station Managers Set For Panel Discussion

Seven of the nine television stations in operation today will have representatives appearing on one of panels of the Television Broadcasting Association conference at the Commodore Hotel in New York City, 11 it was announced yesterday Samuel H. Cuff, general manager WABD, Du Mont station, who chairman of the panel.

Invited speakers and their subjects are:

Robert Gibson of General Electric station WRGB, Schenectady, "Management Problems of Commercial Television Broadcasting"; Commander William Eddy of Balaban & K station WBKB, Chicago, "Structural Technical Equipment"; Klaus Lambert of Television Productions, Inc. station W6XYZ Hollywood, "Talent Problems"; Harry R. Lubcke of Lee station W6XAO, Hollywood, "Aspects of Television Management, the West Coast"; Paul Knight, Philco station WPTZ, Philadelphia, "Management Problems of Remote Broadcasting"; John T. Williams, NBC station WNBT, New York, "Management Problems in Programming," and Cuff will discuss "Structural Facilities Required for Remote Broadcasts."

Mrs. Jarmila Kennedy has been appointed secretary of the panel. She will prepare a condensation and summary of material covered by the panel.

ters with or give any figures to Mr. Noble or any representative of the panel. "Roberts' statement of January 1941, referred to as an affidavit, is entirely his own and was dictated him in its entirety for the sole purpose of protecting himself against Flamm's accusations against him the time of Roberts' dismissal from the station."

DIAL TWIST SUFFERERS

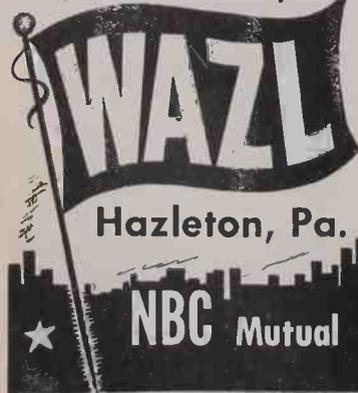
News on one station, music on another, sports on still another?

NO! ALL ON ONE ON 1430

WBYN

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

Sell the Booming Hard Coal Region!



3 Stations Schedule 'Second Victory' Series

(Continued from Page 1)

by authoritative speakers, it was announced by Walter S. Brown, president and founder of the World Wide Broadcasting Foundation, co-operating with the State Department. This venture also has the cooperation of the Carnegie Endowment for International Peace, in addition to the assistance provided by the Commission to Study the Organization of Peace.

The first two programs will be announced by the text by Dr. T. Shotwell, chairman of the Commission; Clark M. Eichelberger, secretary of the Commission; and Dr. Fred Fosdick, former Under Secretary-General of the League of Nations, now president of the Rockefeller Foundation.

Commission pointed out that the World Wide Broadcasting Foundation is spending a great deal of time in assembling this gigantic program by organizing the following programs within less than a week's time since the State Department has the widest possible discussion of proposals for an international conference as soon as the Department has released a full review of these proposals on Nov. 21st.

Stations Listed

The stations to carry "Victory" are WINX, Washington, D. C., Dec. 3, 7:45 p.m., EWT; WCHG, Chicago, Sat., Dec. 2, 7:15 p.m., WCOB, Boston, Sat., Dec. 2, 7:15 p.m., EWT; WHN, New York, Dec. 2, 6 p.m., EWT; WEVD, New York, Sun., Dec. 3, 9:15 p.m., WTHH, Hartford, Conn., Sat., Dec. 2, 1:45 p.m., EWT; WSUI, Iowa, Fri., Dec. 8, 8:15 p.m.,

stations include: KFQD, Anchorage, Alaska; WMSL, Decatur, Ga.; TUC, Tucson, Ariz.; WSRR, Bridgeport, Conn.; WNAB, Bridgeport, Conn.; WTSP, St. Petersburg, Fla.; WJAX, Gainesville, Fla.; WMGA, Macon, Ga.; WGGG, Gainesville, Fla.; GOV, Valdosta, Ga.; KRLC, Boise, Idaho; WJBC, Bloomington, Ill.; WSOY, Decatur, Ill.; WLLB, Urbana, Ill.; WLBC, Indianapolis; WBAA, Lafayette, Ind.; WKOK, Kokomo, Ind.; KTRI, Sioux Falls, S. D.; WOI, Ames, Iowa; WGRC, Knoxville, Ky.; WAGM, Presque Isle, Me.; WTBO, Cumberland, Md.;

Changing Ford Format On Blue Web Program

Change in format will be effected on the Ford Motor Company sponsored program beginning December 8, over the Blue Network, 8-8:30 p.m., EWT, it has been announced. The new program will be musical in theme but will have outstanding guest musicians for the guesting portion of the format and will be called "Stars of the Future," which replaces the current title, "Early American Dance Music."

Tentatively scheduled to be the first guest is Staff Sgt. Eugene List, pianist. Singing star regulars may be Alfred Drake and Frances Greer. Producer will be Maury Holland; music director, Robert Russell Bennett, who will also conduct the programs. The program will emphasize new and young musicians. Agency is J. Walter Thompson Company.

Morton Downey Leaving For Overseas Tour, Dec 4

Morton Downey, heard over the Blue Network Mondays through Fridays has organized an entertainment unit to take to the European war theater. Replacement on his program will begin Mon., Dec. 4. During Downey's absence, Earl Wrightson, baritone, will take over the vocal chores. Regular members of the program, Jimmy Lytell's orchestra, Leah Ray and David Ross, will continue as usual.

WMEX, Boston; WJLB, Detroit; WKAR, East Lansing, Mich.; WLB, Minn.; WCAL, Northfield, Minn.; WMIS, Natchez, Miss.; WEW, St. Louis, Mo.; Stephens Coll. Columbia, Mo.; WMUR, Manchester, N. H.; KAVE, Carlsbad, N. M.; WHCU, Ithaca, N. Y.; WKNY, Kingston, N. Y.; WATN, Watertown, N. Y.; WMBO, Auburn, N. Y.; WFAS, White Plains, N. Y.; WKIP, Poughkeepsie, N. Y.; WKBW, Buffalo, N. Y.; WAYS, Charlotte, N. C.; WMFR, High Point, N. C.; WOSU, Columbus, O.; WBBZ, Ponca City, Okla.

More: KOAC, Corvallis, Ore.; KBPS, Portland, Ore.; KXL, Portland, Ore.; KSLM, Salem, Ore.; WWSW, Pittsburgh, Pa.; KQV, Pittsburgh, Pa.; WPRO, Providence, R. I.; KOBH, Rapid City, S. D.; KEEW, Brownsville, Tex.; KLUF, Galveston, Tex.; KFRO, Longview, Tex.; KVVU, Logan, Utah; WDEV, Waterbury, Vt.; WEVA, Fredericksburg, Va.; WSAZ, Huntington, W. Va.; KWSC, Pullman, Wash.; KTBI, Tacoma, Wash.; WTAQ, Green Bay, Wis.; WCLO, Janesville, Wis.; WHA, Madison, Wis.; WOMT, Manitowoc, Wis.; KDFN, Casper, Wyo.

"WILL SACRIFICE VERMONT FARM FOR QUICK SALE"

"Newly remodeled snug eight-room Vermont farm house, conveniences, 150 acres; barn; 21 stanchions—chicken house; beautiful lawn; lake site; boysenberries; marketable hard-wood and pine; panoramic views, excellent hunting, skiing; sheltered near year round. 5 miles to Williams College, 10 miles to Bennington College. Will listen to all reasonable offers." Write, RADIO DAILY, Box 924

1501 BROADWAY, NEW YORK 18, N. Y.

WIP's Annual Parade Staged In Philadelphia

Philadelphia—The annual Thanksgiving Day parade arranged by the WIP director of Children's programs "Uncle WIP" was witnessed by gay holiday crowds of 500,000 Philadelphians who jammed the main thoroughfares of down town Philadelphia. Gimbel Brothers department store and WIP also featured the Philadelphia appearance of starlet Jane Withers in addition to scores of feature stories and publicity releases. Ads containing drawings of some of the floats were in Philadelphia dailies and children's reproductions of them with the most originality were presented with prizes by artist Bud Fisher of "Mutt and Jeff"; Gene Byrnes of "Reg'lar Fellers" and Frank Rentfrow of "Stoney Craig." Despite current shortages scores of gorgeous floats designed by the late Tony Sarg were acquired for the big occasion as also were nearly 5,000 performers in the roles of clowns, musicians, store book characters and Santa Claus helpers.

Post-War Radio Market Large, Iowa, Poll Reveals

Des Moines—A representative cross section poll of the post-war purchasing power of Iowans and their household needs revealed that radios ranked third. Forty-eight per cent seek to buy rugs and carpets; 39 per cent draperies and curtains and 36 per cent radios. Other items on the list included furniture and electrical appliances.

Special CBC Broadcast

Montreal—An Empire broadcast by His Majesty, King George, to mark the "stand down" ceremony of the British Home Guard, Dec. 3, will be carried on the national network of CBC from 4 p.m., EDT to approximately 4:15 p.m. A French translation will be carried on the French network of CBC from approximately 4:15 p.m. until 4:30 p.m.

WKY delivers a larger FARM AUDIENCE in Oklahoma than any other radio station.

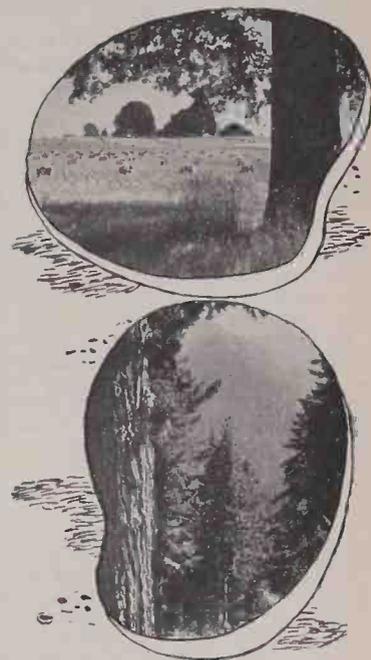


A fact revealed by the 1944 Oklahoma Radio Audience Survey.



Copy sent on request.

A Million Years BUILT THIS OREGON MARKET



WE CAN'T PROVE IT—BUT CHANCES ARE IT'S GOOD FOR A Million More!

The amazing natural resources and growing climate of the great Oregon country make a basis for never-ending prosperity in the KEX area. For instance—a major part of U.S. flax, hops and filberts comes from Oregon. There has never been a crop failure in the state. And the tall Douglas firs put Oregon first in standing saw timber, with 8 million acres of young trees for the future...

"VOICE OF THE OREGON COUNTRY"

KEX

PORTLAND, OREGON THE BLUE NETWORK

Represented Nationally by The Paul H. Raymer Co.

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

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

NEW YORK—Tenor Frank Munn and Margaret Daum, radio and concert singer, will guest together on the "Something for the Girls" program over WNEW December 2, from 10 to 10:15 p.m. "Something for the Girls" is transcribed by the Navy in behalf of WAVES recruiting. After a recent reorganization of the program department of WWRL, Bob Mann is in charge of all English programming, and Lou Cole is handling the station's foreign language shows.

— VIRGINIA —

RICHMOND—The promotion of Sam Carey to the post of production manager for WRVA, and the appointment of Mrs. John D. Raidabaugh as publicity director was recently announced by C. T. Lucy, general manager of the station.

— OHIO —

CINCINNATI—The Radio Branch of the public relations office, headquarters, Fifth Service Command and WLW are co-operating in the presentation of a series of broadcasts from general hospitals in the Fifth Service Command. Katherine Fox, director of public service and war activities at WLW, is in charge of arrangements for the station. . . . One of the features of the Sixth War Loan Airmada exhibit at Cincinnati's Lumken Airport was an interview inside a B-25 medium bomber with Jerry Belcher, public events director of WCKY, giving each member of the crew a chance to describe his duties while on a bombing mission.

— NEBRASKA —

OMAHA—The results of a recent election by the Radio Council of the Omaha area disclose that B. C. Corrigan, manager of KOWH, has been elected first vice-president.

— LOUISIANA —

NEW ORLEANS—Beginning its third week on the air the WWL "Variety House" has increased its broadcast time from 30 to 45 minutes, and is now heard from 3 to 3:45 p.m. daily. The program is a combination of platters and live songs by WWL's Dottie O'Dair.

— MICHIGAN —

DETROIT—George Cushing, WJR news editor, will be honored by WJR executives Sunday as he acts as moderator of the 150th "In our opinion" program over WJR. They will present him with a testimonial for consistently having arranged high standard programs.

SEND BIRTHDAY GREETINGS TO---

November 29

Alan Courtney Lou Irwin
Claudine French Florence Lake
Margery Knapp Fred Brady

— ARIZONA —

PHOENIX—Betty Ericson, script writer and announcer for KTAR is leaving the station December 1st, in order to join her husband now stationed in Texas. . . . **PRESCOTT**—Program directors of the Arizona Broadcasting Company will hold a conference at KYCA the first week in December to discuss web coordination and promotional plans. Bobby Phister, KYCA director, will act as hostess.

— COLORADO —

DENVER—Latest additions to the staff of KLZ include Pamela Hamilton as the new continuity editor, while Barbara Peters, former continuity editor, has joined the writing staff, Leonard Silverstein, who has joined the mailing department and Glenn Brommell, formerly with KVOR, who has assumed his duties with the station as an announcer.

— MONTANA —

MISSOULA—Ed Phillips, from Havre, Montana, is the latest addition to the staff of KGVO. Phillips comes to the station as an announcer. Art Moseby, general manager of the station, is on the publicity committee of the Sixth War Loan, and assistant manager Jimmy Barber has been appointed a member of the special events committee of the War Finance Committee.

— CALIFORNIA —

SAN FRANCISCO—With the transfer of Frank Barron, field engineer, to New York, KPO's engineering staff has undergone some sweeping changes. Roy C. Fell, transmitter engineer, and Sam Melnicoe, studio technician, have been transferred to the new shortwave plant at Dixon, (Cal.). W. B. Steward has replaced Ralph R. Stubbe who recently resigned as transmitter engineer. New to the staff are Dwight Maxwell, formerly with the OWI, and Earl G. Sorenson, formerly with WDRG. . . . Nick Allen, recently bureau manager of KMO, Tacoma, has joined the newsroom staff of KGO. . . . Helen Murray, KPO sales promotion director has been given honorary membership in Pi Alpha Sigma professional advertising sorority of the University of California.

— FLORIDA —

JACKSONVILLE—Recent additions to the WPDQ staff include Dorothy Keppler, formerly with the Campbell-Ewald Advertising Agency in New York, as traffic manager, and Edith Cooper, who has joined the staff as secretary to the assistant manager and the promotion manager.

— MASSACHUSETTS —

WORCESTER—Fred Darwin is the newest addition to the WAAB announcing staff. He was formerly with WPEN. . . . **GREENFIELD**—After three and a half years with WHAI as program and continuity director, Ann Erickson has left the station to join the staff of NBC in New York City. Her duties have been taken over by Ross Miller, chief announcer at the station.

— CANADA —

EDMONTON—The station's 10th anniversary was celebrated by CFRN last week. The actual completion of a decade in operation occurred on November 1st, but the celebration was postponed to tie in with the launching of Canada's current Victory Loan Drive. The celebration consisted of special programs, presentations and a birthday show held in the station's main studios. **TRAIL**—CJAT made what they believe to be the first broadcast of its kind recently when they recorded a special program from the inside of a mobile X-Ray unit that was going around to the various defense plants and X-Raying the lungs of the workers. Included in the recording, aired later, was a complete description of the equipment involved as well as a personal description of the sensations felt by Eric Aylen, station manager, when he himself was X-Rayed.

— KENTUCKY —

LOUISVILLE—New business at WINN includes five sportcasts per week for Wildroot; a five-minute news period and spots, daily, for Adam Hats; One hundred "Bing Sings" programs for the Lake Region Packing Association; Five participations in "Bess Lyman, Lady Lookout" per week for the United Fruit Company, and three spots per Sunday for 13 weeks for Hallmark greeting cards.

— NEW YORK —

SYRACUSE—WFBL recently received a "V-Mail" letter from a former Syracuse man now a corporal serving overseas, requesting the station to play a certain tune for his wife on New Year's Eve. . . . **TROY**—On December 12 WTRY and Russell Sage College will sponsor an "Institute of Radio Education" to be held at the Music Hall in Troy. The primary purpose of the institute will be to promote radio education in school systems. The institute will be under the direction of George William Smith, educator, and the speakers will include Dr. Harrison B. Summers, director of education for the Blue Network, and Dr. Kenneth Bartlett, director of the radio division of Syracuse University.

— NORTH CAROLINA —

GREENSBORO—Latest addition to the staff of WBIG is L. A. Hartsook, Jr., who has recently assumed full-time technical duties in the control room.

— INDIANA —

FORT WAYNE—A new WOWO feature, slated to bow in November 30, is "The Junior Town Meeting," which consists of a half hour discussion of timely subjects by high school students. Under the auspices of the WOWO public service department, the first program will have as its subject: "Should the voting age be lowered to eighteen?" Each week two high school students will be chosen to take opposite sides of the question. Tom Carnegie, WOWO public service director, will act as moderator.

— NORTH DAKOTA —

BISMARCK—KFYR is capitalizing on signals to promote the Sixth War Drive in this area. Listeners are given every opportunity with: "More War Bond Time is . . ." Following announcement, and in keeping with theme, the regular time tone has discontinued, and the "dot-dot-dot-V" for Victory signal is being used in place.

— MISSOURI —

ST. LOUIS—Eight types of production media are being used by tying in with NBC's Parade of Stars. They are: booklet style programs; newspaper ads; front page newspaper ads in the "Post-Dispatch"; over KSD; trade paper ads; spots on the back of taxicabs; special inserts mailed to a select list; and matches with the KSD-NBC inscription on order. . . . Allister Wylie has joined the staff of KMOX-CBS as an announcer. Wylie is well-known locally as a dance orchestra leader, and appeared on all the major stations in the St. Louis area.

— CONNECTICUT —

HARTFORD—George Tomlinson, of WDRG, has joined the staff of WDRG, formerly an announcer with WABC, Bristol, Tenn. and WHLN, Hartford, comes to the station as an announcer.

— DISTRICT OF COLUMBIA —

WASHINGTON—Sportscaster Stern will be at the mike to give play-by-play description of the 1946 Annual Scholastic All-Star football game over WRC, Saturday, December 16, it was announced by Clinton D. Smith, general manager of the station. . . . In a recent statement Merle Jones, general manager of WOL, announced the appointment of George Sutherland to the post of station's production manager. Sutherland was formerly with WFCL, Providence, R. I.

KBS Stations Support Sixth War Loan Drive

Both sustaining and sponsored programs on the Keystone Network keyed to war bond commercials during the Sixth War Loan Drive total of 28 hours a week of sustaining programming has been around the drive. The special messages have been written and programs produced by the KBS production and copy staffs in co-operation with the Treasury and the OWI. "KBS is bringing war bond messages into the small town market where the increase of per capita earnings is greater than in any other segment of the population. Hence it is necessary and important that active war bond selling job be done in those areas where KBS and affiliates have done such an outstanding job in past campaigns."

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Station Sales Approved

and Rallies On Sked; Menser Talks In K. C.

Post-war broadcasting will present tremendous challenge to the radio industry, and we will need the help of the radio audience to meet it, announced L. Menser, NBC vice-president in charge of programs, declared at a gigantic war bond rally held yesterday at WDAF, Kansas City. Menser was supported by the cast of CBS' "Finders Keepers" and the participants of web's "Serenade to America." The NBC executive and entertainers flew from New York to Kansas City for the rally.

Menser went on to point out that "the radio industry is going to be a lot better off than it was in 1941." (Continued on Page 15)

Record Intern'l Report for Army-Navy Game

Washington Bureau, RADIO DAILY
 Washington—The Army-Navy game in Baltimore on Saturday will be the largest shortwave coverage supporting event in history in order to insure reception by servicemen and women throughout the world, the Army-Navy game.

North Dakota Stations Participate In Luncheon

Over a hundred representatives of the radio agency and radio field were present at the Greater North Dakota Association at a pheasant luncheon in the Wedgewood room of the Waldorf-Astoria yesterday. Ralph K. Welch, president of the association, presided.

Fast Moving

One week ago five artillery and infantrymen were firing away at the Germans in the Aachen area with the First and Ninth Infantry Divisions of the U. S. First Army. Tonight at 6:15 p.m., EWT they will be interviewed (in the flesh) over WOR's Newsreel by Paul Killam. Gen. Eisenhower selected the seven men to come home and talk about the War Bond Drive.

Additional Christmas Shows For G. I. Joe; Ten More Stations Volunteer To Participate

Ten more stations yesterday joined Radio Daily's roll call of broadcasters who have volunteered to dispense with the usual Christmas shows and to devote their programming to bringing cheer to the men and women in the armed forces.

The ten stations who have pledged themselves to special holiday shows brings the total number of cooperating stations to 184. New stations joining the list are:

- WMAL, Washington, D. C.; KRNT, Des Moines; WAZL, Hazleton, Pa.; WHK, Cleveland; WOW, Omaha; WMFR, High Point, N. C.; WSM, Nashville; WLAP, Lexington, Ky.; WOLS, Florence, S. C., and WLW, Cincinnati.

In addition to these stations Keystone Broadcasting System, transcription network, through their president, Michael Sillerman, joined the Christmas programming plan by announcing that all stations will be serviced with special transcribed shows.

Duopoly Purchases Show High Prices For Low Watters

Washington Bureau, RADIO DAILY
 Washington—Approval of the sale of three stations headed the hectic activity of the FCC yesterday which also received a raft of applications, including several for FM licenses. Three stations whose sale or purchase was approved are; WGL, Fort Wayne, Ind, sold by Westinghouse to Farnsworth Radio and Television Co. and marking the latter's debut into the radio business. (Continued on Page 13)

WHOM Starts Switch Toward All-English

In the first step toward eventually converting the station to full-time all-English broadcasts, Cowles Broadcasting Co. will switch the schedules of WHOM to 50 per cent English beginning Monday, Dec. 4. To this end WHOM new talent signed included two columnists of New York papers and Alois Havrilla, former NBC announcer.

These three will broadcast a complete program of English broadcasts. (Continued on Page 15)

Kobak Gives Policies In Talk To MBS Men

In a statement of policy revealed yesterday by Edgar Kobak, president of Mutual, planned programming to bring strong new shows to the network, received special emphasis, while at the same time, Kobak stated that but two changes in executive personnel were contemplated. These would be in programming and the office of general manager. Kobak spoke yesterday to a round-robin of member-stations in his first conference call since he became president of MBS on Nov. 20. Talk was over a closed circuit.

Speaking informally, but clearly defining the more important projects to be undertaken in 1945. (Continued on Page 4)

WMCA Case Goes On Behind Closed Doors

Washington Bureau, RADIO DAILY
 Washington—With statements being issued here and in New York by both Ed Noble and Donald Flamm, hearings on the WMCA transfer continue before the Lea Committee, with the press barred and only the particular witness testifying permitted in the hearing room. Throughout most of Tuesday and Wednesday William Weisman, attorney for WMCA while the station was owned by Donald Flamm, was before the Committee. Before Weisman appeared, Irwin Steingut, New York State Republican leader was heard briefly. Steingut told of his visit to the White House to discuss the case.

(Continued on Page 13)

Burns & Allen May Take Sinatra's Monday Time

Although not fully confirmed yesterday by either Lever Bros. or the Young & Rubicam agency, it was indicated yesterday that Burns & Allen will probably move on Jan. 1, from the 9:30-10 p.m., EWT stanza on CBS to the Monday 8:30-9 p.m. time slot.

(Continued on Page 2)

Tubes For Home Receivers 50% Of Requirement—WLB

Washington Bureau, RADIO DAILY
 Washington — Only about half enough radio receiving tubes have been available during the last two years to replace those worn out in civilian receiving sets, and the shortage is expected to continue until several months after the defeat of Germany.

many and Japan, WPB reported yesterday. WPB explained that military demands increased from 16 per cent of the total production in 1941 to 65 per cent the next year, 82 per cent in 1943, and 86 per cent in 1944. Labor is in short supply, but sufficient facilities exist to produce more tubes. (Continued on Page 14)

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

WLAW has a sound knowledge of the buying habits of Northern New England—the cards are in your favor! Advt.

Pearl Harbor

Broadcast of Sunday, December 3, by the "Family Hour" will dedicate its program to the men in the armed forces, marking the third anniversary of Pearl Harbor of December 7th, 1941. The program on CBS will feature Patrice Munsel, Reed Kennedy, Jack Smith and Al Goodman and his orchestra. The highlight will be Miss Munsel's singing of "A Soldier's Prayer."



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

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FINANCIAL

(Wednesday, Nov. 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(November 30, 1924)

Further winners in the Evening Journal Radio Artists popular contest are as follows: Billy Wynne's orchestra ran 4th with 16,126 votes; Mr. & Mrs. Bob Schaeffer, 15,592 votes; Graham McNamee, 13,553 votes; "Roxy," 12,390 votes; Happiness Boys, 10,308 votes; Milton J. Cross, 7,088 votes.

"WILL SACRIFICE VERMONT FARM FOR QUICK SALE"

"Newly remodeled snug eight-room Vermont farm house, conveniences, 150 acres; barn; 21 stanchions—chicken house; beautiful lawn; lake site; boysenberries; marketable hard-wood and pine; panoramic views, excellent hunting, skiing; sheltered road year round. 5 miles to Williams College, 10 miles to Bennington College. Will listen to all reasonable offers." Write,

RADIO DAILY, Box 924 1501 BROADWAY, NEW YORK 18, N. Y.

Coming and Going

BILL HENRY, CBS Washington reporter who broadcasts daily at 8:05 p.m., is spending this week in New York and will air his programs during that time from this point. He arrived in town yesterday, and at noon addressed the Johns-Manville Lunch Club on the subject "A Reporter Looks at Washington."

FRANK P. SCHREIBER, station manager of WGN, Chicago, is in New York for conferences at the headquarters of the network.

ROBERT D. WOLFE, associate director of radio for Kenyon & Eckhardt, Inc., and ALLAN MELTZER, director of publicity for the agency's program, "Let's Face the Issue," leave tomorrow for Washington, from where the program will originate on Sunday.

J. B. FUQUA, general manager of WGAC, Augusta, Ga., is in Gotham on station business. He had a call yesterday at the offices of the national reps.

PHILIP J. MERRYMAN, in charge of facilities and developments for NBC's stations department, has returned from a trip during which he visited affiliates in St. Louis, Kansas City, Chicago and Pittsburgh.

MILTON L. GREENEBAUM, president of WSAM, Saginaw, has arrived from Michigan for conferences at the offices of the station's national representatives.

HENRY R. TURNBULL, radio director, and MARK LARKIN, publicity director, both of Duane Jones agency, are back at their respective posts following their vacations at Florida and New England, ditto.

MAJ. EDWARD BOWES is in Chicago for the broadcasting of tonight's amateur program over CBS from the Navy Pier as a feature of the Sixth War Loan Drive.

NANCY PEPPER has left for a two-week trip to California, where she will interview teen-age stars and gather material for the "Calling All Girls" program, transcription feature of Frederick W. Ziv Company.

ARTHUR L. FORREST, public service promotion manager of NBC's advertising and promotion department, is back at his desk after having represented NBC at the conference of the National Council of Teachers of English, which was held at the Deshler-Wallick Hotel, Columbus, O., November 23, 24 and 25.

Burns & Allen May Take Sinatra's Monday Time

(Continued from Page 1)

time on the same network. The Monday time is the slot to be vacated by Frank Sinatra. No definite decision either on who will move into the Burns & Allen Tuesday time.

North Dakota Stations Participate In Luncheon

(Continued from Page 1)

state agricultural agent, presented a film depicting the agricultural development in the state. North Dakota radio stations participating in the luncheon program were KDLR, Devils Lake; KFYZ, Bismarck; KILO, Grand Forks; KLPM, Minot and WDAY, Fargo.

Back From Trinidad

Los Angeles—Lieut. Doug Hatton, formerly of KMTR and Radio News Reel in Hollywood, has returned on furlough from Trinidad. Lieut. Hatton is in the signal corps and is in charge of the army radio station WVDI at Port of Spain. In his civilian days he was special events chief of Radio News Reel and as such handled the mike on upwards of 1,300 remote broadcasts emanating from KMTR.

Chartoc Leaving WBBM For Radio Post At MCA

Chicago—Shepard Chartoc, director of publicity for WBBM, CBS-owned station here, has resigned, effective Jan. 1, to join the Chicago office of Music Corporation of America as radio production and idea man. He will be associated with Tommy Smyth in radio production activities at MCA.

KOH Joining NBC Web

Effective May 15, 1945, station KOH, Reno, Nev., will become affiliated with the National Broadcasting Company as a supplementary station to its Pacific Coast network, William S. Hedges, NBC vice-president in charge of stations, has announced. Reno's only radio station, KOH operates unlimited time on 630 kilocycles with 1,000 watts power. It is owned by the McClatchy Broadcasting Co. of Nevada. KOH will be the 150th outlet of the NBC network.

Carnation Show Renews

The Carnation Company, through Erwin, Wasey & Co., Ltd., has renewed the Carnation Contented program (Mondays, 10:00-10:30 p.m., EWT) on 77 NBC stations effective January 1, 1945.



Fire One

Radio and torpedoes have one thing in common. If they're aimed right... they hit the target.

If you've been firing a lot of sales talk into the Baltimore, Maryland air... but haven't connected the way you think you should... we suggest you switch to the radio station that goes straight to the target.

The station is W-I-T-H... the successful independent that delivers more sales results per dollar spent than any other station in town.

But don't just take our word from this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country's 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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



Everybody wants to get into the Act!

[THAT'S ONE REASON BLUE LEADS ALL NETWORKS ON WEEKDAY MORNINGS.]

LAST July, Chicago was hotter than the hinges of hell. So what happens? At 8 o'clock one July morning, 1,250 females, steaming with excitement, storm a 450-capacity Blue studio to hear the magic voice, to ponder the fetching features of Don McNeill, MC of Blue's "Breakfast Club."

The "Breakfast Club" zooms across the U. S., goes into Canada, on a bigger network than any other current program in radio: 188 U. S. stations on the Blue, and 39 CBC stations. But unhappily for Blue's fact-finders, this happens before many Hooper Commandos are up and doing. In the CWT zone, Don McNeill is the signal for Hooper investigators to roll out of bed and get to the telephone. In the EWT area they have had an hour to get into the swing of things. When we include all zones the results are gratifying: 31% of the audience, a rating of 4.2. McNeill outpulls such lovelies as NBC's "David Harum," the "Star Playhouse"; CBS's "Valiant Lady," "Bachelor's Children," and "Bright Horizon,"—to name a few.

O.K. Now, at 11:00 A.M., EWT, up pops Tom Breneman, speaking from Sardi's in Hollywood: "Good morning, ladies!"

Back comes a roomful of dames' voices, "Good morning, Tom!" And if *all* the *Good Morning Toms* from all over the country could be recorded, it would sound like the Anvil Chorus. For CAB has just discovered (November, 1944) that the second half* of "Breakfast at Sardi's" leads all daytime programs on all networks. It is the top daytime show. It rates 6.8, snares 44.3% of a sub-

stantial daytime audience which records show that the Blue, with "Breakfast at Sardi's," helped build. Housewives who had switched off the tear-jerkers went back to listening when word of Sardi's got around.

Here are a couple of things about these programs we want you to know:

1. In March, 1944, Don McNeill mentioned that it might be a good idea to form a National Breakfast Club: 5,000 listeners promptly shouted "Yea!" So one Friday, McNeill says: "We will." Saturday he repeats: "We will." On Monday telegrams, telephone calls and a ton of mail arrive—100,000 applications. Fibber McGee and Molly, J. Edgar Hoover, and the mayors of twenty cities want in, among others. Two months later applications are still flooding in. More than a million by then.
2. The sponsor, an old-timer in radio, and pretty calloused to large returns, makes an offer on Sardi's requiring the investment of a dime and two box tops. Dimes and box tops come back, in a torrent. We can quote him as saying it was probably the most fantastic return in the history of radio business. And he ought to know. We can't tell you how many, but the dimes would make a pile higher than the Empire State Building. Really. Research says so.
3. In eighty-four cities, Blue has the only station in town. In these cities, the "Breakfast Club" has a Hooper of 13.8; Sardi's rates 23.8.
4. These are two of the programs that help Blue get a bigger listening audience than any other network on weekday mornings—a record Blue has maintained every month this year.

MORAL—IF BLUE CAN GET PEAK LISTENING EVERY WEEKDAY MORNING—CAN GET IT WITH WINCHELL—CAN GET AGAIN AND AGAIN—AND WITH PROVED SALES RESULTS—AND FOR LESS MONEY. . . WHAT ARE YOU WAITING FOR?

*The first half is No. 10 show.

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G C O M P A N Y , I N C .

Kobak Gives Policies In Talk To MBS Men

(Continued from Page 1)

and future needs of Mutual, Kobak brought out the necessity for increased sales and station relations staffs, and revealed plans for establishment of additional sectional sales offices. At the same time he made it clear that he did not plan on changes in the network's present executive personnel, other than the two executives, programs and general manager, shortly to be announced.

"Planned Programming" Stressed

"We are going to concentrate on planned programming," Kobak said. "The item of number one importance is to get good shows on the network and then publicize them. Naturally, however, no matter how much publicity is given a show, if it isn't a good one, people won't listen."

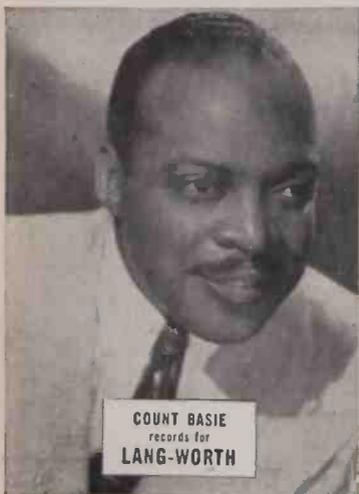
In defining the need for enlarged sales and station relations staffs, the network's president stated that Mutual has excellent salesmen and station contact men, but that it needs more.

Speaking of other departments, Kobak said, "I do not plan to make any other changes in network management personnel. I feel that the department heads are doing an excellent job and I do not believe in going outside the network for new department heads. I think that with proper guidance, the best results can be obtained from men already with the network—but they will need additional assistants."

Deprecates Committee Meetings

As a further policy, Mutual's president discouraged the idea of holding many committee meetings, expressing his belief that good ideas are talked down by the ones who can argue the fastest and loudest, and that he does not like to see good ideas killed.

Personal visits to the station, as well as such conference calls to them were indicated to be among Kobak's plans of future operations.



COUNT BASIE
records for
LANG-WORTH



Windy City Wordage!

● ● ● Navy Pier the past ten days or so has looked like a combined New York and Hollywood Radio City, what with all the big name network shows that have been broadcasting from the Navy's Sixth War Loan Exhibit

Chicago

... Most of radio's top flight stars have or will have visited the Pier before the exhibit closes on Dec. 3 . . . giving thousands of Chicagoans their first opportunity to see the headliners of radio in action and enriching Uncle Sam's coffers by several million dollars, at the rate of anything from a \$25 to a \$10,000 war bond per seat per broadcast. . . . Several of the broadcasts—notably Fibber McGee and Molly and Kay Kyser—have brought \$10,000 purchases entitling the purchaser to a seat on the stage. . . . Fibber McGee and Molly's wax sponsor, S. C. Johnson and Company of Racine, Wisconsin, tossed a dinner in their honor at the Ambassador East which was in the nature of a reunion, since all of Marian and Jim Jordan's former as well as their present radio associates were there . . . NBC, not to be outdone, gave a cocktail party for the Jordan's at the M & M Club in the Merchandise Mart. . . . Harold "The Great Gildersleeve" Peary (and stogie) and Garry Moore, both former Chicago lads, dropped in to make it an all-star cast . . . We also spotted Bill "Mr. Wimple" Thompson, USN, who did a guest turn on the McGee show. . . . NBC engaged the M & M Club facilities for another get-together the following day for Edgar Bergen, en route back to the coast. . . . An Eddie Cantor luncheon on Wednesday made it three days running for the NBCites. . . . The usually irrepressible Cantor was fighting a cold but fulfilled a heavy schedule of broadcasts and hospital shows on his Purple Heart Circuit.

☆ ☆ ☆

● ● ● Arlene Francis, Blind Date fémcee, arrived in town in time to witness a mock "invasion" by Marines at the Foster Avenue beach on Chicago's north side and was still somewhat shaken the day of her broadcast as a result of the terrific bombardment of the day before. . . . When Don McNeill discovered that his Dec. 2 Breakfast Club airing was to be a war bond broadcast from Navy Pier he had to write the 300 persons who had already received advance tickets explaining that in order to attend the program each person would have to buy a war bond. . . . Ted Collins, Kate Smith's manager-emcee, was beaming at Kate's broadcast from the Pier over the fine showing his Boston Yanks are making. . . . When Jerry Colonna was in town he made a guest appearance on WBBM's Town Tattler show. Mike Conner, custodian of the stop watch, noticed toward the end of the program that it was running short—one large, unfilled minute loomed ahead. Stepping into the breach vocally Colonna closed the program with his rendition of "The Road to Mandalay" and skillfully took up the slack. Holding one particularly ear-splitting note for a time-serving, if tortuous, minute, Colonna not only brought the broadcast through on the nose but shattered his previous 45-second record.

☆ ☆ ☆

● ● ● Bob Hope made a nice gesture when he took time off from his busy schedule for a 45-minute visit to the bedside of seven-year-old Patricia Attaway, victim of a rare blood disease, in an Aurora hospital. . . . Among the New York boys and gals of the p.a. ranks in town for the Navy Pier shows are Warren Gerz of Young & Rubicam, Al Foster of William Esty, Ethel Kirsner, CBS Press Information and CBS photog Rocco Padulo. . . . Tom Fisdale is also on hand looking out for the interests of his clients, the Fibber McGees.

☆ ☆ ☆

—Remember Pearl Harbor—

Record Intern'l Repert For Army-Navy Game

(Continued from Page 1)

War and Navy Departments nounced yesterday.

The Armed Forces Radio Service Signal Corps and OWI facilities has arranged for the program reach even more armed forces personnel than was possible in the War Series broadcasts. Live broadcasts will go to England, Europe, Italy, the Mediterranean, American Expeditionary Forces and the Allied Expeditionary Forces have arranged to re-broadcast the game over their standard wave transmitters, so that England and Europe will have both standard and shortwave coverage. The Army expeditionary stations through North Africa and Italy, including Fifth Army mobile unit, also will broadcast the game by standard wave as will the other transmitters in the Mediterranean area.

Re-Creation Planned

Where shortwave beam coverage and the time element will not permit live broadcast, a play-by-play creation will be beamed to such areas as Iceland, Greenland, Central Africa and the South Atlantic islands.

Because technical difficulties make a broadcast by shortwave from New York to the Burma-India theater to the Persian Gulf Command impractical, arrangements have been made to carry the game to those areas by the daily relay, which consists of shortwave transmission from the United States to London. The transmission is recorded in London and relayed by BBC shortwave to Burma, India and the Persian Gulf Command.

West Coast Participating

From the West Coast the program will be broadcast live to Alaska, the Aleutians, South and Central America, and the southwest Pacific. The entire game will also be recorded and re-broadcast several hours later so that it will arrive at a more convenient listening time.

ATTENTION! STATIONS and ADVERTISING AGENCIES

Two original and tuneful one-minute transcribed musical programs especially composed for the jewelry trade. A cast of forty outstanding musicians and chorus. One program designed to sell jewelry, and one program designed to sell diamonds. Lyrics to both appropriate throughout the year. Exclusive to one jeweler in a city. Audition program \$2.00 refundable upon return within fifteen days.

ASSOCIATED RADIO-TELEVISION
PRODUCTIONS, INC.

11 West 42nd Street, New York 18, N. Y.

TELEVISION DAILY

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★ SECTION OF THE RADIO DAILY • NOV. 30, 1944 ★ ★ ★

LARGE CONFERENCE CROWD FORECAST

Delays Decision On Tele Allocations

Washington Bureau, RADIO DAILY
Washington—The FCC will notify the State Department this week that it has been unable to complete its negotiations on post-war frequency allocations in time for the Dec. 1 deadline the State Department. The commission will not promise a date which it will supply the full allocation plan, but decisions on tele- and standard broadcast may be made for in about a month's time. Series of meetings between the commission and its staff is scheduled under way this week. At that time there will be a full discussion
(Continued on Page 7)

Columbia University Tele Course Is Popular

Experiment in teaching a university credit course in television education has completed its ninth year and it is now possible to analyze, to some extent, the present conditions and future prospects of the project, which is being conducted as a feature of the cooperative "television school," recently launched by the National Broadcasting Company. Columbia University Extension Division, it has been announced by Dr. Fisher, NBC assistant public relations counsellor.
Dr. Fisher pointed out. It may, however, serve the ultimate purpose of helping some to determine that television is not for them, and still others to see more clearly the paths they will have to follow if they wish to move forward in the production end of this great new industry, he added.
(Continued on Page 7)

Surprises

Officials of TBA are planning to give television demonstrations to the conference visitors. A committee headed by Ralph Austrian has been working on the technical production angles of the special programming the past few weeks.

Tele View of the Month



Tele-beauts from the Conover studios joined WABD in staging a welcome picture for the coming TBA conference. Left to right, they are: Titia, Bee Bee Gunn and Aileen Farley. In case the coincidence escapes you, their first initials coincide with those of TBA.

Thirteen New Applicants

Applications for 13 commercial television stations, including two each in Washington and Cincinnati, have been filed at the FCC within the past two weeks. The movie applicants include the Marcus Loew Booking Agency, affiliated with Loew's, Inc., which seeks tele licenses in New York and Washington and now op-

erates WHN, New York. MGM, also affiliated with Loew's, Inc., has applied for a tele station in Los Angeles. Fourth pix application is from Bob O'Donnell Interstate Circuit, Dallas, Texas—giant Paramount affiliated chain.

Scripps-Howard—active in both
(Continued on Page 11)

TBA Registrations Heavy For Dec. 11-12 Meeting

With advance registrations exceeding expectations, first annual conference of the Television Broadcasters Association which will be held at the Commodore Hotel, New York, December 11 and 12th, holds promise of giving impetus to the growing interest in the video field.

Approximately 400 registrants were on record last week-end and Will Baltin, secretary-treasurer of TBA, predicted that between 750 and 1,000 persons interested in the television industry will be in attendance during the two-day session. The attendance, according to Baltin, will include broadcasters, manufacturers of radio and television equipment, advertising agencies, motion picture companies and experts in the electronic field.

Jack R. Poppele, chairman of the conference, declared that the meeting would be in every sense a practical approach of the television subject. Every panel discussion arranged for the convention has been designed to be of interest to laymen as well as experts and conference visitors will be invited to submit questions.

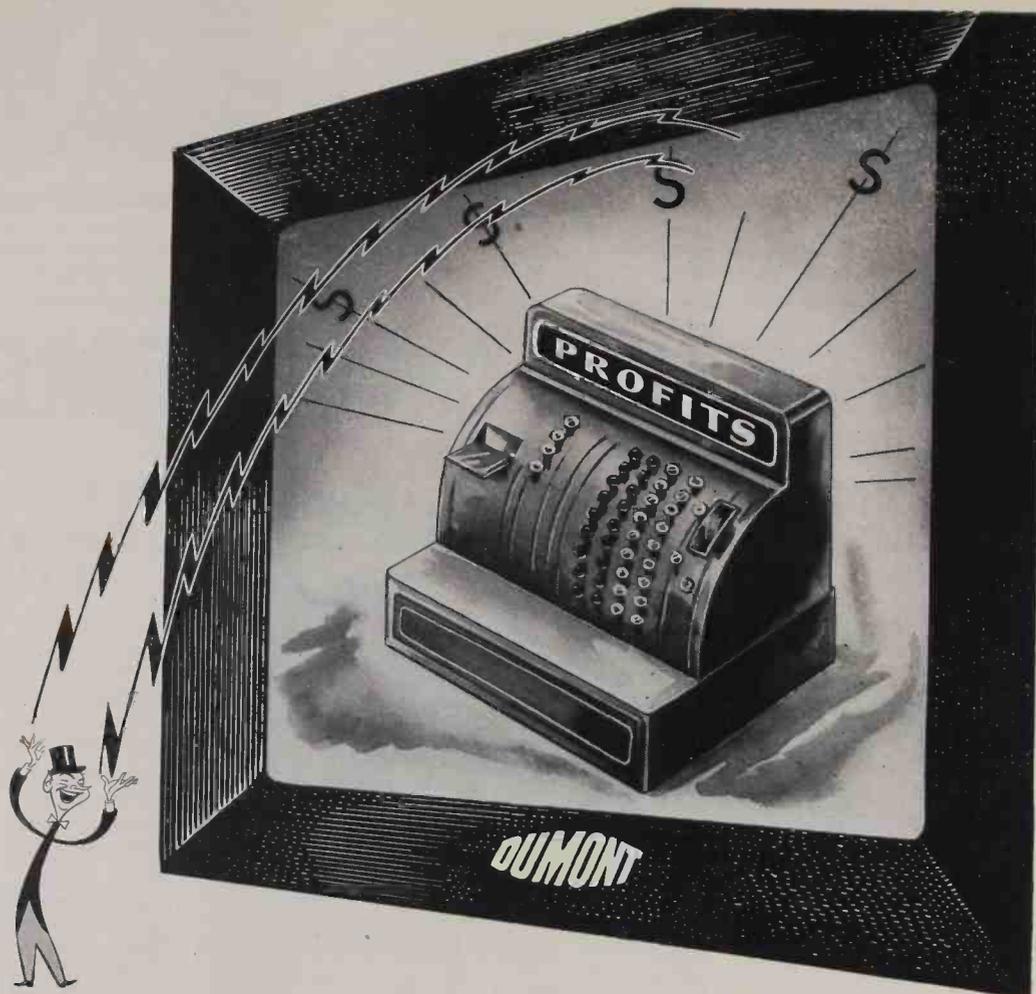
Six Speakers on Sked

The opening general session at 10 a.m. on December 11, 1944 will feature six talks by leaders in the television industry. "New Horizons in Television" will serve as topics for talks by Dr. W. R. G. Baker, vice-president in charge of electronics for the General Electric Company and by E. W. Engstrom, director in charge of the RCA Laboratories at Princeton, N. J.

(Continued on Page 7)

Press Interest

Approximately fifty representatives of dailies, press services, trade publications and fan magazines have registered with Will Baltin, secretary-treasurer of TBA, for the coming television conference. Foreign press services are listed among those asking for press credentials.



PROFITS Lie Where the Public's Heart Is

War, Love and Television share top honors in the talk of today. And you have the assurance of DuMont—acknowledged leader in Television—that public expectations will not be disappointed. A vast improvement over present-day video telecasting and reception waits only on the release of materials. DuMont's own contributions to this advancement are both fascinating and tremendously impressive!

War halted Television expansion but not DuMont research. Just as DuMont's refinement and mass production of the cathode-ray tube (the heart of a Television set) made Television commercially possible... so has the groundwork for early postwar profits in this great new industry been laid by DuMont pioneering in low-cost station construction and operation.

DuMont designed and custom-built 3 of the 9 Television stations providing service today. At Station WABD, New York, DuMont has kept "live talent" shows on the air steadily since 1940. DuMont collaboration with national advertisers has developed interesting and unusual commercial techniques. A complete pattern has been set for profitable station design and management... a pattern that is available to prospective station owners. NOW... is the "ground floor" era of this great new mass sales medium!

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.



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

Registrations Indicate Big Crowd

(Continued from Page 5)

Television Programming," exploring possibilities of the new art, discussed in talks by John F. vice-president in charge of on at the National Broadcast- Company; by Robert L. Gibson, a vice-president in charge of advertisement publicity for the General Company, and by Thomas H. son, in charge of production RKO Television Corporation. S. Osborne, chief engineer of American Telephone and Tele- Company will conclude the session when he speaks on subject: "Establishing Television

Afternoon Session

Afternoon of Monday, will be primarily to Panel Meetings. meetings are being arranged man D. Israel, vice-president in charge of engineering for the Radio and Phonograph Corporation, and will be conducted executives in various branches of television, motion picture, theater and newspaper industries. meetings will be conducted following persons:

Manufacturers, C. A. Priest of General Electric Company; Broadcasters, H. Cuff, Du Mont; Program ers, Thomas H. Hutchinson, Television; Advertising Agen- William H. Weintraub; News- Clifford Denten of the New Daily News"; Theaters and Mo- tures, Paul Larsen of the So- of Motion Picture Engineers talent, William Morris of the Agency.

cocktail party late Monday after- will be sponsored by The First Television Network—NBC, Philco and Poppele stated.

Awards of Merit

Awards of Merit to those who have contributed to television progress in various categories are to be made at banquet, the presentations be- in charge of a committee headed by Al Raibourn, President of Tele- Productions, Inc., a subsidiary of Paramount Pictures, and a Direc- TBA. The program of tele- to the Conference banquet will be announced shortly.

Tuesday Highlights

Highlighting the Tuesday morning, October 12, 1944, session will be a Table Discussion by technical experts of the television industry. discussion will be led by Dr. N. Goldsmith, consulting en- and vice-chairman of the Technical Planning Board. Questions about television are being soli- from all those planning to at- the Conference, and these ques- will be answered by the fol- engineering experts.

OB. Hanson of NBC; Allen B. Du president of TBA and head of u Mont Laboratories; Dr. C. F. le of RCA; F. J. Bingley of to; J. E. Keister of GE; Harry

WHO'S WHO In TELEVISION

WILL BALTIM

TEN years ago Will Baltin, secretary-treasurer of the Television Broad- casters Association, Inc., ran an eight-column headline across the top of the theater page he was then editing in the New Brunswick, N. J. Sunday Times, which read: "Home Television Is Now a Reality." A full column of type charged with enthusiasm and expectation accompanied the 48-point Caslon condensed streamer.

From that day until the present, Baltin has stuck fast to the contention that the miracle of sight-seeing at home was and is an established fact. From 1934 to 1940 he crammed the columns of his theater page with an almost blow-by-blow account of the growth and expansion of television. In 1938 he made a trip to London, Paris, Brussels and Amsterdam to satisfy a curiosity as to what progress television had made abroad.



"Youthful Pioneer"

Born in New Brunswick, N. J., he was educated there and attended Columbia University where he studied radio writing and production. He entered newspaper work in 1928 and two years later he embarked with insatiable curiosity on his writings about television.

When NBC began its first electronic telecasts from the Empire State Building in 1936, Baltin prevailed upon E. B. Boyd, publisher of the New Jersey newspaper, to finance the first electronic home built television set in New Jersey.

With the opening of the New York World's Fair and the official bow of television, Baltin stirred up so much interest in New Brunswick among radio dealers that each one kept "open house" on Sunday, April 30, 1939, for the first public telecast from the fair grounds. Baltin had 45 people in his living room.

Early in 1940, RCA officials telephoned Baltin and told him that because of his efforts, they wanted to present a special television program saluting New Brunswick as "the most television-conscious community in New Jersey." The salute took the form of an hour-long telecast on WNBT and was produced by Baltin. It included a short play, a 400-foot film and a talk by the Mayor of New Brunswick. Television receivers were installed in a dozen public places and radio dealers placed sets in their store windows. An eight-page section accompanied the event in the newspaper. Out of a population of 40,000, nearly half turned out to see the telecast.

A few weeks later, Baltin joined the Allen B. Du Mont Laboratories as program manager of their New York television station, WABD. After many tests, the station went on the air with regular programs in June, 1942. Among the programs he introduced was "Bureau of Missing Persons," in which the New York Police Department began the use of television for the first time in history.

Shortly after the Television Broadcasters Association, Inc., was founded this year, Baltin was named secretary-treasurer. He lives with his wife and daughter in New Brunswick.

Lubcke of Don Lee; Jack F. Poppele, WOR; A. H. Broly of Balaban & Katz and Klaus Landsberg of Television Productions, Inc.

Annual Meeting Set

The Annual Meeting of the Television Broadcasting Association is scheduled for the afternoon of December 12, and will be open only to TBA members. The rest of the afternoon and evening will be spent in visits to television stations in New York, with invitations extended to registrants to visit the GE station in Schenectady en route home.

Discuss 'Live' Series

Hollywood—Robert B. Donnelly of the Gardner Advertising Agency, St. Louis, Mo. has started a series of talks with Patrick Michael Cunning, television producer, relative to a series of "live action" productions for Pet Milk and Montesanto Chemical Products. Cunning operates Stage 8 on Sunset Boulevard.

NBC-Columbia University Tele Course Is Popular

(Continued from Page 5)

Some of the subjects covered in the 15-week course are: television's use and purpose in society; historical background of television, as communication and as an entertainment medium; economics of television; specific problems of the commercial support of television—the advertising agency and the sponsor; tools of television—mechanics and physics; chief program materials of television; techniques of coordinating and composing a television program—stage management and studio direction; allied arts and materials of television—films, sets, costumes, etc.; specific problems of individual kinds of programs—opera, vaudeville, education, drama, etc.; difference between television and radio and between tele and the cinema.

FCC Delays Decision In Allocations Case

(Continued from Page 5)

of all staff recommendations so far arrived at. Any decisions reached will still have to be studied by IRAC, in the event that the frequencies involved are now used by the Government or are desired for the Government by IRAC.

So far as television is concerned, it is now freely admitted at the Commission that that body will try to maintain a neutral position in regard to the low frequency-high frequency division within the industry. Solution will be allocation of frequencies for both services—above and below 300 megacycles. An extensive portion of the spectrum—probably, but not definitely, above 480 megacycles—will be reserved for experimental FM. Intent will be to open this band for commercial use as soon as standards for the high-frequency service can be set.

If CBS and those supporting its tele position are able to show that their service is sufficiently developed before the materials and equipment situation has been relaxed enough to permit building of the nearly 200 tele stations for which application is now on file, they have a chance of winning the bulk of the tele service for their high-frequency type. It will be up to them to demonstrate a service so superior to the lower frequency service that applicants will be willing to amend their specifications. If that happens, manufacturers are certain to concentrate on receivers for the high-frequency service.

On the other hand, if standards for the high frequency service are not set—and practicability for speedy development not demonstrated at the time equipment begins to be available, indications are that tele will see tremendous development in the present bands.

Coast Tele Station Making Use Of Films

Hollywood—Two outstanding news films, one covering an entire year of history-making events and the other condensed to those of one day were shown recently by the Thomas S. Lee television program Monday, over W6XAO.

Covering the year's news events is the film, "News Parade of 1944." "957th Day," which refers to the 957th day of the current war, condenses into film the important events of October 4, 1944, and includes everything from battle scenes to shots of the World Series, which was being played on that day.

Other films shown were "Chimp's Vacation," an animalogue, and "Position Firing," an 18th Army Air Forces unit film.

Marjorie Campbell is the film director of the station atop Mt. Lee. Harry R. Lubcke is the director.

Television as Operatic Medium

By HERBERT GRAF

(NBC Director of Operatic Production and Stage Director, Metropolitan Opera Company)

Television, will, in my opinion, be the decisive medium in making opera a popular art in America. In this way it will continue an historical development towards a more democratic form of opera, a trend which became obvious during recent years. Opera began in Europe as an entertainment of courts and aristocracy, and was later imported to America as a privilege of wealthy society. Just at the time when its patronage was critically endangered by the economical consequences of the depression, radio created a new audience for opera, and gave it substantial support.

Since then, opera in America has been in a state of transition. No longer the exclusive art of earlier years, it continues to employ a good many of its traditional features, such as high prices of admission, undemocratic arrangement of the auditorium with unfavorable views of the stage from the less expensive seats, foreign language, "ham-acting," old style stage technique and production, and lack of modern repertoire.



HERBERT GRAF

Although improved in some ways during recent years regarding repertoire conducting, new singers, small companies and the like, opera is still considered by the greater number of people as something "highbrow" and unnatural.

On the other hand, an increasing number of the newly created audience are more interested in the operas themselves, than in the occupants of boxes and the gowns and jewelry worn. Nor are these new recruits waiting merely for the high C of the tenor or the coloraturas of the prima donna. Instead they are attracted by the music dramas, as witness the increased attendance at the operas of Mozart, Wagner, Verdi and even Debussy's "Pelleas and Melisande" at the Metropolitan Opera. To this different approach of the operatic audience, we add the success of light operas, such as the "Rosalinda" (Johann Strauss' "The Bat") or "Merry Widow"—productions of the New Opera Company, the popular priced opera season of the New York City Center, and such Broadway hits as "Oklahoma" or Hammerstein's version of "Carmen." This trend, which is being repeated all over the country, wherever opera or light opera is performed by either local or touring companies, leaves hardly any doubt of an increasing potential of a new audience eager to see and hear opera—if only opera will be willing to meet it half way. In order to bring this about, operad

must take off its top-hat and speak the language of the new audience—acoustically, visually (for this audience is trained by the standard of the movies) and economically.

This admittedly is not an easy task for the legitimate opera companies to achieve as long as they continue to offer the European system of opera without the accompanying governmental financial support. Here is where the new medium of television offers wide new aspects. Though it is hardly possible within a brief article to discuss the various artistic, technical and economical possibilities of the future it may suffice to say that a number of television productions of "light" as well as "grand" operas have already been successfully undertaken at General Electric's WRGB station in Schenectady under Robert B. Stone, at Dumont's station and others. Included are eleven different light operas (five different ones by Gilbert and Sullivan) and three "real" operas ("Hansel and Gretel" in full; Tschaikevsky's "Pique Dame" and "Eugen Onegin" in versions of about one hour). NBC produced the first television performance of grand opera ("Pagliacci") in 1940 and this writer has recently produced for NBC his own versions of Johann Strauss' "The Bat" and Bizet's "Carmen."

With regard to other theatrical forms, television requires a new technique of production of opera. As far as the presentation of old operas is concerned, a great danger exists. Lack of knowledge of the original styles, complicated by pressure of time, might easily lead to very unfortunate results. It will require producers and artists of artistic quality to do a constructive job. Easier will be the creation of new operas written for the new medium. Here a new field opens for writers and composers, as well as numerous organizational and educational possibilities.

There is, however, no danger, in my opinion, that television opera will react unfavorably on attendance at the legitimate opera. I believe, on the contrary that like radio, television will only add to the interest in the original form of operatic presentation by bringing opera to a wider audience. If radio has opened the door to opera for the people, television will entice them in and thus contribute decisively to the popularization of opera in America.

Emerson Dividend

Directors of Emerson Radio and Phonograph Corporation today declared a year-end dividend of 30 cents a share on the outstanding capital stock, payable December 15 to stockholders of record December 5. George H. Saylor, a vice-president of the Chase National Bank was elected a director of the corporation.

• television licensees and applicants • radio station owners!

Are you determined to lead your field in television's "Four Dimensional" selling and entertainment? Then it is none too early to . . .

Assay the visual values of your radio program properties.

Evaluate your Television program ideas.

Help develop material for programming — pre-empt local rights to syndicate features on a share-the-cost basis.

There is much to be learned about Television. Ten years we started *thinking* about the manifold problems of producing effective Television at a moderate cost. Today we believe we have some of the answers. And we have assembled a staff and set up facilities to develop others. We propose to do this in collaboration with those who believe as we do, that Television on film will be a necessary and prolific source of material; to develop the short-cut techniques which are essential to "live-talent" Television costs are to be held within reason.

Our staff combines experience in advertising, public relations and show business; creative, sales and executive posts with major advertising agencies and media — radio, outdoor, publications; service with major theatre units, Hollywood film studios and commercial film production. Our orientation in these fields makes for a quick grasp of your objectives and a sure-footed execution of assignments.

Our facilities include Television's first laboratory for program experimentation. In mid-Manhattan, it is now being equipped to serve you. Write or telephone, stating your specific interest — or invite us to call.

Cine-Television Studios

Consultants, Production Supervisors in the Visual-Action Media

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That's why we're televising *now*—programs from our regular schedule we think will make good *visual* entertainment. You can see them on the DuMont Television Station WABD — Channel 4 on your receiver.

More important, our own writers prepare the shooting scripts—our own staff produces, directs, and handles the cameras. We want *them* to know what's going on. They will contribute much to our television future.

Sure it's an experiment. But experiment brought forth 24 hour-a-day broadcasting, the Make-Believe Ballroom, the Milkman's Matinee, and many other features that have made WNEW the most listened-to non-network station in the country.

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Franklin Brook Advertising Corp., 1270 Sixth Ave., N. Y. C.
WGNV Broadcasting Co., Inc., 161 Broadway, Newburg, N. Y.
Bausch & Lomb Optical Co., Rochester, N. Y.
Curtiss-Wright Corp., Chatham, N. J.
Universal Television System, Kansas City, Mo.
Stromberg-Carlson Co., Rochester, N. Y.
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Balaban & Katz Corporation, Chicago, Illinois.

Society of Motion Picture Engineers, Washington, D. C.
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The Journal Co., 333 W. State St., Milwaukee, Wis.
Spencer Lens Co., 19 Dent St., Buffalo, N. Y.

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Station WOR, 1140 Broadway, N. Y. C.
Radio Daily.
Television Daily.

Pan American Television Corp., 851 Madison Ave., N. Y. C.
Stephen Slesinger, Inc., 217 Park Ave., N. Y. C.
Wadsworth & Waller, 369 Lexington Ave., N. Y. C.
Norman D. Waters & Associates, Inc., 1140 Broadway, N. Y. C.
Benton & Bowles, Inc., 444 Madison Ave., N. Y. C.
National Union Radio Corp., Newark, N. J.

Yankee Network, Boston, Mass.
Corning Glass Works, Corning, N. Y.
Station WOL, 1140 Broadway, N. Y. C.
Lehigh Valley Broadcasting Co., Station WSN, Allentown, Pa.

Pilot Radio Corp., Long Island City, N. Y.
Warner Bros. Pictures, Inc., Warner Bros. Theaters, 324 W. 44th
St., N. Y. C.

Spence Engineered Products, 352 Livingston St., Brooklyn, N. Y.
Compton Advertising Co., 630 Fifth Ave., N. Y. C.

Station WBRE, Wilkes-Barre, Pa.

Twentieth Century-Fox Films Corp., 111 W. 56th St., N. Y. C.
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10 Wall Street, N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
N. W. Ayer & Son, Inc., 30 Rockefeller Plaza, N. Y. C.
Amperex Electronic Corp., 79 Washington St., Brooklyn, N. Y.
Joseph Maxfield Co., Advertising Agency, Providence, R. I.
U. S. Television Mfg. Corp., 106 7th Ave., N. Y. C.
Hughes Productions, Hollywood, Cal.
Cleveland Moving Picture Operators, Cleveland, Ohio.
Don Lee Broadcasting System, Los Angeles, Cal.
American Association of Ad Agencies, 420 Lexington Ave.,
N. Y. C.

The Yankee Network, Inc., Boston, Mass.
Leland Powers School, Inc., Boston, Mass.
Transmitter Equipment Mfg. Co., 345 Hudson St., N. Y. C.
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Paramount News, 544 W. 13rd St., N. Y. C.
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Radio Station WMUR, Manchester, N. Y.

General Electric Co., Syracuse, N. Y.
E. I. duPont de Nemours & Co., Wilmington, Del.
Station WHLD, Niagara Falls, N. Y.
Valley Broadcasting Co., Steubenville, O.
Radio Station WBAX, Wilkes-Barre, Pa.
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National Carbon Co., Cleveland, Ohio.
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Radio Station WNEF, Binghamton, N. Y.

Radio Station KYW, Philadelphia, Pa.
E. I. duPont Photo Products Dept., 350 Fifth Ave., N. Y. C.
Westinghouse Radio Stations, Inc., Philadelphia, Pa.
British Broadcasting Corp., 630 Fifth Ave., N. Y. C.
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Station WLIB, 846 Flatbush Ave., Brooklyn, N. Y.

New York State Dept. of Health, 18 Dove St., Albany, N. Y.
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Buchanan & Co., 1501 Broadway, N. Y. C.
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Capitol Radio Engineering Institute, 3224-10th St., N.
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National Association of Broadcasters, Washington, D. C.
Steve Hannagan, 217 Park Ave., N. Y. C.
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National Film, Charlotte, N. C.

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Paramount-Richards Theatres, Inc., New Orleans, La.
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Columbia College, 410 S. Michigan Ave., Chicago, Ill.
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Radio Stations WCSH, Portland; WLIZ, Bangor, Maine.

Radio Station WGCR, Louisville, Ky.
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United Future Syndicates, Inc., N. Y. C.
National Theatre Supply Co., 356 W. 43rd St., N. Y. C.
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Radio & Television Retailing, 480 Lexington Ave., N. Y. C.

Raytheon Mfg. Co., Waltham, Mass.

RCA Victor Div., Radio Corp. of America, Camden, N. J.
Bell Telephone Laboratories, Inc., 463 West St., N. Y. C.
La Porte & Austin, Inc., Advertising and the Continental Agent
Network, 369 Lexington Ave., N. Y. C.
Cine-Television Studios, 100 E. 42nd St., N. Y. C.
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The Yankee Network, Inc., Boston, Mass.
Altec Service Corp., 250 W. 57th St., N. Y. C.
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WBAL, Hearst Radio, Inc., Baltimore, Md.
Film Productions Co., Minneapolis, Minn.

Station WFBL, Syracuse, N. Y.

Radio Receptor Co., N. Y. C.

Ruthrauff & Ryan, N. Y. C.

557 Sagamore Ave., Teaneck, N. J.
Loucks & Norling, Motion Picture Producers, N. Y. C.
Cox and Fuller, 320 Broadway, N. Y. C.

New York Post, 75 West St., N. Y. C.

(Continued on Page 11)

TELEVISION SECTION

tion Needs Tele,
Trammell Tells FCC

The nation needs and expects television as an immediate post-war service and industry, Niles Trammell, president of the National Broadcasting Company, today told the Federal Communications Commission during a recent hearing on the question of allocating all radio frequencies.

Trammell declared that the National Broadcasting Company stands prepared to make the necessary capital investments, to scrap obsolete equipment and construct new equipment and to expand its facilities and organization, Mr. Trammell urged the Commission to give a green light to full scale television broadcasting on present standards.

"We share with the Commission the highest faith and confidence in the future of the art," Mr. Trammell said. "The basic policy of NBC has remained, and remains now, to go forward with every new and significant development in radio broadcasting. With technical advance, NBC has been in the forefront in applying for experimental licenses, then commercial licenses, and then proceeding as rapidly as possible in the construction of facilities and development of services."

Subject to the decisions of the Commission and the availability of materials, we propose to resume full-scale activity in improving present-day broadcasting services and in developing new services. We are ready to make the necessary capital investments, ready to scrap the obsolete and construct the new, ready to expand facilities and organization. We seek no delay, nor do we fear business risks to be encountered in this rapidly changing industry."

Mr. Trammell pointed out to the Commission that the National Broadcasting Company has been developing television studio techniques and program presentations for more than 10 years. These productions use both talent and film and include comedies, sports pickups, news, fashions, Grand Opera, vaudeville, art, music, domestic science, parades and two recent political conventions in Chicago.

Through network television, he told the Commission, simultaneous coverage of the nation would enable NBC to bring into the American home exciting events as they occur, and to take the nation as a single audience to hear and see the great personalities of Government, of education, of arts and of entertainment.

Mr. Trammell further pointed out to the Commission the tremendous demand for post-war employment that would result from full scale progress in the television broadcasting industry.



NILES TRAMMELL

Official Program TBA Conference

MONDAY, DECEMBER 11, 1944

- 9:00 A.M.—Registration.
- 10:00 A.M.—Address of Welcome by Dr. Allen B. Du Mont, president of the Television Broadcasters Association, Inc.
Report on Arrangements by J. R. Poppele, Chairman, First Annual Conference of Television Broadcasters Association, Inc.
"New Horizons in Television," Dr. W. R. G. Baker, vice-president, General Electric Company, Chairman, Radio Technical Planning Board, E. W. Engstrom, Director of Research, RCA Laboratories, Princeton, N. J.
"Television Programming," John F. Royal, vice-president in charge of television, National Broadcasting Company.
Robert L. Gibson, assistant to the vice-president in charge of advertising and publicity, General Electric Company.
Thomas H. Hutchinson, in charge of production, RKO Television Corporation.
"Establishing Television Networks," Harold S. Osborne, chief engineer, American Telephone and Telegraph Company.
- 12:30 P.M.—Luncheon: "Television and the Broadcaster," address by Lewis Allen Weiss, executive vice-president, Don Lee Broadcasting System; vice-president, Television Broadcasters Association, Inc.
- 2:00 P.M.—Panel Meetings. Dorman D. Israel, executive vice-president in charge of engineering, Emerson Radio and Phonograph Corporation, presiding:
 1. Broadcasters: Samuel H. Cuff, Du Mont Television, chairman; Commander William C. Eddy, U. S. Navy; John T. Williams, NBC; Harry R. Lubecke, Don Lee Broadcasting System; Paul Knight, Philco; Robert L. Gibson, GE; Klaus Landsberg, Television Productions, Inc.
 2. Manufacturers: C. A. Priest, GE, chairman; Charles Robins, Emerson; Paul Chamberlain, GE; Merrill A. Trainer, RCA; Dr. Peter Goldmark, CBS; J. E. Keister, GE; Walter S. Lemmon, International Business Machine; David B. Smith, Philco.
 3. Program Producers: Thomas H. Hutchinson, RKO, chairman; Raymond E. Nelson, Charles Storm Agency; Irving Shane, Television Workshop; Herbert Graf, NBC; Robert Emery, WOR; Hoyland Bettinger, GE; Edward Sobel, NBC; Lee Cooley, Ruthrauff & Ryan; R. B. Gamble, Television Producers Ass'n.
 4. Advertising Agencies: Elkin Kaufman, William Weintraub, chairman; Frederick A. Long, BBD&O; William E. Forbes, Young & Rubicam; Don McClure, N. W. Ayer; Herbert Leder, Benton & Bowles.
 5. Publications: Clifford Denton, N. Y. Daily News, chairman; Fred L. Archibald, Albany Times-Union; Dr. O. H. Caldwell, Caldwell-Clements Publications; William Kostka, Look Magazine.
 6. Talent: William Morris, Morris Agency, chairman; Ed Wyman; Garson Kanin; Larry Brooks; Richard Mandel; Walter O'Keefe; Jessica Dragonette; Leo Horowitz; Hope Bunin; Ilka Chase; Selma Lee.
 7. Theatres: Paul J. Larsen, SMPE, chairman; Dr. B. W. Epstein, RCA Laboratories; Ralph Austrian, RKO Television; Paul Rathbourn, Paramount Pictures, Inc.; Ralph Beal, RCA Laboratories.
- 3:45 P.M.—General Session: Summary of Panel Meetings—presented by chairman of each panel.
- 5:00 P.M.—Cocktail Party and Social Hour, sponsored by the First Television Network—NBC, GE, Philco.
- 7:00 P.M.—First Annual Conference Banquet, prominent speaker, presentation of Awards of Merit and entertainment televised to ballroom of Hotel Commodore by New York television stations.

TUESDAY, DECEMBER 12, 1944

- 10:00 A.M.—"The U. S. Navy's Electronic Training Program and Its Relation to Post-War Television," Commander William C. Eddy, U. S. Navy (Retired).
- 10:45 A.M.—Technical Roundtable Discussion and Question-and-Answer period, Dr. Alfred N. Goldsmith, vice-chairman, Radio Technical Planning Board.
Participants: O. B. Hanson, NBC; J. E. Keister, GE; Dr. Allen B. Du Mont, Du Mont Laboratories; Dr. C. B. Jolliffe, RCA; F. J. Bingley, Philco; Harry Lubecke, Don Lee; A. H. Broly, Balaban & Katz; Klaus Landsberg, Television Productions, Inc.; J. R. Poppele, WOR.
- 12:30 P.M.—Luncheon: Entertainment by stars of television, radio, stage and screen.
- 2:00 P.M.—Annual Meeting of the Television Broadcasters Association, Inc., open only to members of TBA.
- 3:30 to 8 P.M.—Visits to Television Studios at National Broadcasting Company, 30 Rockefeller Plaza, New York City.
Du Mont Television, 515 Madison Avenue, New York City.
Columbia Broadcasting System, 15 Vanderbilt Avenue, New York City.

Official List TBA Conference

(Continued from Page 10)

- | Individual | Representing |
|-------------------|--|
| Henry Clay Gibson | Springer Pictures, Inc., N. Y. C. |
| S. F. Withe | AETNA Life Affiliated Companies, |
| A. Y. Lytle | Hartford, Conn. |
| John K. Quad | Home News Publishing Co., New Brunswick, N. J. |
| James Frank, Jr. | National Simplex Bloodworth, Inc., N. Y. C. |
| Joe Marty | RCA-News, Ziff-Davis Pub. Co., N. Y. C. |
| H. D. Bradbury | RCA Div. of Radio Corp. of America, 411 5th Ave., N. Y. C. |
| L. F. Beckoven | Western Electric Co., 120 Broadway, N. Y. C. |

13 New Applicants
For Tele Licenses

(Continued from Page 5)

radio and newspapers—applied for a tele license in Washington, as did the Detroit Evening News, licensee of WWJ, Detroit. The News seeks to operate in Detroit. The Cincinnati Broadcasting Company, affiliated with the Cincinnati Times-Star, licensee of WKRC in that city, applied for a tele license for that city.

Only application from a concern not engaged in radio, news or pix now is that for Chicago, from the Johnson-Kennedy Corporation.

Other applications—all from radio licensees now engaged in standard broadcast—include the following: Crosley, Cincinnati (WLW); Pennsylvania Broadcasting Co., Philadelphia (WIP); Radio Sales Corp., Seattle, (KRSC); and Yankee Network, Providence, R. I.

The final applicant was the Raytheon Corp., of Waltham, Mass., which is not now broadcasting but has applied for an FM license and has announced plans for construction of a coast-to-coast microwave relay net.

Discussed Video

John T. Williams, business manager of NBC's television department, discussed the latest developments of video broadcasting when he guested on Mert Emmert's "Modern Farmer" program this morning at 6:30 a.m., EWT, over WEAF. Williams gave a layman's explanation of tele and its post-war possibilities.

TBA Membership

Membership in the Television Broadcasters Association is comprised of the following organizations:

ACTIVE: General Electric Company, Crosley Corporation, Don Lee Broadcasting System, Philco Radio and Television Corporation, National Broadcasting Company, Allen B. Du Mont Laboratories; Television Productions, Inc.; Earle C. Anthony, Inc.; The Journal Company of Milwaukee, Hughes Productions, Bamberger Broadcasting Service, Balaban & Katz Corporation, WGN, Inc., with an application pending from Farnsworth Television and Radio Corporation.

AFFILIATE: RCA Victor, Capitol Radio Engineering Institute, Western Electric Company, Midland Broadcasting Company, North American Philips Co., Time, Inc., Raytheon Manufacturing Company, Emerson Radio and Phonograph Corp., William Morris Agency, Cecil B. DeMille Productions, Buchanan & Co. Advertising; General Electric Company Electronics Department, Theater Guild, RKO Television Corporation, and two applications now pending from Federal Telephone and Radio Corporation and the Rauland Corporation.



Bringing New Worlds into Focus

• BACTERIOLOGISTS are able to watch the attack as penicillin comes in contact with clusters of disease-causing bacteria . . . Looking through the RCA electron microscope they see how the infectious germs vanish as the new wonder drug destroys them.

New RCA electron microscopes—including a desk-size model with the same power of magnification as the standard instrument—bring this super-eye within

reach of schools, hospitals, and laboratories at the same time extending its use in science and industry.

The electron microscope, acclaimed as one of the most important scientific tools of the Twentieth Century, makes possible magnifications of 100,000 diameters—50 to 100 times more powerful than the strongest optical microscope. Electronically it promises to make the peacetime world a happier, healthier place in which to live.



RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA
leads the way in
radio—television—
phonographs—records
—tubes—electronics



Listen to RCA's "The Music America Loves Best"—Sundays, 4:30 P.M., E.W.T., over the NBC Network ★ BUY WAR BONDS EVERY PAY DAY ★

Station Sales Move To Duopoly Rule

(Continued from Page 1)

casting field. Price for this 250 which operates on 1,450 kcs \$5,000. Outlet is an NBC affiliate Westinghouse was forced to under the duopoly ruling. It also WVO in Fort Wayne.

inghouse purchase of KEX, d, Oregon, for the sum of 0) from the Portland Oregonian also owns KGW in the same received approval with Commers Walker and Durr dissent- cause they felt that price was h. KEX is a Blue affiliate with ousand watts on 1,190 kc.

of WORD, Spartanburg, S. C. proved, with J. M. Bryan and Davis buying the outlet from Spartanburg Advertising Co. for WORD operates with 250 power on 1,400 kc.

also owns WSPA same city. of WMFF, Plattsburg, N. Y., Edward and Leslie Bragg to Bissell (\$24,000 for controlling) was sought, and an applica- for a new one-kilowatt station 20 band filed by the Jackson casting Company of Jackson, s. WMFF, a 250-watt station on ilocycles.

Ask KROW Sale-Permit

oval was asked for the sale of Oakland, Calif., for \$250,000. is Wesley R. Dumm, who is in order to comply with the al ownership ruling of last Dumm controls KSFO in the e area. Purchasers are Sheldon ett, publisher of the Cos Bay eal; Philip G. Lasky and Robert el, with Sackett holding 65 per the stock.

Commission yesterday ap- the sale of WFEA, Manches- H., for \$150,000. Commissioners and Durr, constant objectors at high prices, dissented, call- ead for a hearing. Seller was Rines, with the station by H. M. Bitner, publisher of Pittsburgh "Sun-Telegraph" and Hearst official. Bitner holds in WFBM, Indianapolis, and A. Pittsburgh.

A. Blue Network Company's in Los Angeles, has filed with EC for permission to shift its ey assignment from 790 to 770

Canadian "Radio City" May Rise In Montreal

Montreal—Within a few years a smaller but still imposing replica of New York's Radio City may rise on the north side of St. Catherine Street. Just west of St. Denis, although the contract the City of Montreal had with the Canadian Broadcasting Corporation has expired.

If CBC does not renew that contract, it is practically certain, according to reliable sources, that a radio center will be built somewhere in Montreal, with the CBC building as its focal point. The accommodation now occupied by the government corporation in Montreal is far from adequate and once the urgencies of the war are somewhat moderate the government radio people will begin to look around once more for something more satisfactory, and that will mean a site for a building all to themselves. If CBC no longer wants the site on St. Catherine East, the city will probably use it for a big park and playground. That section of the city could do with some additional park and playground space, and the Berr-St. Catherine Streets site would be ideal.

BBC Aiding Bond Drive

BBC will aid the Sixth War Loan Drive on the Saturday, edition of "American Eagles in Britain" (heard on Mutual, 7 p.m., EWT and WHN, Sunday, 10:30 p.m., EWT). American GI's in London will make personal appeals to their families and neighbors at home to buy that extra bond.

kilocycles and up its power from five to 50 kilowatts.

Applications for FM stations were filed by Harold Thomas, licensee of WATR, Waterbury, Conn.; KLUF, Inc., licensee of KLUF, Galveston, Texas, and Reno Newspapers, Inc., publishers of the Reno, Nev., Gazette.

Sees BBC World Leader In Realm Of Broadcasting

London—In a speech to the Radio Industries Club at their meeting here, W. J. Haley, director general of the British Broadcasting Corporation, declared that the BBC planned to put the United Kingdom radio audiences ahead of any other listeners in the world, but at the same time he stated that the power of the press should not be weakened. The spoken word can supplement, but not supplant, the written word, Haley declared.

Coming out in favor of continued international broadcasting, Mr. Haley further said that a "sensible modified system of world broadcasting" was in order. The BBC's post-war plans include the airing simultaneously of three separate programs on different wavelengths. In conclusion, Haley hoped that the BBC will aid in making Britain "the best informed Democracy in the world."

WMCA Case Goes On Behind Closed Doors

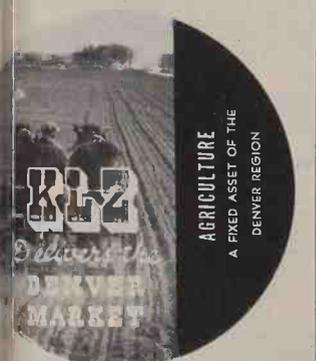
(Continued from Page 1)

in December of 1940, to urge FCC study of the alleged pressure upon Flamm to sell the station to Ed Noble.

It is expected that hearings on WMCA will continue through the week here. There is general skepticism that any further subjects will be gone into, although the committee had plans to study the radio holdings of Arde Bulova and to investigate the dropping of commentator Upton Close by NBC.

Hooper Retains Chappell

Dr. Matthew N. Chappell, consultant to C. E. Hooper, Inc. since June, 1937, is continuing with the organization in the same capacity, according to announcement by the firm yesterday.



CATCHY CURVES

Your "catch" in news is best when sizzling hot . . . that is the minute it comes over the wires . . .

Minute News Service exclusively on 1430 on the dial. The Minute Station . . . **WBYN**

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

★ Elected as providing the best election day coverage in Northeastern Ohio.

WGAR

CLEVELAND'S FRIENDLY STATION

1220 KC

BASIC C. B. S. STATION

FREE SPEECH "MIKE"

PROMOTION

"Hillegas And Clymer"

WOR, New York, has put its back and shoulders into the pushing of its two-fold promotional feature, "Hillegas and Clymer," which in furthering the sale of War Bonds in co-operation with the Treasury Department brings added credit to the station itself.

Hillegas and Clymer are two ethereal individuals who will be mentioned constantly over the air through Dec. 10 on the station's spot announcements as well as during the course of the regularly scheduled programs. Station issues Hillegas and Clymer calling cards with "Bonded Stuff" printed, signs and posters dot the station, an office door has the H. & C. name upon it and a printed sheet contains the contest rules.

To the 12 listeners who identify and list the greatest number of instances when Hillegas and Clymer were mentioned during the course of the contest, WOR will award \$2,000 in war bonds, First prize will be a \$1,000 war bond, second prize, \$500 war bond, followed by 10 prizes, each a \$50 war bond.

Radio News Coverage

UP's new brochure is called "United Press Radio News," and is very effectively produced to describe the many different programs packaged by the Association. The cover at once conveys that UP's radio service covers the world by its illustration of the globe circumsferenced by kilocycles. The colors on the outside include blue, red, black and white. The inside glossy pages contain photographs of the various media of interest and entertainment UP covers, among which are included: sports, homefront war commentaries, women in the news, farm, battlefield, neighborhood anecdotes and incidents, personalities, national highlights, soldiers of the press, things to come, business review. The final portion is devoted to a survey conducted by UP, accompanied by a chart. The whole job is done in a very skillful manner and should create a great deal of interest. In addition to the promotion piece a sample recording of one of the programs is enclosed.

New Coast Series

Pond's Extract Company makers of Pond's Creams, have announced a new series of 15-second transcriptions aired over station KNX and KMTR in Los Angeles. A new four-second spot announcement is heard over station KPAS in Los Angeles and station KJSB in San Francisco.

FOR SALE

Television Receiver, General Electric, H.M. 185 in console, like new, 3 channel, 5-inch picture tube, 12-inch speaker. Priced for quick sale, \$200.00. Phone Cl. 5-7760.

Tubes For Home Receivers 50% Of Requirement—WLB

(Continued from Page 1)

ties and materials are available so that if 6,000 more female workers could be obtained, production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month, WPB radio and radar division officials said.

During 1944, replacement tubes available to civilians cannot exceed 19,000,000, as against demand exceeding 36,000,000, the division said. The 19,000,000 tubes should enable home owners to maintain at least one radio receiver in operation, WPB said. No tubes for new home radio receivers have been manufactured since 1942 owing to military demands. Present schedule for civilian tubes in the first quarter of 1945 is set tentatively at about 2,000,000 a month, an increase

of about 500,000 tubes a month over past WPB authorization. However, the estimated monthly production can be attained only if increased labor is obtained and military demands do not increase, WPB said. It is hoped that civilian tubes may be produced at the rate of 4,000,000 a month within about four months after "victory in Europe" day, the agency stated in its report.

Under the conditions imposed by military demands, receiving tubes available for the public use dropped gradually from 30,000,000 in 1941 to present renewal shipments of 19,000,000 tubes a year.

One of the present unfilled civilian demands is for tubes for so-called "midget" receivers which are required in the greatest quantities as replacements.

WOV Man Discusses Radio And Vatican

The Vatican has solved its problem of isolation through radio, and the Vatican City station has been the "greatest modernizing factor in the Holy See," Tom Morgan, WOV news specialist, informed attendants of the joint luncheon of the Lotos and Overseas Press Clubs yesterday.

Morgan, for many years foreign correspondent of UP and AP in Europe and serving for 12 years as head of the UP Rome Bureau, was closely associated with both the late Pope Pius XI and the present Pope Pius XII.

"The Vatican City radio station was presented to the late Pope Pius XI by Guglielmo Marconi, inventor of wireless," he said. "It was built in about 1932 and sits on top of Vatican Hill, housed in a new brick structure one story high. It has 50,000 watt power and reaches any part of the world on a two-day shortwave service, receiving and sending. Father Soccarsi, a scientist of great note in Vatican circles, is in charge of the station, and his staff doesn't number more than seven or eight, who receive and send both telegraphic and oral messages."

Jane Pickens Gets 4 Weeks On 'American Melody Hour'

Jane Pickens, singing star of stage, radio and nite spots, returned to the network when she replaced Eileen Farrell on the American Melody Hour, heard coast to coast via CBS. Miss Pickens will be heard on the program for four consecutive weeks while Eileen Farrell is vacationing.

Although Jane Pickens achieved fame originally in radio as one of the Pickens Sisters, the American Melody Hour assignment marks her first regular radio spot, aside from frequent guest appearances, in some time.

OWI Carries Short Wave To Liberated Radio Brussels

For the first time since its liberation, Radio Brussels Saturday rebroadcast program shortwaved from the United States, according to the Overseas Branch of the Office of War Information. The program was also relayed by the radio of the Belgian Congo in central Africa long a possession of Belgium.

For the occasion, a special broadcast in French and Flemish was beamed to Belgium by the "Voice of America." Harry Torczyner, chief of the OWI Belgian section spoke in praise of the work accomplished by the Belgian radio during the war. The Belgian documentary film, "Congo," was previewed and Charles Boyer, narrator of the French version, spoke from Hollywood. "Congo," filmed in the Belgian Congo by the Belgian government's Cinematographic Mission, was produced in the United States. Parts of the original score of the film will be played and interwoven with the voices of Americans and Belgians who created the picture.

AGENCIES

JAMES C. RESOR has joined the radio department at McErickson, Inc. L. R. B. Atwater joined the outdoor department of the agency after two years' service for the Government in South Africa, following six years' work with the Outdoor Advertising Association and the Traffic Audit Bureau.

SPOT SALES, INC., announces, James E. Brinkmeyer has joined staff of its Chicago office as the step in the station rep agency's organization of its activities in Windy City.

AMERICAN FAIR TRADE CONFERENCE will meet tomorrow at the Roosevelt. Election of officers will be held.

ELBERT M. ANTRIM, bus manager of the Chicago "Tribune" has been named to the directorship of A.N.P.A., succeeding the late W. MacFarlane. Antrim will serve as the next annual convention in A.

INDUSTRIES COUNSEL ASSOCIATES, INC., has been formed, offices at 280 Madison Ave., to serve industrial firms in the field of public relations, market research, labor relations and sales development. President of the new organization, Rupert Stern.

FREDERICK M. FRANK, film writer, has joined the radio department of Donohue & Coe.

New England Talent On Yankee Web Show

Boston—New Englanders have last come into their own with a program dedicated especially to them. They will be spotlighted every evening in their radio debut on "Dorey's Newcomers" to be heard over WNAC and the Yankee web work from 7:30-8:00 p.m. starting today. New local talent discoveries will be introduced each Wednesday by Ray Dorey singing emcee.



KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Nolde's Bread ... WJVA	Carrier's Bread ... WJHL
Kew-Bee Bread ... WHIS	Hi-Class Bread ... WEOA
Rubel's Bread ... WKRC	Bangor Bread ... WLBZ

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLWOOD

and Rallies On Sked; Menser Talks In K. C.

(Continued from Page 1)
 world will have in part an which will not be easy to They will insist on more tion of more subjects than sent listening audience. There- the challenge which must be al continues on the War Bond- with its Sherlock Holmes de- a portion of the program to "The Case of the Missing Buyer," Mon., Dec. 11.

Atlantic City Scheduled
 s fourth and fifth out-of-town and rallies will take the sta- talent to the Warner Theater ntic City, on Thurs., Nov. 30, Dec. 2, at Loew's Poli Thea- ny Haven. Stars will include: rerrill, John Baker, Pauline Arthur Boran, Dude Kimball, Barry, Alfred Chigi, Jacques ad his orchestra, Uncle Don, Kreiger, and Kenneth Whit- Co.

"The First Line" program will dcast from the Navy's Sixth an Exhibit at Navy Pier, Nov. 30. Pacific War Theater will highlight the program. Blue Network's Boston Sym- Orchestra program will again a special concert in the Bos- den, Thurs., Dec. 14, to the rive. Dr. Koussevitzky will e. The Garden holds 14,000 and d purchasers will be admitted

"Quiz Kids" Featured
 Quiz Kids, Sun., Dec. 3rd pro- ver the Blue Network will e from the Navy's Sixth War xhibit in Chicago, and the e will consist solely of bond ers.

ral Ernest J. King's shoulder- Bing Crosby's and Bob Hope's s caps, a day at Elizabeth Ar- eauty salon, and the original ript of "My Country 'Tis of re four of the oddments to be bonds at Dave Elman's Vic- ction, broadcast by the Blue ce. 1, 11:30 p.m., EWT.

END BIRTHDAY GREETINGS TO...

November 30
 Brinkley Larry Nixon
 Poling Lillian Stone

OFF THE AIR
ERENCE RECORDINGS
 IN CHICAGO

OGOOD RECORDING CO.
 SALLE ST..CHICAGO 1,CENTRAL 5275

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA — By way of preparation for WIBG's annual Christmas Party, Zella Drake Harper, WIBG director of women's programs will hold a luncheon for the WIBG Women's Club, with the proceeds thus collected to go toward purchasing gifts to be presented to under-privileged children. So far over 400 gifts have been obtained for that occasion. . . . **PITTSBURGH**—The Allegheny Broadcasting Company has started operation of KQV, basic Blue outlet in Pittsburgh and one of the country's oldest stations. As soon as materials are available both studios and transmitter will undergo modernization. G. S. Wasser, the newly appointed vice-president and station manager has appointed James Murray as sales manager and Ben Edson as publicity director and head of the special events department.

— TENNESSEE —

MEMPHIS—Ed Cook, recently discharged from the Army, has joined the staff of WHBQ as an announcer. He comes to the station after some time as a Memphis Little Theater actor.

— CONNECTICUT —

HARTFORD — Two anniversaries for long term service to WDRC were celebrated this month by the station's staff. The "Old-timers" are chief engineer I. A. Martino, with 21 years, and transmitter engineer Franklin Kiefer, with 14 years. . . . The promotion of Dick Bronson, for the past two years chief announcer of WHTD, to the post of program director for the station was announced by Ralph D. Kanna, who is station manager of WHTD.

— CALIFORNIA —

LOS ANGELES—John W. Krafft, Sr., Hollywood chief of OWI's overseas radio division and Harlan J. Dunning, former program manager of KSFO, have joined NBC's Hollywood staff, Krafft as a writer, and Dunning as a member of the production staff. . . . **OAKLAND**—Philip G. Lasky, vice-president and general manager of KROW has been appointed to the advertising relations committee of the Better Business Bureau. . . . **FRESNO**—Another KMJ announcer is leaving the station soon to join the Navy. He is Nick Drakelich, who has been serving in the capacity of junior announcer.

— TEXAS —

SAN ANTONIO—George Johnson, general manager of KTSA, and Bud Lutz, merchandising and promotion manager, will represent the station at a meeting of all Taylor-Howe-Snowden stations to be held in New York. The First National Bank will sponsor a series of dramatized true stories from the war front, which are being offered by the Treasury. The series will be aired over WOAI Mondays and Fridays during the current Sixth War Loan Drive. This marks the first time for the bank as a radio sponsor. . . . Kay Crews, former Hollywood actress is now appearing as "Mrs. Kay of the ASC," a weekly program presented over KABC by the radio branch of the San Antonio Air Service Command.

WHOM Starts Switch Toward All-English

(Continued from Page 1)

mentary on a new 6-8 p.m. round-up show Monday through Saturday which will also highlight Denver Darling and his Western orchestra. Two columnists signed are Joe Cum-misky, sports editor of "PM" and Lee Mortimer, columnist and amusement editor of the Daily "Mirror."

Other English activity includes: Josephine McQuillin, formerly of WJNO, Palm Beach, and "Woman's Home Companion," appointed women's director, and will open the 5 to 6 p.m. Monday through Saturday period with a participating program, "Buy Roads to Romance."

Ronald Cochran will give a news commentary 5:15 to 5:30 p.m. daily except Sunday. Formerly news editor of KWK, St. Louis, and KRNT, Des Moines, Cochran comes to WHOM from the publicity staff of the Republican National Committee.

The 5:30 to 5:45 p.m. show week-days will feature Craig Holden, singing star of "Connecticut Yankee," "Strip for Action," and Ruban Bleu.

Dale Morgan, WHOM special events director, conducts The Inquiring Microphone from various mid-town New York hotels 5:45 to 6 p.m. Monday through Saturday.

The Staten Island Hour and Jersey Caravan will be presented week-days from 2:30 to 5 p.m.

HE'S NEWER THAN NEWS!

ACE CHANCE



WANTED:
 All or Any Part of
 Following
 Equipment:

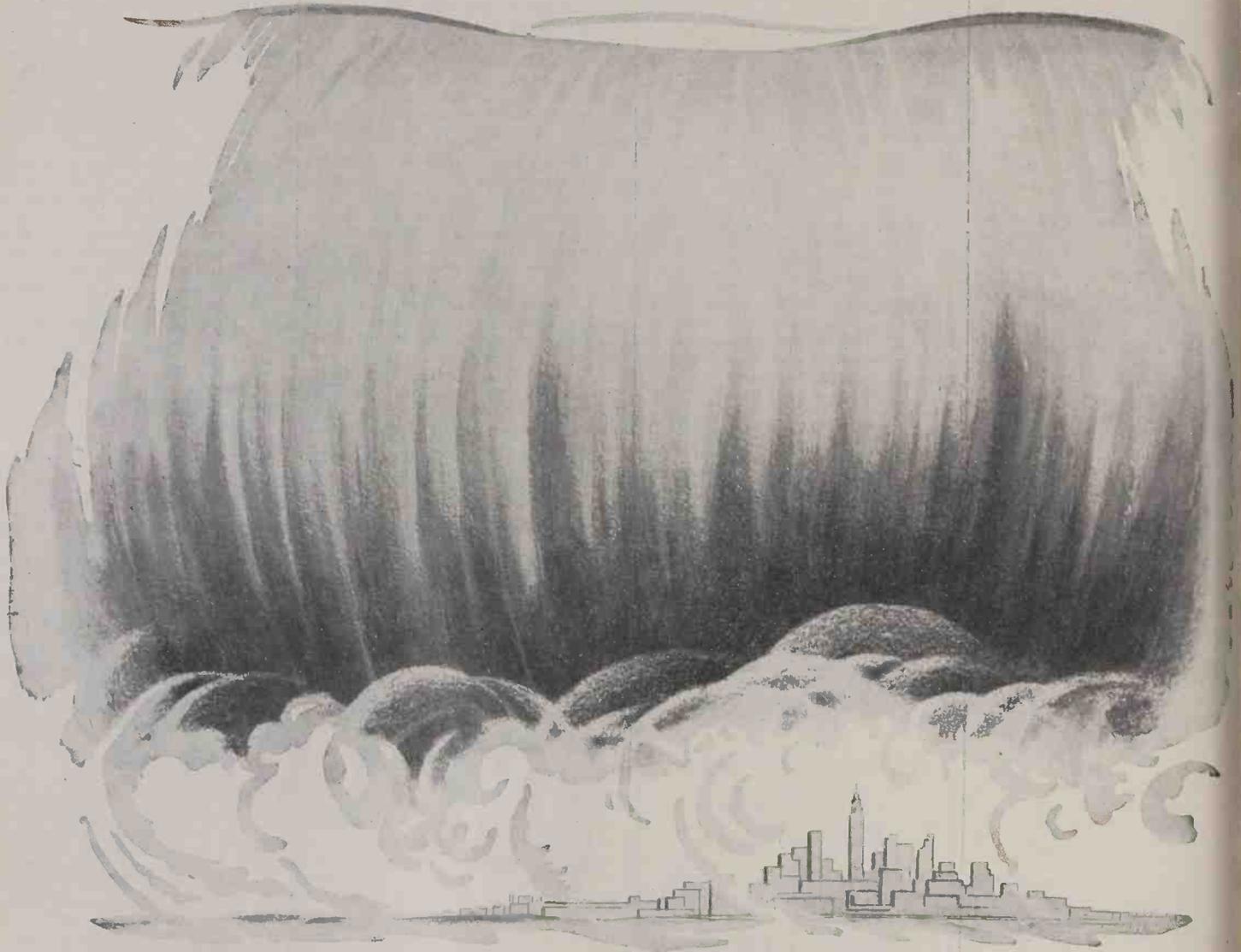
- 4 Towers 275 to 300 foot
- 1 Phasing unit
- 1 Frequency Monitor
- 1 Modulation Monitor
- 3 Consoles
- 1 Transmitter speech input control
- 1 Phasing Monitor

Write RADIO DAILY, Box 922
 1501 Broadway New York 18, N. Y.

THE
GRU-SHAW CO.
CHESTER J. GRUBER
 1620 Crossroads
 of the World

HOLLYWOOD 28, CALIF.
 HEMPSTEAD 8189

WCAU



50,000 "Free Watts" Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving "Umbrella Coverage"

WCAU's 50,000 Watts are not "directed" into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA'S LEADING RADIO INSTITUTION

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 42

NEW YORK, N. Y., FRIDAY, DECEMBER 1, 1944

TEN CENTS

NAB Board Holds Meet

NAB Endorses Xmas Show Plan

J. Harold Ryan, president of the National Association of Broadcasters, in a telegram to RADIO DAILY yesterday, voiced approval of the plan for "Christmas Shows for G.I. Joes." Mr. Ryan's telegram follows:

"Announcement of your plans to devote the Christmas issue of RADIO DAILY to acknowledgement of programs especially for the armed forces at home impels me to congratulate you on this move.



J. HAROLD RYAN

"Space devoted to the stories of stations and network efforts to bring Christmas and New Year entertainment to hospitalized servicemen, men and women in nearby camps, servicemen's centers, all places where they will gather during the Christmas season, certainly surpasses any traditional expression of 'Merry Christmas and Happy New Year.'

"I see that you have had immediate response to this idea which indicates the spirit and enthusiasm with which the radio industry is planning these programs."

J. Harold Ryan,
President, National Association of Broadcasters.

Sees Postwar Prospect Flamm's Counsel Seeks Of Continued Good Biz End of WMCA Hearing

Chicago—The continuance of wartime billings into its post-war business schedule, with possible increases, is anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division.

"Better than 90 per cent of NBC's

(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—A telegram urgently requesting discontinuance of the private hearings on the WMCA case pending final disposition of the civil action brought by Donald Flamm against Edward J. Noble was received yesterday by Clarence F. Lea,

(Continued on Page 6)

Network Leaders Comment On 25th Anniversary Plans

Executives of the four major networks yesterday lauded the NAB plan for nation-wide observance during the coming year of the radio industry's 25th anniversary.

Niles Trammell, president of NBC;

Mark Woods, president of the Blue Network; Edgar Kobak, head of Mutual Broadcasting System, and George Crandall, director of press information for CBS, issued statements stress-

(Continued on Page 6)

Coffee cups to Macaroons! You've got a responsive market in Northern New England. Sell thru WLAW!

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

Sessions In Capital Opened Yesterday Will End Today

Washington Bureau, RADIO DAILY
Washington—The board of directors of FM Broadcasters, Inc., met yesterday afternoon for the first of three sessions ending tonight at the Hotel Mayflower. It was primarily a business meeting, with admission of 20 new members discussed, enlargement of the Washington headquarters and other organizational details. Of prime interest, of course, was the forthcoming frequency allocations, which were exhaustively discussed off the agenda.

A representative of the FCC may

(Continued on Page 5)

Elgin Co. Xmas Show On Full CBS Network

Elgin National Watch Company will utilize the entire CBS web for its two-hour annual Christmas Day program, 4-6 p.m., EWT, Mon., Dec. 25, it has been announced by J. Walter Thompson Company, agency for Elgin.

Although the talent listing is incomplete, the following have been

(Continued on Page 5)

Finders Keepers' Company Blizzard Bound In Plane

Riding a Navy plane through a blizzard that grounded their craft for three hours at Columbus, Ohio, and then dogged the party to New York, the stars of NBC's "Finders

(Continued on Page 4)

Jubilee

One of the first network programs to project Paul Whiteman's "Jerome Kern Jubilee Week" will be Lyn Murray's Squibb show "To Your Good Health," CBS, next Wed. The Lyn Murray chorus and orchestra, in addition to the featured soloists, Betty Mulliner and J. Alden Edkins, will participate in the all-Kern program which will include seven of the master's compositions.

Porter's FCC Post Awaits ICC Hearing

Washington Bureau, RADIO DAILY

Washington—Confirmation of Paul Porter as new FCC chairman will be recommended to the Senate by the Interstate Commerce Committee without a hearing by that committee, Chairman Burton K. Wheeler said yesterday. Wheeler said nothing will be done on the nomination until Porter returns to Washington late next week or early the following week.

Wheeler did not appear to expect any opposition to the appointment to develop in the Senate. One of the Senators are less than lukewarm about it, but there is no reason

(Continued on Page 6)

Young Leaves McGillvra; Opening Own Rep. Office

Sam J. Young, Jr., formerly associate of Joseph Hershey McGillvra, plans to open his own station office in New York this week and December 15 will open a Chicago office. Young, who was on the sales staff of NBC for seven and a half years prior to joining McGillvra, will give specialized service to a limited group of stations.

Navy Broadcast Will Omit Commercials

Radio coverage of the December Navy-Navy football game will not include any commercials, according to an announcement yesterday by J. P. Gillette, Jr., president of the Gillette

(Continued on Page 4)

Travelers Aid

Vice-president Samuel F. Pryor, and V. E. Chenea of Pan American World Airways are presenting a post-war plane ticket plus a week's hotel accommodations either in the United Kingdom, France, Honolulu, or Rio de Janeiro, at the highest bidder in war bonds for the "Victory Auction" program this evening at 11:30 over WJZ. Dave Ellman will emcee.



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FRANK BURKE : : : Editor

MARVIN KIRSCH : : : Business Manager

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Courtenay At Ad Club

British war correspondent William Courtenay will be both guest of honor and speaker at a special luncheon to be given by the Advertising Club in New York today. Courtenay has just been flown here from Leyte, and will bring late news of the war in the Pacific.

20 YEARS AGO TODAY

(December 1, 1924)

While screen actor Rudolph Valentino is en route to his vacation in Europe, station WOR will transmit a program each afternoon and evening which he will try to pick up. Valentino will send WOR's chief engineer Poppele a radiogram telling how signals were received and distances of the ship at each program.

CKLW

**BEST
RADIO BUY
in the
DETROIT
AREA**

5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL SYSTEM

Coming and Going

RUSS HODGES, sportscaster on WOR-Mutual, leaves today for South Bend, Ind., where tomorrow he will broadcast the football game between Notre Dame and Great Lakes.

TOM McKNIGHT, director of the Blue Network's "Radio Hall of Fame," has left for the West Coast, from which point the program will emanate for eight weeks starting Dec. 10. On this Sunday's show, Eddie Saulpaugh, assistant to McKnight will substitute in the New York control room. The program personnel will leave shortly thereafter for the Coast.

RIK BOLLARTS, GERRY GOLLARD, DAVID KOHNHORST, writers, and BOB BREWSTER, producer, all of the Frank Sinatra show, leave today for the West Coast.

HAROLD E. FELLOWS, manager of New England operations for the Columbia Broadcasting System, a visitor in New York yesterday at the headquarters of the network.

LOWRY KOHLER, sales promotion manager and program director of WLAP, Lexington, Ky., a caller yesterday at the station relations department of the Blue Network.

BILL SLOCUM, CBS director of special events, left yesterday for Wright Field, Dayton, Ohio. He will do a broadcast on buzz bombs from that point on his "World News Today" Sunday afternoon.

PHIL MILES, of the Allen Meltzer office, is away for awhile recovering from a heavy cold.

Sees Post-War Prospect Of Continued Good Biz

(Continued from Page 1)

advertisers have continued their peacetime schedules through the war and we are confident they will remain with us after the war," declared McCluer. "Some clients, in fact, who have retained their radio time despite reductions in their available consumer merchandise during the war are expected to increase their advertising once their goods are again available in sufficient quantities to supply all demands."

Winchell To Be Benny Guest

Walter Winchell will be guest star on Jack Benny's program over NBC Sunday, Dec. 3, at 7 p.m., EWT.

FINANCIAL

(Thursday, Nov. 30)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	165 ³ / ₈	165 ¹ / ₈	165 ¹ / ₈	+ ¹ / ₈
CBS A	32 ³ / ₈	32 ¹ / ₂	32 ¹ / ₂	- ¹ / ₄
CBS B	32 ⁷ / ₈	32 ⁷ / ₈	32 ⁷ / ₈	+ ⁵ / ₈
Crosley Corp.	28 ¹ / ₄	28	28 ¹ / ₈	
Farnsworth T. & R.	13 ³ / ₈	13	13	- ¹ / ₈
Gen. Electric	39 ³ / ₈	39	39 ¹ / ₄	
Philco	32 ⁷ / ₈	32 ¹ / ₂	32 ³ / ₄	+ ¹ / ₄
RCA Common	10 ³ / ₈	10 ¹ / ₄	10 ¹ / ₄	
RCA First Pfd.	79 ³ / ₄	79 ¹ / ₂	79 ¹ / ₂	- ¹ / ₈
Stewart-Warner	16 ¹ / ₄	15 ⁷ / ₈	15 ⁷ / ₈	- ¹ / ₈
Westinghouse	110	109 ¹ / ₄	109 ¹ / ₄	- ³ / ₈
Zenith Radio	38 ³ / ₈	37 ¹ / ₂	37 ¹ / ₂	- ¹ / ₈

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	5 ¹ / ₂	5 ¹ / ₂
OVER THE COUNTER		
Stromberg-Carlson	15 ³ / ₈	16 ³ / ₈
WCAO (Baltimore)	23	23
WJR (Detroit)	37	37



The Navy Calls It "Recognized Risk"

The Navy will take a chance of losses . . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three way basis so many shrewd time buyers are adopting these days. Choose your station on Coverage Popularity, Cost-per-listener.

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

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



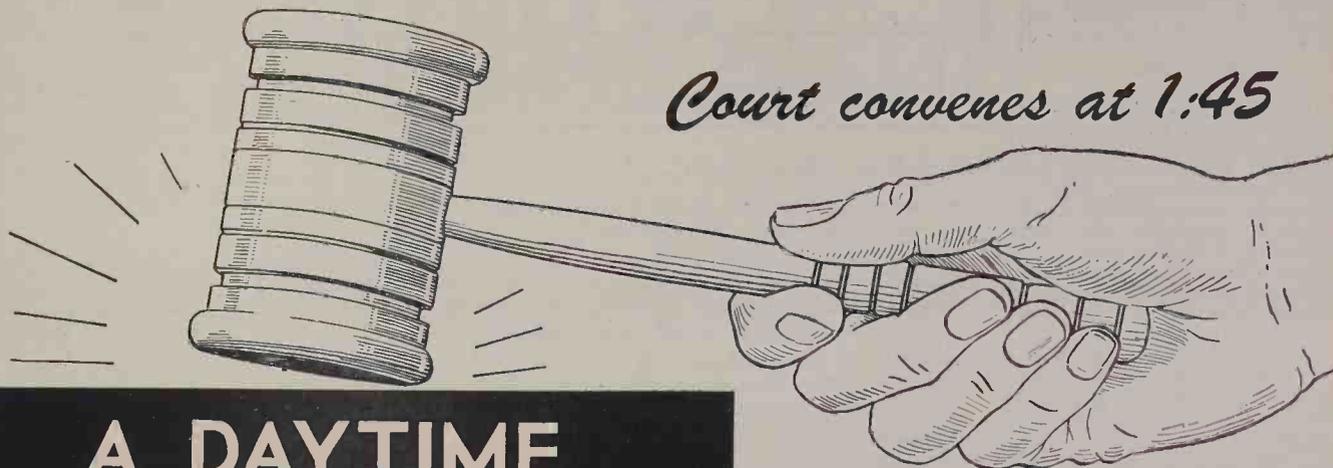
W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



HOME TOWN BOYS MAKE GOOD AND HOW





Court convenes at 1:45

**A DAYTIME
SERIAL TYPE AUDIENCE**

***"The American
Woman's Jury"***



HERE is a program in which problems sent in by listeners are discussed and judged by a studio jury of housewives and mothers.

A simple formula? Yes. But one that embodies no less than three tested claims to audience-attention:

Women's interest in other women's problems, basis of the spectacularly popular "soap opera." The real life heroine, in the successful domestic drama tradition. The courtroom setting, which has put shows like "Mr. District Attorney" in the upper rating brackets and pinned them there.

These elements, expertly juxtaposed by The Yankee Network and WNAC — produced each afternoon from 1:45 to 2:00 P.M. EWT, make up "The American Woman's Jury."

**A new case each day
Monday through Friday
1:45 P. M. EWT**

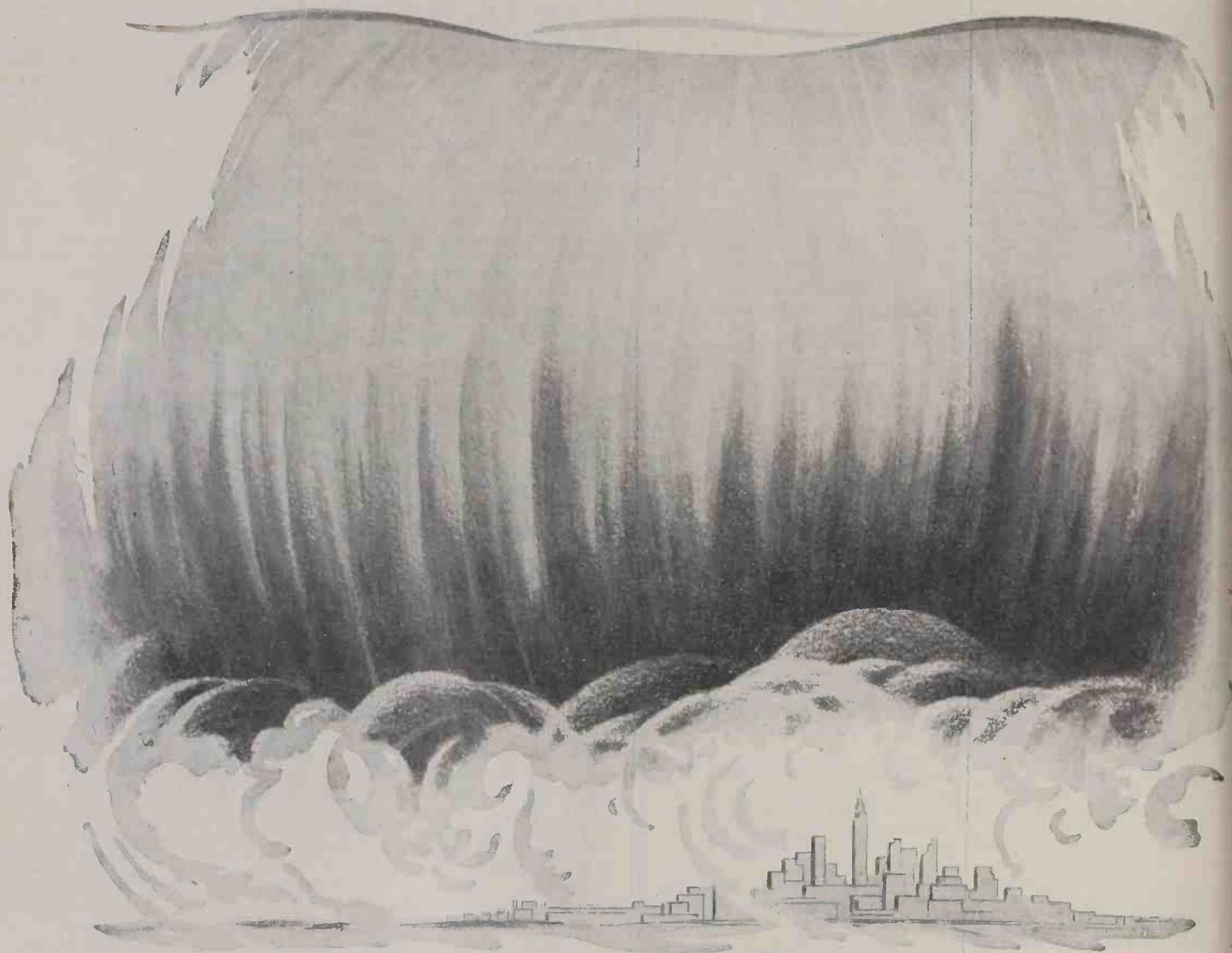
Now available for sponsorship on Mutual

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

WCAU



50,000 "Free Watts" Surge Out in a Great Tidal Wave of Power in all Directions over a Clear National Channel giving "Umbrella Coverage"

WCAU's 50,000 Watts are not "directed" into a specific pattern. Instead they flow out in a vast umbrella shape, not only sweeping the whole Philadelphia area with Power, but covering many adjoining states.

PHILADELPHIA'S LEADING RADIO INSTITUTION
