

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 27, NO. 21

NEW YORK, N. Y., MONDAY, MAY 1, 1944

TEN CENTS

## Peabody Winners Named

### Outlines Views On Future Of Tele

Ed Jett, in one of his first statements since his recent confirmation as chairman of the FCC, has answered in two questions regarding the future of television which were propounded to him by the American Television Society through its president, Norman D. Waters. The two questions posed by the ATS dealt with (1) the future possibilities of commercial television and (2) the matter of providing an improved system im-

(Continued on Page 7)

### To Produce Total Of 100,000 V-disks In May

Week phonograph production by the Army Special Services Division, War Service Forces, will hit the 100,000 mark with the May distribution. Some 199 selections have been produced to date and it is estimated that by the end of 1944, the 2,000,000 records will have been reached by the Army S. S. D.

As the plan now works out, each week 20 lightweight platters as near

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### Sub-Committee Reviewing Coverages

Review of station coverage measurement methods, is now under way by the Technical Sub-Committee of the NAB Research Committee, which is the first of a series of meetings in New York late last week. Roger App, chairman of the group, after the meeting that the com-

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### International

Mexico, United States and Canada are linked together by radio through the broadcasting of the Mexican Symphony orchestra on Sundays, 9 to 10 p.m., EWT, via the Mutual network. Arrangements to carry the program over the Canadian Broadcasting Corporation network were completed past week-end. The program originates with XEY, Mexico City.

### "Archie" Jr.

Hollywood—Ed Gardner, head man of the "Duffy's Tavern" show on the Blue Network, became a proud daddy yesterday with the arrival of Ed Jr. who weighed in at six pounds, nine ounces, at St. John's Hospital, Santa Monica. Mother, the former Simone Hegeman, non-professional, is reported doing fine along with the rest of the family, following the caesarian operation.

### American Network To Build Stations

American Network, Inc. (FM) will build and operate its own stations in New York, Chicago, Washington and Los Angeles, it was decided at a meeting of the board of directors held in New York. For the Chicago outlet, the board approved a lease on the roof of the La Salle-Wacker Building. In Washington, the network has purchased a transmitter site.

Four new operators were elected to membership in the Atlantic Net-

(Continued on Page 5)

### Former U. S. Broadcasters Operating OWI British Stat.

Operation of the American Broadcasting Station in Europe, which was scheduled to begin short- and medium-wave broadcasts to occupied Europe yesterday, has been entrusted

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### Special Citation Awarded To Bob Hope; Victors In 7 Program Classifications To Be Given "Oscars Of The Air"

### New Web Programs Set By MGM And RKO

Two major motion picture producing companies yesterday announced new network programs. Metro-Goldwyn-Mayer setting time on Mutual to start June 12, and RKO-Radio Pictures closing a deal with the Blue Network for 177 stations starting May 29.

An innovation in radio-movie promotion will take to the air on Mu-

(Continued on Page 6)

### NBC Reports Many War Effort Programs

NBC devoted 1,122 hours to network programs contributing to the war effort during 1943, while the six stations owned and operated by the network, originated and broadcast locally a combined total of 2,494 hours

(Continued on Page 5)

### TBAI Disputes CBS View Regarding Post-War Tele

Taking issue with Paul W. Kesten, executive vice-president of CBS, who, in a network statement last week, called for "full support of post-war

(Continued on Page 6)

Bob Hope, perennial winner of polls, received added honors past week-end when the national board of the George Foster Peabody awards voted him a special citation "in recognition of his untiring zeal and the high level of entertainment of his camp tours in the United States and throughout the world."

The Hope awards came in connection with the annual announcement of winners in seven classifications of programs made jointly by Edward Weeks, editor of Atlantic Monthly.

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### Mullen Sees Hollyw'd As Tele Hub Of Future

West Coast Bureau, RADIO DAILY  
Hollywood—Hollywood, with its wealth of talent, will become a more important production center for television than New York, it was predicted by Frank E. Mullen, vice-president and general manager of NBC, at a press conference held here on Friday. He pointed out that the trans-

(Continued on Page 6)

### WNAC Originating Mutual Women's Show

Boston—Premiere of "The American Woman's Jury" on WNAC today, at 1:45 p.m. marks the first Mutual show to be produced by

(Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Musicians' Showdown Near

By BEN KAUFMAN

WALKOUTS of musicians at WJJD, Chicago independent, and KSTP, NBC affiliate in St. Paul-Minneapolis, approached a showdown last week. Officials of the Chicago and St. Paul local unions of the American Federation of Musicians were ordered by the National War Labor Board to attend a hearing today in Washington. James C. Petrillo, AFM chief, was also directed to be present.

Back-to-work order of the NWLB

had previously been ignored by the two Midwest musicians' locals. Dispute in both cases had similar aspects, with ten musicians out in each instance. Demands were that the stations increase the size of their studio music staffs. Issue did not involve wages or hours.

William Green, president of the American Federation of Labor, urged Petrillo to end the walkouts, which

(Continued on Page 5)

### Gang Busters

War plant workers tuned in to Art Ford's "Milkman's Matinee" program on WNEW are to be the guests at a special preview showing of Paramount's "The Hitler Gang" at the Globe Theater on Saturday, May 6, starting at 2:30 a.m. Fifteen hundred workers from the principal war plants in New York and New Jersey are obtaining their tickets by writing to Ford.



Vol. 27, No. 21 Mon., May 1, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

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Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

# FINANCIAL

(April 28)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	156 5/8	156 5/8	- 7/8
CBS A	28 7/8	28 7/8	28 7/8	- 1/8
Crosley Corp.	18 5/8	17 3/4	18 5/8	+ 1 1/8
Farnsworth T. & R.	11 5/8	11 1/8	11 1/2	+ 5/8
Gen. Electric	35 7/8	35 1/4	35 3/4	+ 1/8
Philco	29 1/8	28 3/4	29	+ 1/4
RCA Common	9 1/8	8 7/8	9	- 1/8
RCA First Pfd.	71	70 7/8	70 7/8	- 1/8
Stewart-Warner	13 3/8	13 3/8	13 3/8	.....
Westinghouse	96	95 3/4	96	.....
Zenith Radio	35 3/8	35 1/4	35 1/4	.....

## NEW YORK CURB EXCHANGE

Nat. Union Radio	4 1/8	4 1/8	4 1/8	.....
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## OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	12 1/8	13 1/8
WCAO (Baltimore)	20 1/2	.....
WJR (Detroit)	32 1/2	.....

# 20 YEARS AGO TODAY

(May 1, 1924)

New York audience tuned in yesterday on the banquet given newly created Cardinal Patrick J. Hayes by the Catholic Club of New York which was aired direct from the Waldorf by WEA. Speakers were Cardinal Hayes, and Martin Conboy, president of the club. Popular entertainer over the local airwaves is Carson Robison, known as the Eveready Jay Bird, a two-tone whistler.

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

**F F**

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

# Coming and Going

**DOWSLEY CLARK**, chief of the OWI news bureau, is expected from Washington today for governmental conferences.

**HUGH J. POWELL**, publisher of the Coffeyville (Kans.) "Journal" and owner of KGGF, left for the home offices Friday night following a visit at Blue Network headquarters.

**J. CARSON BRANTLEY**, president of the Salisbury, N. C., agency bearing his name, is in New York this week for transcription work at NBC.

**ELIZABETH SCHAAR**, contralto of Pasadena, Cal., in New York and resting up today following last night's appearance as soloist on the "Hour of Charm" over NBC.

**C. E. PIGFORD**, publisher of the Jackson (Tenn.) "Sun" and owner of WTJS, Blue Network outlet, left for home on Friday following the termination of the ANPA convention.

**DR. WALTER W. VAN KIRK**, religious reporter for NBC who broadcast his "Religion in the News" on the network last Saturday from WDAF in Kansas City, is staying over to attend the Methodist General Conference. He will air the proceedings of that meeting in a special program on Wednesday.

**JAMES ROGERS**, managing director of WROK, Rockford, Ill., and **WALTER KOESSLER**, general manager of the station, have left New York after having spent a week here on station and network business.

**WILLIAM F. MALO**, commercial manager and sales promotion director of WDRG, CBS affiliate in Hartford, Conn., is spending several days in New York.

**RUSS HODGES**, sportscaster on Mutual, was in Philadelphia on Saturday to broadcast the Penn Relays.

**TED HUSING**, sports reporter on CBS, and **JIMMY DOLAN**, his assistant, left yesterday for Churchill Downs, where on Thursday they will broadcast the running of the Kentucky Derby. Prior to the race they'll do a series of pre-Derby programs over the network.

**CLIFTON FADIMAN**, **JOHN KIERAN**, **OSCAR LEVANT** and **FRANKLIN P. ADAMS** are in Toronto for the airing of tonight's "Information Please" from Massey Hall over NBC as a feature of the Dominion's Sixth War Loan Drive.

**QUINCY A. BRACKETT**, president and manager of WSPR, Springfield, Mass., a Blue Network outlet, was in conference Friday at Rockefeller Center and with the station's national representatives.

**CARL**, **JACK** and **DAN LANDT**, the "Sing Along" trio featured on CBS, return today from a short vacation. They embark at once on their new Monday-through-Friday morning series on the network.

**MRS. HELEN McCAULEY LAMBETH**, of WMFR, High Point, N. C., and **WGBG**, Greensboro, N. C., who spent a week recently in New York, has returned to the Carolinas.

## Former U. S. Broadcasters Operating OWI British Stat.

(Continued from Page 1)

to a number of former U. S. radio people, it was learned late last week at the OWI overseas branch in New York. Launching of Absie was set to take place after two years of negotiation by the OWI.

Among those occupying key posts in the war-information agency's outlet are, with their former connections: Brewster Morgan, executive producer at CBS; Guy Della-Ciappa, CBS program director; J. Davidson Taylor, assistant director of broadcasts for Columbia; Gerald Maulsby, assistant to the director of broadcasts and war program manager of CBS; Constance Ernst, assistant director of "The Free Company" series for Columbia in the Spring of 1941 and co-ordinator of Treasury Bond programs for the Allied Recording Co. of Los Angeles.

Also Edward Codel, general manager of the New Jersey Broadcasting Co. in Paterson; George Funkey, supervising engineer for Essex Broadcasters, Inc., Detroit; Hermann Florez, transmitter engineer for WOR, New York, and James F. Kenney, field engineer for CBS.

## Army To Produce Total Of 900,000 V-disks In May

(Continued from Page 1)

unbreakable as is possible to currently produce are distributed to most places where the Armed forces are stationed. Each Hit Kit provides four hours of musical entertainment and utilizes the leading talent in the country without cost to the project to the Army.

## NAB Sub-Committee Reviewing Coverages

(Continued from Page 1)

mittee has started such work and is studying the data submitted to date.

Clipp, president of WFIL, Phila. said further that "proposals will be reviewed by the committee as received." While no direct solicitation is being made, "the committee is confident that those interested in the subject will direct their ideas to its attention. The committee's assignment is to review all methods available for measuring station coverage. The next meeting will be called in about three weeks."

Those attending the meeting in addition to Clipp were: John K. Churchill, CBS director of research; Edward F. Evans, Blue Network research manager; Sidney Fushman, research manager of Mutual; Kenneth E. Greene, assistant research manager, NBC; Barry Rumble, research manager of NBC and Paul F. Peter, director of research for NAB and committee secretary.

*Wolly sez -*

IN WASHINGTON THERE'S A BILLION DOLLAR MARKET AT YOUR FINGER-TIPS

Sell Them on

**WOL**

Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

# Reach 92.3% Radio Home

That's the coverage radio station W-I-T-H gives you in that solid, down-to-earth city of Baltimore. When you buy radio time use the three factors: coverage... cost... a listening audience... your guide, we'd like to show you the cold facts that make W-I-T-H the low-cost, big-reach station in our town.

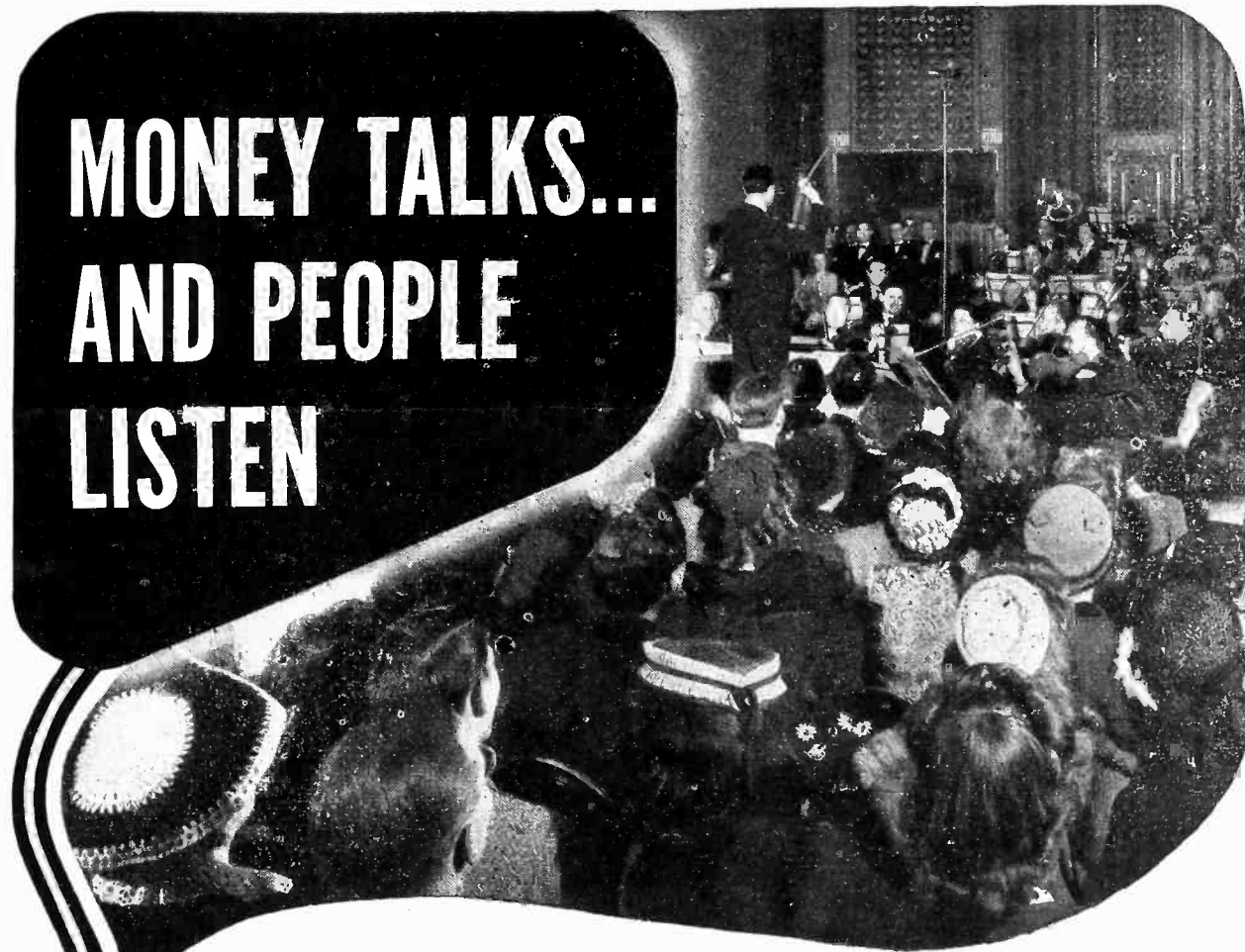


IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY

# MONEY TALKS... AND PEOPLE LISTEN



Chicago advertising agencies spend \$2,308,800 on talent annually for NBC network shows carried by WMAQ!



Almost as much as the other three networks combined!



Talent is basic for a good show...NBC tops them all!

**WMAQ**  
**CHICAGO**

\$4,799,600 is spent annually on talent for the 43 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend \$2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42%\* of the radio audience in the Chicago area *listens most* to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks . . . and people listen.

They all tune to the

**National Broadcasting Company**

It's a National Habit

\* According to thousands of replies from our recent survey.

America's No. 1 Network



A Service of Radio Corporation of America



LOS ANGELES

By RALPH WILK

UPTON CLOSE returned Thursday (27) from an extended lecture tour in the East. He lectured in all the leading cities as well as for several colleges and small communities. Mrs. Close accompanied him on the tour.

Tom Fizdale, who has been out here to check up on his radio and picture clients, has returned to New York. Hal Peary (Gildersleeve) accompanied him as far as Chicago, where he went to appear as guest on the "First Nighter" program.

A letter from the Commander-in-Chief of the Veterans of Foreign Wars, Mr. Carl J. Schoeninger, was read over the Horace Heidt jobs-for-servicemen program, Monday, April 24. Schoeninger expressed the appreciation of the veterans for the interest stimulated by the program in the problem of re-employing honorably discharged servicemen.

Predictions of an electronics era in post-war days will be made by H. L. Hoffman, president of the West Coast Electronics Mfg. Assn. May 14, over KMPC during the Los Angeles "Times" "Everybody's Hour." The weekly broadcast, a series recently launched by the newspaper devotes a portion of each half hour to a talk by a spokesman representing outstanding Southern California industries. Early speakers in the series included Donald Douglas for the aircraft industry and Leonard Firestone for the rubber industry. Hoffman, who is also president of the Hoffman Radio Corp., Los Angeles, in non-technical language will briefly interpret trends in the electronics field of the West Coast.

Comedian Jack Douglas at the Brown Derby telling actor Les Tremayne about his bird dog Mike who is absolutely useless in the hunting field. Jack says he's so well-bred he refuses to point.

MAIN STREET



● ● ● Roy Shield, genial musical director of NBC's Central Division, is working on a "Union Pacific Suite," the first movement of which has been completed (there'll be four in all).....It is called "Streamliner" and will be world premiered on Union Pacific's Saturday afternoon NBC series, "Your America," on May 6.....with Roy himself going to Omaha, where the program originates, to conduct the orchestra. . . ● Hal "The Great Gildersleeve" Peary is around the town these days visiting old radio pals and generally renewing acquaintances in and out of the studios.....The occasion of his presence was the guest appearance he made on the "First Nighter" show, via WGN and Mutual, the program on which he got his start in radio..... That accomplished, Hal is scurrying back to the Coast for his regular Sunday Gildersleeve airing. . . ● Shep Chartoc has moved his WBBM press information and education department staffs into more spacious quarters in the Wrigley Building..... Shep and his gang now are comfortably settled in room 348.

Chicago

● ● ● A familiar figure will be missing from the broadcasts originating from the Great Lakes Naval Training Station when Chaplain Hjalmer Hanson, famed director of the Bluejacket choir at Great Lakes, leaves the station next week for sea duty.....Chaplain Hanson, who has become nationally known through his radio work, has trained thousands of young men in choir work at Great Lakes during the last two or three years.....with his choir personnel undergoing a complete turnover every few weeks.....One of the chaplain's former proteges is Danny O'Neil, WBBM-CBS tenor star..... Danny, by the way, may get the nod from Jack Benny for the vocal spot on Benny's program for next season. Jack is to let him know, one way or another, as soon as the Benny troupe returns from its current Canadian visit. . . ● Overheard at the Chez Paree, via Kup's column in "The Times": "Reno is where people go when they can't get on Mr. Anthony's program." . . ● Paul Rhymer has a character in his Vic and Sade series named Homer U. McDancy.



● ● ● Remember Colleen Moore of the silent screen era?..... Well, Colleen is carving a new career for herself in radio. As the Storybook Lady of WGN's popular children's program, "Safety Legion Time," she is becoming as well known to the kids of today as she was to their parents, many of whom were probably her screen fans of another day..... She'll have a bigger juvenile audience when the program goes on the Mutual network today at 5 p.m. (EWT)..... As the Storybook Lady, Colleen spins a tale for her young listeners..... Very often it is a modernized classic fairy story or an original by the Typewriter Bird..... Primary purpose of the program, of course, is to teach the youngsters safety rules. Children, on request, receive Safety Legion membership cards stating the ten primary safety goals..... On the reverse side are pictures and autographs of Colleen and Jess Kirkpatrick, the show's Captain Jack.



● ● ● We've heard nothing but praise for the efficient and competent manner in which Jack Ryan, NBC press department impresario, guided members of the newspaper and trade press to Great Lakes recently for the Cantor broadcast..... Arrangements were well handled and went off without a hitch..... with ample time allotted following the broadcast for a real press get-together with Cantor, who, not being subjected to a catch-as-catch-can interview, unburdened himself on many subjects..... Eddie did a show for the boys at Gardiner General Hospital the following night and presented a \$50 War Bond to the soldier who penned the best letter in his G. I. Joe contest..... The winner was Pvt. Simon X. Lax!



Remember Pearl Harbor

SAN FRANCISCO

LEO KALIN, formerly of KHJ Spokane, orchestra, has succeeded Cy Trobbe as director of KFRC-Don Lee orchestra, according to program manager, Pat Kelly. of Kalin's new shows will be Sky Serenade, aired five days weekly with tenor Tommy Harris.

Mischa Peltz, studio engineer famous for his work on KHJ-Mutual Don Lee's "California Melodies," has reported for induction into the United States Army.

Holder of the KPO-Stanford Radio Institute scholarship and co-winner of the title "best student debater seven western states" is Norman Kramer who was on the guest relations staff of KPO after school hours. Kramer and another San Francisco youth won an all-expense trip to New York next summer to compete in the finals of the national debate contest.

Under title "Make Food Fight Victory," KYA is airing a night OPA program. Weekly KYA War Bond Show is produced by Ed Boden and Jack Williams.

Two 10-year employees of Associated Broadcasters, operating KSF and KWID, were recently each awarded a brief case and a watch. The pair are Royal V. "Doc" Howard, chief engineer, and Brenda Newell, secretary to program manager Lincoln Dellar.

Lt. Col. Bill Adams, former KSF Farm Reporter, is back in the U.S. after 18 months on duty in Alaska. Adams is en route to Duke University to join the Army's training program.

The Pacific Greyhound Bus Line with headquarters in Frisco, is sponsoring "Short Stories," five-minute weekly program, on seven CBS Pacific stations for the next 52 weeks. Howard Culber is narrator; stations are: KQW, KROY, KARM, KIRK, KGDM, KNX, KFPY.

EVERY MINUTE OF THE HOUR



Racing Results on WBYN 1430 on your dial "THE MINUTE STATION"

WDRC

CONNECTICUT'S PIONEER BROADCASTER

"Hit Parade" of Adcasters

You find the country's leading adcasters using additional spots on WDRC, to sell the rich Hartford Market. You get all 3 on WDRC—coverage, programs, rate!



USE WDRC TO CONNECT IN CONNECTICUT



# American Network To Build Stations

(Continued from Page 1)  
 They are: WCAE, Pittsburgh; WPTI, Indianapolis; KFMB, San Francisco; O. L. Taylor, recent purchase of KTOK, Oklahoma City. In original plans of the network, it was supposed to have members in 40 markets. At this meeting, it was voted to accept memberships in 11 additional markets. These additional markets are: San Diego, Charleston, W. Va.; Duluth-Superior, Wis.; Scranton-Barre; Tampa, Allentown, Pa.; Mobile, Ala.; Salt Lake City and Stacuse.

represented in 25 Markets  
 American Network is now represented in 25 of the 51 markets in which the network will eventually have member stations. Since interest has been shown by operators in markets included in the 51 areas for membership will be accepted, affiliation contract to cover these markets is being drawn up. Members present at the meeting: John Shepard 3rd, Walter Dam, Eric V. Hay, Harry Stone, B. Lewis and Carlyle A. Shelton.

# NBC Originating Mutual Women's Program

(Continued from Page 1)  
 Yankee Web's key station for the Mutual Broadcasting System on a coast hookup. The Yankee Web has continually fed timely events programs to Mutual, the daytime program beamed at interested in their sisters' problems and written by Brad Ayer, is the beginning of Yankee Web's new show, solving the real problem of a radio listener each week. It will be aired from WNAC from 7 to 9 p.m. each Monday, Tuesday, Wednesday and Friday.

### Stork News

born April 27 to Mr. and Mrs. Marvin Levin. Levin is chief of registration relations division of domestic radio bureau for the New York.

### ANNOUNCER-NEWCASTER

exempt. Must have experience. Basic salary \$400 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

# THE WEEK IN RADIO

### Musicians' Showdown Near

(Continued from Page 1)

were in violation of the AFL no-strike pledge. Scheduled capital hearing indicated that the NWLB considered these strikes very serious matters. Customary procedure would have been to set the session for the Chicago regional board.

Television plans maintained their upward trend. CBS revealed a post-war policy in support of higher frequencies to protect the set-owning public against loss in the event of changes from present standards. The network's position, was officially announced by Paul W. Kesten, executive vice-president of the web, at a press luncheon held Thursday in New York. One of the first proponents of color tele, the net cited this potential development as one of the reasons for the need of a more perfect image before freezing standards.

In a move believed to head off the formation of a Television Actors Guild in New York, similar to the one recently organized in Hollywood, Actors Equity, the Screen Actors Guild and AFRA jointly directed their members that no outside organizations might speak or negotiate for them. Along the production front, the first tele western film was shot on location by Universal Pictures. Video programming was analyzed as a practical matter to find the right style, rather than as an esthetic matter, by Gilbert Seldes, director of CBS tele programs, at a meeting of the Television Press Club in New York.

Ad agencies continued to scan the tele picture. Young & Rubicam named William E. Forbes, formerly executive assistant to William S. Paley, Columbia prexy, as sight-and-sound supervisor, effective May 15. N. W. Ayer & Son followed with the announcement that Herbert Sanford, ex-Navy lieutenant specializing in Radar, had been appointed tele director.

Post-war use of the visual medium as a means of plant control to speed production was forecast by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories, at a meeting of the Detroit Engineering Society. A look-and-listen network of department store outlets was envisioned by Irwin A. Shane, independent tele producer and retail display specialist, who was designated video consultant to Arkwright, Inc., Gotham buying syndicate with 200 stores.

News Shorts: White House influence in the granting of radio licenses was denied in testimony before the House Select Committee investigating the FCC by Commissioners Paul A. White, D., and Norman S. Case, R.... Four major webs were reported in agreement on a proposal to the Democratic and Republican national committees that the forthcoming political conventions in Chicago begin at uniform periods to avoid duplication of broadcasts... Invasion ballyhoo of radio promotion enthusiasts came under the scrutiny of the OWI and the Office of Censorship.

Members of the Newspaper Radio

Committee, in New York for the annual convention of the American Newspaper Publishers Association, voted to disband as a sequel to the FCC announcements rescinding its order against newspaper-owned stations some months ago... Replacement of AM by FM as the system for sound broadcasting—within eight to 10 years after transmitters and sets became available—was predicted by Walter J. Damm, president of FM Broadcasters, Inc., at the closing convention session of the ANPA. Advantages of the improved broadcast service were also pointed out to the newspaper publishers by Dr. Walter R. G. Baker, vice-president in charge of electronics of the General Electric Co., and Maj. Edwin H. Armstrong, inventor of FM... Lowest-watt outlets—100 and less—decreased 76 per cent in the past five years, it was disclosed by the FCC.

Personalities: Deems Taylor was re-elected Ascap prexy by the board of directors... Wythe Williams, commentator and publisher, was chosen president of the Overseas Press Club... H. Allen Campbell, general manager of WXYZ, Detroit, was elected chairman of the Blue net's station planning and advisory committee, succeeding Harold V. Hough, general manager of KGKO, Fort Worth-Dallas... Robert R. Somerville, formerly of the CBS sales division, joined Mutual as assistant to Edward W. Wood, general sales manager. Other MBS personnel changes included the transfer of Edwin T. Otis from the managership of eastern station relations to eastern supervisor of the sales service department... Robert Saudek, assistant eastern sales manager of the Blue, was granted a leave of absence to join the foreign staff of the OWI.

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

*Buying Time*  
 IS ONLY  
*Half the Picture*

The other, and most important half, is buying time on the RIGHT STATION... the station that will do the biggest job for you!

In Baltimore, it's  
**WCBM**  
 BALTIMORE'S Blue Network Outlet

JOHN ELMER President      GEORGE ROEDER Gen. Mgr.  
 FREE & PETERS, Inc. Nat'l Representatives

# NBC Reports Many War Effort Programs

(Continued from Page 1)

and 10 minutes, of the same type of programs.

Of this grand total, approximately 75 per cent of the time represented features, appeals, announcements, etc. presented on a sustaining basis.


The owned and operated outlets allotted the following time to the war effort, locally: WTAM, Cleveland, 715 hours and 56 minutes; KOA, Denver, 492 hours, 17 minutes; WRC, Washington, 438 hours, 55 minutes; WMAQ, Chicago, 319 hours, 17 minutes; WEAJ, New York, 299 hours, 26 minutes and KPO, San Francisco, 226 hours, 19 minutes.

# UP Announces Plans For Invasion Coverage

Completion of long-range plans for radio coverage of the forthcoming European invasion have been announced by the United Press.

Overseas coverage arrangements are scheduled to be supplemented by 12 invasion scripts and 13 special features, which have already been prepared. Scripts, now being sent to clients by leased wire, total more than 20,000 words of radio copy on every phase of the invasion. Included are special breaks for bulletins and news developments.

to reach Durham\* you need station WDNB CBS COLUMBIA NETWORK \* NORTH CAROLINA Represented by Howard H. Wilson Co.



## Mullen Sees Hollyw'd As Tele Hub Of Future

(Continued from Page 1)

continental coaxial cable to be laid by the American Telephone and Telegraph Company from New York to Hollywood will be designed primarily to handle telephone traffic and that, therefore, television charges will not be as expensive as was at first thought.

Mullen declared that he saw no reason why the film industry should fear video. He said that he welcomed the press into the field of tele, feeling that this interest of the newspapers will help radio attain the freedom now enjoyed by the Fourth Estate.

### ITOA Opposes Tele

First opposition to television as being developed by the radio industry came in a resolution adopted by the Independent Theater Owners Association of New York City and released to the press the past week-end. The association went on record as being "unalterably" opposed to television reproduction of any film product made by producers and distributors.

Text of the resolution adopted at a recent meeting of ITOA reads as follows:

"Be it resolved that The Independent Theater Owners Association is unalterably opposed to producers or distributors of motion pictures allowing any of their product to be used for Television reproduction in any way, shape or manner inasmuch as such reproduction would be in direct opposition to motion picture theaters and with no admission fee being charged would constitute unfair competition. Be it also resolved that a copy of this resolution be sent to all such distributors and producers of motion pictures."

## TBAI Disputes CBS View Regarding Post-War Tele

(Continued from Page 1)

(television) improvements even at the cost of scrapping pre-war investments," the Television Broadcasting Assn., Inc., at a meeting held Friday night, declared that Kesten's findings were "not based on experience or sound technical principles." Television receivers at the close of the war, the TBAI declared, will be able to fully utilize the quality and availability of the present transmission system.

Regarding Kesten's suggestions, the TBAI stated:

"The public statement on television issued on April 27 by CBS is contrary to the carefully considered recommendation of engineers of the industry comprising the television panel of the Radio Technical Planning Board. The CBS statement deals in the realm of speculation and is not based on experience or sound technical principles. It is a reflection on the competence and integrity of television engineers who have very

## Special Citation To Bob Hope Included In Peabody Awards

(Continued from Page 1)

chairman of the Peabody board, and John E. Drewry, dean of the Henry Grady School of Journalism, University of Georgia, whose office administered the awards in cooperation with NAB.

### Special Hope Citation

The special citation to Hope said, in part, "the joy and strengthened morale which he has given to the men and women of the armed forces can never be measured; the Peabody committee does not wish to overlook this superb contribution."

First awarded in 1941, the Peabody citations are designed to give additional recognition to meritorious public service by broadcasters and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University of Georgia.

This year's selections are the result of an elaborate screening process, the most detailed in the history of the awards. Last summer under the direction of Mrs. Dorothy Lewis, coordinator of listener activity of the National Association of Broadcasters, listening-post committees were set up in more than 100 cities throughout the country.

Dean Drewry arranged for similar committees in many of the leading institutions of higher learning. The reports of these committees, plus scores of entries by stations and networks, were studied and incorporated in a digest and report prepared for the national advisory board by a special faculty committee of the University of Georgia.

After a preliminary screening, the board asked for additional information about certain programs. The individual members of the board then prepared their ballots. These votes were consolidated by Chairman Weeks and Dean Drewry. The winners represent the majority opinion of all these screening groups.

### Members of Board

Members of the Peabody Advisory Board are: John H. Benson, president, American Association of Advertising Agencies, New York City; Dr. Ralph Casey, director, School of Journalism, University of Minnesota, Minneapolis; Jonathan Daniels, editor, Raleigh (N. C.) "News and Observer," and administrative assistant to the Pres-

carefully considered all these matters.

"It is the considered opinion of the Television Broadcasters Assn., Inc., that the present standards, based on sound engineering judgment, provide an excellent basis for commercial television in the post-war era."

Addition of seven new members to the association was announced at Friday's meeting. They are Cecil B. DeMille Productions, Inc., Bamberger Broadcasting Service, William Morris Agency, Buchanan & Co., Journal Company, Milwaukee; Emerson Radio & Phonograph Corp. and Raytheon Manufacturing Company.

### Seven Winners

Winners in the seven classifications of programs are as follows:

*Outstanding community service by a regional station*—"These Are Americans," KNX, Los Angeles, Calif.

*Outstanding community service by a local station*—"Calling Longshoremen," KYA, San Francisco, Calif.

*Outstanding reporting of the news*—Edward R. Murrow, CBS.

*Outstanding entertainment in drama*—"Lux Radio Theater," CBS, and "An Open Letter to the American People," CBS—a double award.

*Outstanding entertainment in music*—"Music and the Spoken Word" (Salt Lake City Tabernacle Choir), KSL, Salt Lake City, Utah.

*Outstanding educational program*—"America's Town Meeting," Blue.

*Outstanding children's program*—"Let's Pretend," CBS.

ident, Washington, D. C.; Mark Ethridge, publisher, Louisville (Ky.) "Courier-Journal and Times"; Joseph Henry Jackson, literary editor, San Francisco (Calif.) "Chronicle"; Waldemar Kaempffert, science editor, New York "Times"; Alfred A. Knopf, publisher, New York City; Dr. I. Keith Tyler, director, Radio Education, Ohio State University, Columbus, Ohio; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody whose name the awards bear, president, "Yaddo"; Edward Weeks, editor, Atlantic Monthly, Boston, Massachusetts; Dr. S. V. Sanford, chancellor, University System of Georgia, and Earl J. Glade, mayor, Salt Lake City, Utah.

### Faculty Committee

The Faculty Committee consists of Mrs. Mary S. Geston, chairman, assistant in journalism; Miss Florene Young, assistant professor of psychology; Byron Warner, assistant professor of music; George Blair, acting head, department of drama; E. Claybrook Griffith, associate professor of economics; Miss Lila Wenig, instructor in speech and radio, and Louis H. Edmondson, acting assistant professor of journalism.

## Civilian-Tube Production 4,000,000 In 1st Quarter

Washington Bureau, RADIO DAILY

Washington—Shipment of radio receiving tubes to civilian channels in the first quarter of 1944, when production of civilian tubes was scheduled for the first time, totalled more than 4,000,000, WPB officials have revealed. This was slightly under the scheduled quantity for the quarter, but second quarter shipments probably will be higher as the result of carry-overs of tubes, WPB indicated.

## New Web Programs Set By MGM And RKO

(Continued from Page 1)

tual, June 12, when Metro-Goldwyn Mayer launches a new commercial program titled, "M-G-M Screen Tests," over a basic network of 70 stations Monday to Friday inclusive from 9:30 to 9:30 p.m.

### To Feature Actual Screen Tests

The contract, negotiated with Metro-Goldwyn Mayer through Donahue & Coe, Inc., reported to be for 13 weeks on a basic network with an option to take the same time period over the next network starting Monday, September 18, if the program is successful. It reported that M-G-M will drop its present show, "People's Reporter" with Fulton Oursler currently heard on WOR-Mutual, 8:15 p.m. Monday through Friday on May 12th.

The new program will consist of actual screen tests over the M-G-M selecting a singer, an embryonic dramatic actress or actor, a young comedian, and putting the selected performer through a musical, dramatic, or comedy test during the period of time. These "other tests" will be recorded and sent to the studios in Culver City, where the possibility of the performers will be judged by screen players. All candidates will be first auditioned, and suitable material will be supplied for their special brand of talent.

### RKO \$1,000,000 Deal

"Hollywood Star Time," will go under way over the Blue May 29, according to Ned Depinet, RKO official Monday through Friday at 12:15-12:30 p.m., PWT, originating from the studio dining room and offering interviews with stars and news about forthcoming motion picture production and music.

As a test this program was launched on Feb. 28, over 20 stations in the Pacific and Mountain states and ran for eight weeks with results so outstanding that the coast to coast program was decided upon, according to Depinet. S. Barret McCormick, advertising and publicity director for RKO, is preparing an advertising campaign in newspapers covering the 177 cities where the Blue affiliate are located by way of announcing the show.

New RKO program augments the firm's heavy radio skeds and in cities where RKO exhibitors are playing one of the RKO pictures a spot announcement will give it a plug, via local announcer.

## Armed Forces Invasion Broadcast From England

An insight into the American armed forces invasion planning in Britain will be heard over CBS on Sunday, May 7, 2:30 p.m., when Edward R. Murrow directs interviews with soldiers at six training bases. Other correspondents who will participate in the broadcast are Charles Collingwood, Larry Lesueur, Bill Downs, Charles Shaw and Richard Hottelet.

# Statement By Jett Outlines Views Regarding Future Of Television

(Continued from Page 1)  
 immediately, with incidental protection of the public.  
 "I see no reason," said Commissioner Jett, formerly chief technician of the FCC, "why I should not give you my own views on this important matter. Naturally, I do not speak for the FCC or for any other person.  
 Accordingly, there is given below a brief statement in answer to each of your questions:

**Question I: What are the possibilities of commercial television, based on the assumption that materials and manpower become available for the production of transmitters and receivers at a reasonably early date?**

"If materials and manpower become available at a reasonably early date for the production of television transmitters and receivers, the wisest course of action would be to proceed with the existing commercial standards of the Commission. In other words, there should be no delay in starting the full commercialization of television beyond the time required to manufacture equipment in conformity with existing frequency allocations and engineering standards of the Commission.

"Do not mean to imply that we should cease to consider proposals for worthwhile changes. Indeed, there may be time to consider and adopt some desirable changes; for example, the RTPB may be able to show that certain changes can be made without delaying the manufacture and sale of equipment. It would be very unfortunate, however, if the public is deprived of television service simply because there may be a technical basis for certain worthwhile improvements. Obviously, any technical proposal could not be accepted unless it can be backed up by practical tests and demonstrations in the field. Therefore, proposals involving extensive research and development should not be allowed to interfere with progress under the existing system.

### Cites Channel Reservations

"The present commercial rules and standards were adopted by the Commission in 1941 after lengthy hearings. At that time the Commission has reserved 18 channels for commercial television and a few stations have been on the air in spite of the handicaps resulting from the wartime shortage of equipment and manpower. We know that service on the lower frequency channels, i.e., below 108 Mc will measure up to our original expectations. I must admit, however, that we lack reliable data with respect to the performance characteristics of frequencies in the upper 11 television channels above 162 Mc; likewise we do not have any assurance that high power transmitting equipment can be used for this portion of the spectrum. Therefore, I am not convinced that the present allocation would permit

the licensing of a truly competitive nationwide system of television broadcasting, particularly if lower band channels are assigned to some stations, and upper band channels to other stations in the same city. There are, of course, other considerations such as the feasibility of developing an efficient receiver which may be tuned to any of the 18 channels. This is important both from the standpoint of sales distribution and convenience to set owners who move from one locality to another. Receivers should, of course, possess the same possibilities with respect to reception of all television frequencies that now exist with respect to Standard and FM receivers.

**"Question II: How would you provide for an immediate system, and at the same time provide for a new and improved system of television, so the public will be fully protected?"**

"If large scale television operations are commenced at a reasonably early date on the basis of the present standards, industry and the public generally will want to know what the television policy will be when the improved and more permanent system of television is ready for commercial service. I believe that the public is entitled to know that a better system of television may be adopted after the war as a result of secret war-time research and development, but I am not convinced that the so-called new system, including the allocation of suitable channels, can be made ready in—let us say, one or two years. Even if the military were now willing to release all of the necessary technical data, it would require considerable time for all interested individuals, companies and groups to use such information in planning a new commercial system. And we must not overlook the fact that after such data have been studied and industry and Government are fully in accord regarding the superior qualities of the new system, that it will take time to design, build, test and demonstrate the new transmitting and receiving equipment. Final approval must necessarily await the outcome of all these factors; therefore, while the 'freeze' on materials and manpower continues there is little or no hope that the much-talked-of new system can be made ready within the time that may be available.

### Sees Two Systems in Future

"If you agree with what I have said up to this point, then you must also agree that we should proceed on the basis that there will be two commercial systems of television in the future, i.e., (1) the present system or a slight modification thereof which can be accepted at an early date; and (2) the vastly improved system which will be introduced as the more permanent system of television sometime after the war.

"If we prepare now on the basis

that there will be two systems of commercial television, each occupying different bands of frequencies, it would be possible in the time available to give adequate attention to both systems. Under this plan, the public would have a good system of television under existing commercial standards immediately after the 'freeze' is lifted, and this system could be continued for an indefinite period after the new system is placed in commercial operation. This would require, when the new system is commercialized, that licensees transmit simultaneously all programs under the old as well as the new standards.

### Envisions Two-Transmitter Use

"I believe it would be unwise to set a date and say that the present system of television standards will cease to be available at that time. In my opinion it is entirely feasible to recognize that there will be a period when licensees will transmit all of their television programs with two transmitters, i.e., simultaneous transmission under the old and the new standards. I realize that this may introduce some difficult problems but these would not be insurmountable. In the final analysis it is essential that all programs be available to all set owners regardless of whether the receiver is designed to operate under existing or new standards.

"It may be argued that this plan would waste valuable frequencies in that it provides for the continued operation of an inferior system of television after the superior system is ready for commercialization. In this connection, there are many today who argue that FM has certain advantages over AM aural broadcasting. Is it not a fact, however, that we are planning for the continued use of both bands. And this, I might add, is exactly as it should be. In short, it appears that we are faced with just such a situation in television, and on the basis of the facts now available I cannot see any other logical solution of the various long-range aspects of this problem."

## RCA Radiotelegraph Cuts U. S.-To-Australia Rates

A sharp reduction in press rates on radiotelegraph traffic between the United States and Australia, effective today, which is expected to result almost immediately in a much greater exchange of news and information between the two countries, has been announced by William A. Winterbottom, vice-president and general manager of RCA Communications, Inc. Worked out by RCAC in collaboration with the Amalgamated Wireless Company, Ltd., of Australia, the reductions are: Between New York and Australia, from 14½ cents a word to nine cents; Between San Francisco and Australia, from 12 cents a word to five cents.

## PROGRAM REVIEWS

### "TIME TO SMILE"

WEAF-NBC, Wednesday, 9:00 to 9:30 p.m.

starring

Eddie Cantor

Sponsor—Bristol Myers Co.

Agency—Young & Rubicam

Writers: Jim Quillen; Izzy Ellinson and Bobby O'Brien

Producer: Dave Elton; asst. producer, Tony Hardt

Eddie Cantor, master radio showman, moved into the home of the WAVES at Hunter College, New York City, for his weekly "Time to Smile" broadcast and aided by Ray Milland, screen star, topflight announcer Harry Von Zell, Bert Gordon, "the mad Russian" and Nora Martin, gifted songstress, presented a finely paced comedy variety show.

Cantor, gracious to his radio co-workers as well as his audience, again demonstrated that radio technique born of years of experience in the vaudeville and musical comedy field, is the artistry making for Crossleys and audience satisfaction.

The pop-eyed comic found himself with friendly male opposition insofar as the WAVES were concerned when he introduced Ray Milland, movie star. Shrieks and "ohs and ahs" from the WAVES filled the auditorium and Cantor waggishly remarked: "I'm here too."

Von Zell as usual proved the perfect foil for Eddie's gagging and did some well timed visual mugging on his own. Nora Martin, a comely red head displaying poise which bespeaks Cantor coaching, was excellent in her vocals and handled her speaking parts like a veteran. Gordon, vaudeville comic of old, with his Russian dialect, comedy clothes, and finished showmanship contributed a bright bit to the half hour's merrymaking. Milland, fashion-plate cinema-land personality, seemed at ease in his microphone skirmish with Cantor and his encounter with the "Mad Russian."

Vincent Travers orchestra did a creditable job with the musical assignment and the Norsemen, quartet, were a well-blended group of vocalists.

Next Wednesday, Cantor takes his show to the Army Air Base at Mitchell Field, L. I. Here he will introduce Mary Astor as his guest star for the evening.

## KMBC Booklet Describes 1943 War-Effort Activities

KMBC, Kansas City, has issued its second annual War Broadcasting Activities book for the year 1943. The report briefly summarizes some typical KMBC war projects undertaken during the year under the supervision Coordinator Gene W. Dennis.

Booklet gives a listing of the type of morale programs used, farm messages, war bonds and various other public services in connection with the war effort at home and overseas.



★ ★ ★ COAST - T O - COAST ★ ★ ★

— CALIFORNIA —

LOS ANGELES—Herb Allen, spieler for KFI-KECA, has been inducted into the Army. Herb, who has been in radio for eight years, having started in San Francisco, leaves five network shows behind him: "People Are Funny," "Irene Rich," "Club Good Cheer," "Sherlock Holmes" and Joe E. Brown. His staff work has included several daily newscasts and routine assignments... BAKERSFIELD—A program of Mexican music titled "Los Troubadores de Mexico," featuring Mexican nationals (agricultural workers), has made its debut on KERN for a once weekly broadcast.

— TENNESSEE —

MEMPHIS—Karl Zomar, "your friendly philosopher," has returned to WMC and will be heard mornings, Mondays through Fridays each week. Zomar, who began his radio career in Springfield, Mo., came to Memphis in 1939, and until 1942 was heard in his daily programs over WMC. Shortage of products prompted his sponsor to omit radio advertising when the war started and Zomar went to the Mutual Broadcasting System, via which his program continued with success... At the present time, 78 other stations use Zomar's show in script form.

— CONNECTICUT —

HARTFORD—Fred Wade has been chosen to succeed Howard Keefe as emcee on the "Quiz of Two Cities" program which is heard every Friday over WTIC. The weekly contest is between Springfield, Mass., and Hartford... Ralph Kanna and Larry Edwardson, program manager and commercial director respectively for WNBC, represented the station in the group which greeted members of the crew of the shrapnel-scarred flying fortress "Boomerang" when it visited this city the other day. Crew members and radio and press men later attended a luncheon, after which they visited war production plants.

— MASSACHUSETTS —

BOSTON—Sgt. Frank Fentross, former Muzak engineer and brother of John Fentross, WNAC engineer, has arrived safely in England... Impresario Aaron Richmond guested recently on WCOP's "Girls About Town," and related some meaty experiences about his noted clients and their temperaments... WORCESTER

—Mary Conlon, vocalist and bass violinist with the WTAG studio orchestra, will leave soon to join Mal Hallett's band—in the same capacity... GREENFIELD—Chief Announcer Gordon Lewis of WHAI leaves for WKNE, New Hampshire, where he assumes the duties of musical director and news editor. His successor is Ross Miller.

— NEW YORK —

NEW YORK—Betty Ulius will Corwinize her next production on WBYN's "Dramatic Encore" by writing the show, in addition to producing and directing it. The play is "Fantasy and Cleopatra," and is about a Bronx lad who brings Cleopatra accidentally back to life. Suggested title is "One Touch of Cleopatra"... Ted Cott was the producer of the radio version of Paramount's "The Hitler Gang" with the original cast over WNEW... Radie Harris, noted Broadway and radio columnist, has returned to the air in the WMCA "chatterbox" item on the weekly "63 Club" variety show... WQXR's new American History dramatized series will start May 7. The writers are Carl Carmer and Paul R. Milton.

— WASHINGTON —

SEATTLE—KIRO has added two new announcers to its staff: Bob Lubeck, new to radio; Bill Moyer, former NBC technician in Los Angeles... KIRO's chief announcer is Bruce Calhoun... Joseph Pine, for 17 years musical supervisor for KOMO. KJR, has been appointed personnel manager of the Seattle Symphony Orchestra... YAKIMA—New advertisers on KIT are: Montgomery-Ward, Sperry Flour, Ferguson Furniture, Bergman's, Weber Chevrolet, La Londe Linoleum, Gorman Auto Service and Day's Trousers.

— WISCONSIN —

MILWAUKEE—New WTMJ-WMFM continuity chief is Frank Hart, former continuity director of WTAQ, Green Bay. Hart succeeds Charles Golling who resigned... Betty Korthals, contract clerk, has been transferred to the continuity department, changing positions with Willa Mae Bernstein, who takes over the contract job... Robert J. Meyer, who served WISN in the capacity of promotion manager for the past nine months, left for the Navy last week. He's commissioned as a lieutenant, j.g., and will get his training at Princeton University.

— TEXAS —

SAN ANTONIO—Hallie Elizabeth Younger became the bride of Cpl. Harold Clay Mumme last week. The bride is in the continuity and program department of KABC... FORT WORTH—Haltom's "The House of Diamonds" is sponsoring a quarter-hour newscast each Sunday evening. Ken McClure is the commentator for this KGKO item... PARIS—An all-request reveille program, called "G. I. Jive" is aired daily over KPLT for G. I. Joes and Janes early birds. Only G. I. requests are acknowledged on this musical platter program. Millie Ford, "the lady with the sweet, Southern drawl," femcees the program.

— WEST VIRGINIA —

WHEELING—Carl Bessler, WWVA control-room operator and local engineer for the "Musical Steelmakers," has been inducted into the Army. Harold Hughes, another WWVA engineer, succeeded him on the M-S show... CHARLESTON—John MacLean, formerly with WGKV-WCHS, is now on the announcer staff of WHEC-WHEF, Rochester, N. Y.

— DISTRICT OF COLUMBIA —

WASHINGTON—Mary Anderson, director of the Women's Bureau of the U. S. Department of Labor, recently discussed "Women in Wartime Industry" when she appeared as guest on Albert N. Dennis' "Labor News Review," over WTOP... Two new members have joined the staff of WRC: Ken French in the production department, formerly with WHEC, Rochester, N. Y.; Bill Folger in the news division, formerly with WEBR, Buffalo, N. Y.... Roy Rogers, the King of the Cowboys, injected some rodeo atmosphere into the WWDC studios when he appeared recently on the "1450 Club."

— NORTH CAROLINA —

CHARLOTTE—WBT is scheduling the new Red Cross radio series, "Food For All," each Mon, Wed, and Fri., at 9:30 a.m. beginning May 1... ASHEVILLE—Pigs aren't mike-shy, Bill Melia of WWNC learned when he climbed into a pigpen to get background noises for the broadcast of the 4-H Club's annual contest and awards in this city last week. In fact, two 400-pound porkers seemed to prefer the spot where Melia stood with the result that most of the grunting came from him in an effort to retain his upright position.

— NEW JERSEY —

NEWARK—"Tales From Ivory Towers," a new program heard Saturdays over WAAT, is sponsored by the New Jersey State Department of Health under the auspices of the New Jersey Dental Association. Each broadcast consists of an episode, dramatically presented, from a popular storybook that children enjoy. Inserted in each program are two short, terse dental health messages tuned to the spirit of the story... The new WAAT mystery series, "Lavender and Larceny," features Virginia Kincaid, Earl Breeding, Anise Wheat, Mack Rapp and Gertrude Bordas. Wallace House is the director and Peggy Noble is the scripter.

— PENNSYLVANIA —

PHILADELPHIA—Leonard McC... has joined WCAU as director of operations and staff organist, replacing Doris Havens who has left after years with the station... Ed... Park, formerly of Westinghouse, timore, has joined the technical department of KYW as engineer... Neal, WIBG's chief announcer, up for his pre-induction physical 9th... PITTSBURGH—Scott... emcees the WCAE "Know Answer?" show... Independent Paper Company, through Charles Yost agency, has taken 10 week station break announcements KDKA; Commonwealth Trust Company has renewed its station broadcast for 52 weeks on KDKA.

— COLORADO —

DENVER—Last Sunday KOA broadcast a half-hour program by the Denver Symphony orchestra, under the direction of Horace Tureman, in cooperation with the membership campaign of the Symphony Association... Sir Stork booted in with an 8½ pound baby boy for and Announcer Morey Sharp of KLZ... Lee Jones has joined the KLZ announcer staff.

— INDIANA —

FORT WAYNE—New to the W... inghouse stations, WOWO and W... is John Martin, announcer. Martin previously worked at WLWL, Minneapolis and KYSM, Mankato, Minnesota... The fabulous master mentist, Duuninger, will make a personal appearance at the Fort Wayne Shakespeare Theater under the sponsorship of WOWO-WGL and the Fort Wayne Navy Club.

RUSSELL AND ROBERTS Advertising Agency 7 CHURCH STREET PATERSON 1 NEW JERSEY

HAPPY BIRTHDAY TO YOU May 1 Howard Barlow Jackie Heller Ina George Jack Parr Kate Smith

For Results in the PHILADELPHIA MARKET it's WDAS PHILADELPHIA'S OUTSTANDING INDEPENDENT EVERY ON HO

# AFM Ordered To Work

## CBS Asks Transfer; Other FCC Activities

Washington Bureau, RADIO DAILY  
 Washington—The FCC yesterday received an application for transfer of WBS, San Francisco from Mott Q.; Wood B., Ralph R., and Mary Brown to the new KJBS broadcast-

The new partnership will include William B. Dolph, head of WOL, Washington, D. C. Herb D. Pettey, head of WJLN, New York; E. N. Bingham, Clark, H. S. Mark, G. G. Dolph,  
 (Continued on Page 4)

## Bakers Of America Show Set For Armed Forces

A full-hour program introducing eight stars of radio and the screen will be presented by the Bakers of America on NBC as a tribute to the American armed forces through the courtesy of Fleischmann division of Ward Brands on Sunday, June 4, 10 p.m., EWT. Eddie Bergen and Gene McCarthy, Bing Crosby, Fred Astaire and Judy Garland are among the stars already cast. Program will be portwaved via NBC facilities.

## KO Adds News Shot Commercial Radio Sked

Following the week-end disclosure of KO Radio Pictures' deal for a new created show over 177 Blue Islands came the announcement of the company's sponsorship of Ed Bradley's Sunday-afternoon newscast on KOBC.  
 Program, inked for a 13-week run.  
 (Continued on Page 6)

## Accommodating

Idaho—Station personnel at this U. S. Naval Training Station get to bed 15 minutes later than usual to enable them to listen to a nightly broadcast. Final taps normally are sounded at 10 p.m. The time recently was extended to 10:15 p.m., when it was learned that the blue-jackets were anxious to hear the wrap-up of the day's news from 10:10 to 10:15 p.m. on RHQ. Spokane.

### Dreaming

Just passing time, orchestra leader Vaughn Monroe and Mike Roy, emcee of "Spotlight Bands" decided on a dream singer for the servicemen's show. They'd take the voice of Frances Langford, the vivacious personality of Betty Hutton, the face of Georgia Carroll and the figure of Ginny Simms.

## Radio-Education Meet To Draw Big Turnout

Columbus, O.—Turnout at the fifteenth annual Institute for Education by Radio, which will be held in this city Friday through Monday under the sponsorship of Ohio State University, is expected to exceed all attendance records in the history of the Institute. Radio execs, broadcasters, educators and civic leaders from all over the Nation will assemble here to  
 (Continued on Page 7)

## 'Wide Horizons' On MBS Cancelled By Sponsor

Cancellation of the "Wide Horizons" show over Mutual has been ordered May 28, with an option to continue thereafter on a week-to-week basis, it was learned yesterday. No replacement is contemplated at present by Boots Aircraft Nut Corp., the sponsor, through Cecil & Presbrey, Inc., ad agency handling the account.  
 Program, featuring Eddie Dowling,  
 (Continued on Page 4)

# 'ABSIE' Debut From Britain Carried Exclusively By WOR

## Buffalo Tele Authority Announces Plant Plans

Buffalo—Plans to establish a television manufacturing plant in Buffalo have been worked out by James E. Robinson and associates and actual construction will begin as soon as the war is over. Robinson, whose researches into one channel televising has attracted nationwide attention,  
 (Continued on Page 2)

## WLB Tells Chicago, Minneapolis Locals To Resume At Pre-Walkout Salaries; Chicago Labor Unit To Hear Cases

## Private Ownership Urged For Canada Net

Montreal—Canada's second radio network should be placed in the hands of private enterprise and a control commission should be set up outside the Canadian Broadcasting Corporation to regulate broadcasting, Joseph Sedgwick, counsel for the Canadian Association of Broadcasters, said at a meeting of the Canadian  
 (Continued on Page 7)

## American Forces In Britain To Hear Circus Over BBC

London—American armed forces in England will know it's spring back home on next Sunday when BBC in cooperation with CBS carries a half-hour program direct from the Ring.  
 (Continued on Page 2)

## Alka Seltzer Breaks Ice With CBS, Via Coast Buy

Los Angeles—Miles California Co. in the interest of Alka Seltzer and One-A-Day Vitamins, has placed its first contract on CBS, buying a 52-  
 (Continued on Page 2)

Washington Bureau, RADIO DAILY  
 Washington—Striking musicians at WJJD, Chicago, and KSTP, Minneapolis, were yesterday ordered to return to work by the War Labor Board, following a lengthy hearing here before that body. They were directed to resume work on the terms which held at the time of the walkouts, with the Chicago regional office of the WLB to hear both cases on their merits shortly. In the event of board decision in favor of the strikers, adjustments will be made retroactive. The board action followed a stormy  
 (Continued on Page 6)

## Du Mont Stockholders Re-elect All Officers

Passaic, N. J.—Allen B. Du Mont, president, together with all other officers and directors were re-elected yesterday at the annual stockholders meeting of the Allen B. Du Mont Laboratories, Inc. The meeting approved the board's actions of the past year including a proposal to eliminate mention of the former six per cent  
 (Continued on Page 7)

## RCA's Italian Station Handles Heavy Wordage

Daily capacity of the RCA-owned station in Europe, which was opened Feb. 1, to facilitate news transmission from the Italian front, has been re-  
 (Continued on Page 2)

## New Shortwave Plan

Montreal—Canadian shortwave broadcasting under a new worldwide coverage planned by CBC will be carried out from a Montreal studio. Although studio will be in Montreal the transmitting will take place at Sackville, N. B. Broadcasting is to be done in many languages including English, French, German Russian, Italian and Spanish.

Inauguration of the American Broadcasting Station in Europe (ABSIE) first U. S. outlet in England, which made its debut on Sunday with a talk by Robert E. Sherwood of the OWI was carried exclusively by WOR in New York which procured an AT&T transoceanic wire for a pickup with split feed to the OWI. Somewhat of a repercussion yesterday among the networks revealed the fact that the OWI had arranged for the  
 (Continued on Page 6)

RADIO DAILY

Vol. 27, No. 22 Tues., May 2, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirach, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607. Entered as second class matter, April 5, 1937, at the postoffice at New York, N. Y., under the act of March 3, 1879.

FINANCIAL

(Monday, May 1)

NW YORK STOCK EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 2, 1924)

Discussion between Professor Henry Fairchild and Hubert S. Huston on "The Japan Question" yesterday at Town Hall which was aired by WJY being widely discussed. . . . Isham Jones' orchestra is playing his newest composition, "Spain," from College Inn at the Hotel Sherman, Chicago, aired by WLS.

JOB WANTED

... the job of SELLING KANSAS for YOU - at low cost • Just hire:

Ben Ludy, GEN'L. MGR.

WIBW

The Voice of Kansas TOPEKA

Coming and Going

HERBERT L. KRUEGER, commercial manager of WTAG, affiliate of CBS in Worcester, Mass., a visitor at the headquarters of the network.

ARTHUR HALE, of "Confidentially Yours," will broadcast his program today from Rochester, N. Y. over Mutual. He's in the upstate city to address a meeting of Richfield distributors.

ROBERT CLARKSON, managing director of the transcription division of Columbia Recording Corp., has left for Chicago, where he will confer with CRC executives regarding post-war problems.

LT. GORDON LLOYD, U. S. Army public relations officer and formerly a member of the WJZ sales staff, has returned to duty in Detroit following a week in New York during which he greeted all his friends at the old stand.

DAVE DRISCOLL, director of the war services news division of WOR, has left on a business trip to Wichita which will keep him away for about a week.

WALTER C. SCHAFER, station manager of WDZ, Tuscola, Ill., is visiting briefly in New York.

JIMMY DURANTE, GARRY MOORE and other members of the "Moore-Durante Show" are on the West Coast and now are broadcasting from Hollywood. First program was heard from that point Sunday.

T. M. STORKE, publisher of the Santa Barbara "News Press" and president of KTMS, Blue Network outlet, has returned to California after having spent last week in New York.

"SHERM" MARSHALL, president and commercial manager of WOLF, Syracuse, is in New York on station business. He plans to remain until the end of the week.

HOMER FICKETT, production advisor of B B D & O, returned yesterday afternoon from a business trip to the West Coast.

LYN MURRAY, who has been away for three weeks on vacation, is back in town. He resumed the podium last night for his Squibb program heard over CBS.

ROD CUPP, who had been production manager of WLS, Chicago, has arrived in Kansas City to take up his new duties as program director of KMBC. WLSers treated him to a big soiree as a sendoff.

FRANKIE MASTERS and the members of his band in Hutchinson, Kans., where tonight they will broadcast over the Blue Network as a feature of "The Victory Parade of Spotlight Bands."

EDWARD WALLIS, program director of WIP, Philadelphia, is leaving for Columbus, where he will attend the meeting of the Institute for Education by Radio which starts Friday.

Alka Seltzer Breaks Ice With CBS, Via Coast Buy

(Continued from Page 1)

week contract on the Columbia Pacific Network, effective immediately. Program is entitled, "Lady of the Press," and is to be heard Monday through Friday 4-4:15 p.m., PWT. CBS account executive R. C. Lockman, handled the deal with the Wade Advertising Agency.

Janet Waldo as Sandra Martin, the "girl reporter" will be in the leading role on the show which is set for KQW, KARM, KROY, KOIN, KIRO, KFPY, KDGM and KNX. KIRO will record the program off the line and rebroadcast the daily week-day show at 1:30-1:45 p.m., PWT effective May 8.

RCA's Italian Station Handles Heavy Wordage

(Continued from Page 1)

ported in excess of 75,000 words. Outlet, the first of wholly American commercial ownership on the Continent, was installed from scratch in less than one month.

Station has an American staff of RCA Communications employees headed by Thomas Meola, Skaneateles, N. Y., who built outlets for the company in Havana and Camaguey, Cuba, as well as in the United States. Staff includes Meola's assistants, Andrew W. Long, of Riverhead, N. Y., and John F. Stack, of Englewood, N. J., two supervisors and 14 operators and engineers, who take turns working round the clock as the station never closes.

RCA Stockholders Meet

Annual meeting of the RCA stockholders is scheduled for 11 a.m., today at the RCA building.

American Forces In Britain To Hear Circus Over BBC

(Continued from Page 1)

ling Brothers-Barnum & Bailey circus now appearing in New York. Program is an exchanged feature narrated by Milton Bacon titled, "Trans-Atlantic Call: People to People."

The circus broadcast will originate from Madison Square Garden on Sunday over WABC-CBS from 12:30 to 1 p.m., EWT. Director of the American half of "Trans-Atlantic Call" is John Becker. Allan Sloane is the writer and Leon Levine, producer.

Buffalo Tele Authority Announces Plant Plans

(Continued from Page 1)

said financial backing has been provided to incorporate Air Pictures, name of his present laboratory. He plans to demonstrate his television circuit at a meeting here in June.



Of the nation's 3000 counties, Worcester County, the WTAG Market, stands 12th in total egg production. WTAG is a BIG station inside of a BIG market.

WTAG WORCESTER

Who Would Pay More To Reach Fewer Radios?

Some people do. That happens sometime on radio with those who don't know the Baltimore market thoroughly. But not to people who know the astonishing success story of W-I-T-H the independent station W-I-T-H gives you 92.3% of radio homes in the Baltimore area. It produces at the lowest cost. By any method you choose . . . coverage, cost or number of listeners per dollar . . . W-I-T-H is the buy.



W-I-T-H IN BALTIMORE

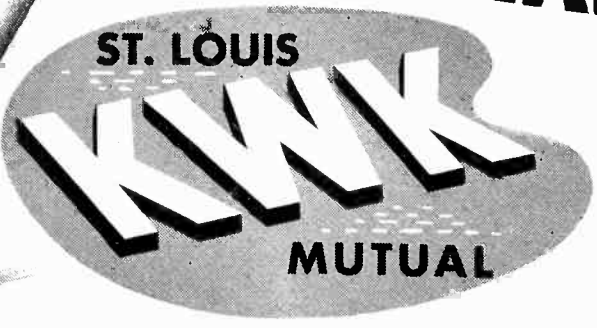
TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



**IN ST. LOUIS  
THE TREND IS TO**

**OF THE HOME STATION  
NETWORK PERSONALITIES**



**HOTEL CHASE  
ST. LOUIS**

**PAUL H. RAYMER, REPRESENTATIVE**

LOS ANGELES

By RALPH WILK

PRODUCER C. P. MacGregor, of the Hollywood Radio Theater, is directly responsible for the success of many of the film capital's leading actors and actresses. When talking pictures came in, parts were awarded on the strength of voice transcriptions—all of which were made by C. P. MacGregor in San Francisco.

In celebration of their yearly "one-cent sale," Rexall Drug is sponsoring three transcribed programs over station KNX during the first week of May. Cass Daley, Charles Ruggles and Dennis Day will be heard in three 15-minute programs, designed for fun. Harlow Wilcox will preside as master of ceremonies, with Carmen Dragon and his orchestra providing the musical accompaniment and background.

In the beginning... Shirley Mitchell, feminine lead of the KNX "Potluck Party," got her start in radio at the age of 13, doing impersonations... Mark Breneman started as an announcer and singer on a local Los Angeles station... Bob Franklin, popular tenor of KNX "Sunrise Salute," made his professional debut on Hedda Hopper's "Hollywood Showcase."

Dennis Day was singing and "dramatic" star of the "Jack Carson Show" recently. Dale Evans was vocalist while Freddy Martin and his orchestra furnished backgrounds. Carlton KaDell announces on the show.

'Wide Horizons' On MBS Canceled By Sponsor

(Continued from Page 1)

Broadway actor-producer, has been aired over MBS since Feb. 27. Television version of the show, which premiered simultaneously with the radio counterpart, went off the air April 9, presumably because of difficulty in rehearsing war-worker participants.

RACING RESULTS

1. sit in your chair; dial 1430 on your radio and...

2. get results from ALL tracks in the country every few minutes—12 to 6

3. ...in between, music, news that counts... on the MINUTE STATION,

WBYN 1430 ON YOUR DIAL

MAIN STREET



Memos of an Innocent Bystander...!

● ● ● Reason for the 25-second "dead air" on last Wednesday's "Mr. District Attorney" NBCrime show is merely that scripter-director Jerry Divine (who has been doing a swell job) has the courage of his convictions... seems the network didn't care for a "murder scene" which took up five seconds in time so Jerry allowed another 20 seconds to elapse before allowing the following music cue to be taken up... ● The Jesters (Guy Bonham, Dwight "Red" Latham and Wamp Carlson) whose musicownings are heard each Tuesday and Thursday on the "R & H Beer" program via WJZ, have been signed to appear in two more flickers for Columbia... will leave for the Coast to make the first one some time in June... ● Producer-Director Alton Alexander's treatment of the "Story of Penicillin," the wonder drug, heard Sunday morning via the Blue Net, on the "Your War Job" series, was almost as much of a tonic to listeners, as the Fleming discovery has proven to wounded Servicemen... And Lionel Hampton and his musicrew rate a bow for donating their services each week to this "morale-building" program... ● Now that she's a grown-up young lady, Rose Marie has dropped the "baby" prefix and opens on the 10th at La Martinique for four weeks... following that to Bal Tabarin in Frisco and thence to the RKO lot for a leading role in "Life of Cole Porter" which will get under way in the Fall.



● ● ● The story of Lulu Belle and Scotty, heard each week on the National Barn Dance, NBCoast-to-Coaster, rivals fiction... born within 40 miles of each other in North Carolina, they met back in 1933 when both were auditioned and hired on this hill-billy program... strangely enough the first song Scotty Wiseman was programmed to sing to Lulu Belle, was a ditty titled, "I've Come To Marry You"... thus in 1935 he did just that... Joe Rines, NBConductor of "Abie's Irish Rose," is mending at the Doctor's Hospital... "the minor operation," insists the Maestro, "was NOT caused by Radio"... Vox Pop's gift to Cecil B. DeMille is in a decidedly NEGATIVE vein... to wit:—a phonograph record which for three full minutes consists of nothing else but, "No, Mr. DeMille, Oh No Chief, No, No Indeed, No, No a thousand times No"... just for relief after a tough day on the studio lot with the "yes men"age.



● ● ● Who's responsible for the tiff between Frank CBSinatra and producers of the "Hit Parade?"... Why has the "Voice" become suddenly prejudiced against certain very popular songs?... Is somebody trying to raise his voice louder than the Voice's?... ● NBClifton Fadiman "Brain Trusters" has vacated the 10:30 p.m. slot for an earlier spot, Balentine Beer plans to spend an extra hundred grand (100,000 dollars in round figures) to promote audience-interest in its "Johnny Morgan" CBSshow, heard at 10:30 p.m... ● Bush Barnum, publicity chief for Benton & Bowles, opines that crime DOES pay... (don't phone the FBI yet)... Bush is speaking only for a fellow named Frank Readick, who is either a cut-throat, gangster, killer or a Nazi in programs such as "Portia Faces Life," "Crime Doctor," "Gangbusters," "Mr. District Attorney," "Mystery Theater" and "Famous Jury Trials"... ● Life will profile the cast of "Mary Marlin" CBSerialites in a forthcoming issue... ● We've heard the score and feel quite safe in this bit of "crystal-gazing"... when the musical saga of Tin Pan Alley, "Hooray For Music" opens on Broadway late in the Fall, it should prove a clickeroo... the book and lyrics are by Ben Ryan (former vaudeville headliner of Ryan & Lee fame) and Dan Dougherty.



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THREE members of the WLS staff recently spent several days and around Poplar, Wis., transcribing interviews with members of the family and friends of Major Dick Bong South Pacific war ace. The transcriptions were aired during the "National Barn Dance" broadcast Saturday night, April 29, and again on Sunday morning during the "Little Brown Church of the Air," 9:15 to 10:00 a.m. Charles Nehlsen, assistant chief engineer, made the recordings, and Gladys Blair, conductor of the modern home-making series, conducted the interviews. Among those interviewed were Major Bong's parents, Mr. and Mrs. Carl Bong; The Rev. Hoorne, pastor of the Poplar Lutheran Church; Jules Bernt, manager of the Superior Wis., airport, who gave the war ace his first opportunity to fly, and Mrs. Hilding Sedin, the major's fifth grade teacher.

Broadcast transcription schedule for the "Little Brown Church" program was a recording of the service of the Lutheran Church in Poplar.

KJBS Asks Transfer; Other FCC Activities

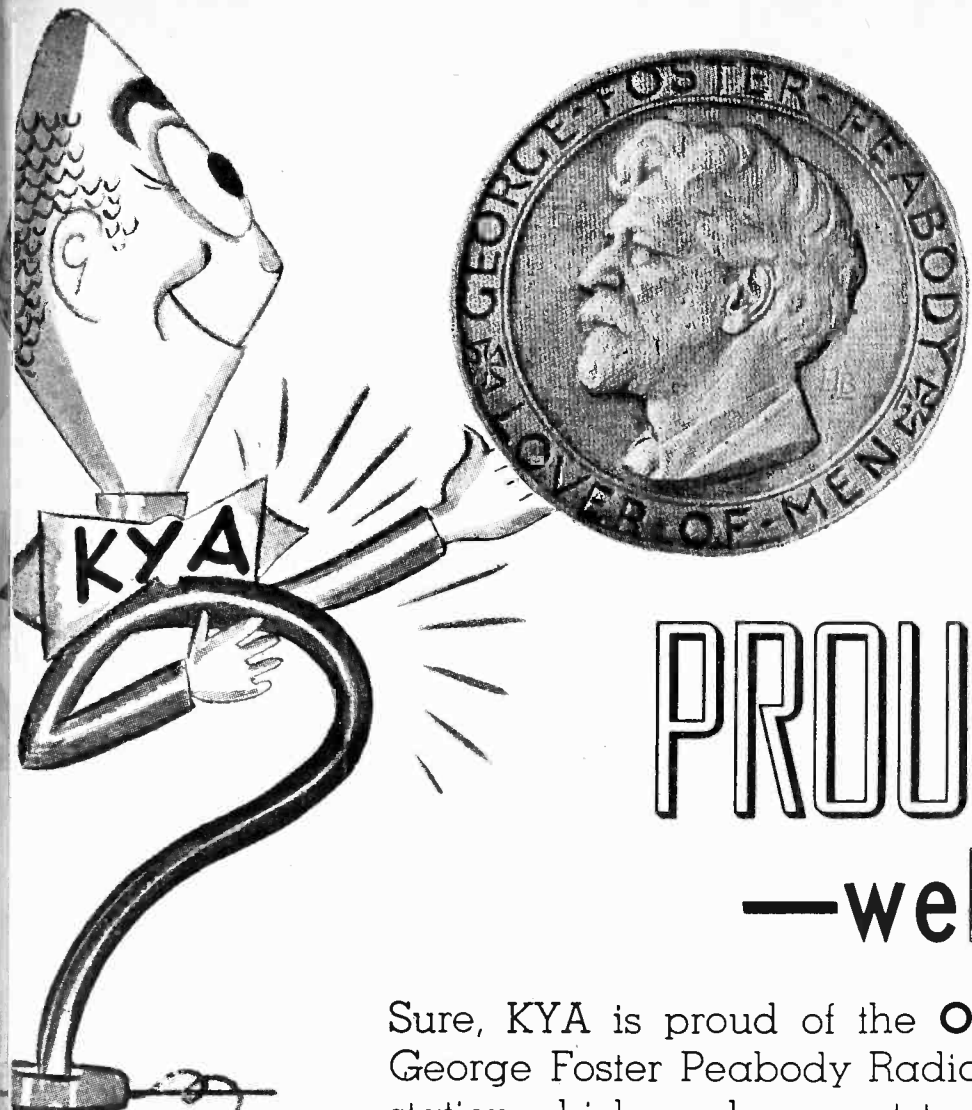
(Continued from Page 1)

E. P. Franklin and A. H. Lewis. Purchase price is \$200,000.

Applications for two new standard broadcast stations were also received the first from the Queen City Broadcasting Co., in Boise, Idaho, for operation with one kilowatt unlimited on the 1,030 band. The second, returned at once for completion, was from Columbia, Tenn., where the Middle Tennessee Broadcasting Co., seeks to operate on the 1,240 band with 200 watts unlimited.

WBAL means business in Baltimore

Edward Petry & Co., National Representative



# PROUD?

## —well, just a little!

Sure, KYA is proud of the **Oscar of Radio**, presented by the George Foster Peabody Radio Awards Committee for "the local station which made an outstanding contribution to the welfare of the community the station serves." The award-winning program, "Calling Longshoremen," is a broadcast of work assignments to some 8,000 men who load the war-bound convoys and enables them, according to the Army, Navy, and Pacific Coast Maritime Industry Board, to deliver supplies to our boys a few days sooner.

*San Francisco*  
CALIFORNIA

*and KYA is equally proud  
of this Hooper-Holmes report*

based on a survey conducted just two months after inauguration of the **KYA-CHRONICLE TIME-CLOCKED NEWS**. A six-man news department, every major news service, and the entire local reporting staff of one of the nation's great newspapers (The San Francisco Chronicle) keep the Bay Area informed. The listening audience is told **when** the important news stories arrive —thus "time-clocked"—fulfilling the slogan **Get it first and get it right.**

In response to the question, "What radio stations do you most frequently listen to for NEWS reports?"

Station A...first.....network  
 Station B...second...network  
 Station C...third.....network  
 STATION KYA...fourth  
 Station D fifth network  
 Followed by Stations E, F, G, H, I—all in the Bay Area.

KYA HAD SIX TIMES MORE LISTENERS THAN STATION "E"

★ EIGHT TIMES MORE THAN STATION "F"!

**KYA**  
5000 WATTS BY DAY  
★ 1000 WATTS BY NIGHT

SEE SPOT SALES, INC., FOR FURTHER INFORMATION ON KYA—N. Y., CHICAGO, L. A.



## Recent Books

**RADIO RESEARCH 1942-1943.**  
Edited by Prof. F. Lazarsfeld and Dr. Frank Stanton. Duell, Sloan & Pearce; \$5.00.

Lazarsfeld, director, Office of Research, Columbia University, and Stanton, vice-president of CBS, bring forth the second of their radio research volumes, the first having appeared under the same title in 1941. Earlier volume was well received throughout the country and the current edition was apparently scheduled for earlier release but held up, due more or less to wartime conditions. In all there are 26 competent contributors, comprising men and women who either have been with the Office of Research or other organizations and now nearly all in different jobs, such as stations, networks or advertising agencies. This is because the book has been some two years in the making.

Comprehensive in its scope and well edited, the reader is able to obtain a valuable insight into the "backstage" angles of radio as well as general trends. Thus the opening chapters entitled, "What Do We Really Know About Daytime Serial Listeners?" by Herta Herzog, is an author of whom the editors in their foreword say, "Without Dr. Herzog's work this volume could not have appeared"; meaning also that the increased wartime responsibilities of the editors threw much on the shoulders of Miss Herzog.

The chapters include: additional angles on the daytime serial, such as the problems, moral evaluation, psychological formula of the soap opera, and conclusions and proposals; also the appeal of specific serials; radio in wartime, has a considerable part in the book, and there is carefully edited pages on European audiences and propaganda; radio in operation, is an important series and concerns findings of the "program analyzer."

One of the most comprehensive departments in the tome is that on radio and popular music by Dr. John Gray Peatman. This is an exhaustive breakdown of trends, extent of listening to popular music, who are the listeners, the selling power of radio as to music; notes on audience coverage, index on checking the extent of performance of songs on the air, and popular music and war morale. There is considerable statistical information in this particularly entertaining chapter.

Progress in radio research is well handled, also the psychology of radio commercials. With the extensive appendix, notes on the contributors and an excellent index, the book runs to 600 pages with all of it highly interesting to those in and out of the trade.

**"Carmen" On Saturday**

Bizet's "Carmen" will be broadcast over the Blue Network next Saturday starting at 2 p.m., bringing to a close the Metropolitan Opera series for the current year.

# AFM Told To Resume Work; Chicago's WLB Will Mediate

(Continued from Page 1)

session in which AFM Counsel Joseph A. Padway challenged the status of broadcasting as a war industry. Maintaining that there was no strike at KSTP, Padway questioned the application of the AFL no-strike pledge to the Chicago situation, saying his clients were not convinced that the station was actually a war supporting enterprise.

AFL Secretary George Meany here interjected that the AFL position is that all strikes should be outlawed on the grounds that the no-strike pledge is violated regardless of whether or not the employer affected is directly engaged in war production. WLB Chairman William H. Davis added here that he felt the controversy over the AFM recording contracts had clarified the contention that radio is a war-important industry adding that the board worked on that assumption. Padway hastened to say he did not intend to fight on those grounds, adding that the union will not "crawl out" by claiming that radio is not war-supporting and thus not covered by the Smith-Connally Act.

**Bittner Criticizes All Strikes**

Toward the close of the session, Van A. Bittner of the CIO, serving as a labor member of the board, declared that any strike affects war production. Padway squirmed in his seat. He squirmed also when William Friedman, counsel for WJJD, declared that the station felt it was contributing to the war effort, giving 14 per cent of its time free for government messages and direct war programs.

The important factor in both cases was that the AFL president, William Green, had wired AFM locals in both Minneapolis and Chicago that the stoppages were in violation of the AFL no-strike pledge.

Padway claimed that there was no strike at KSTP, pointing out that no contract for the station's Minneapolis studio ever existed. The station has only this year shifted its main studio operations from St. Paul to Minneapolis. There are separate AFM locals in the two cities, with different scales. The St. Paul local has a 13-hour minimum, with \$36.50 pay, while the Minneapolis local has a 22-hour minimum, with \$52.50 as the weekly pay. When KSTP sought to move its main operations, the Minneapolis local demanded that the station sign a contract similar to that in force with other broadcasters operating in Minneapolis.

**WCCO Rates a Factor**

The contract with WCCO called for a permanent staff of 12 musicians, and because WCCO time sells at \$600 per hour and KSTP at \$400, the AFM local demanded that the latter station maintain a permanent staff of eight at \$52.50. President Stanley Hubbard of KSTP has refused, and the musicians have agreed to continue working for him in St. Paul at St. Paul rates, but not to work for him in

Minneapolis.

Padway, George Murk and Stanley Ballard the latter two of the Minneapolis AFM local, all took healthy swipes at Hubbard, declaring that they've had so much difficulty with him over a period of years that they wish he'd sell out, with everyone then being much happier. Padway revealed also that the union has banned hotel broadcast for KSTP from Minneapolis, although the station can still pick up bands in St. Paul hotels. The boards, directive issued later in the day ordered resumption of remotes from Minneapolis hotels.

**Levy in Rebuttal**

Sam J. Levy, counsel for KSTP, pointed out that the station has always maintained two studios—in St. Paul and in Minneapolis. The AFM notified the station last Summer, he said, that the Minneapolis and St. Paul locals would not sign a joint contract even though the same musicians might appear on station programs from both cities. Levy accused the union of refusing to arbitrate the matter, only to have Murk charge that Hubbard was unwilling to submit to the dispute to a conciliator.

Hubbard, Murk said, would never show the union the same respect as did broadcasters in Minneapolis. He objected seriously to Hubbard's public impugning of the patriotism of the musicians, declaring that the special show for overseas servicemen carried by the station could be broadcast from St. Paul as it had been until a few weeks ago. Musicians will not do the show from Minneapolis unless by WLB order, he said.

Hubbard, Ballard said, says he can't meet the AFM demands and yet has admitted that he is in the 98 per cent tax bracket. All he really wants, said Ballard, is an advantage over his competitors.

**Warns of Precedent**

Fred Thomas, also representing KSTP, declared that if the board orders the station to keep eight men at the Minneapolis scale, the station will do so. As an American citizen, however, he will feel that it is a violation of his personal prerogative. He added that "sooner or later this body will get that question from every other radio station in the country—whether a union can dictate how many musicians the station must hire."

E. A. Benkert of the Chicago Federation of Musicians spoke briefly to point out that while WCFL and other Chicago stations of like gross pay their musicians \$90 for a 30-hour week, WJJD pays only \$70 for the same period. WJJD also, he said, feeds WIND, in Hammond, Ind. He said the union demands either that the scale be upped to \$90 or that the work be divided. The union objected particularly to the station using musicians as pancake-turners.

Board members acting yesterday included Chairman William H. Davis,

# ABSIE Debut Abroad On WOR Exclusively

(Continued from Page 1)

wire anyway and that if any stations and networks had asked the pickup in time, it would have been made available to them.

**Eleventh Hour Arrangement**

It appears that Dave Driscoll, director of WOR war services and features division and his associate Paul Killiam decided to ask ABSIE debut live. Negotiations closed Saturday night when WOR found itself handling it exclusively and the local OWI asked the station record it for them at WOR put the inaugural program at 11:30-11:45 a.m. Sunday repeated it at the same hours of the night, also making use of station-break and other plugs to vertice it.

Sherwood was heard in a European people regarding the mission and W. J. Haley, director general of the BBC welcomed on behalf of BBC. Three songs were the National Anthem, "Black Joe" and "Over There."

Ironically, ABSIE has at least CBS men on the staff. These are William S. Paley, CBS president on as aide to General Eisenhower; John son Taylor and Gerald Maulsbury.

ABSIE is operated by the Overseas Branch Director. According to subsequent phone calls from networks here, Sherwood had no request for a pickup stations or webs other than WOR didn't think the others wanted it. Arrangements had to be made at the last minute, it was said. figure that if they had known OWI here was having a wire would have made use of it.

# RKO Adds News Shot To Commercial Radio

(Continued from Page 1)

period and options by RKO, can a one-minute closing plug on the company's product when it bowed under movie auspices the past Sunday. Heard at 4:55 p.m., EWTN news show was called the "4:55 News" and was slanted to cover the developments between the issue of the Sunday morning papers and the broadcast.

**Detrola Business Up**

Elkhart, Ind.—Dollar sales volume of International Detrola Corporation for the five months ending March increased 20 per cent over comparable operations a year previous, President C. Russell Feldmann told stockholders May 1.

George W. Taylor, Frank P. Graham and Lloyd K. Garrison, public members; Louis A. Lopes and Fred Hewitt, AFL, and Van A. Bittner and John Brophy, CIO; also Fred S. Fales, J. P. McWilliams, J. Holmes Davis and Vincent P. Ahearn, industry members.

**Private Ownership  
and For Canada Net**

(Continued from Page 1)

Commons Radio Committee. 10-page brief on behalf of the privately-owned stations who are members of the CAB, Mr. Sedgwick said a setup would mean a change of Canada's radio policy. He said he felt it was time to "take a look" from the Aird Report—of the present radio setup. The CBC would be shorn of its powers, Mr. Sedgwick considered an important place for it in the general radio picture, with CBC possibly providing educational and public service programs along the line adopted by Australia, dealing with its public and radio systems.

**Full License Power**

Commission would have power to suspend licenses or alter conditions and pass regulations applicable to private stations. The CBC probably would have control over the network.

Present the CBC has a trans-Canada network and recently inaugurated a second chain called the Main Network. The CAB insists that if a second network is created it should be placed in the hands of private enterprise, thus continue CBC's operations to its own or augmented by private stations on "fair affiliation agreements" rather than by compulsion. The private chain and private initiative would inject a spirit of competition into the Canadian radio field which would reflect favorably on programs and general improvement, said Sedgwick.

It would be necessary to limit content and programs from the United States networks because "no one could live in Canada on our content."

The contemplated private network would provide a new scope to existing Canadian radio.

**Estimates Cost of Network**

Picard (Lib., Bellechasse) said he saw it the private network—making profits—would have a lower cost and he mentioned a sampling process in New York which had shown that for maximum popularity a radio station would cater to a 12-year-old man.

Sedgwick said with a smile that "commercialism brings you money."

He said estimates of the cost of the network ranged from \$200,000 to \$5,000,000.

The committee will go to Montreal Wednesday to visit CBC facilities and get further information on the problems of broadcasting.

**Atherton On Mutual**

Walter Atherton, Commander of the American Legion, will be heard on the Mutual network tonight at 8 p.m., EWT, in a talk about the Bill of Rights.

**Record-Breaking Attendance  
For Radio-Education Confab**

(Continued from Page 1)

examine radio educational broadcasting in wartime. Theme of the meeting is "Radio—Sword and Ploughshare!"

Keynoting the confab is Friday evening's first general session on "How Free Is Radio?" under the chairmanship of H. V. Kaltenborn, NBC commentator. According to Dr. I. Keith Tyler, director of the Institute and acting director of the Bureau of Educational Research, Ohio State University, James L. Fly, chairman of the FCC, who was to have taken part in the opening and theme-setting symposium on "how free is radio," has delegated Clifford Durr, another member of the FCC to speak in his place. Chairman Fly has not definitely given up hope of attending the Institute, but he has designated Commissioner Durr to make certain the FCC will be represented in the panel discussion of this currently important subject. Fly is still expected to attend if Washington affairs permit.

**Others to Participate**

Others scheduled to participate are: William Brooks, director of news and special events of NBC; E. L. Bushnell, general supervisor of programs of the Canadian Broadcasting Corp.; Thomas R. Carskadon, radio committee chairman of the American Civil Liberties Union; Edgar Kobak, executive vice-president of the Blue Network; J. Harold Ryan, NAB prexy; Gilbert Seldes, director of CBS television programs, and Tom Slater, director of Mutual's special features and war programs.

Problem of free time on the air for national organizations, long an industry headache, will be considered in two panel discussions Saturday and Sunday. Presiding at the first session will be Jesse Butcher, radio director of the USO and the National War Fund. Opening the second will be Frank Weil, president of the National Jewish Welfare Board and vice-president of the USO.

**Salisbury Subs for Davis**

Morse Salisbury, public information officer of the United Nations Relief and Rehabilitation Administration will address the banquet meeting Sunday evening on the subject: "After Liberation: The Next Step." Salisbury replaces Elmer Davis, chief of OWI, who was prevented from fulfilling his promise to speak before the meeting by "the press of official business." Salisbury, long affiliated with the United States Department of Agriculture as radio director, assumed his duties with UNRRA first as director of information in 1939. It was while he was with the Department of Agriculture that he was instrumental in the organization of the "National Farm and Home Hour" radio show.

Principal interest of the final meeting Monday will center on the symposium on "The Post-War Situation." Featured address will be delivered by Paul Hoffman, president of the Studebaker Corp. and chairman of the

board of trustees of the Committee on Economic Development. A panel discussion will follow among Edward L. Bernays, New York publicist; Kenneth G. Bartlett, director of the Radio Workshop of Syracuse University; Lyman G. Bryson, director of education for CBS; George V. Denny, Jr., president of Town Hall, Inc., and moderator of "America's Town Meeting of the Air," and Neil M. Morrison, supervisor of talks and public affairs of the Canadian Broadcasting Corp. Occupying the chair will be Dr. I. Keith Tyler, acting director of radio education at Ohio State University and director of the Institute.

Two network shows are scheduled to originate here in connection with the radio education conclave, according to Dr. Tyler. On the eve of the Institute's opening Thursday evening, a "Town Hall" program will be aired over the Blue net from Columbus Central High School on the question: "Does Youth Want Social Security From the Cradle to the Grave." John W. Bricker, governor of Ohio and presidential aspirant, will be guest speaker but will not participate in the controversial discussion. The other show will be a local origination of CBS "Invitation to Learning."

**Du Mont Stockholders  
Re-elect All Officers**

(Continued from Page 1)

preferred from the certificates of incorporation.



ALLEN B. DU MONT

Those selected to the board include Leonard F. Cramer, Allen B. Du Mont, Bruce T. Du Mont, Thomas T. Goldsmith, Jr., Bernard Goodwin, Arthur Israel, Jr., Paul Raibourn and Albert J.

Richard. Officers include Allen Du Mont, president; Cramer, vice-president; Raibourn, treasurer; Goodwin, secretary; Israel, Jr., assistant secretary and Joseph J. Doughney, assistant treasurer.

**Carver Back At WJZ**

Robert I. Carver, on leave for a year because of illness, has returned to WJZ, New York, as sales manager. Slocum Chapin, acting sales manager during Carver's absence, has transferred to the sales staff of the Blue Network.

**WCKY**  
C I N C I N N A T I

**AP UP NEWS**

WITH  
**REX DAVIS**  
4 TIMES DAILY

## COAST-TO-COAST

### —MISSOURI—

**ST. LOUIS**—Jack Hankins, formerly of WORD, Spartanburg, S. C., has been added to the announcer staff of KXOK. . . James Duncan, drummer of Allister Wylie's KXOK staff orchestra, has been inducted into the Navy and Louis Naumann, saxophonist, has passed his examinations and is awaiting his Navy call. New member is Arthur Lepper, guitarist. . .

**KANSAS CITY**—First of a series of Junior College Round Tables of the Air was performed last week over WCMO. In the spontaneous and unrehearsed format, participants discussed "Latin American Relations with the United States." Moderator was James Coy, KCMO program director and chief announcer, with Anne Hayes on the advisory staff.

### —NEW JERSEY—

**NEWARK**—In celebrating the 75th anniversary of the city of Bayonne, Paul Brenner interviewed representatives officials and citizens on the WAAT "Coffee Club" last week in the Liberty Room of the Sheraton. . .

**JERSEY CITY**—In cooperation with the N. J. State Agricultural College, WHOM is now skedding a regular weekly series of talks on victory gardening in both Polish and Italian. Italian broadcasts are conducted by Miss Ardiene Carpi and the Polish programs by Stefan Karpinski, both of WHOM's staff.

### —NEW YORK—

**NEW YORK**—Gene Kelly has been invited to appear on Bing Crosby's "Kraft Music Hall" program May 4. Songstress Marilyn Maxwell will also guest. . . The last of the Red Hot Mommas, Sophie Tucker, guested on the Johnny Kane and Judith Allen program last week, heard over WINS. . . Under the auspices of the United Negro College Fund, the Howard University Glee Club will present a concert over WHN next Thursday. Warner Lawson will direct. . . New York's youngest station, WLIB, will be two years old May 13. This is the only independent station in the city to have both the AP and UP news services, and was the first to employ full-time women announcers and control room operators.

### —KANSAS—

**SALINA**—To promote civic thought on various national and international questions, KSAL has inaugurated a public forum, heard on alternate Mondays. A

number of townspeople are led in the discussion by Professor E. C. Howe of Kansas Wesleyan College. . . George Cirotto, salesman and farm editor for KSAL, has gone to KMBC, Kansas City, as an announcer. . . Heath's Holsum Bakery, which was destroyed by fire last week, used KSAL facilities to assure its customers of best possible continued service.

### —MASSACHUSETTS—

**BOSTON**—Priscilla Fortescue, WEEL's "Hollywood Reporter," has been asked again to play the lead in "Claudia," which will be presented in Auburndale. . . The American Red Mogen Dovid, the Jewish counterpart of the Red Cross in Palestine, was aided in its drive to raise funds for six Allied ambulances by broadcasts on WCOP. . . Michael Pesanelli, WORL engineer, is the father of a baby girl. . .

**WORCESTER**—H. Sidney Vaughan, editor of WTAG's "Farm and Garden Facts," who is also Worcester County Extension Service agent, will attend the Institute for Education by Radio at Ohio State University May 5-8. . .

**LAWRENCE**—Hartwell Daley, WLAW news analyst, recently interviewed Agnes Smedley, correspondent for the British Manchester Guardian, and Sir Gerald Campbell, special assistant to Lord Halifax.

### —MINNESOTA—

**MINNEAPOLIS**—News analyst, John Raleigh, of WCCO will address military personnel at Camp Savage the end of this month as a part of the Army's orientation program. Raleigh is a former foreign correspondent attached to General MacArthur's staff in Australia. . . Harvey J. Struthers of the WCCO sales department has been named sales manager. . . WCCO announced this week the appointment of William Souder, former transcription chief, to the production department. Ruth Schneewind will edit transcriptions.

### —COLORADO—

**DENVER**—The Du Pont De Nemours Company has placed a sked of announcements on KOA, for the purpose of obtaining labor. Contract, effective immediately, was sold direct, with the approval of the labor solicitation campaign granted Du Pont by the WMPC. . . Roger Rambeaux, KLZ promotion manager, was recently honored with a luncheon by the cadets of Colorado Military School. Rambeaux coached the Cadets basketball team this year in lieu of their Army-bound regular coach.



# Ruth Crane

(Formerly "Mrs. Page" on WJR)

COMES TO

## WASHINGTON

Ruth Crane, nationally famous for her "Mrs. Page" Home Economies Program on WJR, Detroit, comes to Washington to sell your product to the women of the booming Washington Area—today's WORLD CAPITAL! Ruth Crane's program has long been ranked by Listeners—by Agencies and Advertisers—as the Most Effective Women's Program in the country. She now brings to Washington her selling recipe of appeal and confidence, proved by 15 years of outstanding success over WJR. As WMAL's Director of Women's Activities, she will conduct

### WMAL'S NEW SHOW

## "The Modern Woman"

Now on the Air

MONDAY thru FRIDAY—11:30 A.M.—12 Noon

A program devoted to the many and varied interests of The Modern Woman.

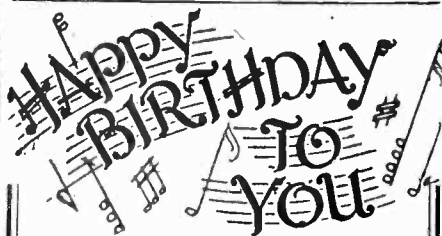
Available to non-competitive producers and manufacturers in food products, home equipment and fashion fields, etc. Rate includes time and talent.

\$25 per broadcast, less frequency discounts

Out of the BLUE come some of the Best Shows in WASHINGTON

### ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.



May 2

Roy Atwell  
Doris Fisher

Bing Crosby  
Dorothy Dunn

THE EVENING STAR STATION

630 K. C.

BASIC BLUE NETWORK

5,000 WATTS

# WMAL

Owned and Operated by The Evening Star Broadcasting Company  
724 14th Street, N. W. Washington 5, D. C.

Represented Nationally by BLUE SPOT SALES in  
New York, Chicago, Detroit, Hollywood and San Francisco



# Heralds All-Purpose Sets

## Free-Standard Freeze Laws Fly Opposition

Opposing any move to freeze television standards at their present level, expressing himself as "flabbergasted" at the "New York Times" edition of Monday which endorsed the proposition that present facilities are sufficiently high order to warrant the start of commercial television, Louis L. Fly, chairman of the FCC, announces in today's "Times" that it will advise "to close the door" at this juncture regarding lest such a move cause in-

(Continued on Page 2)

## The Better Half" Quiz Revived For New Client

Revived and renewed business over New York, includes the revival of the quiz show "The Better Half," which will be sponsored by Lorstan Studios, photographers, beginning Monday May 11, at 8:30-9 p.m., EWT. Ruffner will be emcee. Agency handling the 52-week contract is J. F. Tokar.

(Continued on Page 2)

## Appoints McCray Eastern Program Head

Thomas C. McCray, formerly assistant general manager of WTIC, Hartford, and more recently with the New York branch of the Office of War Relocation Administration, has been named eastern program manager of NBC. It was announced last night by C. L. Menser.

(Continued on Page 2)

### Encore

Another 13 weeks has been added to the NBC series of sustained programs entitled, "Here's To Youth" and Bob Hope has accepted the invitation to inaugurate the new series on May 20. Series designed to give consideration to the problems of youth in wartime America. Produced by NBC in co-operation with ten voluntary youth serving agencies.

**Tele Debut**

Morton Downey, Blue net tenor, will make his television debut tonight over W2XWV, Du Mont video outlet in Gotham, as singer and emcee on a fashion show staged by "Harper's Bazaar," class femme mag. Downey will voice his appraisal of the clothes worn by models. Since several New York veterans' hospitals have tele sets, his comments will be pointed for servicemen.

## OWI Appointments Announced In N. Y.

Appointments to the staff of the domestic radio division and the domestic news bureau of OWI were announced in New York yesterday by George P. Ludlam, chief of the radio bureau, and Dowsley Clark, chief of the news bureau. Harold Rosenberg, formerly assistant chief of the special assignment division of radio, has been named

(Continued on Page 8)

## G. E. Renews 'World News'; Six A Week Sked On CBS

Three large advertisers renewed their time over CBS for the coming season, one of them being General Electric for the Electronics Division of the Radio and Television Department. This is a six-day-a-week news program entitled "The World Today"

(Continued on Page 7)

# Fly, Davis And Ryan Cancel Dates At Columbus Meeting

## CBS Places Tele Order With General Electric Co.

CBS has ordered two television transmitters from the General Electric Co., it was learned yesterday. Order, which includes studio equipment, is for a 40-kilowatt transmitter in the New York outlet, WCBW, and a four-kilowatt plant in Los Angeles, where the web expects to apply for a license shortly.

## Gen. J. G. Harbord, Chairman Of RCA, Forecasts Receiver Combining Tele, FM, AM And Shortwave Features

### Film Producer Buys \$8,000 In WJZ Time

Sale of approximately \$8,000 worth of radio time to Paramount Pictures, Inc., for the exploitation of a single picture, "The Hitler Gang" in the New York area was announced yesterday by John McNeil, WJZ manager. Contract placed through Buchanan & Co. with premiere of picture set for May

(Continued on Page 7)

## Ommerle To A. & S. Lyons As Head Of Radio Dept.

Harry G. Ommerle, has been appointed head of the radio department of A. & S. Lyons, Inc. and assumes his new duties today. He comes to his new post after 15 years in radio, and started as assistant director of radio for N. W. Ayer & Son. Sub-

(Continued on Page 2)

## Technical-Education Group RCA Victor Guests May 6

Camden — Television and other wonders of the electronic world will be discussed and demonstrated at the Spring meeting of the Mid-Atlantic

(Continued on Page 2)

Forecasting a home radio set of the future as a combination instrument including television, standard and shortwave broadcasting, FM and a phonograph, General J. G. Harbord, chairman of the board of Radio Corporation of America, disclosed some of the post-war planning of RCA at the company's annual stockholders meeting in New York yesterday.

General Harbord, presiding in the absence of Colonel David Sarnoff,

(Continued on Page 7)

## AFM Locals Delaying Their Return To Work

Apparently "taking their time" obeying the order of the War Labor Board to return to work, striking musicians at WJJD, Chicago, and WSTP, Minneapolis, had not resumed their duties at the stations up to a late hour last night. The AFM, with which the two locals involved are affiliated, had been directed by the WLB, which considered the dis-

(Continued on Page 7)

## BBD&O Names Ted Long To Head Tele Activities

F. A. "Ted" Long has been named to head up tele activities at Batten, Barton, Durstine & Osborn, Inc., it was announced yesterday. Tele activi-

(Continued on Page 7)

**WORTHY MEDIUM**

With motion picture advertising on radio continuing to increase, WOR as an instance finds that its entire 1943 film business total has already been exceeded during the first quarter of 1944. In 1943 the figures marked an all-time high for the station. Thirty-two films were advertised on the station during 12 months of last year which was twice as many as during 1942.

(Continued on Page 8)



Vol. 27, No. 23 Wed., May 3, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. 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

(Tuesday, May 2)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 <sup>3</sup> / <sub>8</sub>	157 <sup>1</sup> / <sub>4</sub>	157 <sup>1</sup> / <sub>4</sub>	.....
CBS A	29 <sup>1</sup> / <sub>4</sub>	29	29 <sup>1</sup> / <sub>4</sub>	.....
CBS B	29 <sup>1</sup> / <sub>4</sub>	29 <sup>1</sup> / <sub>4</sub>	29 <sup>1</sup> / <sub>4</sub>	+ 1/2
Crosley Corp.	18 <sup>1</sup> / <sub>2</sub>	18 <sup>1</sup> / <sub>4</sub>	18 <sup>1</sup> / <sub>4</sub>	- 1/8
Farnsworth T. & R.	11 <sup>3</sup> / <sub>4</sub>	11 <sup>3</sup> / <sub>4</sub>	11 <sup>5</sup> / <sub>8</sub>	- 1/8
Gen. Electric	35 <sup>7</sup> / <sub>8</sub>	35 <sup>1</sup> / <sub>2</sub>	35 <sup>3</sup> / <sub>4</sub>	- 1/4
Philco	29 <sup>1</sup> / <sub>2</sub>	29 <sup>1</sup> / <sub>4</sub>	29 <sup>1</sup> / <sub>4</sub>	- 1/8
RCA Common	9 <sup>1</sup> / <sub>8</sub>	9	9	- 1/8
RCA First Pfd.	70 <sup>3</sup> / <sub>4</sub>	70 <sup>1</sup> / <sub>2</sub>	70 <sup>3</sup> / <sub>4</sub>	+ 3/8
Stewart-Warner	13	12 <sup>7</sup> / <sub>8</sub>	12 <sup>7</sup> / <sub>8</sub>	- 1/8
Westinghouse	97	96 <sup>1</sup> / <sub>2</sub>	96 <sup>1</sup> / <sub>2</sub>	- 1/2
Zenith Radio	36 <sup>1</sup> / <sub>4</sub>	35 <sup>5</sup> / <sub>8</sub>	35 <sup>5</sup> / <sub>8</sub>	- 1/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	4 <sup>1</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>8</sub>	4 <sup>1</sup> / <sub>8</sub>	.....
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### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	20 <sup>1</sup> / <sub>2</sub>	.....
WJR (Detroit)	32 <sup>1</sup> / <sub>2</sub>	.....

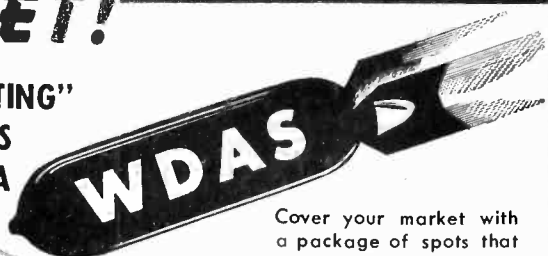
## 20 YEARS AGO TODAY

(May 3, 1924)

Reason that the scheduled debate on the subject of "Actors Equity" between Augustus Thomas and John Emerson was not heard over WJZ last night was that Emerson arrived too late to broadcast.

## 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."

## Coming and Going

EDWARD W. WOOD, JR., general sales manager of the Mutual Broadcasting System, off for New Orleans, where he will deliver an address on the subject "What Radio Can Do for New Orleans" before the Advertising Club at the Hotel Roosevelt on Friday.

HUGH K. BOICE, JR., sales manager of WMBD, CBS affiliate in Peoria, has arrived from Illinois for a few days in town.

CHARLES GODWIN, assistant director of station relations for Mutual, is back from a business trip through the South.

JACK WYATT, publicity director of Buchanan & Co., leaves today for Cleveland, where he will supervise the Metropolitan Opera-Texaco broadcast of "Carmen" which originates at that point next Saturday.

CHARLES W. PITTMAN, manager of WBML, Macon, up from Georgia for a few days on station and network business.

PHILLIPS CARLIN, vice-president of the Blue Network in charge of programs, has returned from a week spent at Guilford, Conn.

CORNWELL JACKSON, of the Hollywood office of OWI's domestic radio bureau, is in New York. He'll leave shortly for a week in Washington, D. C.

ED WALLIS, program manager of WIP, Philadelphia, leaves tomorrow for Columbus, Ohio, where he will attend the Institute for Education by Radio.

BEN GRAUER is expected back today from Toronto, where he participated on Monday in the "Information Please" program which was broadcast as a feature of Canada's current War Loan Drive.

HOWARD J. LONDON, radio director of the National Foundation for Infantile Paralysis, leaves tomorrow for the meeting at Ohio State University.

## Technical-Education Group RCA Victor Guests May 6

(Continued from Page 1)

section of the Society for the Promotion of Engineering Education to be held Saturday at the Walt Whitman Hotel in this city. RCA Victor will play host to about 200 engineers and educators, who are expected to attend the all-day conference.

Opening the morning session will be brief talks by RCA engineers on television and new electronic devices, which are improving and speeding up the manufacture of vital war products. Exhibits will include tele equipment, electronic power generators and electronic sound apparatus. Among the demonstrations will be the reception of an actual video program from the Philco transmitter in Philadelphia.

Frank M. Folsom, RCA Victor vice-president, will welcome the delegates at luncheon, where E. W. Engstrom, research director of the RCA Labs. at Princeton, N. J., will give an illustrated talk. Post-war engineering problems will be examined at the afternoon meeting, which will be led by John A. Prior, professor of mechanical engineering at the University of Pennsylvania. Effect of electronics after the war will be the subject of an address at dinner by Charles B. Brown, advertising director of RCA Victor.

## Ommerle To A. & S. Lyons As Head Of Radio Dept.

(Continued from Page 1)

quently he was with CBS and produced all Chesterfield programs. For more than six years after that, he was associated with the William Morris Agency and since then became vice-president and account executive for Ruthrauff & Ryan.

Ommerle will make his headquarters in the New York office of the Lyons concern.

## "The Better Half" Quiz Revived For New Client

(Continued from Page 1)

eral Baking Co. for Bond Bread have renewed Bessie Beatty on WOR, each for 52 weeks, Monday through Friday, 10:15-11 a.m. Serutan Co. extended its contract for A. L. Alexander's Mediation Board program Sundays 8-8:45 p.m. and will now run to Dec. 24, 1944. Raymond Spector is the agency. Junket powder and tablets has renewed Dr. Walter H. Eddy, Monday through Friday, 3:30-4 p.m. This is also a participating program.

## Tele-Standard Freeze Draws Fly Opposition

(Continued from Page 1)

jury to too great a number of persons. Fly also deprecated the recently published views of Commissioner E. K. Jett, who had envisioned a dual-standard of video following the war. The chairman's views coincided largely with those expressed last week by Paul W. Kesten, executive vice-president of CBS (RADIO DAILY, April 28).

## NBC Appoints McCray Eastern Program Head

(Continued from Page 1)

vice-president of the network in charge of programs.

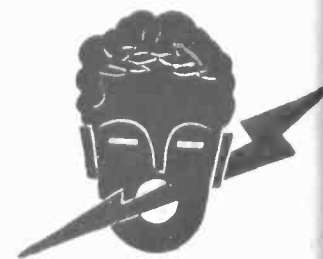
McCray succeeds Wynn Wright, who was recently promoted by NBC to the post of national production manager.

## How Do You Buy Radio Time?

Do you say "play safe" with a network station? Do you say "buy power?" Or do you use the big 3 method of buying?

1. Coverage
2. Popularity
3. Cost-per-listener

It's a sensible way to buy, particularly in Baltimore. We have some brass tack facts you ought to see about W-I-T-H . . . the big result, low-cost station.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE

**AGENCIES**

With former Mayor of New York City James J. Walker as master of ceremonies, 350 members of the Association of National Advertisers entered its opening dinner session at the Westchester Country Club, New York, on Monday night. They were entertained by a group of CBS artists headlined by Frank Conroy and Quentin Reynolds, narrator of "Report to the Nation." The informal entertainment was under the supervision of Thomas H. Young, advertising director of United States Rubber Company and was produced and directed by Harry Puck, talent scout for CBS. The program was opened by Young, who introduced Paul M. Hollister, vice-president in charge of advertising and sales promotion. He in turn introduced Walker.

GENE DE LOPATECKI has joined the Type Department of Compagny Advertising, Inc. He comes from Norton from Cooper Union where he was an instructor in advertising photography.

GRISWOLD NEWS SERVICE announces Public Relations News, the first weekly newsletter devoted entirely to reporting and interpreting news in the field of public relations and publicity. Principal offices will be in New York, with branch offices and editors in Chicago and Washington and in the important industrial centers. Glenn Griswold will be editor of the new publication, and Denny Griswold, managing editor.

LEVIS LODIN has joined the staff of Benton & Bowles, Inc., as a copywriter, effective immediately, it has been announced by Clarence B. Gossett, president of the agency. Prior to coming to Benton & Bowles, Mr. Lodin was with Brisacher, Van Norman Staff where he was in charge of copy in the firm's New York office. Before that, he was with The Joseph Company.

**TELE TOPICS TODAY**

**Megacycle Mumbo**

Increase in the number of channels from 24 to 26 is now being considered as a recommendation to the FCC by the Radio Technical Planning Board on the advice of its television panel. If video broadcasting is desirable above the 200-megacycle band, as CBC pointed out the past week, the suggestion is made by one of your reporter's constant readers that the web drop its present channel two and apply for 22 (210-216 mc.), which is the highest allocation now open in Gotham. Formal opening of the new Du Mont tele studio in New York has been set for the week of July 10. Plastic lenses will be used on television cameras because they don't require the optical perfection of fine-quality glass lenses and are faster and cheaper than the ground varieties.

Behind all the NBC forecasts on Hollywood as the important tele production center of the future is a rumored tie-up with RKO Radio Pictures. Tom Hutchinson, former video director of Ruthrauff & Ryan, is now at the New York home office of RKO Corp., parent organization of the film company, where he is helping tele consultant Ralph B. Austrian complete an extensive sight-and-sound survey. Loew's, Inc. (M-G-M), is priming its radio staffers at WHN, Gotham, for post-war tele production. Klaus Landsberg, director of W6XYZ, Paramount-owned television outlet on the Hollywood lot, will be in New York next week to confer with Paul Raibourn, the movie company's tele chief and prexy of the Coast eye-and-ear enterprise, Television Productions, Inc. Monogram and Republic are eyeing the video picture closely.

Emerson Radio & Phonograph Corp. is thinking of entering the tele broadcasting field. Jam Handy Organization, industrial and slide-film outfit, has filed for a look-and-listen outlet in Detroit. Studio audience shows will be a thing of the past in television since the personal attendance factor can't offer anything that won't be seen on the home receiver. Only exception to this change will be the audience-participation program. Logic of such a move seems to be seconded by the fact that the Hollywood movie makers don't permit spectators on their sound stages. Helen Gaubert, editorial staffer at "Click," the monthly picture mag, has written a thesis for her Ph.D. at the University of Montreal that includes the relationship of Shakespearean drama to television.

F. A. "Ted" Long, who was a member of the CBS television department in 1932, has been named head of BBD&O's tele group. The ad agency's eye-and-ear activities, which have been operated as a separate experimental unit up to now, will be centered in the radio department. J. Walter Thompson Co. is spending a

lot of its own money on a sight-and-sound staff and budget regardless of clients' allotments. Raymond E. Nelson, tele director of Charles M. Storm Co., has completed what he calls a television listeners' panel, which is a mailing list of 750 New York set owners who will be quizzed for program reaction. Anderson, Davis & Platte is the latest agency with look-and-listen plans.

NBC's video activity will be stepped up on a live scale as soon as jurisdictional problems are settled among the net's various departments. General Electric is grooming James D. McLean, commercial engineer in charge of tele transmitter sales, for a big executive post. Television is stirring up plenty of interest in Chicago ad and radio circles, where David Dole, of Henri, Hurst & McDonald, heads a committee of the Radio Managers Club, which is sponsoring weekly tele talks for its members. Admission to the comprehensive sight-and-sound seminar of the Radio Executives Club of New York, scheduled to begin May 18, is being sought by many prospective registrants outside the fold. As a result, the REC sessions, which have been planned for members, may be opened up to serious applicants in related fields.

**PROMOTION**

**Second "Woman" Series**

Kermit-Raymond Corp. has been authorized to produce a second series of transcribed programs built around material from digest magazine, "The Woman." Programs are 30-minute stanzas aimed at the distaff side of the listening audience, and material used ranges from humor to pathos—romance to information, the plan being to construct a well balanced and complete show for each half hour ET.

In addition to the special, guest stars are used from all walks of life such as Ted Collins to Mayor LaGuardia of New York. Program is available for local sponsorship on practically "a gratis basis" in accordance with special arrangements made with the publishers of the magazine by Kermit-Raymond Corp.

**KSUN Joins CBS Web**

KSUN, Bisbee, Arizona has joined CBS network as part of the KOY, Phoenix and KTUC, Tucson group, according to Herb Akerberg, CBS vice-president in charge of station relations. KSUN makes the 140th outlet on the CBS network and operates on 1,230 kc. with 250 watts power. Akerberg states that the rate card for the three stations will be the same as it was for the two formerly comprising the above group.

**"THE Dayton Station"**

**BASIC BLUE NETWORK 5000 WATTS**

Without "hit or miss" selection, without loss of days and weeks in comparative tests, without wasting money to repeat tests that already have been made by local advertisers, let the local advertisers guide you. WING is the 2 to 1 choice of local time buyers in Dayton.

**WING**

**RONALD B. WOODYARD, Executive Vice-President WEED & COMPANY, National Representatives**

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 **850 KC KOA 50,000 WATTS**



# "...for Meritorious Public Service"....



Edward R. Murrow

"Lux Radio Theatre"

"Open Letter To The American People"

MARY MARTIN

WILLIAM N. ROBSON

The Advisory Board of the George Foster Peabody Radio Awards has completed its judging of 1943 radio programs eligible to award in seven classifications. The Columbia Network and its affiliates are the gratified recipients of six citations in five classes:

**1. For Outstanding Reporting of the News:**

**EDWARD R. MURROW**, CBS News Chief in London.

**2. For Outstanding Entertainment in Drama:**

**"LUX RADIO THEATRE"** produced on the CBS Network by Cecil B. DeMille, and the J. Walter Thompson Company, for Lever Bros.

—and

**"AN OPEN LETTER TO THE AMERICAN PEOPLE"**, a single and memorable dramatization of the vital cause of inter-racial tolerance, produced by William N. Robson, and broadcast on the Columbia Network on July 24, 1943— with a summary by Wendell Willkie.

**3. For the Outstanding Children's Program:**

**"LET'S PRETEND"**, a notable children's fantasy originated, produced and directed by Nila Mack as a CBS sustaining program for 15 years, and currently sponsored by Cream of Wheat over the CBS Network.

**4. For Outstanding Entertainment in Music:**

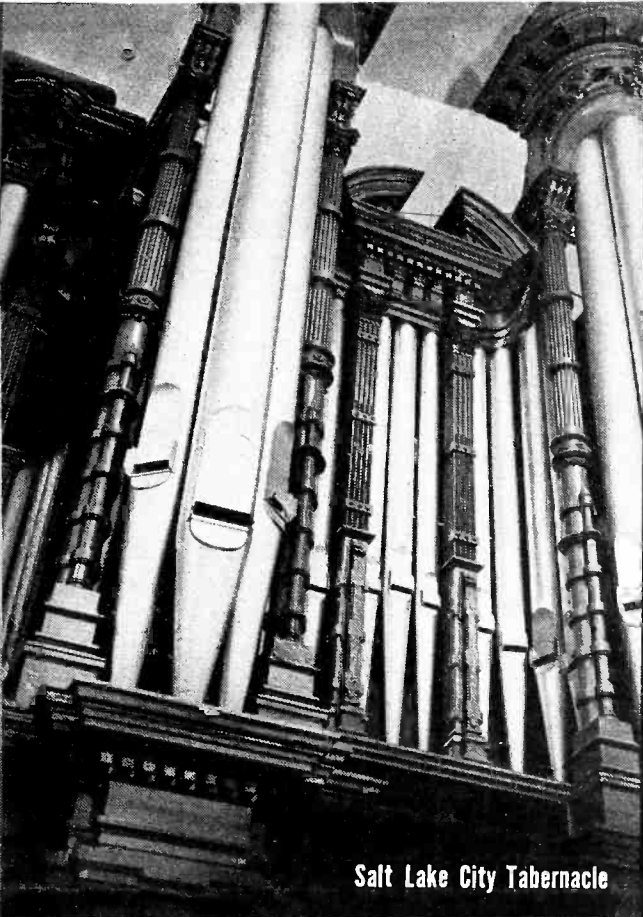
**MUSIC AND THE SPOKEN WORD**, the glorious organ and choir service of the Salt Lake City Tabernacle, directed by Richard Evans, and originated by station KSL, Salt Lake City CBS affiliate. This program on April 30th presented its 603rd consecutive Sunday broadcast in a chain unbroken since it first took the air as a CBS sustaining feature in 1932.

# LEADS IN PEABODY RADIO AWARDS



"Let's Pretend"

NILA MACK



Salt Lake City Tabernacle



"These Are Americans"

CHESTER HUNTLEY

For the Regional Station Making an Outstanding Contribution to the Community served by the station:

CBS STATION KNX, LOS ANGELES, for its special original series of 6 programs. *These Are Americans* was broadcast from August 5 through September 9, 1943, aimed specifically towards inter-racial tolerance in the community. The series was written and produced by Chester Huntley under the direction of Mrs. Frances Farmer Wilder, educational director of KNX.

It is a continuing ideal. In the 4 years since the Awards began, 24 awards have been granted. Of them 13 have gone to CBS and its affiliates. Whether future years maintain this striking leadership or not, one thing is sure: the ideal of excellence will not be relaxed.

This is CBS....the Columbia Broadcasting System

The preponderant tribute of the Peabody Advisory Board to the efforts of this network, its affiliates, and its clients and their agencies, is significant. Significant because the Awards are "...designed to recognize the most disinterested and meritorious public service rendered each year by the broadcasting industry", and significant because they illustrate the common ideal of this network and those who are components of it. The ideal is not only public service, but *excellence* of public service.



## PROGRAM REVIEWS

## MEXICO CITY SYMPHONY

Sustaining  
WOR-Mutual And CBC

Via XEOY-Radio Mil. Mexico City  
Sundays, 9-10 p.m., EWT

Hemispheric good will, through the universal language of fine music, will be advanced tremendously—and melodiously—by Mutual's new series of full-hour Sunday night concerts presenting the Mexico City Symphony Orchestra broadcast direct from the Palacio de Belles Artes, Mexico City, over facilities of XEOY-Radio Mil.

On last Sunday's debut of the series, Leopold Stokowski, substituting for Carlos Chavez, the regular conductor, offered a skillful reading of a diversified program. The concert opened on a deeply spiritual theme—a symphonic treatment of the "Adoramus Te" by Giovanni Pierluigi da Palestrina, 16th Century master of polyphonic singing. Antonio Vivaldi's "Concerto Grosso" for strings, which followed, was a happy choice as transition piece leading to Stokowski's arrangement of the love music from Richard Wagner's opera, "Tristan und Isolde."

The applause of the Mexico City audience was vociferous and prolonged, a tribute to the American maestro as well as a demonstration of Latin-Americans' passionate fondness for the finer type of music.

Of the three major works on Sunday's inaugural, two of the composers were Italians, the third a German. This is indicative of the innate tolerance of true art and real culture. It was a program that might have been chosen in London or Rio, Paris or Calcutta, Moscow or Johannesburg, Naples or Sydney. It was representative of radio's greatest single opportunity, that of binding together the people, not only of the Americas but of the entire world, in a brotherhood strengthened by the cultural bonds which are common to all. In this crusade, music must, by its very nature, play an outstanding role.

Avila Camacho, President of Mexico, had planned to deliver a short address on Sunday's broadcast, but was prevented by the pressure of State affairs. It is to be hoped that he can be heard during one of the forthcoming concerts. The program deserves it.

## ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.

## MAIN STREET

WITH *Ol' Scoops Daly*

## Reporter At Large. . . !

● ● ● John Barclay, heard NBCross the board as "Doctor Richard Gaylord" in the "Guiding Light," was a classmate, while at England's famed Harrow School, of General Sir Harold Alexander, Allied Commander in Italy and Jawaharlal Nehru, Indian Nationalist Leader. . . . then, too, if one considers the fact that Sir Samuel Hoare, England's Ambassador to Spain, is John's cousin, one readily understands why current news events hold so much personal interest for the radiolite. . . ● Of all things . . . her three-year-old son "gave his mommy" a case of measles . . . so Alice NBCornell's morning songfests won't be heard until next Monday. . . ● Why managers get gray. . . . Ray Diaz, head of the Blue Net Announcing staff, has TWO of his staff out with laryngitis (honest). . . . Kelvin Keech and Glenn Riggs. . . ● Stan Keller's Towns-men & vocalovely Dale Belmont, a Raleigh Room feature at the Warwick Hotel for more than a year, will audition for Warwick & Legler Friday. ● A little lady, we've often plugged in this pillar, was heard by Ol Scoops last Saturday at 4:30 p.m., on Herb Polesie's well-paced "Colonel Stoop-nagle" CBSshow and the reception accorded Elaine Howard by the studio audience, proved us right. . . . (gee, thanks folks.)

☆ ☆ ☆

● ● ● A Radiokay to Arthur Henley, who, though busily engaged in scripting, comedy material for Johnny Morgan's use on the Ballentine CBSponsored, "Show-Time," and also for the "Hackensack Gossip," featured on the "Mary Small Revue," heard Sundays via the Blue Net, yet finds time to write and donate scripts, material, gags, black-outs and dramatic sketches to the Writers' War Board for distribution to OWI, OPA, U. S. Treasury Department and Camp Shows, Inc. . . ● Because she felt she should wait for the lifting of the recording ban and a possible contract to record for Columbia Records (since she is under contract to Columbia Broadcasting System) Joan Brooks hasn't made any commercial discs . . . however, she may accept one of four current offers to make records. . . ● Ken Lane, former Radio Cityite, currently arranging for Staff Sgt. Skinnay Ennis' Band spending a 10-day furlough in Gotham. . . ● Eli Cass has been assisting Cy Howard in the scripting of Patsy Kelly's NBCComedy material, which has been adding a much-needed lift to the Palmolive program.

☆ ☆ ☆

● ● ● Perfect casting, what? . . . we mean whoever selected David Ellis to play the part of "Butch" Brent in the NBC strip, "Road of Life" . . . in the script, Butch attends Northwestern University and is supposed to graduate in June. . . . Ellis DOES attend Northwestern U. and will (he hopes) graduate in June. . . ● Disc-jockey Bob Lewis, of WNEW, has a cute radio idea named "Uncle Bob's Mad-house" which has several agencies interested. . . ● Bill Forman, who MBStarted to announce the "New Adventures of Sherlock Holmes," this week, may not realize it but his two predecessors Max Hartman and Herb Allen went from that program into the Navy and Army, respectively. . . . (well what's wrong with the Marines?). . . ● Maestro Woody Herman received a V-Mail letter last week, addressed to "Woody Herman, Somewhere where Hep-Cats Jump, U. S. A." . . . letter was sent by a corporal in a "tank unit somewhere in India" and thanked Woody and the Herd for those jive transcriptions they cut for overseas entertainment. . . ● Earl Wrightson has been NCAContracted to questrill on Coca-Cola's "Pause that Refreshes," via CBS, May 14. . . ● Prexy H. K. McCann of McCann-Erickson insists that, wherever possible, the firm establish its offices on the 13th floor. . . . Unlucky?? not if you take a gander at this firm's Dun & Bradstreet rating which has been on the INcrease.

☆ ☆ ☆

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

WALT LOCHMAN, WIND play announcer, and Rog Unhill, included some 15 wounded driers from Gardiner General Hospital in their dugout interview American Leaguers over WIND, day afternoon, April 28, when White Sox played the St. L. Browns at Comiskey Park.

The Welch Grape Juice Company will sponsor a 15-minute newscast Mondays, Wednesdays and Fridays over the Blue Network, starting May 5, with Westbrook Van Voorhis newscaster.

Spring vacation over, the Radio Council of the Chicago Board of Education has resumed its daily 6 room broadcast.

WBBM has extended its sign time from 1:00 to 2:30 a.m., the station now is on the air 21 hours daily. The new period will feature dance music, remote and record with newscasts at frequent intervals. Plans have been made to place station on a 24-hour operation schedule in the event of a European invasion.

A new quarter-hour transcribed musical program and new orders 361 transcribed spot announcements comprised the business week WMAQ, it was announced by Oli Morton, manager of the NBC central division local and spot sales department. Titled "Musical Showcase" consisting of recordings of popular tunes the new program will be sponsored for 13 weeks by Beau Brummage Ties, Inc., through Ralph H. Johnson Company (Cincinnati) on Thursday 10:30 to 10:45 p.m., CWT, starting May 4. Largest of the new spot orders came from the Curtis Publishing Company (Saturday Evening Post) through MacFarland Aveyard & Company. It was for 26 announcements to run for 52 weeks, effective May 3.

IN  
*Chattanooga*  
*it's*  
**WDOD**  
**CBS**  
5,000 WATTS  
DAY AND NIGHT  
PAUL H. RAYMER CO.



# Local Musicians Delaying Return To Work

(Continued from Page 1)  
Washington on Monday, but a resumption of work. Striking musicians are reported to be returning to work, awaiting instructions from the parent organization.

# CBS Renews 'World News'; 'A Week Sked On CBS'

(Continued from Page 1)  
heard 6:45-6:55 p.m., EWT through Saturday. CBS news reports from here and abroad are featured in a new roundup. Maxon, of the agency.  
Illinois Glass Co. and Prudential Insurance Co. of America also are running current CBS campaigns. The firm has "Broadway Matinee," Monday through Friday at 4-5 p.m., EWT with Alfred Drake and "Oklahoma" and guest vocalist. Walter Thompson is the agency.  
"Prudential Family Hour," is heard Monday 5-5:45 p.m. with Gladys Knight as star, plus a large orchestra. Denton & Bowles handles the account.

# BBD&O Names Ted Long To Head Tele Activities

(Continued from Page 1)  
BBD&O will be conducted in conjunction with the company's radio department. Long is a veteran in the field. He first did experimental work in Boston in 1927 and in 1932 was associated with the CBS tele-


# Contract Renewed

Harsh C. Harsch, popular commentator and author of "Pattern of Contest" heard five times each week on the CBS network, receives a 52-week contract renewal by the B. F. Wood Company.

*Good horse-sense...*

DIAL 1430 FOR NEWS, SPORTS, MUSIC... INSTANTLY SPOTTED ALL DAY LONG...

# WBYN



and it's the only station broadcasting with results

# All-Purpose Sets For Future Forecast By RCA Chairman

(Continued from Page 1)  
president of RCA, who is now on active overseas military service, paid tribute to the wartime production record of the company, the foresight of NBC in its television planning, and gave an accounting of the company's business the past year.  
RCA has developed for the armed forces more than 150 new electron tubes and approximately 300 types of apparatus not manufactured by any one before the war, General Harbord disclosed. He added that unfilled orders for RCA products form a backlog of approximately \$300,000,000.  
"Supplementing our production in this country, RCA subsidiaries in Eng-

### Movie Fare

*As an intermission feature of the RCA meeting the 500 stockholders were given a showing of a television film and one on the use of radio by our armed forces. Both subjects were highly entertaining and indicative of the wartime role of the RCA organization.*

land, Canada and Australia are helping equip our allies with radio thus multiplying the size of our undertaking," the general said.  
"RCA is proud of the opportunity to share with American industry in the fulfillment of this unprecedented task. Volume of products and services of the RCA manufacturing plants increased to approximately \$222,000,000 in 1943, or 73 per cent over 1942."  
"Prior to the war," he continued, "RCA manufactured and supplied

# Film Producer Buys \$8,000 In WJZ Time

(Continued from Page 1)  
3 at Manhattan Beach Coast Guard Station and on May 6 at the Globe Theater in New York. WJZ talent comprising "The Victory Troupe" will appear at the Manhattan Beach premiere.

a combination instrument, including television, standard and shortwave broadcasting, frequency modulation and a phonograph."

### First Quarter Report

General Harbord announced a gain in the volume of production of RCA in the first quarter of 1944, but revealed that net profit, after Federal Income Taxes, was \$2,401,000—a decrease of \$194,000 or 7.5 per cent, compared with the same period last year. Consolidated gross income for the first quarter of 1944 was reported to be \$78,809,000 compared with \$67,284,000 in the first quarter of last year, an increase of \$11,525,000 or 17 per cent. Net profit before taxes amounted to \$10,413,000, 16.5 per cent above the same period in 1943. Federal Income Taxes amounting to \$8,012,000 are provided for the first quarter this year, an increase in taxes of \$1,671,000 or 26.3 per cent over the first quarter of 1943.

General Harbord touched on the (Continued on Page 8)

## Re-elected

Colonel David Sarnoff, president of RCA, absent from the company's stockholders meeting for the first time in 25 years, was one of four directors re-elected for a term of three years at yesterday's RCA stockholders meeting. Re-elected with Colonel Sarnoff were Arthur E. Braun, John Hays Hammond, Jr. and Edward W. Harden. Colonel Sarnoff's name was roundly applauded when it was announced he was on active duty overseas.



DAVID SARNOFF

FM broadcast transmitters for commercial operation. In the post-war period it will again build a complete line of FM transmitters. It will also offer for sale to the public FM receivers of high quality at reasonable prices, as well as standard broadcast receivers and phonographs. We foresee in the home radio set of the future

THE RADIO PROGRAMS DEPARTMENT OF TIME MAGAZINE

ANNOUNCES WITH PLEASURE THAT

THE WELCH GRAPEJUICE COMPANY

THROUGH

H. W. KASTOR & SONS

WILL SPONSOR

## TIME VIEWS OF THE NEWS

4:30-4:45 E.W.T.—Monday, Wednesday, Friday

OVER

THE 183 STATIONS OF THE BLUE NETWORK

BEGINNING JUNE 5TH

THE RADIO PROGRAMS DEPARTMENT OF TIME MAGAZINE

THE MARCH OF TIME — TIME VIEWS THE NEWS — LET'S LEARN

SPANISH — APRENDAMUS INGLES — THE WORLD AND AMERICA

## A MAN WHO KNOWS!

How nice it is to do business with a man who, by experience, knows and understands your problems... a man who has faced those same problems himself.

MY BACKGROUND:

Radio: 2 years Radio writer, director, producer.

Stage: 10 years Theatrical (legit.) managing and publicizing, from coast to coast, famous dramatic and musical shows, and representing celebrated stars, including Ethel Barrymore, Jeanette MacDonald, Mme. Jeritza, Cary Grant, others

Screen: 7 years Exploitation Director, Columbia Pictures.

Advg.: 6 years national advertising and public relations. 2 years newspaper reporting and editorial work, Times and Post.

Let me assist in solving your personnel problems... none is too large nor too difficult.

**FRANK McGRANN**  
Radio Specialist

POSITION SECURING BUREAU, Inc.  
(Agency)

331 Madison Ave., N. Y. C. MU. 2-6494

# Three Speakers Cancel Columbus Meet Dates

(Continued from Page 1)

900 an 1,000 radio personages was forecast compared with a record attendance last year of 675.

Speaker at the annual Institute dinner, Sunday at 7:30 p.m. in the Deshler-Wallick grand dining room, will be Morse Salisbury, Washington, public information director of the United Nation's Relief and Rehabilitation Administration. His topic will be: "After Liberation: The Next Step."

### Davis Unable to Attend

Elmer Davis, OWI director, was forced to cancel his scheduled main address at the dinner because "appropriations will be going through Congress late this week and my attention here will be imperative," he wired to those in charge.

The other eleventh-hour change in the program will see Commissioner Clifford Durr, of the FCC, Washington, take part in the panel discussion, "How Free Is Radio," Friday at 8 p.m. This will be the first general session with H. V. Kaltenborn, NBC commentator, presiding. FCC Chairman James Lawrence Fly had tentatively planned to take part in the panel discussion but probably will be unable to attend the opening day's session.

### Ryan Reported Ill

Another scheduled panel participant, J. Harold Ryan, Washington, National Association of Broadcasters' president, wired that he would be unable to attend on account of illness.

Other speakers on the Institute's programs, which will continue through next Monday, will appear as announced in an earlier issue of RADIO DAILY.

Salisbury, who will deliver the principal address at the annual dinner, was for many years director of radio for the U. S. Department of Agriculture. He was named director of information for the USDA in '39, appointed to his present position last April 10.

He is best known in the radio industry for having arranged with NBC to establish the Farm and Home Hour, now heard over Blue Network.

### Tele Session

A television session will close the second day of the fifteenth annual Institute for Education by Radio Saturday evening on the Ohio State

# COAST-TO-COAST

## - KANSAS -

**SALINA**—Fox Studios have taken time on KSAL in preparation for Mother's Day. Their feature is a specially priced photograph as a Mother's Day gift. The quarter-hour evening program offers both sweet and swing music, with a special sweet-swing combination theme. . . . **EMPORIA**—An all-expense competitive scholarship to some Emporia State Teachers College student, good for attendance at the winner's choice of university summer radio institutes, was announced jointly yesterday by J. Nelson Rupard, general manager of KTSW which is offering the award and James F. Price, president of the college.

## - NEW YORK -

**PLATTSBURG**—Dick Kraus, recently returned from active duty with the British Eighth and Ninth Armies where he served as an ambulance driver, has joined the announcer staff of WMFF. . . . On his 75th birthday, W. B. Jaques of the Jaques Drug Company, was completely surprised as he heard the announcer on his program wish him a happy birthday. . . . and present him with a birthday cake. Before the announcer finished his greeting, a messenger presented Mr. Jaques with the beautiful cake—all beautifully timed.

University campus at Columbus, O. This confab is called "Television and Education."

Participants and topics are: Kenneth G. Bartlett, radio director of university extension, Syracuse University, "Application of Television to a University Extension Program"; James D. McLean, commercial engineer in charge of General Electric television transmitter sales, "Television Broadcasting Post-War"; Carl Menzer, radio director of the State University of Iowa, "Television Developments, Experiences and Plans at the State University of Iowa"; Leonard Power, New York educational consultant, "Television—a Challenge to Education," and Gilbert Selde, director of CBS tele programs, "Television and Home Education."

A special news letter is being prepared by the Television Broadcasters Association, Inc., for distribution at the meeting. Will Baltin, secretary-treasurer of TBAI, will represent the video broadcasters at the Columbus conference.

## - OHIO -

**CINCINNATI**—The WKRC Cornhusker's Jamboree played personal appearances in five Ohio cities last week before a total of 20,300 people, which set a new record. **DAYTON**—Bill Hamilton, program director for WHIO, is joining U. S. Navy as an ensign. Hamilton joined WHIO as an announcer in 1940, and was made program director in 1943.

## - GEORGIA -

**ATLANTA**—Bob Watson and Gordon Stevens have been added to the announcer staff of WSB. Stevens was recently given a medical discharge from the Army. . . . Bell Aircraft Corporation is sponsoring a series of transcribed 15-minute weekly programs called "War Correspondent," produced by Frederick W. Ziv, Inc. Jimmie Kirby mikes the commercials for Bell Bomber Plant on WGST. . . .

**LA GRANGE**—Rhodes-Perdue Furniture Company, sponsoring a daily all-request hour for over three years on WLAG, recently added a special feature to the program. Company devotes the entire Sunday program to requests received by regular and V-Mail from those in the service.

## - INDIANA -

**FORT WAYNE**—The WOWO "Famous Hoosier Hop," which for the past 26 weeks has packed 100,000 hill-billy partisans into Fort Wayne's Shrine Theater in a series of Saturday night performances, will graduate to a coast-to-coast Blue Network hook-up May 6th from 10:15 to 11 p.m., CWT. Skeets Cross, comedian; "Happy" Herb Hayworth, Penny West, Yodeler Patsy Joe, Strummer Joe Trimm and Howard Ropa are heard on this program.

## - CALIFORNIA -

**LOS ANGELES**—"This Changing World," KHJ's news program especially prepared for listening in the Los Angeles City Schools by Harrison Wood, may be aired from school auditoriums in the future. . . . Erskine Johnson's guest in the "Hollywood Spotlight" last week over KECA was Ruth Lewis, former Powers' model. She's a new-comer to films. . . . **FRESNO**—KMJ has a new show designed in which it presents the officers of Fresno District OPA to the public, to answer questions regarding price control and regulations. Once each week, three officers and Bob Rees, special events announcer, get together at KMJ for a round-table questionnaire.

# OWI Appointments Announced In N

(Continued from Page 1)

chief of that division and Mrs. W. Carter, formerly in charge of division's Washington office, has advanced to assistant chief. To take contact with networks, spots and advertising agencies, the division's headquarters will remain New York.

William M. Thompson has named manager of the New office of the OWI domestic bureau succeeding Harry Carlin, according to Clark's announcement. Thompson was formerly with overseas branch of OWI and director of the agency's branch office in Cincinnati. Carlin becomes a member of the OWI overseas staff.

# Gen. Harbord Predicts All-Purpose Receiver

(Continued from Page 7)

company's dispute with the American Federation of Musicians. He said the company was now awaiting a decision by the National War Labor Board on the opinion of a WLB panel which recommended that the union withdraw its strike order against the recording industry.

He reviewed the recent announcement of NBC which covered the work's plans for television development. In order to establish the points of a television system, NBC has filed applications with FCC construction permits for stations in Cleveland, Chicago, Denver, San Francisco and Los Angeles, it reported. Touching on FM, the speaker told of NBC's applications for stations in Washington, Cleveland, Chicago, Denver, San Francisco and Los Angeles.

### Jinx Falkenburg Guest

Jinx Falkenburg will guest host on the Jack Carson show which is heard on CBS at 9:30 p.m., EDT.

1480 Kilocycles

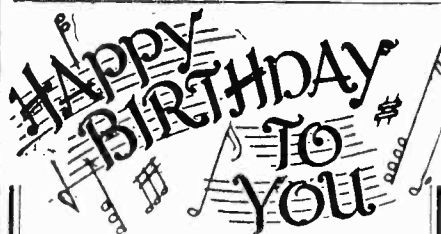
Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



May 3

Don Ameche  
Nick Dawson  
Mary Astor

Curt Maseey  
Fort Pearson  
Mary Small

Irving Fogel

WKY HAS EVERYTHING FROM 'A' TO 'Z'



IS FOR LISTENERS

Hooper and other authorities are unanimous in their findings: WKY has more listeners morning, afternoon and night than any other Oklahoma City station.

# WKY

OKLAHOMA CITY

The Katz Agency Representative

# Fly Amplifies Tele Views

## Trammell Outlines Invasion Planning

Yonkers, N. Y.—Plans to broadcast direct from the continent as soon as possible after the first invasion bridgehead is established have been worked out, Niles Trammell, president of NBC, disclosed at a dinner here Monday night. Pending establishment of permanent broadcasting facilities on the continent, Trammell added, NBC's invasion reports will be carried by means of the wire-recorder and other facilities.

Trammell spoke at a dinner at the (Continued on Page 5)

## MacAlpine Heads BBC North American Service

London, Ont.—A western Ontario native, whose mother lives in London, Ontario, has just been appointed director of the North American service of the British Broadcasting Corporation. He is Dr. J. Warren MacAlpine, who today he is in London, Ont., on his first visit to his mother in seven years.

MacAlpine's varied career, in (Continued on Page 2)

## Colonel Kirby To Address Radio Exec. Club Luncheon

Col. E. M. Kirby, former public relations director of NAB and at present chief of the Radio Branch, Bureau of Public Relations, War Department, Washington, will be the speaker before the luncheon meeting of the Radio Executives Club at the Hotel Shelton, New York, at (Continued on Page 2)

**Grandpa Kobak**

Edgar Kobak, executive vice-president of the Blue, yesterday issued a very important announcement. He's the grandfather to a son born to Lieut. and Mrs. James B. Kobak at Alexandria, Va. Lieut. Kobak is an officer attached to the headquarters staff of an artillery division.

## Murray Drops Hint Of Canadian Deal

NBC interest in acquiring the second Canadian network, which was recently set up, was indicated yesterday by Gladstone Murray, former director-general of broadcasting for the Dominion of Canada, in answer to a question by a representative of RADIO DAILY following his address at a luncheon meeting of the Advertising Club of New York.

There was some talk of NBC buy- (Continued on Page 7)

## Clergy Fellowships Announced By Angell

As a means toward an even closer link between church and radio, NBC and the Congregational-Christian Churches, will award five fellowships each year to ministers in the active pastorate, it was announced yesterday by Dr. James Rowland Angell, network public counselor.

Ministers to be selected from cities (Continued on Page 5)

# Military Radio Requirements Seen Tapering Off In August

## Sears Roebuck Sponsors Mitchell's WMAQ Show

Chicago—Everett Mitchell's "Town and Farm" program, aired on WMAQ for the past 16 months exclusively as a public service program, will be sponsored by Sears Roebuck and Company, under a 52-week contract, beginning Monday, May 15, without a change in format. It is believed to (Continued on Page 7)

## FCC Head Gives Further Reasons For Opposing Video-Standards Freeze; To Make Full Statement Shortly

## Lea Com. Hearing May Be Postponed

Washington Bureau, RADIO DAILY  
Washington—Definite indication and acknowledgment of the hopelessness of the long-drawn out investigation of the FCC by the House Lea committee was given this week. A five-minute session was held during which Rosel Hyde, assistant FCC general counsel in charge of the broadcast division, declared that the Commission was not prepared to discuss (Continued on Page 6)

## Advertising Club Nominates Officers

Single slate of new officers for the Advertising Club of New York, unanimously chosen by the nominating committee, will be automatically elected at a special meeting Tuesday. Ingoing administration, headed by (Continued on Page 6)

## Boys' Radio Guild Sponsored By WBBM

Chicago—WBBM again is sponsoring the annual Boys' Radio Guild competition as part of its educational program. The competition is held in (Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Amplifying his views expressed early this week in opposition to the CBS suggestion that the industry prepare now for a change of standards to higher quality television pictures, James L. Fly, chairman of the FCC, yesterday declared that current development in the field of video should be made available to the public as soon as possible.

CBS had asserted that enough progress has been made in electronics during the war to make the "good (Continued on Page 6)

## AFM Back At WJJD Pending WLB Confab

Chicago—The ten AFM-affiliated musicians who have been on strike at WJJD, returned to work yesterday afternoon in compliance with the directive issued on Monday in Washington by the NWLB.

The ten "pancake-turners," members of Local 10 of the AFL, returned pending negotiation of the dispute by Chicago regional office of the WLB.

## Educational Directors Plan Chi. Conference

Chicago—Educational directors of leading Chicago stations met last week with George Jennings, director of the Radio Council of the Chicago (Continued on Page 4)

**"Dude Ranch"**

New name for the Goodyear look 'n Ladder Follies, is "Andy and the Dude Ranch," which originates from Hollywood with the May 13 broadcast with a new format and cast. Also on the show will be the "Song Spinners," "Sons of the Pioneers" and a 16-piece orchestra. Time remains the same, Saturdays 11 a.m., EWT over the NBC network.

**Faith-ful**

Percy Faith, who, May 14, replaces Andre Kostelanetz as conductor of the CBS Sunday "Pause" show is practically a man of two countries. Born in Toronto, he still visits Canada weekly where he supervises most of the music for Canada's War Loan drives. But the U. S. is home, too. He took out his papers to become a U. S. citizen in 1941.





Vol. 27, No. 24, Thurs., May 4, 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 Wiscansin 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

(Wednesday, May 3)

Table with columns: NEW YORK STOCK EXCHANGE, NEW YORK CURB EXCHANGE, OVER THE COUNTER. Lists various stocks and their prices.

20 YEARS AGO TODAY

(May 4, 1924)

A large studio audience has been invited to attend the broadcast at WJZ tonight of Madam Novello-Davies' artist choir. Madam Novello-Davies is the internationally famous mother of Ivor Novello... Last night's radio sing over a local station, conducted by William Wade Hinshaw, was the first broadcast of its kind.



ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

Coming and Going

KEITH KIGGINS, vice-president of the Blue Network in charge of stations, and JOHN H. NORTON, JR., station relations manager, are out of town on short business trips. Both are expected back tomorrow.

GEORGE JENNINGS, acting director of the Radio Council of the Chicago Public Schools, leaving for the education-by-radio meeting at Columbus, Ohio. Accompanying Jennings will be ELIZABETH E. MARSHALL, program director; ROBERT RAY MILLER, associate producer, and JULIET FORBES MAGNER, EMILIE UTTEG LEP-THIEN, JULIA MARY HANNA and FRANCES F. FRATER, all writers.

BYRON TAGGART, sales promotion manager of WKRC, Cincinnati is in Chicago on business for the station.

PHIL NEWSOM, radio manager of United Press, has joined the executive contingent converging on Ohio State University for the 15th meeting of the Institute for Education by Radio.

WOODY HERMAN and the members of his band leave tomorrow for Milwaukee, where they are scheduled for a theater date.

IMOGENE CARPENTER, vocalist heard on WOR-Mutual, is back from Virginia, where she entertained at the Station Hospital, Camp Patrick Henry.

Boys' Radio Guild Sponsored by WBBM

(Continued from Page 1) conjunction with the Chicago Boys' Clubs and the Radio Council of the Chicago Board of Education, according to Florence Warner, WBBM-CBS educational director. The contest is limited to boys up to 15 years old. Interested groups receive a master script written by Mort Hall, WBBM continuity director. The show is rehearsed over a five-week period in preparation for the sectional semifinals held throughout the city. Winners then perform for the city-wide championship in the studios of WBBM, each group with its own sound effects staff and director. The finals winners received the annual Duncan Trophy, donated by Joseph S. Duncan, who installed the first radio equipment in the Chicago Boys' Clubs. The grand finale is broadcast over WBBM with an all-star cast composed of the outstanding actors heard during the finals and semi-finals. The sound effects staff is selected from the four sectional winners. Urban Johnson, WBBM sound effects chief, provides the boys with a list of hints and suggestions to aid them in constructing their sound effects equipment. The Radio Guild-WBBM broadcast is scheduled for May 27.

Colonel Kirby To Address Radio Exec. Club Luncheon

(Continued from Page 1) 12:30 p.m. today. Colonel Kirby will deliver "A Message of Importance to Broadcasting." Other features of the luncheon meeting will include presentations to past presidents, announcements of new officers, and enrollment in the "Television Seminar."

E. E. HILL, managing director of WTAG, Worcester affiliate of CBS, is in New York. He is accompanied by HERBERT L. KRUEGER, commercial manager of the station, and ROBERT BROWN, local sales supervisor for the outlet.

MERT EMMERT, farm editor of WEA, leaves tomorrow for a week in Ohio, during which he will make a guest appearance on WLW's "Everybody's Farm Hour" and will attend the Institute for Education by Radio.

TED FIO RITO and the members of his band will be in Pittsburgh on Saturday to broadcast on the "Victory Parade of Spotlight Bands" from the campus of University of Pittsburgh.

J. BURLY LOTTRIDGE, general manager of WOC, Davenport outlet of the Blue Network, has arrived from Iowa for conferences at Rockefeller Center.

HAROLD W. WADDELL, commercial manager of WJW, Cleveland, has joined the executive contingent currently in New York on business.

J. L. VAN VOLKENBURG, assistant manager of the central division of CBS, leaves Chicago tomorrow for the radio-education confab at Columbus. He'll be accompanied by FLORENCE WARNER, director of education at WBBM-CBS, and SHEP CHARTOC, director of publicity and special events for the station.

Dr. MacAlpine Heads BBC North American Service

(Continued from Page 1) cludes being a farm hand in Western Ontario, a Presbyterian and United Church minister in Western Canada, a brilliant philosopher and student of mysticism at Edinburgh University, and active Labor candidate in British Politics, a student in Herr Goebbels' alma mater, the University of Heidelberg, an advertising executive, and finally one of the heads of the BBC.

"Breakfast At Sardi's" May Be Featured In Film

Hollywood—"Breakfast At Sardi's," with Tom Breneman portraying himself, will be used as a highlight number in the forthcoming musical film, "Hollywood And Vine," if negotiations now in progress with Producers Releasing Corp. are consummated.



Of the nation's 3000 counties, Worcester County, the WTAG Market, stands 12th in total egg production. WTAG is a BIG station inside of a BIG market.



Efficient Time Buying In Baltimore

Remember when it was easy to pick a station out of a book and say with complete authority—"That's it!"?

Things are different now.

Power isn't the secret of a good radio time buy. Neither is popularity and it isn't cost alone.

It's a combination of all three that intelligent advertisers insist on knowing today.

If you have a job to do in the important city of Baltimore . . . we'd like to stack our combination of power, popularity and cost against any facts you have.

If you like cold steel facts . . . we'd be glad to show you the W-I-T-H picture.



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED



**YOU MUST HAVE A  
STRONG  
SIGNAL\***

That is, if you want your message to be heard clearly, distinctly, and dependably everywhere in your primary marketing area. Anyone in Baltimore will tell you that WFBR comes in remarkably clear and sharp. It's another WFBR advantage!

When you buy WFBR, you can be sure that your advertising message will be heard strong and clear (at least 5 millivolt strength) *in the homes of over a million people in Baltimore and vicinity!*

We call it WFBR's top coverage area!

But there are also hundreds of thousands of additional

people in the rich Maryland trading area that can also clearly hear WFBR's signal (at least  $\frac{1}{2}$  millivolt strength in an area of 2,945 square miles).

Another reason why you can depend on WFBR's signal, is that the station's antenna towers are anchored in Baltimore's salt water harbor. This largely contributes to the *dependability* of WFBR's signal throughout the primary coverage area.

You cannot overlook this important signal factor in making your radio plans in Baltimore. When you buy WFBR, you can always depend on it's signal!

**\* ANOTHER GOOD REASON WHY**

**WFBR**

**IS YOUR BEST BALTIMORE BUY!**

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

**SAN FRANCISCO**

**N**AME bands will probably avoid the Civic Auditorium due to a decision by Musicians' Local No. 6 to enforce an old ruling requiring one-night bands to augment to 30 using local musicians or pay for a 30-piece standby orchestra. When Sammy Kaye recently came under the ruling, he hired 30 musicians but used them only during intermissions.

Construction has started at Delano in the San Joaquin Valley on a \$1,000,000 shortwave transmitter to be operated by CBS, according to announcement at the local OWI. Transmitter will be operated by the web for OWI and the Coordinator of Inter-American Affairs.

Hal Burdick, scripter and narrator of KPO's weekly, "Dr. Kate" mystery, conducted a special pickup from "Children's Town" at Palo Alto, miniature city for youngsters. Helen Morgan produced the program which was part of the NBC "Here's To Youth" series.

Much in demand for round-the-bay club appearances are KPO's commentators Dwight Newton, Larry Smith and Jane Lee. Larry did five in one day, recently.

Ed Stevens, KQW announcer, recently joined the KQW staff. KJBS traffic manager Marion Ford has resigned to go to Los Angeles.

**Educational Directors Plan Chi. Conference**

(Continued from Page 1)

Public Schools to discuss plans for the school broadcast conference to be held this Fall. The annual luncheon of the advisory committee of the broadcast conference will be held May 8 at the Deshler-Wallick Hotel, Columbus, during the annual Institute for Education by Radio. Reservations have been made for Lyman Bryson, CBS education director; William B. Levenson, WBOE, Cleveland; Allen Miller, KOAC, Corvallis, Oregon; Kathleen N. Lardie, Detroit public schools; Carl Menzer, WSUI, Iowa City; Florence Warner, WBBM, Chicago; Bruce E. Mahan, State University of Iowa; Robert B. Hudson, Rocky Mountain Radio Council, Denver; Blanche Young, Indianapolis public schools; Waldo Abbott, University of Michigan; Belmont Farley, National Education Association; Elizabeth E. Marshall, WBEZ, Chicago; Lt. Hazel Kenyon Market, USNR; Mrs. H. L. Stiegelmeier, state radio chairman, Illinois Parents and Teachers Association; John W. Gunstream, University of Texas, and George Jennings, director of the conference.

**WTBO**

Full Time  
NBC Affiliated  
Cumberland, Md.

**MAIN STREET**



**West Coast Pickup !!**

● ● ● The stork is penciled in for "guest appearances" at several radio homes. On his list are Judy Camova, Mrs. Dick Haymes, Mrs. Ed "Archie" Gardner and Mrs. Marty Gosch. . . ● By the way, Marty Gosch, who guides the Abbott and Costello and Jack Carson shows, is one of the busiest boys on the Coast. He and Ted Grouaya own Imperial Enterprises, which is publishing a new song, "Two Heavens." The number has already been aired by Dinah Shore and Ginny Simms. In addition, Marty plans to produce a musical comedy on Broadway. . . ● A tele tot is expected at the home of Patrick Michael Canning, the tele producer, and his wife Marcia Drake, who is one of his script writers. This will be their first born.

**Los Angeles**

☆ ☆ ☆  
● ● ● Our selection of the week of the most photogenic non-professional—Frances Twining, secretary to C. P. MacGregor. Perry Charles, Tom Fizdale's Boswell on the Coast, will be active in the formation of a Western branch of McSorley's Mounted Literary Society. . . ● The NBC party honoring Fibber McGee and Molly is still the talk of the town. Columnists, comedians, commentators, composers, conductors and colleagues crowded the Trocadero to help Jim and Marian Jordan celebrate their 10th anniversary in radio. Sid Strotz, NBC boss on the Coast, acted as toastmaster. He grew up in radio with the guests of honor and told of their early ether days in Chicago. . . ● Jean Meredith, Carol Davis, Virginia Lindsey and Eleanor Townrich are among the radio members of Theta Sigma Phi, a national honorary journalistic organization, which tosses its annual banquet at the Hollywood Roosevelt May 12. ● Harry Maizlish, major domo at KFVB, is one of the most civic-minded broadcasters on the Coast and is active in many patriotic and philanthropic movements. . . ● Carl E. Haymond, veteran Tacoma, Wash., broadcaster, who is an expert golfer, usually winters at Palm Springs and participates in the tournaments at the resort. John W. Elwood, manager of KPO, San Francisco, journeyed down to Hollywood to attend the NBC party honoring Fibber McGee and Molly. Art Baker impersonates Gabriel Heatter in "Once Upon A Time," a Columbia movie. A few weeks ago, Bob Haynes, tall, blonde and handsome, was an usher at the CBS Vine Street Playhouse. He was "discovered" by C. B. DeMille and given some work on "Lux Playhouse" and is now a featured player at Columbia studios at a starting salary of \$200 a week.

☆ ☆ ☆  
● ● ● Les Tremayne and his wife, Eileen Palmer, gave a "Chicago" party at their North Hollywood home. Both had done much radio acting in the Windy City and they made it a point to invite transplanted Chicagoans to their shindig. . . ● Edwin Buckalew, Columbia Pacific field station relations manager, won't have to buy that tent, after all. He finally found a home in the La Brea district. . . ● Ohio or Virginia may lay claim to being the birthplace of presidents, but Illinois has given the radio such stars as Fibber McGee and Molly and Jack Benny.

☆ ☆ ☆  
● ● ● Hal Bock, NBC Boswell on Coast, and his assistant, Joe Alvin, are active in the drive for funds for a San Fernando Valley Y. M. C. A.-Y. W. C. A. building. Hal heads the publicity committee, while Joe is a member of the board of directors. . . ● Walter Blaufuss, veteran NBC Chicago orchestra leader, who retired two years ago, is vacationing in the Southland with his wife, Suzanne Warner, who was a member of Radio Life staff and who married an Army man, is now radio and program director at Hammer Field, near Fresno.

☆ ☆ ☆  
— Remember Pearl Harbor —

**CHICAGO**

By BILL IRVIN

**C**HARLES O. DABNEY, WBNS sales service manager, has joined the station's sales department as account executive, it was announced by J. Kelly Smith, commercial manager. Dabney has been with the station for a year. Dorothy De Munnis formerly his assistant, replaces Dabney as sales service manager.

The Rauland Corporation, Chicago manufacturer of electrical devices for the Signal Corps, began sponsorship on Tuesday, May 2, of Dick (Tony) Baker's daily quarter-hour songs and piano specialties on WCFT Monday through Saturday, 8:15-8:30 a.m., CWT. Baker's 300 pound won him the nickname "Two Ton Contract" is for 26 weeks. Lieber Advertising Company, Chicago, places the account.

Grove Laboratories, Inc., (B-Coplex Vitamins) has contracted for sponsorship of a new six-a-week quarter-hour series of news programs on WMAQ, through Russel M. See Company, making a total of 13 new periods a week on the station. The Grove newscast, with Hub Jackson, reporter, will be heard Monday through Saturdays, 12:30 to 12:45 p.m. CWT, for 52 weeks, beginning May 15.

The Walgreen Company (drug products), through Schwimmer and Scott, has renewed its five-minute news period on WMAQ, Monday through Saturdays, 5:15 to 5:20 p.m. CWT, for 52 weeks. Other WMAQ business included 130 new time signal announcements and 108 one-minute transcribed spot announcements. The time signals were placed by the Kellogg Company (Kellogg's 40 per cent bran flakes), through Kenyon and Eckhardt (New York), calling for a week for 26 weeks, beginning May 15.

Halloween Martin, Chicago radio favorite for many years, will be mistress of ceremonies on a new half-hour program of recordings over WCFL. The series, which will feature light classical music, will be heard Monday through Saturday.



It's part of the "up-to-the minute" programming of WBYN to give you instant reports from America's foremost Racing Events . . . daily from 12 to 6.



**1430** on your dial



# Plans For Invasion Coverage Outlined By NBC's President

(Continued from Page 1)

ater Club given by radio station  
HA, owned and operated by the  
Stromberg Carlson Co., to mark the  
full-fledged affiliation with  
National Broadcasting Company  
k. More than 200 leading civic  
business officials of the city at-  
tended.  
Trammell paid public tribute to the  
and executives of Stromberg  
for joining with NBC in  
pending litigation arising from the  
FCC network regulations. He  
advised that Rochester should be  
enjoying network television broad-  
cast about three years after the  
present plans materialize.

### Fay Presides

William A. Fay, vice-president of  
Stromberg Carlson Co., in charge  
of broadcasting presided at the din-  
ner. Among the prominent guests was  
E. Gannett, newspaper pub-  
lisher.  
Guests of the Stromberg Carlson  
dinner were present included Wes-  
ley M. Angle, president; Dr. Ray H.  
Curtis, vice-president and general  
manager; E. C. Roworth, vice-presi-  
dent in charge of finance; Lloyd L.  
Curtis, vice-president in charge of  
operations; C. Young, vice-president and  
general engineer; Lee McCanne, secre-

tary and assistant general manager;  
W. W. Hetzel, treasurer; A. F. Gibson,  
assistant treasurer and assistant gen-  
eral sales manager; S. R. Curtis, as-  
sistant secretary and general super-  
intendent; and G. G. Hoyt, assistant  
treasurer.

Representing WHAM were: John H.  
Lee, general manager; Charles W.  
Siverson, program director; John W.  
Kennedy, Jr., sales manager; Ken-  
neth J. Gardner, chief engineer; Tru-  
man Brizee, promotion director, and  
other members of the staff.

In addition to Trammell, NBC was  
represented by William S. Hedges,  
vice-president in charge of stations;  
O. B. Hanson, vice-president and chief  
engineer; Roy Witmer, vice-president  
in charge of sales; C. L. Menser, vice-  
president in charge of programs;  
Easton C. Woolley and John T. Mur-  
phy of the station relations depart-  
ment, and Sydney H. Eiges, assistant  
manager, press department.

Entertainment was provided by  
NBC's "Mirth and Madness" crew,  
starring Jack Kirkwood. "Mirth and  
Madness" was broadcast from the  
studios of WHAM in the Sagamore  
Hotel Monday and Tuesday in con-  
nection with WHAM's celebration.

Bill Stern, NBC's director of sports,  
who was born and raised in Roches-  
ter, was one of the dinner speakers.  
Stern stopped off in Rochester en  
route back to New York from Des  
Moines where he covered the Drake  
relays for NBC. He was interviewed  
by Bob Turner, WHAM sportscaster,  
on Turner's regular 6:15 sportscast.

## Clergy Fellowships Announced By Angell

(Continued from Page 1)

in which NBC has an affiliate or man-  
aged and owned station, will attend  
one of the web's Summer Institutes  
in Chicago, Los Angeles or San Fran-  
cisco. Fellowship awards will cover  
tuition and incidental expenses at the  
institutes.

A second type of fellowship will  
be awarded each year to an outstand-  
ing seminary graduate by the Chi-  
cago Theological Seminary. This fel-  
lowship carries a stipend of \$1,000  
and the winner will attend one of the  
three institutes mentioned above, and  
subsequently finish his fellowship  
year working on the staff of an NBC  
station. All the Fellows will be chosen  
on the basis of their ability and  
promise in the radio field. Denomi-  
national affiliation will not be a factor.

The three NBC Summer Institutes  
are at Northwestern University of  
California at Los Angeles and Stan-  
ford University.

### Honored

Edgar Kobak, executive vice-presi-  
dent of the Blue, has been elected to  
the board of trustees of the United  
Seaman's Service, Inc., for the term  
expiring 1947.

# WHY CAN



## STAN LOMAX TURN

## DIAMONDS INTO GOLD?



BECAUSE baseball interest is now  
running as high as a drive into the bleachers.  
And Stan Lomax, only sportscaster on a  
major New York station with a seven-nights-weekly  
15-minute program, is in the perfect spot to  
help you cash in on the baseball-diamond gold!

BECAUSE Stan Lomax now chalks up  
a rating more than double last year's.

BECAUSE Stan Lomax is building extra prestige  
and popularity with both servicemen and  
civilians through his deft, straightforward emceeing  
of WOR's Saturday Army hospital show,  
"This is Halloran".

BECAUSE Stan Lomax bats 1000 with  
all the family. (Crossley, Inc. reports that  
of the 26 people in every 10 homes tuned  
to Lomax, 10 are men, 10 are sport-conscious  
women, and 6 are juvenile Lomax fans.)

BECAUSE Stan Lomax is now available for  
sponsorship on Monday, Wednesday and  
Friday evenings—6:45 to 7:00 P.M. on WOR.  
Call or write NOW!

That power-full station at 1440 B'way, New York 18

# WOR

**DON'T PASS UP  
ALASKA!**

*Amazing Record  
SINCE 1941 . . .*

- World's highest per capita earnings.
- Largest American population increase.
- More college graduates per capita than Washington, D. C.
- 94 percent of all radios between Alaska Highway and Kodiak are tuned to KINY and KTKN.

**KINY \* KTKN**  
ONEAU KETCHIKAN  
**EDWIN A. KRAFT, OWNER**  
OFFICE: 708 AMERICAN BUILDING  
WASHINGTON

## Fly Amplifies Views Re Television Future

(Continued from Page 1)

enough" pictures of pre-war vintage seem not good enough at all in terms of post-war possibilities, and added that "if new television standards are inevitable (CBS believes they are), then the quicker they come, the better for the manufacturer."

Fly remarked yesterday: "It has been my view that the highest developments which our television technicians are capable of producing should be made available to the public so soon as may be feasible, consistent with the over-all economic picture. At the same time it would be foolhardy to lock down future television service to the pre-war levels. War-time research has been very productive," he asserted in a statement yesterday, and added:

### Public Interest Paramount

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements by artificial restrictions for the sake of temporary profits, and there should be no locking of doors against current research and development. Time should be taken now in doing this job rather than in debating what the engineering standards would be if the Commission were to fix them today.

"The Commission is concerned with the orderly introduction of any new standards which may be deemed desirable. This it will do in ample time to clear the way for production when production is possible.

"I assume that the FCC will not take any official action changing television standards until the Radio Technical Planning Board completes its present researches and submits its recommendations. Engineers of the Commission have been working closely with the board and with other interested agencies.

"I have every reason to believe that the broadcasting industry, the manufacturers and the public will maintain an attitude of cooperation, patience and understanding while these problems are being thrashed out.

"It should be remembered that television development in war laboratories is a closely-guarded military secret."

Fly stated that he will make a full and comprehensive statement of his personal views on the future of television in the near future.

### Waters Answers Fly

Opposition to FCC Chairman James L. Fly's criticism of Commissioner Ewell K. Jett's recent statement to the American Television Society outlining two post-war television systems—immediate and long-range—was expressed yesterday by Norman D. Waters, ATS prexy, in a wire to Fly.

Telegram from Waters, who stressed he was answering as an individual,

## ★ AGENCY NEWSCAST ★

**C**OOPERATIVE ANALYSIS of Broadcasting, Inc. in keeping with its recently announced plan of expanding its coverage from 33 to 81 cities of 50,000 population or more, has issued the list of the 48 additional cities to be added to its interviewing areas. List will be reviewed from time to time by CAB, as wartime conditions necessitate.

**L. J. DuMAHAUT ADVERTISING AGENCY**, Detroit organization specializing in the radio field has moved to its new offices located in the David Stott Building.

**REN KRAFT** has resigned as sales executive of NBC to join the executive staff of Roy S. Durstine, Inc. For the last 15 years, he has been in advertising and sales with Collier's and Redbook and with the National Broadcasting Company, where he has handled the accounts of many of the largest advertisers in the country.

**JOHN H. SHELDON** has joined the copy department of the Geyer, Cornell & Newell, Inc. agency, it has been announced by Vernon M. Welsh, vice-president and copy director. Sheldon formerly was assistant advertising manager of Hiram Walker, Inc.

**EAGLE LOCK COMPANY**, Terryville, Connecticut, manufacturer of locks, screws and specialized hardware, has appointed Gardner Advertising Company, St. Louis and New York, to handle a projected program of advertising under direction of L. C. MacGlashan of the Gardner St. Louis office and Lon Teeple of the New York office.

**WILLIAM J. SHINE**, formerly regional price executive for the OPA, has joined Pedlar, Ryan & Lusk.

came as a sequel to the video controversy, which began last Thursday with the CBS announcement in support of post-war tele improvements, even at the cost of scrapping pre-war investments, to protect the public against loss in the event of change from present standards.

Fly entered the dispute Tuesday by criticizing not only Jett's statement but a New York "Times" editorial, which indicated that known sight-and-sound standards were practicable of wide introduction instead of an indefinite wait for improved techniques. The Columbia stand had also come under the previous fire of an answering resolution from the Television Broadcasters Association, Inc., of which the Columbia network is also a member.

### Waters' Wire to Fly

Text of Waters' wire to Fly follows: "Your statement criticizing the personal viewpoints expressed by Commissioner Jett in his letter to me, pointing out the possibilities of a dual television system to protect the public and serve its best interests, is regrettable in my opinion.

"Because Mr. Jett, in effect, supported my point of view on two-sys-

**DON JUAN, INC.**, makers of Don Juan lipstick, reveal that in addition to their magazine and newspaper schedules, a radio spot campaign in 43 cities has been released through J. M. Korn & Company, Philadelphia.

**RALSTON PURINA COMPANY**, St. Louis, one of America's largest cereal advertisers, has just announced the appointment of H. M. Chase as advertising manager of its Cereal Department. He has served the company successively as salesman, district sales manager, institutional cereal business and now will take over the work of contacts with media men, in addition to the many other duties involved in the development of campaigns for the four nationally advertised Checkerboard Cereals—Ralston Whole Wheat Cereal, Instant Ralston, Shredded Ralston and Ry-Krisp.

**HUDSON PULP AND PAPER COMPANY** has named Duane Jones Co. to prepare its forthcoming campaign, which will utilize radio in addition to other media.

**JOSEPH ARMSTRONG** has joined the creative department of McCann-Erickson as a "gag" man. He was formerly with the Wendell P. Colton Company. Rene Pepin, director of the merchandising research department of the new products division of Vick Chemical, has joined the agency as associate director of research. For 12 years prior to his Vick connection, he was director of research for Capper Publications.

**EAGLE PENCIL COMPANY**, through Albert Frank-Guenther Law, will sponsor on WQXR an American history program produced by Time, Inc.

tem transitional television, as expressed in my address to the American Television Society on January 25, 1944, I feel called upon to answer you, as an individual.

"You state that Mr. Jett 'helped perhaps to muddy the waters' but the fact remains that it is decidedly in the public's as well as the industry's interests that the entire television situation be aired, fought out if necessary and final decisions be made regarding its status at the earliest possible moment.

### Pays Tribute to Jett

"No doubt lies in my mind regarding your sincerity, and you are certainly entitled to your opinions, as are all of us interested in television's future. But the fact remains that Mr. Jett is certainly fully qualified to express a personal opinion, which clearly represents his own view, not necessarily shared by the Commission as a whole at this time.

"The public will owe a great debt to the courage of men like Mr. Jett, who can contribute so much to television's progress.

"By all means, let's clear the air for the public's sake. Television is counting on you; don't fail it."

## Advertising Club Nominates Officers

(Continued from Page 1)

Allan T. Preyer, an outgoing president and, in business life, active vice-president of the Vick Chemical Co., will be installed at a regular weekly luncheon session the next week.

Election involves only a shuffling of officials, with some incumbents clinging to new posts. Preyer succeeds John A. Zellers, vice-president of Remington Rand, Inc., who became a director. Stanley Resor, president of J. Walter Thompson Co., swiftness from a directorship to one of three vice-presidencies. Returning vice-presidents are Lee J. East, president of the East Coast Aviation Co., and Clarence L. Law, vice-president of the Consolidated Edison Company.

### Directors Re-elected

Voted back into office as directors are: James Wright Brown, Jr., publisher, "Editor & Publisher"; Quin P. Emery, vice-president, Standard Nelson Paper Corp.; Frederick Gamble, managing director, American Association of Advertising Agencies; Charles C. Green, secretary and general manager of the Ad Club; Andrew J. Haire, president, Haire Publishing Co.; Wilbur F. Howell, secretary, Robert Gair Co.; H. J. Kenner, general manager, Better Business Bureau, New York; Herbert L. Stephen, editor, Printers Ink Publishing Co.; G. Lynn Sumner, president, G. Sumner Co.; Eugene S. Thomas, manager, Bamberger Broadcasting Service, and Daniel S. Tuthill, president, National Concert Artists Corp.

## Lea Com. Hearing May Be Postponed

(Continued from Page 1)

WORL, Boston, because the station has an application for license renewal pending. Quizzed by acting Chairman Ed J. Hart, N. J., Hyde said it was likely that final determination would have been made by the Commission prior to August. It was then agreed that discussion of the case should tentatively be scheduled for that month.

## CBS Sets Schedule For WCBW Tele Show

CBS' new television schedule on WCBW, New York, of two hours weekly, which gets under way this Friday, 8-10 p.m., EWT, will feature a one hour quiz emceed by Columbia Danton Walker; a 15-minute new program with maps; a variety show and groups of returned war veterans whose stories will be told under the title of "They Were There."

## Nelson Promoted

James H. Nelson, assistant sales promotion manager of NBC's Sales department, has been appointed manager of network sales promotion effective May 15.

# Murray Drops Hint Of Canadian Deal

(Continued from Page 1)  
Murray, who referred to William S. Hedges, president in charge of station, was present as a guest at luncheon. Hedges later answered Murray's remark was strictly fiction.

## No Canadian Policy Counsel

Murray was formerly a director of the British Broadcasting Corporation and became radio head of the CBC Government after having served six years as general manager of the CBC from its foundation. Canadian policy counsel or public relations adviser, he is "Canada in the New Era." The guests on the dais were: Hedges, Aylesworth, former president of NBC; Albert E. Dale, director of NBC; Carl Haverdick, director of station relations of NBC; Sney Moseley, commentator; W. H. Withycomb, manager of the NBC international department; E. H. Woolley, assistant to the president in charge of NBC sta-

## Roebuck Sponsors McNeill's WMAQ Show

(Continued from Page 1)  
The first time in radio history that a four farm program has been completely underwritten by a single sponsor or a contract of this length. The broadcast is heard Mondays and Saturdays, 6:15 to 6:45 a.m.,

McNeill, famous for his radio greeting "a beautiful day in Chicago," has been a farm commentator for 18 years, having gained in that time a large urban and rural following. With the start in 1930 he started "Town and Country" in 1943 and that same year he was named director of agriculture for the NBC central division. His program is on soil and crop production, victory gardens, scientific methods of raising and food rationing. It gives listeners the latest information from OPA, WPB and the Department of Agriculture.

# Radio Needs Of Military Seen Tapering Off In Aug.

(Continued from Page 1)  
and electronic equipment continued one per cent above the February level of production, and met the rising schedule. Radio—a declining program—ran above the production plan by one per cent. One of the chief difficulties in the production program is the shortage of transformers. During the next few months, schedules will rise steeply for airborne electronic equipment, nearly doubling by June, as is obviously necessary, because of the previously announced 1944 aircraft program.

Charts showing the divergent trends in munitions output indicate that the production in "Communications and Electronic Equipment" will begin to decline in August and drop off sharply for the balance of this year. In some quarters this is interpreted as meaning that commercial manufacturers may be able to divert from war orders to trade consumption of their products.


Another release from the WPB stated that the Army-Navy Electronics Production Agency (ANEP) is being dissolved and will not be active after May 15 and the functions previously exercised by that agency will be absorbed and carried on by the Army, Navy and WPB according to the normal sphere of action of each. The bulletin stressed, however, the importance of keeping the expanded military electronics program at its highest production level throughout 1944.

## Practical Radio Course At Baylor 'U' On June 5

Waco, Texas—Students attending the Radio Workshop summer session of six weeks at Baylor University here will emphasize war-time problems when the course gets under way on June 5. Baylor's own 50,000 watt outlet KWBU, at Corpus Christi will provide a practical apprentice laboratory for students interested in preparing themselves in all phases of commercial radio as a profession.

Each person will be given the opportunity to write, announce, act and direct as well as operate the mechanical equipment necessary for broadcasting. Baylor "U," chartered in 1845 by the Republic of Texas, is the oldest institution or higher learning in continuous existence in the Southwest.

**A & P TEA CO.**  
THROUGH  
Paris and Peart joins the parade of smart national advertisers to WLIB. There MUST be a reason we reach a market that NONE of our contemporaries consistently serve.  
We'll be glad to quote you rates.  
**NEW YORK'S**  
**WLIB**  
THE VOICE OF LIBERTY  
1190 ON YOUR DIAL



RKO Bldg., N. Y. C. BUckminster 7-5900

# Featured Today at the RADIO EXECUTIVES CLUB LUNCHEON

Lt. Col. E. M. Kirby  
Chief, Radio Branch, Bureau of  
Public Relations, War Department

*discusses:*  
"A Message of Importance  
to Broadcasting"

**Also:** Election of New Officers  
**Also:** Start of Enrollment for  
the Television Seminar

Non-  
Members  
Welcome  
!!

**HOTEL SHELTON**  
Lexington Avenue at 49th Street  
Gothic Lounge

Meetings begin promptly at 12:30 in the Gothic Lounge at Hotel Shelton. Earlier—for cocktails.

Denver Delivers  
**MACHINERY**  
KLZ Delivers the  
**DENVER MARKET**  
KAZ AGENCY—REPRESENTATIVE



# ★ ★ ★ COAST-TO-COAST ★ ★ ★

### — CALIFORNIA —

**LOS ANGELES**—"What About Russia?" was the subject of discussion on a recent KNX broadcast of the "Citizens Forum" program... Lorraine Robarge, Spec. 2nd Class WAVE, guested recently on Rex Miller's program over KHJ... **OAKLAND**—"Press Box," new quarter-hour sports review, is sked on KROW under sponsorship of Tiny Heller, local restaurateur. Sam Paul will emcee the entire 1944 baseball season. **BAKERSFIELD**—Lucille Moses, editor in chief and voice of KERN's program "The Women's Page," sponsored by Harry Coffee's Women's Shop, spent the week-end in Fresno getting store angles for the Fresno outlet of the firm.

### — COLORADO —

**DENVER**—KLZ's "Budget Brigade" program recently guested Major Allen V. Martini, pilot of the famous flying fortress, "Dry Martini," and Capt. James B. Stapleton also a famous flying fortress pilot from the 8th Air Force. KLZ's Victory Theater program carried the Air-WAC caravan band... During recent days KOA has acted as host to the senior class of two Colorado High Schools, Windsor and Cripple Creek, and also that of the Bird City, Kansas high school. All three student groups, while on a pilgrimage to Denver, toured KOA's studios and witnessed NBC network broadcasts of "Music by Shrednick," and other live programs of local origination.

### — GEORGIA —

**ATLANTA**—A new half-hour show for WGST, every Sunday, is called "Open House" and is sponsored by Kessler's Department Store. Jimmie Kirby is the host of the program which features the latest recordings of the day, in addition to a few semi-classics, a hymn now and then, announcements of headline news, news oddities, bits of philosophy and a poem. This friendly, informal show is aired at 10:30-11 a.m., and the initial contract is for 13 weeks.

### — OKLAHOMA —

**OKLAHOMA CITY**—Bob Duane, WKY announcer, exceed the NBC Cities Service program when it originated from the Oklahoma City Municipal Auditorium last week. The program featured Lucille Man-

ners and the Oklahoma State Symphony Orchestra... E. D. Harvey has joined the production staff of WKY... **TULSA**—Three persons have been added to the announcerial staff of KVOO: Dennis Wiegand, formerly of the WKY splicing staff; Roy McKee, recently of the Armed forces; Leon Goodwin, former Marine.

### — WISCONSIN —

**MILWAUKEE**—"Old Fashioned Hymn-Sing" is a new audience participation WMFM Sunday night program. Program features a different church or council member every Sunday in a 30-minute evening broadcast of old hymns under the direction of church minister and choir leader, with maximum of one-minute talks between hymns... Camp McCoy, largest combat training center in the Northwest, began a series of weekly 30-minute Saturday afternoon programs on WTMJ and WMFM. Program is called "It's the McCoy," and originates at the Camp before a live audience of 1,200 soldiers.

### — MASSACHUSETTS —

**BOSTON**—Corcoran's Department Store of Cambridge sponsors Stephen James, WEEL newscaster... Believe it or not, WORL received a letter from a soldier overseas who wants the reducing aid that was advertised over the station—He wants to reduce... George Welsh Steffy, former director of production, was elected vice-president in charge of programs of the Yankee Network, at a meeting of the board of directors... **WORCESTER**—Pat Neighbors, WTAG-FM fem-announcer, scored a beat on the local papers recently when she phoned in a story of the first patient wedding at Cushing General Hospital to the station.

### — TEXAS —

**SAN ANTONIO**—Boles Matocha is the latest addition to the KMAC calling staff. Boles has just recently received a discharge from the Army... **DALLAS**—New personnel on the Interstate Theaters "It's Showtime," includes Francis Beasley and Neal Fletcher. Miss Beasley is featured vocalist, while Fletcher is announcer, replacing Jack Mitchell who now manages the Majestic Theater... **FORT WORTH**—Ken McClure, KGKO news chief, happy to be back at this news desk after a hurried trip to England on a special news mission... **HARLINGEN**—KGBS has made elaborate plans to keep its listeners informed on invasion news. If it

breaks after midnight, persons desiring to be called on the telephone, will be so informed.

### — ARIZONA —

**PHOENIX**—Daisy Johnson has resigned from the KOY continuity department due to the illness of her daughter. Her capacity has been filled by Zerita Ecklund, also a member of the continuity staff... Weekly 30-minute broadcasts are carried by KOY from the KOY Farmer Demonstration Garden. Plot, 25 by 50 feet, has been planted by the station under the direction of the Maricopa County Agent's office. Jack Williams, program manager, handles the mike on each broadcast and interviews an expert from the County Agent's office concerning problems that arise pertaining to gardening.

### — MINNESOTA —

**MINNEAPOLIS**—Two members of WCCO will represent the station at the 15th Annual Institute for Education by Radio at the Deshler-Wallick Hotel, Columbus, Ohio, May 5-8. Max Karl, WCCO director of education, will participate in two panel discussions on national organizations and radio councils. Larry Haeg, WCCO farm director and president of the Midwest Association of Radio Farm Directors, will speak on "What Kind

of Service Do Farmers Want?" section of the meeting devoted to problems of Radio Farm Directors. The Institute will be conducted under the auspices of Ohio State University.

### — NORTH CAROLINA —

**CHARLOTTE**—The Art Directors of New York has selected a recent advertisement titled "Two-Way Mail trap" for its annual exhibit in New York City this month. The selection was after a considerable study of hundreds of trade paper ads submitted to the committee... **RALEIGH**—WPTF's managing director, Leo DeSola, returned early week from Winston Salem where he loaned his services to the Winston-Salem Little Theater presentation of the play "The Old Maid and the Thief."

### — WASHINGTON —

**SEATTLE**—Jeanne Parris, formerly with KVOS, Bellingham, KXA, is new local sales secretary KIRO—Tommy Wheeler has been added to the announcing staff KIRO. Previous to Wheeler's joining KIRO, he was manager of WJMC YAKIMA—Renewals on KIT Morning Milk, Rainbow Gas, Price Nashem, Avenue Clothiers, Dr. Nett (optometrist), and Seattle National Bank.

## ANNOUNCER - NEWSCASTER

Draft exempt. Must have some experience. Basic salary \$40.00 for 40 hours. If personal audition impossible, send references, photo, and transcription to WIBX, Utica, New York.



May 4

Gray Gordon Jane King  
Walter Vaughn

## LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

*"Flying for Freedom"*

Action-filled adventures of United Nations airmen... fighting men of the sky in dangerous combat expeditions. Authentic, thrill-packed... especially appropriate today. 26 timely, inspiring half-hour dramas that have done a topflight job for many important sponsors. To wit: Meat packing, grocery, chewing gum and hosiery companies, grain and oil dealers, dairies and department stores. Just recently made available for sponsorship by Breweries in time for summer campaigns. Send for audition records today.

★ ★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour



National Broadcasting Co.



**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.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 27, NO. 25

NEW YORK, N. Y., FRIDAY, MAY 5, 1944

TEN CENTS

## 5th War Loan Radio Plans

### CBC Announces Plans For Post-war Tele Stat.

Montreal. Que.—Complete plans have already been made for the erection of a government television transmitting station atop Mount Royal, G. W. Olive, chief engineer of the CBC said in an interview during the course of the Commons Radio Committee inspection of CBC radio facilities here in Montreal and of the 50,000 kilowatt CBC transmitter in Vercheres.

Olive emphasized that it would take at least two years after the end of the war before this new develop-

(Continued on Page 3)

### Chase Gets Sponsor On Blue Starting Aug. 6

Ma Chase, stage and screen author and radio commentator, has been signed to headline a commercial show sponsored by Shipman & Baker, manufacturers of women's wear, over a Matinee Blue Network hookup weekly starting Sunday, August 6, from 1:15 to 1:30 p.m. Supporting talent on the show will include Ted Steele, baritone, and the Novotones, vocal quartet with guest personalities weekly. Show will exploit the name of Roxspun coats and

(Continued on Page 3)

### New Business Reported By Chicago Stations

Chicago—Blocks of new business were reported by the Blue Network, WEM and WLS yesterday.

Swift & Co. (ham and bacon division), Chicago, has added the 8:45 to 9:00 a.m. CWT. Saturday period of

(Continued on Page 4)

### "Where-Pool"

Military experts—and otherwise—at Mutual have organized a "Where-Pool" in which each table-top strategist can register his guess as to where the impending invasion of Hitler's Fortress Europe will first strike. Sixty-eight contestants have spoken, naming localities ranging from southern Italy to northern Norway. Prize for best guess is \$10.

### UP Expansion

With the appointment of A. L. Bradford as director of foreign services, the United Press will carry forward its expansion of overseas services. Bradford will collaborate with Joseph L. Jones, vice-president and head of the foreign department, and make his headquarters in New York. He has served overseas and also in South America for more than 12 years as manager of UP bureaus.

### Network Announces Cover For Invasion

Details of CBS planning for invasion coverage were announced yesterday by Paul White, director of news and special events. Focal point for the web will be the New York news room with a staff assigned to 24-hours-a-day coverage of the invasion news.

Quentin Reynolds, war correspondent and author, has been added to

(Continued on Page 3)

### Rockefeller On MBS Sun. During Mexico Symphony

Nelson Rockefeller, head of the Office of the Co-ordinator of Inter-American Affairs, will deliver a short address Sunday during the broadcasting of the Mexico City Symphony, which is heard on Mutual from 9-10 p.m., EWT. The CIAA has worked

(Continued on Page 3)

## Col. Kirby, At REC Luncheon, Describes Army's Radio Role

### Paging Orson Welles! Rival Active In Canada

Calgary, Alta.—An over enthusiastic junior radio producer yesterday was blamed for being a little too "realistic" in a special victory loan broadcast from station CFCN here. Sirens sounded for a "news flash" and listeners heard the terse announcement "Halifax has been bombed." Imme-

(Continued on Page 4)

## Comprehensive Campaign Data Ready For Treasury Dept. Distribution; Drive Will Start June 12

### Radio-Education Meet Opens Today In Ohio

Columbus—Before an attendance that is expected to break all records, the annual Institute for Education by Radio today opens its 15th meeting. With 900 to 1,000 radio personages expected, the sessions, which will continue through Monday, will be held at the Deshler-Wallick Hotel.

Today's proceedings will be featured

(Continued on Page 5)

### Cohn Leaves FCC For Private Practice

Washington Bureau. RADIO DAILY Washington—Marcus Cohn, FCC principal attorney, has left the Commission to engage in private law practice in Washington, it was announced yesterday. Cohn had been with the FCC since late 1940.

While with the FCC Cohn, a native

(Continued on Page 2)

### Special Radio Roundup Of NBC Correspondents Set

Roundup of NBC news correspondents waiting for D Day on global battle lines will be heard on the web tomorrow at 7 p.m., EWT. William F.

(Continued on Page 2)

War program managers of stations and networks will shortly receive complete radio plans for the Fifth War Loan Drive scheduled to start June 13 and close July 8, when \$16,000,000,000 will be the goal from all sources and types of bonds. As now set up in Treasury headquarters, a four-network program will start the ball rolling for the broadcasters on the night of June 12, instead of one night earlier as originally planned. Nature of the program and other details have not yet been determined.

Available as radio material will be

(Continued on Page 3)

## Striking Musicians Back At KSTP Posts

Minneapolis—Musicians returned to KSTP. Radio City, Minneapolis studios last night. George Murk, president of musicians local, instructed their return after receipt of WLB directive ordering musicians to resume work. The dispute between the station and the AFM local will be mediated in Chicago by the regional board of the NWLB.

### Gellard Resigns Post With WBYN, Brooklyn

Samuel Gellard, secretary and vice-president of WBYN, Brooklyn, yesterday resigned as an official of the station following action of the County

(Continued on Page 3)

### Tele-Beauts?

Harry Conover, Cover Girl agent, has rented 1,000 additional square feet of space at 52 Vanderbilt Avenue, New York, to be converted into a television studio. The space adjoins his present quarters on the 8th floor. The studio is now being constructed and will be used to train models, among the best known in the industry, for television work.

Annual election of officers was the

(Continued on Page 5)



Vol. 27, No. 25 Fri., May 5, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to **RADIO DAILY**, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

**FINANCIAL**  
 (Thursday, May 4)

NW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/4	157 1/8	157 1/8	- 1/8
CBS A	293 3/8	293 3/8	293 3/8	.....
CBS B	293 3/8	291 1/8	291 1/8	.....
Farnsworth T. & R.	113 3/8	113 3/8	111 1/2	- 1/8
Gen. Electric	357 3/8	353 3/8	351 1/2	- 1/8
Philco	293 3/8	291 1/2	291 1/2	.....
RCA Common	9 1/8	8 7/8	9	- 1/8
RCA First Ftd.	70 1/4	70 1/4	70 1/4	- 1/2
Stewart-Warner	13 1/8	13	13	- 1/8
Westinghouse	98 1/2	98	98 3/8	+ 7/8
Zenith Radio	36 3/4	36 1/2	36 1/2	.....

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/4	.....
WJZR (Detroit)	32 3/4	.....

**20 YEARS AGO TODAY**

(May 5, 1924)  
 Causing a sensation is the new hit, "Jealous," of Little Jack Little and his partner, Tommy Malie, which they are singing on Chicago's stations KYW and WMAQ. . . . Four orchestras are making today a special dance day over WJZ. They are being heard alternately on luncheon, tea and dinner programs. . . . Ray Perkins, banjoist, will accompany Brooke Johns today in his popular songfest over WEAJ.

**WANTED**  
 NETWORK AFFILIATE STATION NEAR NEW YORK WANTS COMMERCIAL CONTINUITY MAN. SALARY OPEN. WRITE RADIO DAILY, BOX 834, 1501 BROADWAY, NEW YORK 18, N. Y.

**Coming and Going**

LYMAN BRYSON, CBS director of education; LEON LEVINE, assistant director, and GILBERT SELDES, television head, have left for Columbus to attend the Institute for Education by Radio. They were accompanied by MILDRED CAME, FRANK ERNST HILL, ELINOR INMAN, DOROTHY ROWDEN and JAMES KANE. Those heading for Ohio today include JOHN DALY, OSCAR KATZ, ROBERT J. LANDRY, WILLIAM B. LODGE, HELEN SIOUSSAT and WILLIAM N. ROBSON.

"PETE" JAEGER, sales manager of the Blue Network, is expected back today from a business trip to Pittsburgh.

JOHN MARO, of Radio Advertising Co., who went down to Philadelphia this week on a short visit, is back at his desk.

S. JAMES ANDREWS, radio director of Lennen & Mitchell, Inc., will leave for the West Coast shortly on vacation. He'll remain there several weeks to supervise the Walter Winchell program which will originate on the Coast after May 14.

DALE JACKSON, of the KDKA continuity, is in town to supervise the start of Portuguese translation of "Adventures in Research" series.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, will arrive in New York tomorrow to confer with the national representatives of the station. He'll leave for Chicago next Wednesday.

W. L. KLINE, commercial manager of KTSM, leaves today on a combined business-and-pleasure trip to Chicago and New York. He and MRS. KLINE have reservations here at the Hotel Roosevelt.

**Special Radio Roundup Of NBC Correspondents Set**

(Continued from Page 1)  
 Brooks, head of the net's news and special events department, will call in his reporters to give the dial twist-ers a description of the preparations for radio coverage of the invasion. Front-line problems of news gathering will be explained from England by Stanley Richardson, Francis McCall, John McVane, Merrill Mueller, Ed Haaker, W. W. Chaplin and David Anderson. Since all fronts will be affected, regardless of the invasion spearhead, first-hand reactions will be obtained from Robert McCormick in Honolulu, George Thomas Folster in New Guinea, Roy Porter in Chungking, Robert Magidoff in Moscow, Ralph Howard in Naples, Chester Morrison in Algiers, Grant Parr in Cairo, Frank O'Brien in Ankara and John W. Vandercook in North Africa.

**New Show For Midwest**

"The Story of Your Name," a program which tells how names came to be, has been produced by Lennen & Mitchell Agency for the Tydol Oil Company to be broadcast over five midwestern stations. It was announced yesterday by the agency. The transcribed 15-minute programs, arranged in 39 episodes, and scheduled to begin May 15, will be aired over KGLO, Mason City, Iowa; WMAM, Marinette, Wis.; WDAY, Fargo, N. Dak.; KFYZ, Bismark, N. Dak.; WEAU, Eau Claire, Wis. The program will be heard on KSTP, St. Paul, Minn., as soon as time is available.

DOWSLEY CLARK, chief of the domestic news division of the OWI, has returned to his headquarters in Washington, D. C., following a few days in New York.

J. R. POPELE, chief engineer of WOR, goes out to Irvington, N. J., today where he will give a talk on radio to the students of that town's high school.

MIRIAM HOFFMEIER, supervisor of the program analysis department at NBC, left yesterday for Ohio State University, where she will attend the radio-education conference. On Monday she will go to Chicago, returning to New York May 12.

O. M. SCHLOSS, station contact representative of the Blue Network, off on a tour of the New England outlets. He plans to return next Tuesday.

EDWARD C. OBRIST, program director of WFIL and WFIL-FM, is attending the meetings at Ohio State University, Columbus.

"VIC" C. DIEHM, station-commercial manager of WAZL, Hazleton, Pa., has returned to the home offices following short sojourns in Philadelphia and New York.

TOM SLATER, Mutual's director of special features and sports, has joined the various network dignitaries now in Columbus for the Institute for Education by Radio.

KEN BEGHOLD, program director of WARM, Scranton, Pa., in town this week on Blue Network and program business.

GEORGE B. EVANS, publicist for Frank Sinatra, Duke Ellington and other luminaries, en-trails tomorrow for the West Coast, where he will establish an office.

**Cohn Leaves FCC For Private Practice**

(Continued from Page 1)  
 of Oklahoma, had been engaged on several of the most interesting cases before the FCC including the WBAX, Wilkes-Barre, case, the WOKO, Albany, N. Y., case and the famous WALB, Albany, Ga., case. During the course of the last he first put before the Commission the evidence of payment of \$2,500 by the station to Rep. E. E. Cox of Georgia.

**How do you buy time in BALTIMORE?**

Is it on power alone?  
 Population alone? Or do you look at the cost-per-listener? If it's low-cost-results you're interested in . . . W-I-T-H is the sales-producing, low-cost station for you! We're ready to prove it. We have the facts. We'd like to show them to you . . . any time you say.



TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REED



## Network Announces Cover For Invasion

(Continued from Page 1)

network's staff and together with George Fielding Elliot, military analyst, will interpret the invasion operations. Among others who will handle the news in New York are Bob Trotter, John Daly, William L. Shirer, Everett Holles, Quincy Howe and Douglas Edwards.

Tom England, Edward R. Murrow, chief of the CBS European staff, will direct his six London correspondents. Giles Collingwood and technician Gene Rider have been assigned to special units for the invasion. Other members of the staff are Larry Leitch, Bill Downs, Richard Hottelet and Charles Shaw.

Robert S. Wood, Washington news director, and reporters Bill Henry and Don Pryor will maintain a 24-hour watch on the War and Navy departments, broadcasting communication and Congressional reaction and other news as it develops in the capital.

### "The World On a Panel"

A special installation in White's will facilitate easy switches from one point in the world to another. Called "The World On a Panel," the installation combines several important radio communication features. By means of the panel, the listener can check the quality of the broadcast signal from any given point in the CBS communications network; signal to announcers and engineers which point to call in next; and talk personally with CBS correspondents overseas.

When the first news of invasion comes, the Army-Navy news pooling system will go into operation and initial reports of CBS and other correspondents will be available to all major networks. In addition, reports from the British Broadcasting Corporation and Canadian Broadcasting Corporation correspondents will be available to CBS.

## Gellard Resigns Post With WBYN, Brooklyn

(Continued from Page 1)

A jury ordering him held for trial at Special Sessions on charges of conspiring to obtain money under false pretenses. At the time of his resignation WBYN announced that Gellard had resigned if he was held for trial. According to District Attorney Gellard's office the charges against Gellard in no way involve station management or its officials. The case is the result of an alleged misrepresentation that certain sales of cigarettes were for charitable purposes.

## Boxfeller On MBS Sun. Singing Mexico Symphony

(Continued from Page 1)

Boxfeller's co-operation with the network in the presentation of this musical series, which was inaugurated last Sunday.

## Radio's Fifth War Loan Data Ready For Treas. Distribution

(Continued from Page 1)

a special song written by Richard Rodgers and Oscar Hammerstein, II, writers of the musical play "Oklahoma." Orchestrations and sheet music will be available on request to stations and networks. Special events material will be in the nature of broadcasts by Secretary Morgenthau; special women's broadcasts; nightly resume by Ted Gamble; labor-management program; special talks and programs by the heads of the American Bankers Assn.; National Life Underwriters; United States Chamber of Commerce and National Assn. of Manufacturers; special farm broadcasts such as National Farm and Home Hour and school programs.

"Radio Bond Days," will be set up for all four networks which will again devote an entire day, all dates to be selected later on; OWI network allocations are set at 100 per cent for the opening day of the drive and a lesser percentage for subsequent days. At least one complete show on each web will be devoted to the drive. OWI national spot allocations will handle at least 60 such accounts.

Regularly scheduled bands on networks will continue: Guy Lombardo on Mutual, Wednesdays and Thursdays 11:30-12 midnight; Tommy Dorsey on NBC once weekly, time to be set; Horace Heidt on the Blue Saturdays 4-5 p.m., EWT and Little Jack Little also on the Blue Monday through Friday 1:45-2 p.m.

### Local Radio Angles

As mentioned in these columns recently, three transcribed shows will be available. "Treasury Salute," 24 disks of 15 minutes each. This program will be musical and one for each day of the drive, with a 30-second musical bridge at opening and closing which can be faded out for a sponsor's message if the program is sold. If possible the stations will be urged to run them as straight sustainings. Shipments on these disks will start on May 25, and will continue at the rate of six each week. Orders for these should be addressed to Radio Section, War Finance Division, Treasury Dept., Washington, D. C.

"Treasury Song Parade," is a series of 48 five-minute ETs two for each weekday of the drive. Each of these features a well-known singer doing a number for a wounded veteran. Musical bridge allows for 30-second fadeout for a commercial and can also be used as sustaining shows. One third of these salutes will be aimed particularly at the rural audience.

"Treasury Star Parade," series used in the past will be reissued as a half-hour program. These are being planned as all-star shows, one for each week and scripts will be dramatic fare, relating to the war. One of these disks will be aimed at the rural audience. None of these disks will be sponsorable.

On the first day of the drive, 100 per cent of all OWI announcements or nine announcements on all affili-

ated outlets and 12 on all non-affiliate stations will be used. Later three will be used on the affiliated stations and six per day on the independents. One third of these will be directed to the farm audience.

Live announcement kit will be available to stations containing 30 one-minute spots and 15 35-word farm announcements. A farm announcement packet containing 30 one-minute items and 15 35-word announcements will also be sent and written so that they may be sponsored locally. These packets will be shipped no later than June 1.

### Song to Be Recorded

Regarding the special song by Rodgers and Hammerstein, arrangements have been made with Decca Records to make a platter with one of the top flight orchestras on one side and a singing star on the other. It will be placed in the "number one spot" in the juke boxes as well and will be heard on the four-network kickoff program. All Treasury shows will carry the song also.

Additional material for radio will be forwarded in an issue of "Radio News" the Treasury clip sheet type of suggestions for stories and resume of what is going on.

## CBC Announces Plans For Post-war Tele Stat.

(Continued from Page 1)

ment in radio could be enjoyed by Montrealers. The only thing in the way right now he said is lack of material but as soon as peacetime production is resumed CBC plans will be put into execution though the broadcasts will be limited to a very small area at first. The chief engineer said that in about 10 years the television facilities should be available over quite a considerable area.

## Ilka Chase Gets Sponsor On Blue Starting Aug. 6

(Continued from Page 1)

suits through the Modern Merchandising Bureau, Inc., agency handling the account. Bernard Waldman, president of the agency, will produce.

### KSJB Elects Officers

Jamestown, N. D.—Harland Ohde was elected vice-president of the Jamestown Broadcasting Company, Inc. (KSJB) at a recent meeting of Board of Directors of this corporation. Other officers and directors of the company are Leonard J. McNeil, president; Howard S. Johnson, vice-president; John W. Boler, treasurer; Donn Clayton, secretary.

## THE RADIO PROGRAMS DEPARTMENT OF TIME MAGAZINE

ANNOUNCES WITH PLEASURE THAT

## THE WELCH GRAPE JUICE COMPANY

THROUGH

H. W. KASTOR & SONS

WILL SPONSOR

## TIME VIEWS THE NEWS

4:30-4:45 E.W.T.—Monday, Wednesday, Friday

OVER

THE 183 STATIONS OF THE BLUE NETWORK BEGINNING JUNE 5TH

THE RADIO PROGRAMS DEPARTMENT OF TIME MAGAZINE THE MARCH OF TIME — TIME VIEWS THE NEWS — LET'S LEARN SPANISH — APRENDAMOS INGLÉS — THE WORLD AND AMERICA

## LOS ANGELES

By RALPH WILK

**J**IM BANNON, announcer on NBC's "Cavalcade of America" and "Those We Love," has been signed to a term contract by Columbia Pictures. Jim reports to the lot within the next ten days, and will begin his motion picture career as a leading man. He will continue, however, with his radio work.

Mail response to CBS' "Suspense" super thriller, "Sorry, Wrong Number," starring Agnes Moorehead, has been so heavy—even after three presentations of the mystery masterpiece the listeners still clamor for more—that the sponsors and Bill Spier, producer of the series, have decided to make this Moorehead show an annual affair.

Les Mitchel, producer of radio's "Star Playhouse," inaugurated a new policy in air drama direction recently when he asked the "Of Human Bondage" cast to appear for the first rehearsal a half hour earlier than usual to participate in a "round table" discussion. Each actor was given a chance to voice an opinion as to how his particular role might be played to the best advantage.

Blind people from all over the country have written Tom Breneman, "Host" of the Blue Network's "Breakfast At Sardi's" program, telling him how very much they have enjoyed reading the article about him by John Reddy, which appeared in a recent issue of Coronet magazine. Much to the delight of these handicapped people, the article has been republished in braille in Ziegler, one of the foremost magazines for the blind.

## New Business Reported By Chicago Stations

(Continued from Page 1)

the Blue Network's "Breakfast Club," to its Monday through Friday schedule effective May 6. J. Walter Thompson, Chicago, is the agency.

New WBBM business includes sponsorship of the 7:15 to 7:30 a.m., CWT, Monday, Wednesday and Friday news period, and the 3:30 to 3:45 p.m., CWT, Tuesday and Thursday quarter-hour of news by Vick Chemical Co., New York, effective May 8 for 52 weeks, through Morse International, Inc., New York, and a contract for participation by Dean's Milk (Chicago) in "Sunrise Salute" Monday through Saturday (6:00 to 6:55 a.m., CWT) effective April 24, for 13 weeks, through Chadwick and Harriman, Inc.

Atlas Brewing Company, Chicago, begins sponsorship on Friday, May 5, of a weekly 15-minute program featuring Clem Lane, city editor of the Chicago "Daily News." The program will be heard from 9:00 to 9:15 p.m., CWT. Contract, placed through Arthur Meyerhoff and Company, Chicago, is for 52 weeks. During the past several weeks, Lane has been heard on the "Sez You" edition of the Blue Frolics, aired Mondays over the Blue, 3:00 to 3:30 p.m., CWT.

## MAIN STREET



### Radio Vitamins for Friday ! !

● ● ● Up in Wingham, Ontario, where the Folks believe D-Day is one not of rejoicing so much as one of prayer, CKNX has completed arrangements with the ministers of the town, that as soon as word of the forthcoming invasion is received at the station, it will be passed along to all churches. . . . their bells will start ringing to call the folk of the community to prayer. . . . station believes incidentally, that this might be a good idea to follow throughout North America. . . ● Frank Cooper, who has discovered a few radio stars currently doing okay, is opening his own office shortly, off radio city. . . ● George Paxton, standout arranger for well-known bands, is organizing a combination under the Frederick Bros. aegis. ● Elizabeth Janeway, author of the "Walsh Girls," must be a money saver for "Information Please" . . . she makes her third guest shot on the NBC show this Monday. . . ● George Putnam, announcer of "Portia Faces Life," over CBS, is back from Florida where he recuperated from a sinus attack. . . . during his absence Dave Murphy, of WHN subbed for him. ● "The Lone Ranger" will be the special guest of "The Quiz Kids," this Sundee night. . . ● E. C. Bennett of McCann-Erickson has accepted the chairmanship of the Advertising and Publishing Division of the Greater New York Fund campaign

★ ★ ★

● ● ● Nice assist as they say in baseball, regarding the WTAG, cocktail party Wednesday evening at the Ambassador Hotel, N. Y. . . . when the CBS station relations department gave a helping hand. . . . Ed Hill, director of WTAG and Herb Krueger, commercial manager, had a nice idea there. . . . Herb Akerberg, Ned Midgely, Joe Ream, Frank Stanton, Bill Schudt, were among the CBS folk . . . Paul Raymer, and his able aides Fred Brokaw and Pierce Romaine. . . . helped on the hosting end. . . . agency attendees included Linnea Nelson, Reggie Scheubel, Tom Lynch and others. . . . were part of an extremely pleasant evening. . . . Bill Malo from WDRC, "neighboring" outlet was also one of the guests of WTAG. ● Confirmation of what appeared in these columns sometime ago comes through. . . . KSO, Des Moines Blue and Mutual outlet sold to Kingsley H. Murphy of Minneapolis by the Iowa Broadcasting Co. . . . Murphy is one of the WCTN owners and paid \$275,000 for the Des Moines station. . . ● Igor Gorin, baritone, will sing the stirring "United Nations on the March," by Shostakovich when he appears on a special program of the Citizens Committee for the Army and Navy this Sunday over CBS 2:30 p.m., EWT. . . ● Bill Bivens, is back from the Coast where he had been announcing the Harry James Chesterfield program. . . . Bivens has completed his two-year exclusive contract with Chesterfields and is about to free-lance . . . he formerly did the Fred Waring show for same sponsor before being assigned the James show.

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● ● ● "Why Radio Time-Buying Is Hell," will be the title of Linnea Nelson's talk next Thursday at the Radio-Wartime Luncheon of the American Marketing Assn. at the Murray Hill Hotel (N. Y.). . . . Glenn Bannerman of the Canadian Broadcasters Assn. and Harold Ryan of the NAB will be on hand. . . . also, of course, many agency and network executives. . . ● Probably the only femme News Editor working an "invasion trick" is WOR's Lucy Kent who has been holding down this post for some months at the Mutual key station. . . ● Donald Buka, who plays Orestes in the show "Helen Goes to Troy," will guest shot on WMCA Sunday in the leading role on "Ave Maria" program. . . ● It is now Lieut. (i.g.) Jane Barton, former radio publicist, who joined the WAVES some time ago and graduated with the rank of Ensign. . . . Lt. Barton, happy to add that additional quarter-inch stripe, is currently stationed in Washington.

★ ★ ★

— Remember Pearl Harbor —

## SAN FRANCISCO

**A**S a result of KPO's campaign program and audience building "Archie's Almanac," first of the crop of programs appearing on morning schedule, has emerged the most popular. The "Almanac" built around announcer Archie Praby, conceived by sales manager Alf Crapsey and producer Helen Morgan, now has agencies asking for time it. Campaign efforts are aimed at announcement programs with entertainment value.

Real trooper is Barbara Lee, popular young star of KPO-NBC programs, who even on the day of her wedding to Pvt. George Ian H. Mansen, U. S. Army, at St. Peter's Church in Frisco, was on the job. Appropriately her vocal number were "Easy to Love" and "When We're Alone." Four days later she was back on the job again.

Larry Adler, harmonica virtuoso who is a frequent guest of Jack Ben on the KHJ-Mutual network, learned to play the harmonica by following phonograph records. He can't read a note of music. Adler has appeared as soloist with symphony orchestras and has performed before President Roosevelt and royalty of Europe. He was dismissed from the Peabody School of Music because he was "too talented, and entirely lacking in eagerness."

Stan Breyer, KJBS salesman the past eight years, has been promoted to sales director. His former post will be taken by Gary Garland, a newcomer to the station, former of Music Corporation of America. Stan Simpson, salesman, has resigned to join the Gerry Thomas agency in Fresno.

Veteran West Coast commentator William Winter has returned to the KQW schedule on a Monday through Friday strip at 10:15 p.m., show being relayed through 14 western states.

## Paging Orson Welles! Rival Active In Canada

(Continued from Page 1)

diately newspaper office and the radio station were deluged with telephone calls.

H. G. Love, president of the station said the "newscast" was the work of a junior producer. He said he would not have permitted the broadcast had he read the script.

## Web Sales Conferences

To study the sales problems of the Mutual Broadcasting System, an executive sales staff has been organized, consisting of key men in the sales departments, Edward Wood, Jr., Mutual general sales manager has announced. Wood is chairman of the committee which includes: Robert A. Schmid, director of sales promotion and research; Ade Hult, Western sales manager; Z. C. Barnes, director of sales administration; Wilbur Eickelberg and Harry Trenner, account executives in the New York sales office. The committee will meet every week.

## do-Education Meet pens Today In Ohio

(Continued from Page 1)

a general discussion on the "How Free Is Radio," with principal address to be made by prisoner Clifford Durr of the representing James Lawrence chairman of the Commission, who planned to attend and speak but held in Washington by the of current national affairs.

opening, albeit unofficial, note current meeting of the Insti- us sounded yesterday when the network broadcast its "Amer- wn Meeting of the Air" from

le V. Denny, Jr., of "America's Meeting of the Air," declared on tour with "Town Meeting" we believe we are facing one most dangerous periods in the of our nation since it was nd." He acted as moderator for institute meeting yesterday.

### Participants From High Schools

high school students partici- ed a discussion of the topics: Youth Want Social Security he Cradle to the Grave?" aks were Paul Berg, 18, Rock- ; Frank Coss, 17, Toledo; Mar- McDowell, 17, Lexington, Ky., Robert Quinn, 17, Pocatello,

mming up. Denny said that enerally will be called upon to e itself to the same high pur- the post-war era as "Amer- wn Meeting of the Air" and e Network and "that justice upon tolerance and reason, than force, might be the cri- in resolving the vast problems our generation in the years

of eight educators who dis- se the Junior Town meeting de- ation at the pre-conference g was Allen Y. King, Cleve- d, director of social studies for the h schools. Terming the technique eparate for use by the public d," he said one of the most seri- oblems is securing appropriate n the air. He suggested that ricial stations consider "giving hools good time"; that the b strive "to prepare better pro-

## Parliamentary Radio Unit Visits CBC In Montreal

Montreal—Members of the Parlia- nary Radio Committee were re- t in Montreal visiting CBC

committee has been hearing d and private radio witnesses at s here since the opening of the up in February. "Today we are t a first-hand look at radio in erson," said Dr. J. J. McCann, an of the committee and liberal er for Renfrew South.

The committee visited the engi- ng headquarters in the Keefer iling and had lunch at the Wind- tel.

## Col. Kirby, At REC Luncheon, Describes Army's Radio Role

(Continued from Page 1)

chief portion of the business end of the meeting and President Murray Grabhorn explained again the work of the nominating committee, their selections and, by vote from the floor, the membership decided to exercise a prerogative and vote by mail, also writing in another choice for each officer if so desired. The ballots will be forwarded to each member by mail immediately. By-laws of the REC allow for any additional nomination for an office to be made when a member submits a name and has seven members to back it up.

Slate is as follows: president, Warren Jennings of WLW New York office; vice-president, Linnea Nelson, head time-buyer for J. Walter Thompson; secretary, Claude Barrere, NBC Radio Recording Division, and treasurer, Helen Thomas, of Spot Broadcasting Co.

### Past Presidents Honored

Grabhorn presented each of the past presidents of REC with a sterling silver life membership card in the organization "as permanent recognition" in appreciation of their services. Not all were present but these were given to members or friends present to be forwarded. Those out of town are John Hymes, now with the OWI in Washington and Al Taranto, an officer in the armed forces. Arthur Sinsheimer and Tom Lynch were on the dais to accept theirs. Sinsheimer asked for a motion which was subsequently unanimously carried, that all outgoing REC presidents be similarly honored with a silver life-membership card, which will automatically make Murray Grabhorn the recipient of one upon installation of new officers.

Among the guests present were Lieut. Colonel Dorsey Ownings, public relations officer of the Second Service Command, and a former radio executive; Major A. A. Schechter, formerly with NBC and now with the Army Air Force public relations branch of the War Department; Bill Malo, WDRC; Herb Krueger, WTAG; Emil Gough, Sesac Coast representative; Walt Schafer, WDZ; Henry V. Seay of WOL and Morgan Sexton, KROS. Kay Armen of the Blue Network sang the National Anthem.

### Kirby Talk Fortright

Col. Kirby, who recently returned from England pointed out that the mission of Army radio is to convey the military facts of war to the American people... and on the other hand keep the enemy uninformed. Thus limitations were to be expected but with the cooperation of the American system of broadcasting, radio is enabled to cross the seven seas and bring the listeners in the U. S. front-line reports from battlefields of the world. Col. Kirby touched on the recorded versions of news etc. and the new "wire" type of recording which has been found practical and valuable in actual use. Recordings

made just for the sake of recordings are not feasible he said, but in every case news of interest to the listener is sought first.

He mentioned that Army radio was seeking to bring more news and to the microphone the average G. I. Joe whenever possible and not a lot of talk about grand strategy. The problem of feeding, housing and transporting correspondents was a job in itself and all possible facilities are made available so that the reports can bring the news of the front to the American people. The geographical difficulties were also mentioned as part of radio's problem. Despite the many handicaps, Col. Kirby said, and the hazards notwithstanding, radio and press correspondents are getting their stuff through, a direct result of teamwork between Army, radio and press.

### Home Front Problems

Col. Kirby outlined what he considered five problems on the home front. These he said, have established themselves as the "Army radio stop-watch." They included the "empty chair" at the breakfast table; some to be filled after the war and some never. These folks want to know how the absent member of the family is faring. Is he well fed, warm, well led and clothed? Some of these questions are being answered by Army radio. Second is the fact that this is not a war of boundary lines as in the past, but the field is wide open and it is "kill or be killed." Thus he hoped people would regard the war with a global map in mind. Third, this is a total war which draws upon all resources, both at home and at the front, the soldier can do nothing without food and equipment sent from home. Fourth point was the realization that we are fighting hand in hand with our allies and the enemy is still by implication playing upon social propaganda angles. Fifth, is the stark realization that the price of victory will be casualties and this reality must be faced resolutely.

### Other Problems Cited

Problems of programming was also brought out, censorship: military clearances and the various scripts and shows that have to be okayed before they can go on the air. Some 20 to 30 network scripts clear through the Radio Branch of the Army each day. But some producers and clients still worry more about the Crossley rather than the war as a prime consideration, Col. Kirby intimated, revealing that at least sponsor or producer feared he would lose his women listeners if he brought to the mike some wounded soldiers to tell their story.

### "Martha" On NBC

The second and third acts of New York Civic Center's production of Von Flotow's opera "Martha" will be broadcast over NBC tomorrow starting at 3 p.m. These acts include most of the opera's famous melodies.

## PROMOTION

### New WSLS Promotion Piece

The theme of WSLS' new program promotion plan is "Another Plus—" It's designed to show its clients how much promotion their programs are entitled to, and will be given in comparison to other programs during each two months' promotion period. The control chart, part of which is reproduced in the promotion piece, shows that Coca Cola's "Spotlight Bands" is entitled to 30 unit values, because the program is 25 minutes long and is aired six times a week. Imogene Wollcott's program is allotted six unit values because the program utilizes 10 minutes for each of the three times weekly broadcasts, etc. The purpose of this plan is to stimulate the sponsors to use more time on WSLS.

Attached to the above seller is a blank form of the station's Budget Program Promotion Plan which is sent out to its clients. This sheet informs the client just how the promotion campaign is carried on in the various media. WSLS is "the Shenandoah life station" in Roanoke, Va.

### WHCU's New Brochure

WHCU's new brochure doesn't waste any space, yet it appears as uncluttered as a Mondrian study. Cover of the brochure contains a rural scene which the photographer focused leisurely upon Rym Berry, Squire of "Stoneposts," who is heard every Sunday morning over this station. The inside of this two-pager gives the biographical highlights of Berry, pertinent information about WHCU and other stations carrying the man whose works have appeared in the New York magazine, the Farm Journal and the American Agriculturist. The back page is covered with a map which indicates in color the area this station reaches.

### WBBM's New Sponsor

Chicago—Jewel Tea Company of Chicago, has signed with WBBM to sponsor Paul Gibson, philosopher-commentator, in a quarter-hour program Monday, Wednesday and Friday, 8:30 to 8:45 a.m., CWT, starting this week, for 52 weeks. Agency is Goodkind, Joice and Morgan. Gibson also conducts the twin broadcasts "Sunrise Salute" and "Housewives Protective League" over WBBM.

## WANTED

### RADIO PSYCHOLOGIST

For human relations program, must have clean and academic background plus audience winning personality. Exceptional opportunity for right party to enjoy long time contract with liberal compensation. Write for audition giving resume of background. Desk 1, Room 804, 18 East 41st Street, New York City.



## AGENCIES

**T**ED BATES, INC., has elected as vice-presidents of the agency Rosser Reeves and Clinton Ferris. Both executives have been associated with the organization since its inception in 1940.

**JAMES FLEMING**, formerly an account executive with Pedlar, Ryan & Lusk, has joined Compton Advertising, Inc., as account executive on Crisco. He replaces Seaward Woodard, who has left the agency to enter the Armed Forces.

**R. F. WARREN**, advertising manager of the Bulova Watch Company, announces the appointment of Pete Kurtzer, who is to be in charge of radio sales promotion and public relations department for this company.

**KNOX HAT COMPANY** advertisement was selected as one of the outstanding war-supporting ads of 1943 by the Administrative Board of the Wartime Advertising Awards. Knox was the only women's hat manufacturer represented among the year's 100 best advertisements that contributed most "to the welfare, security or activity of our country at war." Geyer, Cornell & Newell, Inc., is the agency in charge.

**DUANE JONES COMPANY** announces the appointment of Harold A. Stearns, as space buyer for the organization. Stearns has been connected for the last nine years with Marschalk and Pratt, where he was Associate Buyer of all media.

**FEATURE BUREAU**, which provides monthly scripts to women's radio programs throughout the country, and offers various contests and booklet give-aways on an exclusive basis, announces the opening of new offices in the Newsweek Building, New York City. Marion Cahn is editor of this radio script service.

**DANCER, FITZGERALD AND SAMPLE** has announced that Henry W. Doyle joined that company in an executive capacity on May 1. His headquarters will be in the New York office. During the past two years Doyle has made his residence in Toledo, being first associated there with the Owens-Illinois Glass Company, and where for the past year he has been an executive of the Libbey-Owens-Ford Glass Company.

### To Honor "Oklahoma"

To celebrate the award of a special Pulitzer Prize to the Rodgers-Hammerstein operetta "Oklahoma," Andre Kostelanetz will conduct his orchestra in an "Oklahoma" medley this Sunday at 4:30 over WABC and the Columbia network. This is the last Kostelanetz broadcast of the current season, as the conductor will devote his summer entirely to war work, returning the last Sunday in August to his radio program.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Undertones

Cabaret bite of 30 per cent imposed by the Feds is shuttering so many after-dark spots, some with remotes, that musicians are beginning to feel the pinch of unemployment. Wartime transportation shortage complicates the problem of taking up the slack by booking combinations into scattered one-night stands. Situation may ease if the Hotel Association lobby is successful in slicing the entertainment levy to 10 per cent. . . . BMI's current number-one song, "Kentucky," by Henry Prichard, radio operator on a troopship, will be heard at the Kentucky Derby tomorrow. . . . Sgt. Dave Rose, former musical director of the Don Lee web, is hard at work on the West Coast finishing additional music for Twentieth Century-Fox's film version of "Winged Victory," the Broadway smash staged by the Army Air Forces.

Oscar Hammerstein II is in Doctors Hospital, Gotham, recovering from an emergency operation. . . . Friends of Willard Alexander, head of the orchestra department of the William Morris Agency, will be glad to know that he is on the mend. . . . Jack Robbins is expected back in New York tomorrow after a three-week trip to Detroit and Chicago. . . . Lt. (s.g.) Emil Velazco, USNR, organist and orchestra leader, who was the first to introduce the organ with a dance band, is in Washington doing musical backgrounds for special Navy movie shorts. . . . Mose Gumble, who is getting to be a specialist in picking out and reviving the right old-time hits, is now working on his latest—"It Had to Be You"—which is in the Eddie Cantor film, "Show Business." This song, in case you don't remember, was written by Isham Jones and the late Gus Kahn.

Ascap is lending a helping hand to the Institute of Musico-Therapy, a war-emergency committee of professional musicians and psychologists co-operating with the Surgeon General's office to measure and develop the therapeutic effects of music upon war wounded. Musical experiments in medicine are now going on at the Walter Reed Hospital in Washington and at an Army rehabilitation center on Long Island. . . . Arthur Murray, the dancing master, has originated a new step called "The Poinciana" after the song hit of that name published by E. B. Marks Music Corp. . . . The Music War Committee of the American Theater Wing has its members busy on a tune for the Army's enlisted medics. . . . Stanford Zucker, who discovered Blue Barron, has placed the Novelaires, male vocal quartet and keyboard accompanist, at Rogers Corner, Manhattan dinery.

Joe Wolverton, banjoist with Spike Jones and His City Slickers, has been measured for a new suit by Uncle Sam. . . . Imogen Carpenter, Mutual and "Ziegfeld Follies" lark, will have a folio of her own tunes published by Morris Music Co. . . . The "Mairzy Doats" boys have gone into the music publishing business under the firm name of Drake-Livingston-Hoffman. For their first venture they have hatched a new one of their own called "Don't Change Horses," which is not intended as a suggestion to the Democratic National Convention. The Hoosier Hotshots have recorded it under the Decca label for release next Friday. . . . Bregman, Vocco & Conn is working on a big campaign in behalf of the score by Mack Gordon and Jim Monaco for the new Fox film, "Pin-up Girl," starring Betty Grable.

Ed Frase, director of publicity and promotion at WMC, Memphis, dropped into the office for a chat the other day and reported that the war is changing the music habits of thousands of those Yankee soldiers stationed in the Tennessee hills. The Northern soldiers, he said, used to resent the lack of lots of popular recordings on the radio stations and the necessity of listening to nothing but hillbilly music. But that's all changed now, according to Ed. The Yankee servicemen have gotten to love the tragic rhythms of hillbilly singing, one of the true folk musical forms of America. Incidentally, this type of music is favored live down South since recorded versions are considered too smooth by the natives. Maybe there'll be a change up North when the soldiers go back into civvies.

## PROGRAM REVIEW

### "UNUSUAL PEOPLE"

Sustaining

"My Mother"

WEVD, Tues., May 2, 9:30-10 p.m.

Writer: Muni Diamond

Producer, Narrator: Edward Ludlum  
In producing the play, "My Mother" a work that appeared somewhat and ineffective as we read it in an anthology "100 Non-Royalty Plays" compiled by William Kozlowski, the versatile, young producer and rector, Edward Ludlum, has achieved his purpose remarkably well by revising the script and bringing it to date, thus making it a timely, stimulating program.

"My Mother" is saved from just another prosaic Mother's program because instead of the stereotyped stories about the of motherhood, etcetera, etcetera, story tightly dramatizes the real of yesterday and today of the meaning of Americanism in its own backyard. Fannie Smith is the central figure and the leaning post of play. Around Fannie Smith, the "eigner" as she's referred to in script, all the prejudices of would-be democratic peoples brought to glaring light. Yes, Fannie Smith, the epitome of American manhood, is what the American man should really be were she cast off her transparent cloak contains in its unattractive tales that have made some of our America something to be very ashamed of. However, the discords notes that were struck throughout play manage to strike a more beautiful chord in the inspired ending.

The production was spoiled for listener by Gloria Hoffpauir's insistent reading of the role of Fannie Smith. Her timing was bad and interpretation unconvincing. Ludlum flavored the role of the narrator with enough affection to make him credible. Marion Chancer's genuine possessed warmth and sincerity. Lorain Manners, M-G-M prodigy shows great promise. Despite the flaws, Ludlum & Company is a credit to Radio Row.

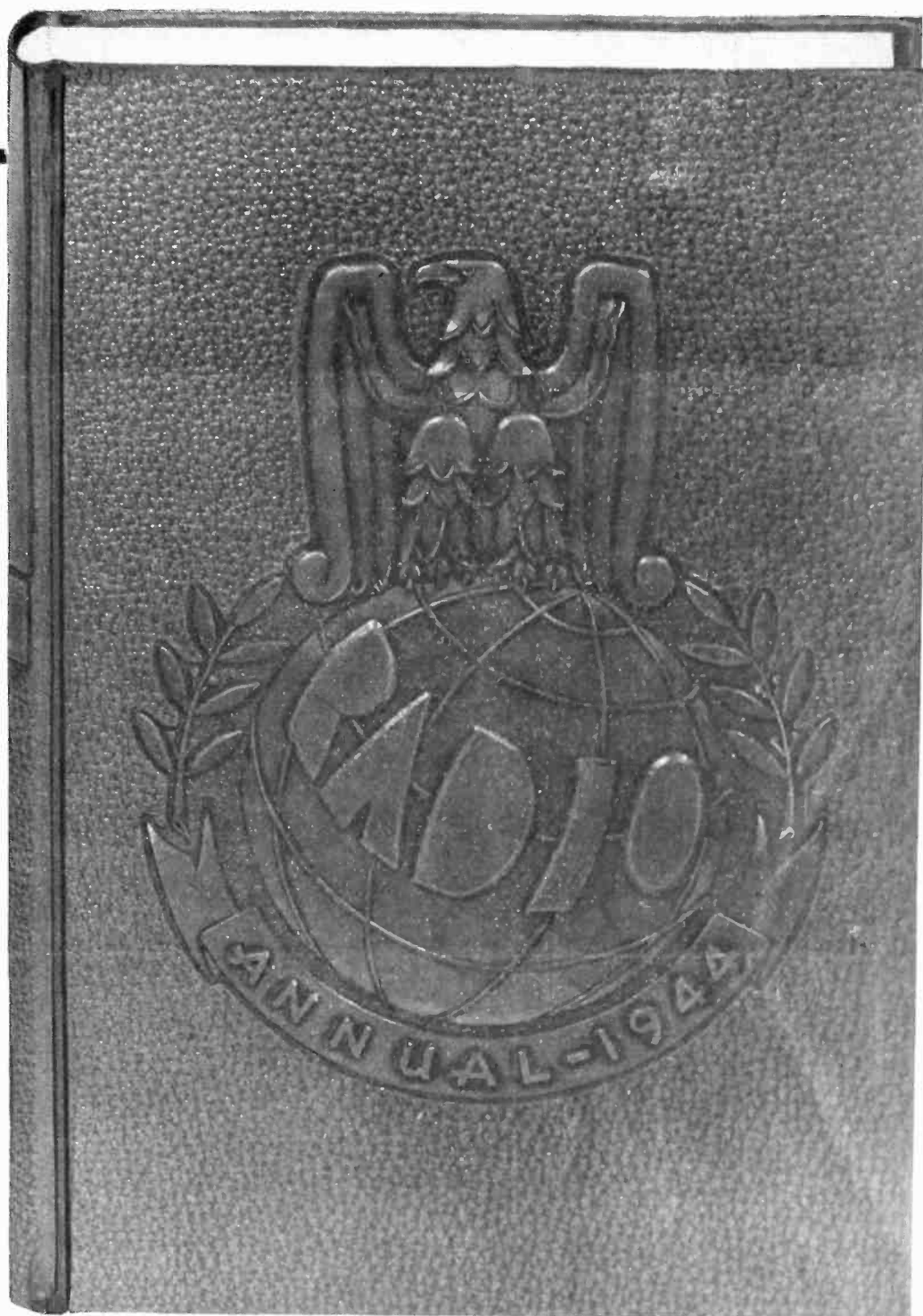
### NBC Completes List Of Ohio 'U' Attendees

Revised and completed list of NBC officials and others who are attending the fifteenth annual Institute for Education by Radio which will open today in Columbus, include the following: H. V. Kaltenborn, William Brooks, Wynn Wright, Dr. Max J. Dan, Everett C. Parker, Jane Timmerman, Margaret Cuthbert, Margaret McBride, Judith Walker, William E. Drips, and Everett Mitchell.

From NBC affiliated stations attendees will include: Sam Schneider, KVOO; Herb Plambeck, WHO; Mason, WLW; Henry Schacht, KPC; Layne Beaty, WBAP and Mervyn E. mert, WEAf.

**WHAT  
DO  
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TO  
KNOW  
ABOUT**

**ADVERTISING  
AGENCIES ?**



A complete breakdown of advertising agencies including personnel, addresses, phone numbers, radio accounts placed, agency network expenditures, and advertising associations are contained in the 1944 RADIO ANNUAL as one of its many indispensable features.

Your check for \$10 will bring you a copy of the 1,024 page RADIO ANNUAL plus the next 260 issues of RADIO DAILY (year's subscription).

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — NEW JERSEY —

**NEWARK**—Irene Hayes, Park Avenue Florist, is guesting on Nan Lupo and Norm Benson's "Beauty Goes to Work" program today. Her subject will be "Flowers and Mother's Day"...

**JERSEY CITY**—The engagement of Miss Gloria Garofolo of New York City to Steve Hollis, WHOM night manager, was announced recently. The wedding date has been set for Labor Day week-end...

**PATERSON**—William H. Bauer, who recently resigned from his post as a radio officer with the Merchant Marine after having made more than a dozen trips to the South Pacific, has joined the engineering staff of WPAT. Bauer was formerly associated with WARD.

## — NEW YORK —

**NEW YORK**—Josh White, noted guitar-playing singer of the blues, works songs and spirituals, will be a regular weekly attraction on "Music, U. S. A." over WNEW beginning Sunday, May 7...

Randolph Paul, former General Counsel for the United States Treasury, will discuss the "Birth of the Revenue Act," over WHN, Monday, May 8... Bela Lugosi made his first Brooklyn radio appearance last Thursday when he guested on WBYN's "The Voice of Fighting Spain" program. He was interviewed by Santiago Grevi... Five hundred roses were sent to the wards at Brooklyn Naval Hospital by Elizabeth Reller, star of the CBSerial, "Young Doctor Malone," directly following her recent wedding reception.

## — OHIO —

**CINCINNATI**—Twenty staff artists of WCKY were featured entertainers at a recent "Family Night" celebration sponsored by the Franklin, O., Aerie of Eagles in the high school auditorium. Dramatizations were directed by Robert Fleming... WDRC's educational director, Dr. Judson J. Mc-

**HAPPY BIRTHDAY TO YOU**

May 5

Dick Ballou Harold Ogden Johnson  
Alice Faye Tyrone Power  
Freeman Gosden (Amos)  
Walter Kaner

May 6

Arline Blackburn Lyle Smith  
Loretta Clemens Orson Welles  
David Elman Toni Kavelin  
Alice Reinheart Carolyn Grey  
Harry Einstein (Parkyakarkus)  
Jean Bullowa

May 7

Morton Bowe Billy House  
Gary Cooper Carlton Kelsey  
Sam Herman Edmund MacDonald  
Georgie Stoll Bill Wyatt

## PICTURE OF THE WEEK



Spring gardening and spring fever hit Hollywood at the same time with Sidney N. Strotz, vice-president of NBC, western division, acting as straw boss as Jennings Pierce, director of public service and station relations, planted geraniums at the Radio City parking lot.

Kim, will travel to Columbus, Ohio, today to attend a National Education Conference... **DAYTON**—A new song, "May's the Time," made its debut this week over the WING variety program, "Sunny Side Up." The melody is by Charlie Reeder, pianist on the show, and the lyrics are by Mary Ann Casey of the station's bookkeeping department.

## — CALIFORNIA —

**LOS ANGELES**—Tommy Thompson, former announcer of Dud Williamson's

"What's the Name of That Song?" program over KHJ-Don Lee, and a one-time staff announcer on KHJ and KFRC, was inducted recently in the Navy as a Yeoman Third Class... **BAKERSFIELD**—Bob Street, national sales manager for McClatchy Broadcasting, visited KERN's wrestling match broadcast while in this city recently. He got more than he bargained for while visiting the dressing room before air time. Street made the mistake of evincing interest in wrestling holds, whereupon Wild Red Berry,

three-time lightheavy champ, enthusiastically demonstrated on him every the book and a few that aren't. Street is recovering as fast as expected.

## — CONNECTICUT —

**HARTFORD**—Marilyn Raff, with the Marines, was a recent at WDRC, where she formerly as receptionist... The "Strictly Club" on WDRC, formerly a hour Saturday p.m. show, is full-hour item... Earle Parsons, 20-year-old president of the New Junior Vegetable Growers' Association, will guest on "Uncle Jimmy's Garden" program shortly be interviewed by "Uncle" Jim, director of the daily program... **HAVEN**—Another high point WEL's broadcasting record came several days ago when the Connecticut State Network, through WEL, aired a speech by the Most Reverend and Right Honorable Cyril Garbett, Archbishop of York and mate of England. Only other network to carry the address was Columbia Broadcasting System.

## — MASSACHUSETTS —

**BOSTON**—Soft assignment for Jennings, commentator for WORL, was company 87 WAVES, all new recruits Hunter College, N. Y., where they to undergo indoctrination training. Jennings is the only male civilian to make the trip from this area... Morgan recently interviewed Shellbert, famed mimic and impersonator, appearing at the Hotel Touraine, view miked over WNAC... **WORCESTER**—E. E. Hill, managing director of W recently spoke at the YMCA Post Forum. His topic on that occasion "Future Service and Equipment in Radio Field."

## Discuss Effect Of Color In Black-And-White Television

Transformation of color in television to gradations of black and white was demonstrated by Bud Garnett of Farnsworth Television & Radio Corp., at a meeting of the Television Producers Association held last week in New York. Films and tele programs, which were photographed from a home receiver, were screened by Edwin Woodruff, of Allen B. Du Mont Laboratories. Strong, independent tele producer, also took part in leading the discussion.

Membership in the new video producers' organization was solicited from those present at a dues meeting of \$24 a year for active members and \$20 for associate affiliation. A heated discussion about qualifications for membership did not result in the expected setting up of standards, which will apparently take place at another meeting two weeks later. At this confab, officers will be elected and constitution and by-laws for the organization adopted.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 27, No. 26

NEW YORK, N. Y., MONDAY, MAY 8, 1944

TEN CENTS

## Ohio 'U' Meet Impressive

### FCC Tells Affiliates Post-war Tele Is Okay

Expressing complete confidence in the Radio Technical Planning Board's investigating television in all its phases, and "because television offers the greatest service yet conceived, it should be released as soon after the war as possible on the best practical standards known to the engineering profession," stated Niles Trammell, president, in a letter sent to all affiliates last Friday. Trammell wrote that it was unfortunate that statements had been (Continued on Page 4)

### Officials Of Mutual Meeting In Chicago

Chicago—Members of the Board of Directors, shareholders, and executive committees of Mutual Broadcasting System, will gather for their annual meeting of the year at the Waldorf Hotel, beginning today and continuing through Thursday, it was announced. Tuesday, May 9, and Wednesday, May 10, the executive committee will meet. Committee includes W. E. Earlane, WGN, Chicago, chairman. (Continued on Page 2)

### Bob Hope Convalescing; Returns To Air Tomorrow

Hollywood—Bob Hope, who underwent an operation last week for the removal of a cyst from his left eye, is convalescing and plans to appear on his regular Tuesday NBC network show. Hope with characteristic wit will be the condition developed after he saw Bing Crosby's latest picture.

### Ranking Spicler

Mutual figures it has the highest ranking commentator on the air, at least Mal Vickland, night program supervisor says so. Vickland points out that Britain's Lieut. Gen. Sir Douglas Brownrigg, who has been "captured" by John Whitely as a regular daily feature on "World's Front Page," and is a real general backed up by Christian Science Monitor staff.

### Mother's Day

Fresno, Calif.—Mrs. Lloyd Fiese, 24, dramatic soprano and mother of a two and a half-year-old daughter will be the May 14th—"Mother's Day"—guest amateur vocalist on the Phil Spitalny "Hour of Charm" program on NBC. Mrs. Fiese is one of the winners in the "Undiscovered Voice of America" contest.

### Davis Lauds Radio For OWI Campaigns

Washington Bureau, RADIO DAILY Washington—Elmer Davis, director of the Office of War Information, Friday announced that two years of operation of the Network Allocation Plan of the OWI Domestic Radio Bureau have resulted in a 29 per cent increase in the number of network radio programs regularly devoting time to government war messages. The plan through which the four major radio networks and network advertisers cooperated with the OWI (Continued on Page 2)

### Marshall Field On WBKB In Tele Fashion Program

Chicago—The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast Friday night for Marshall Field Company, Chicago, and featured fashions from the firm's style shops. Don McNeill emceed the show. Dick Hooper of RCA arranged (Continued on Page 2)

### 1,100 Attend Annual 3-Day 'Institute'; Wartime, Post-War Radio Is Topic; Year's Program Awards Made

By JOE OLSON  
RADIO DAILY Staff Correspondent

Columbus—American radio today is ready and eager to help convert the sword into a ploughshare in the postwar era just as radio played an important part in fashioning a ploughshare into the sword which is cutting down the axis.

This was the high note that emerged from meetings of the 15th Annual Institute for Education by Radio as approximately 1,100 members and guests completed three days of jam-packed Institute program and (Continued on Page 6)

### FCC Commissioner Talks On 'Free Radio'

Columbus—Far more serious than the danger of Government control of radio is the concentrated control of the industry by powerful economic interests, Clifford J. Durr of the FCC told the Institute for Education by Radio meeting here Friday night. This danger to free radio, said Durr, speaking at a panel on the subject "How Free Is Radio," is "far more serious and far more immediate than any threat from the Government." Durr told the Ohio group substantially (Continued on Page 7)

### NWLB Decision Expected In AFM-Recording Matter

Washington Bureau, RADIO DAILY Washington—Final decision of the National War Labor Board in the AFM-Recording matter is expected to be made public early this week. (Continued on Page 2)

### Single-Censoring Set For Invasion Stories

Washington Bureau, RADIO DAILY Washington—OWI announced Saturday that news stories of the approaching European invasion will be censored only once, instead of by British and American censors as often happened during the North African campaign. A joint Anglo-American (Continued on Page 4)

### Lerner Replaces Grafton As WOR News Analyst

Max Lerner, author and editorial writer for the newspaper "PM," has replaced Samuel Grafton as news commentator over WOR Sundays 7:45-8 p.m., EWT as of yesterday. Grafton left due to his desire to cover the country in course of the coming (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Fly Opposes Tele Freeze

By BEN KAUFMAN

OPPOSITION to a freeze of current television standards was voiced during the past week by FCC Chairman James L. Fly, who indicated that the public should be given the benefit of the many technological improvements created in wartime laboratories. Fly's opinion coincided with the recent CBS announcement of the same nature.

Columbia's stand had previously been disputed by a resolution of the Television Broadcasters Association,

Inc. Present standards, based on sound engineering judgment, the TBAI observed, provided an excellent basis for commercial television in the post-war era.

Fly also criticized FCC Commissioner Ewell K. Jett's recent statement to the American Television Society outlining two post-war tele systems—immediate and long-range. Support of Jett's position was extended by Norman D. Waters, ATS prexy, who (Continued on Page 4)

### High Averages

Ninety-five per cent of eighty-two participating students at Cooper Union, New York, have passed the Navy's Eddy test for radio technicians, it has been announced. Cooper Union's showing was outstanding among the colleges and high schools in which the test was taken, the Navy informed Professor Watson, director of admissions.



Vol. 27, No. 26 Mon., May 8, 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirach, 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.

**Officials Of Mutual Meeting In Chicago**

(Continued from Page 1)  
 man; H. K. Carpenter, WHK, Cleveland; Miller McClintock, MBS president; John Shepard III, Yankee Network, Boston; Theodore C. Streibert, WOR, New York, and Lewis Allen Weiss, Don Lee, Hollywood.

On Thursday, May 11, the board of directors and shareholders of the network will met. 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; W. E. Macfarlane, WGN, Chicago; Miller McClintock, MBS president; John Shepard III, Yankee Network, Boston; Theodore C. Streibert, WOR, New York; Lewis Allen Weiss, Don Lee, Hollywood.

On Monday, May 8, and Tuesday, May 9, the program operating board, composed of program heads of five key Mutual stations and network program officials, will meet to discuss future program policy of the network. Officials of the board include Miller McClintock, MBS president, chairman; Adolph Opfinger, MBS program director, vice-chairman; Lewis Allen Weiss, Don Lee, Hollywood; C. M. Hunter, WHK, Cleveland; Julius F. Seebach, Jr., WOR, New York; Frank Schreiber, WGN, Chicago, and Linus Travers, Yankee Network, Boston.

**NWLB Decision Expected In AFM-Recording Matter**

(Continued from Page 1)  
 with rumor in radio and recording circles that the WLB will rule in favor of the recording companies and will order striking musicians back to work. Such an order would result in the resumption of recording by the RCA Victor Company, Columbia Recording Company and allied transcription companies.

**Marshall Field On WBKB In Tele Fashion Program**

(Continued from Page 1)  
 the half-hour presentation, under directions of Ruthrauff & Ryan. Heavy newspaper space helped to publicize the event.

**Davis Commends Radio For OWI Campaigns**

(Continued from Page 1)  
 domestic radio bureau in presenting war information topics on a regular schedule was inaugurated a few months after Pearl Harbor when the urgent need for a central clearing agent for government requests for help from network shows became apparent to sponsors, agencies, networks and the government.

Today 240 commercial programs and 149 sustainers on NBC, CBS and networks are active in the plan. The radio bureau estimates that through the Network Allocation Plan alone networks and sponsors have contributed time valued at more than \$64,000,000 to war messages since the last week in April, 1942.

The average number of listener impressions made each month has risen in the past two years from 799,000,000 to more than 2,000,000,000—an increase of 150 per cent.

In noting the second anniversary of the Network Plan, Mr. Davis pointed out that in the two years of participation, advertisers and networks have included war information appeals in 15,268 network programs. These appeals covered 138 campaigns requested by virtually every Federal agency and their combined circulation was estimated at 35½ billion listener impressions—or enough to reach each of the nation's radio listeners more than 350 times.

"The entire radio industry deserves congratulations for making this operation the powerful weapon of war which it has become," he said.

**Lerner Replaces Grafton As WOR News Analyst**

(Continued from Page 1)  
 Presidential election campaign. Lerner will continue for the same sponsor, Sante Cheese.

Lerner is on leave from Williams College where he has been professor of Political Science since 1938 and has been writer and assistant to the publisher of "PM" since 1943. He is also a former editor of Nation magazine.

**Samuels Joins NBC**

Hartley L. Samuels, former promotion and ad chief of WHN, New York, joins NBC today as head of network program promotion, it was announced by Charles P. Hammond, the web's director of advertising and promotion. Before going to WHN, Samuels was director of promotion for the Atlantic Coast Network and, prior to that, a program promotion staffer for CBS.

**Decca Quarterly Report**

Consolidated net profit of Decca Records, Inc. for the three months ended March 31, 1944 amounted to \$250,073 (unaudited) after provision of \$389,537 for all estimated income and excess profits taxes, in accordance with the 1943 tax laws. This is equal to 64 cents per share on 388,325 shares of capital stock outstanding at March 31, 1944, and compares with a net profit of \$204,563 in 1943.

**Radio In Baltimore**

**What's a listener cost you?**

It's very easy to find out. First, you take a station's coverage. All stations have coverage maps.

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

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

It's as simple as that.

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



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

**TOM TINSLEY, President**

REPRESENTED BY HEADLEY-REED

**FINANCIAL**

(May 5)

**NW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 1/8	157	157 1/8	.....
CBS A	29 7/8	29 3/8	29 5/8	+ 1/4
CBS B	29 1/2	29 1/2	29 1/2	+ 3/8
Crosley Corp.	18 1/2	18 1/2	18 1/2	.....
Farnsworth T. & R.	11 1/2	11 3/8	11 1/2	.....
Gen. Electric	36	35 1/2	35 7/8	+ 3/8
Philco	29 1/2	29 1/4	29 1/2	.....
RCA Common	9 1/8	9	9	.....
RCA Frst Pfd.	70 3/4	70 3/4	70 3/4	+ 1/2
Stewart-Warner	13 1/8	13	13 1/8	+ 1/8
Westinghouse	98 1/8	98	98	- 3/8
Zenith Radio	36 1/2	36 1/2	36 1/2	.....

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	4 1/4	4 1/8	4 1/4	+ 1/8
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**OVER THE COUNTER**

	Bid	Asked
WCAO (Baltimore)	21 1/4	.....
WJR (Detroit)	32 3/4	.....

**20 YEARS AGO TODAY**

(May 8, 1924)

The 9th annual meeting and Navy dinner of the National Security League will be aired tonight from the Astor Hotel, scene of the occasion, over WJY. Important speakers include S. Stanwood Menken, Secretary of the Navy Curtis D. Wilbur and Theodore Roosevelt, Jr.... Popularity of WOR, the Bamberger station in Newark, has brought many inquiries on broadcasting time. WOR is absolutely non-commercial.

Wolly sez WOL  
 WASHINGTON WORKS 24 HRS A DAY - AND WOL REACHES THEM EVERY MINUTE OF THE DAY - \* WOL \* WASHINGTON'S ONLY 24 HOUR STATION  
 ... Sell Them on WOL  
 Affiliated with Mutual Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

**WQAM MIAMI**  
 THE VOICE OF TROPICAL AMERICA  
 CBS AFFILIATE  
 Represented by John Blair & Co.

# **“Modern Home Forum” Big Click on WOWO**

---

**Ft. Wayne, Ind.—Indiana’s most powerful station, WOWO, packs the sacks with letters and postal cards mailed by “Modern Home Forum” fans. Here are the highlights:**

**Show was established in 1937. In 1942, WOWO’s “Forum” pulled 34,080 mail responses. Mail-count jumped to 122,071 pieces in 1943. An increase of over 258%!**

**This year, WOWO’s “Forum” moved to new, headliner spot, 1:00 P.M. Mail immediately jumped (in round numbers) 200 replies per broadcast during first 12 days on new time. That’s 175,000 annual rate!**

**Hook your message to “Modern Home Forum.” It’s a hot spot in a market of 2,300,000 mid-Westerners, split 50-50 city and farm.**

**Don’t miss this click show. Call NBC Spot Sales today for availabilities.**





# THE WEEK IN RADIO

## Fly Opposes Tele Freeze

(Continued from Page 1)

wired his personal sentiments to the FCC chief.

Tele activity continued to register an upward swing. Complete plans were revealed for post-war construction of a video outlet atop Mount Royal, Montreal, by the Canadian Broadcasting Corp. CBS ordered two television transmitters, including studio equipment, from the General Electric Co.—one for a new 40-kilowatt plant in New York and another for a four-kilowatt station in Los Angeles, where, it was learned, the web expected to apply for a look-and-listen license shortly.

Project for a television manufacturing plant in Buffalo after the war was disclosed by James E. Robinson, tele experimenter. Formal opening of the new Du Mont sight-and-sound studio in New York was set for the week of July 10. Hollywood was envisioned as a more important production center for television than New York by Frank E. Mullen, vice-president and general manager of NBC.

Video personnel shifts kept pace. Tom Hutchinson, former director of television for Ruthrauff & Ryan, was reported in a tele post at RKO Corp. F. A. "Ted" Long, who was a member of the CBS television department in 1932, was named head of BBD&O's tele group.

Striking musicians at WJJD, Chicago independent, and KSTP, NBC affiliate in Minneapolis, Minn., were ordered back to work by the National War Labor Board following a lengthy hearing in Washington before that body. Heeding the NWLB directive, music staffers of KSTP returned to work. Strikers at WJJD also are back on the job. Disputes between both outlets and union locals of the American Federation of Musicians were assigned for mediation in Chicago by the WLB regional board.

Comprehensive radio plans for the Fifth War Loan Drive were reported ready for the campaign's opening June 12. . . . An all-wave receiver, including television and phonograph, was forecast by Gen. James G. Harbord, board chairman of RCA, at the company's annual stockholders' meeting. . . . Winners of the yearly George Foster Peabody awards were announced. . . . Radio coverage of the forthcoming European invasion was outlined by CBS and NBC.

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

### JOHN TILLMAN

CBS Announcer

Now serving in the Army of the United States



# MAIN STREET

WITH *Ol' Scoops' Daly*

## Windy City Radio Round-up!

● ● ● A visitor to our town this week was the guiding spirit of N. W. Ayer radio publicity and promotion, Wauhillau La Hay, former Windy City radio colyumist who is now devoting her talents to publicizing such top-drawer airshows as the NBC Telephone Hour. . . . Coast-bound to help get the revised "Hook 'n' Ladder Follies" properly launched as "Andy Devine's Dude Ranch" on May 13, Wauhillau waxed eloquent over the forthcoming radio debut of Violinist Fritz Kreisler on the July 17 Telephone Hour. . . . In La Hay's opinion it will be a musical event worthy of notice by the country's music-critics and she is asking them to lend an ear. . . . The question naturally arose as to how Kreisler was finally induced to go on the air and thereby, according to Wauhillau, hangs a tale. . . . It seems that Kreisler and the late Sergei Rachmaninoff, fast friends that they were, correlated their musical activities to such an extent that neither would make any appearance that the other could not duplicate. . . . or at least feel free to make if he so desired. . . . Rachmaninoff did not care to do a radio performance and so Kreisler, so long as his friend lived, likewise refused to appear at the microphone.

☆ ☆ ☆

● ● ● A note from Jack Paige, promotion manager of WNAX, Yankton, South Dakota, relays the info that the WNAX movie, recently shown at the Waldorf-Astoria in New York, will be screened for Chicago advertisers and agency personnel following a luncheon at the Palmer House on May 23. . . . ● What manpower shortage? Don (WGN) Norman, for one, is a bit skeptical after what happened on one of his "Your Date" programs recently. Don asked a young woman interviewee what her ambition was. . . . "To get married," she replied sweetly. . . . A week later she had received 15 proposals by mail from several states. . . . ● During her 20 years on WLS, Grace Wilson's vocalizing has included 1,040 renditions of "Bringin' Home the Bacon" . . . which inspired WLS announcer Jack Holden to indulge in some statistical interpretation, to wit: Grace has thus brought home 6,240 pounds of bacon (from 520 hogs) to her Mammy down in Macon. . . . Absolutely pointless, too.

☆ ☆ ☆

● ● ● Danny O'Neil, the WBBM-CBS singing star, is at Wesley Memorial hospital with a throat ailment. . . . Chicagoan Hal Reiter's new war song, "They're Going Over," was premiered on Nikki Tate's WCFL variety show Wednesday night. . . . Catchy tune. . . . ● When Frances Clark, NBC Chicago photo editor, went to sound effects the other day to borrow some gardening tools for picture props she found that the sound technicians already were using the tools—in their own gardens! . . . ● After a recent Breakfast Club broadcast, a G. I. Joe in the studio audience singled out Producer Lew Green. . . . "Is your show like this every morning?" he inquired. . . . "Approximately," said Lew. . . . "Well," said the G. I., "I used to think that studio walls were padded for acoustical effects. Now I know different." Ouch!

☆ ☆ ☆

● ● ● Jane Webb, young radiolovely who plays "Minerva" in WBBM's "That Brewster Boy," is the pin-up girl for the boys who hang the wallpaper. . . . It all happened this way: Jane and the decorator clashed on her choice of wallpaper. . . . He didn't like the black and white design, contending that it looked like doodling and he wouldn't risk his reputation by hanging the stuff. . . . Jane, turning on her best microphone personality, mimicked their argument and ended up by presenting him with an autographed "pin-up" picture of herself. P. S. She got the black-and-white wallpaper.

☆ ☆ ☆

— Remember Pearl Harbor —

# Single-Censoring Set For Invasion Stories

(Continued from Page 1)

censorship has been set up under the Allied Command, and correspondents of all nationals are assured equal treatment. Premature news breaks, it is hoped, will be eliminated.

Stories by newspaper and radio correspondents in the field, it is planned, will be censored in the field, while those written in London will be reviewed there. It is likely that some stories written in areas where field reviews are not available will also be studied in London. The plan precludes double review, however, and broadcasters are assured that their news coverage will be far more up-to-the-minute and reliable than was that during the African campaign of last year.

# NBC Tells Affiliates Post-war Tele Is Okay

(Continued from Page 1)

made in the press recently which would tend to confuse the public as well as the broadcaster on the future of television. Apparent confusion, Trammell stated, developed within the past week as to what technical standards and frequency allocation are best for television and when television should be launched as a service to the American public.

NBC president then outlines the network's policy as stated last February and proceeds to explain how the RTPB came about in 1942 and how it is working out its job through the medium of 13 panels. Trammell further drew analogies as to when an invention should be released to the public. He cited radio, movies and similar inventions which were not perfect when first given to the public. Trammell also feared that if America does not move out with tele, other nations after the war may leave the U. S. out in the cold.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

## How High Is High?

See the May 10th issue of Sales Management Magazine for the phenomenal figures on Effective Buying Income in Hartford.

USE WDRC TO CONNECT IN CONNECTICUT



*Love*  
to  
*Uncle Eddie*

DEANNA



# Ohio 'U' Meet Impressive

## Attendance Of 1,100 Sets Record For OSU 'Institute'

(Continued from Page 1)

prepared to windup the annual gathering with seven round-table conferences and a general session on "Radio and Post-war Problems" today.

The attendance topped all previous registration figures in the 15-year history of the institute. The previous high attendance was last year when 675 registered.

New officers of the association were announced; they are: Keith Tyler, institute director and Ohio State University professor, president; Luke Roberts, KOIN, Portland, Ore., first v.-p.; Robert L. Hudson, director of Rocky Mountain Radio, Denver, second v.-p.; Elizabeth Goudy Noel, U. S. Office of Education, Washington, secretary, and George Jennings, acting director of Chicago Public Schools

Radio Council, treasurer of the organization.

Ripples of invasion jitters affected the Institute. Five of the keynote radio and Federal government personalities were unable to attend. Remaining at their "listening posts" in New York and Washington, three NBC top-notchers withdrew at the last minute: Niles Trammell, NBC president; H. V. Kaltenborn, commentator, and Bill Brooks, News and Special Events Director.

But the Institute carried on and Dr. I. Keith Tyler, director, of Ohio State University's department of Radio Education, expressed his pleasure over the enthusiasm displayed at the first three days of the institute. In all, the institute was made up of one pre-conference meeting, four general sessions, one special session, 12 work study groups, five section meetings, seven round-table discussions, and 19 other meetings of special interest for institute members.

Another high point in the confer-

ence came yesterday when names of winners of first awards and honorable mention awards for the Eighth American Exhibition of Educational Radio Programs were announced. Judges gave 20 first awards and 18 honorable mentions to stations of the nation.

New York's WMCA won its fourth successive first award in group two, "Public Discussion Program Series" for its program "Labor Arbitration."

Two programs were given special citations in addition to first awards by the judges. "Stage 44" of CBC's drama department, a first award winner, was termed by the judges "an unusual theme given unusual treatment. An outstanding example of the scope and potentialities of radio drama" the specific program in the series which won the award and citation was "They're All Afraid." Written by Lon Peterson and directed by Andrew Allan.

Second special citation, accompanied a first award, produced in cooperation with the U. S. Forest Ser-

## Talks Delivered Officials Of No Elect Officers

vice. Judges termed his "an ally vivid dramatization of the effects of a forest fire and its possible effects on the war effort."

A total of 418 transcribed programs had been submitted for judging classifications and two general sessions making a total of 24 classes in which judges could make awards. Sixty of preliminary screening sent descriptions to the final judges who worked four days in arriving at decisions.

A summary of work study section, and round-table meetings to be presented this afternoon concluding general session. Preliminary general session topics were "How Is Radio," "Radio In The War," and "Radio's Role in Understanding"

(Continued on Page 7)

## Awards Made At Institute For Education By Radio

*In conjunction with the Fifteenth Institute For Education by Radio, the Eighth American Exhibition of Educational Radio Programs, the annual Awards and Honorable Mention by the latter group is listed below. Judges for the exhibition this year are: James F. Macandrew, program coordinator, Board of Education Studios, New York City; C. Wilbert Pettegrew, program supervisor, WOSU, Ohio U.; and Frances Farmer Wilder, director of education, CBS Pacific Network.*

### REGIONAL WEB, REGIONAL OR CLEAR CHANNEL STATION

**RELIGIOUS BROADCASTS:** First Award, "Beginning the Day," WHA, Madison, Wis. Honorable Mention: "E Navy Goes to Church," WOR, New York.

**AGRICULTURAL BROADCASTS:** First Award, "Food for Humanity," WOSU, Columbus.

**WOMEN'S PROGRAMS:** First Award, "Consumer Time," War Food Administration, Washington, D. C.

**CULTURAL PROGRAMS:** First Award and Special Citation, "Stage 44," series of the National Drama Department, Canadian Broadcasting Corp., Toronto. Honorable Mention: "Lives in the Making," YMCA, the story of George Washington Carver in "Lonely Valley."

**PUBLIC DISCUSSION PROGRAMS:** First Award, "Syracuse on Trial," WFBL Syracuse University Radio Workshop. Honorable Mention: "Dynamite Dollars," WWJ, Detroit.

**PERSONAL-FAMILY LIFE PROGRAMS:** First Award: "This Is Mine," WCKY, Cincinnati. Honorable Mention: "The Unseen Enemy," KFI, Los Angeles.

**NEWS INTERPRETATION PROGRAMS:** First Award, "Overseas Reporting," Matthew Halton, Canadian Broadcasting Corp. Honorable Mention: "Pillars of Time," KNX, Los Angeles.

**WAR EFFORT PROGRAMS:** First Award, "These Are American," KNX, Los Angeles. Honorable Mention: "Nebraska At War," the committee of The Nebraska Radio Coordinator, Omaha. Produced over 13 volunteer stations.

**CHILDREN'S PROGRAM FOR LISTENING OUT OF SCHOOLS:** First Award, "On the Scouting Trail," KFI, Los Angeles. **PROGRAMS FOR PRIMARY SCHOOL CHILDREN:** First Award, "Story Time," WOSU, Ohio U. Honorable Mention: "Old Tales and New," WLB, University of Minnesota. **PROGRAMS FOR ELEMENTARY SCHOOL CHILDREN:** First Award, "Young Experimenters," WHA, "Wisconsin School of the Air." Honorable Mention: "News of the Week," WOSU, "Ohio School of the Air."

**PROGRAMS FOR JUNIOR-SENIOR SCHOOL PUPILS:** Honorable Mention: "No Corner on Democracy," WOSU, "Ohio School of the Air."

### LOCAL STATION OR ORGANIZATION

**RELIGIOUS BROADCASTS:** Honorable Mention: "Bible Quest Bee," West Liberty State College, Wheeling, W. Va.

**AGRICULTURAL BROADCASTS:** Honorable Mention: "Farm Service Program," KLZ, Denver.

**CULTURAL PROGRAMS:** Honorable Mention: "Folk Songs of the Seven Millions," WNYC (N. Y.) and Brooklyn Public Library.

**PUBLIC DISCUSSION PROGRAMS:** First Award, "Labor Arbitration," WMCA, New York. fourth annual successive first award. Honorable Mention: Toledo High School Forum, Education Department, Toledo Public Schools, WTOL, Toledo.

**PERSONAL-FAMILY LIFE PROGRAMS:** First Award, "You Speak," Radio Club and Community High School, WTMV, East St. Louis, Ill.

**NEWS INTERPRETATION:** First Award, "News Parade," WNEP, New York.

**WAR EFFORT PROGRAMS:** First Award and Special Citation: "Tillamook Burn," KOIN, Portland, Ore. in cooperation with U. S. Forest Service. Honorable Mention: "Proudly We Hail," WGL, Ft. Wayne, Ind.

**CHILDREN'S PROGRAMS FOR LISTENING OUT OF SCHOOLS:** First Award, "Let Freedom Ring," KOMO and Junior League of Seattle. First Award, "Children's Bookshelf," KDKA and Junior League of Pittsburgh. **PROGRAM FOR PRIMARY SCHOOL CHILDREN:** Honorable Mention: "Primary Rhythmics," Indianapolis Public Schools, WISH.

**PROGRAMS FOR ELEMENTARY SCHOOL CHILDREN:** First Award, "Amigos Del Sur," KFJZ and Junior League of Ft. Worth, Tex. Honorable Mention: Civic Orchestra Concerts, WHA, Rochester, N. Y. and Civic Music Assn. and Board of Education.

**PROGRAMS FOR JUNIOR-SENIOR SCHOOL PUPILS:** First Award, "Plays for Americans," Board of Education, New York, (originated over FM station WNYE and WNYC (standard, Municipal outlet also). Honorable Mention: "What's New," Cleveland Public Schools, FM station WBOE. Honorable Mention: "You and the News," WGKV, Charleston, W. Va. and Junior Radio Board of Charleston.



# Durr Warns On Domination Of Radio By Sponsors Of Network Programs

# Meeting At Ohio 'U' Hears Web Speakers

(Continued from Page 6)

Continued from Page 1)  
same things he told a secret of Neiman Fellows in Hartford three months ago. Re- charges of FCC control over programming, Durr pointed to the concentration of air spon- soring the growing commercial- radio programming. Herein, lies the most immediate dan- ger of the air.

**Advertising Predominating**  
disparaging advertising, declared that radio is becoming, a medium of public ser- vices, predominantly an advertising medium. Sponsorship of news and columns is distasteful to all, and "neither is advertising of radio programs of a type conducive to freedom of

the danger of Federal con- trol, Durr pointed to the Constitu- tion and the Communications Act to show such control is not to be

leaving as a bureaucrat," he con- sidered. Durr would like to point out that there may be restraints upon freedom other than political re- strictions. With the concentration of power which has been charac- teristic of our economy, particu- larly in the past quarter of a cen- tury, which is increasing at a rapid accelerating pace, our ac- tions must be as effectively limited and punished as by duly enacted laws. Moreover there is no effective way of distracting at- tention from these economic restraints by focusing it on political re- straints, whether real or imaginary.

**Presses "Peoples" Radio**  
In this country, we have sought a path through diversity in the use of the radio outlets. The danger of monopolization of these outlets, either by the Government or by private groups, has been re- sisted. Title to the radio channels is in the people and the oper- ation of the broadcasting stations is placed in the hands of se- veral individuals and groups charged with responsibility for operating in the public interest—not for their own private benefit but for the public interest. Today we have on the air about 900 standard broadcasting stations—a sufficient number it would seem, to provide diversity we have been looking for. With the operators of this num- ber of stations exercising their in- dependent judgment it should be ex-

pected that the prejudices, predilec- tions, and mistakes in one direction would be balanced out by those in another, leading, over all, to a fairly balanced presentation of points of view as well as of information and entertainment.

"But do these operators exercise their free independent judgement? About 600 of the 900 standard broad- cast stations are affiliated with one or more of the four national net- works. These affiliated stations to-

versification to concentration. We start out with 900 supposedly inde- pendent stations; about 600 of these, together, using 95 per cent of the night time broadcasting power of the entire country, bind themselves by contract to four national networks, the four national networks receive 74 per cent of their revenue from four national industries. Maybe this is the road to a free radio, but I doubt it," Durr concluded.

### Seldes Fears Legislation

Gilbert Seldes, CBS executive and author, warned that "laws restrict- ing freedom of expression on the air, will be passed if the confidence of the American people in their radio is abused." He asked Institute mem- bers "to decide what we want our freedom to do," and added, "I don't think that our prime purpose is to make a dozen individuals happy—to exempt them from the common ethics of fair play and responsibility."

Seldes suggested a "humanist ap- proach to our problem—in the sense that we go on the known facts of human nature."

Tom Slater, special features direc- tor for Mutual, speaking as one from "radio's daily firing line," said he was puzzled "that any medium as power- ful as radio should be so fearful, so tentative in its own evaluation of its true position."

### Kobak Gives Views

"Radio can reflect only the degree of freedom of the people," declared Edgar Kobak, executive vice-presi- dent of the Blue web. He said the subject of freedom of the air "is bound round with wishful thinking," and added:

"I don't know whether the exist- ing method of control is good or bad. The industry doesn't know. The Government doesn't know. Perhaps there is no better method (than the one now used). But it is time that someone finds the answers to all these questions. And already the Blue Network has launched its own study into the subject. Until the answers are found we are shadow- boxing with a ghost. Ignorance is not freedom. It is not even a substitute."

### Canteen

*Columbus—Three gals from Columbus radio stations were in charge of an ice-breaker tea on the first day of the Institute aimed to make first-timers feel at home. During the two-hour serving, 350 persons were greeted. Committee- women were Marie Hornbeck, WHKC; Rhea McCarty, WCOL, and Ann Charles, WOSU. Host- esses included Mrs. John W. Bricker and Mrs. Howard L. Bevis.*

gether utilize about 95 per cent of the nighttime broadcasting power of the entire country and over half of their total broadcasting time is devoted to national network programs. They receive about 40 per cent of their en- tire revenue from the national net- works—and this means far more than 40 per cent of their profits, for the network programs are handed over ready-made and there is little offset- ting expense. A network contract is the biggest economic asset a station can have. Many of them could not sur- vive without network affiliation and few of them could prosper without it.

"It is not unreasonable to assume that business concerns engaged in the same line of business have simi- lar economic interests. Their dis- agreements in points of view are not likely to go very much beyond dis- agreements as to the merits of their respective products. It is still more disturbing, therefore, when we look at the figures by industries and find that in 1943 over 74 per cent of the estimated total billings of all four national networks was concentrated in four industry groups:

1. Food, beverages, and con- fections, 26.5 per cent;
2. Drugs, 20.5 per cent;
3. Soaps, cleansers, etc., 14.6 per cent;
4. Tobacco 12.5 per cent.

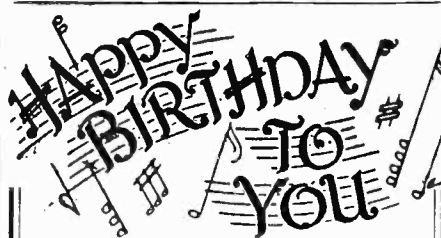
Thus we have moved from di-

### AVAILABLE

LADY—age 26 (one year experi- ence as Major Radio Station) is desirous of position with advertising agency in New York department. College graduate. Write Radio Daily, Box No. 835, 1501 Broadway, New York 18, N. Y.

### WANTED

NETWORK AFFILIATE STATION NEAR NEW YORK WANTS COMMERCIAL CONTINUITY MAN. SALARY OPEN. WRITE RADIO DAILY, BOX 834, 1501 BROAD- WAY, NEW YORK 18, N. Y.



May 8

Ralph Bowman      Tony Russell  
Capt. Tim Healy    William L. Hoppes  
James Rowland Angell    Jim Gaines  
Red Nichols              Ruth Gilbert

ered elsewhere in this issue of the RADIO DAILY.

Television and FM as it will concern the rural areas and homemakers was the subject of an address by William E. Drips, NBC director of agri- culture on Saturday, when he acted as chairman of the Agricultural Sec- tion of the Institute and led the panel discussion. Drips saw great possibili- ties in tele for the farmer when suf- ficient coverage will be such that di- rect help in overcoming various plant, fruit and vegetable diseases will be given the rural dwellers by holding up the example of diseased tomatoes for instance so that comparisons may be made.

"It does not take much imagination" said Drips, "to visualize a few possi- bilities. If television was with us at the moment we can readily see how valuable it might be to 20,000,000 vic- tory gardeners."

### New Farm-Home Broadcasts

After mentioning the different qual- ities of the film type of program as against live and other documentary shows, Drips was of the opinion that present day farm and home broad- casts would have to be remodeled. Mere talks on a stated subject will be out and a new approach for the eye will have to be substituted. Ac- tual demonstrations of sewing, can- ning, etc., will be much more attrac- tive to the housewife.

CBS's John Daly, recently returned from Italy, told of transmission facili- ties he encountered, how problems often were tackled by trial and error methods.

D. C. McArthur, chief editor, CBC, reviewed how his web has followed Canada's soldiers in the war to date. Said McArthur, "We have three (ra- dio) vans in England ready to go into action as soon as beachheads are established. . . . We intend to give a complete and first-hand picture of the stirring events ahead."

*Buying Time*  
IS ONLY  
*Half the Picture*

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

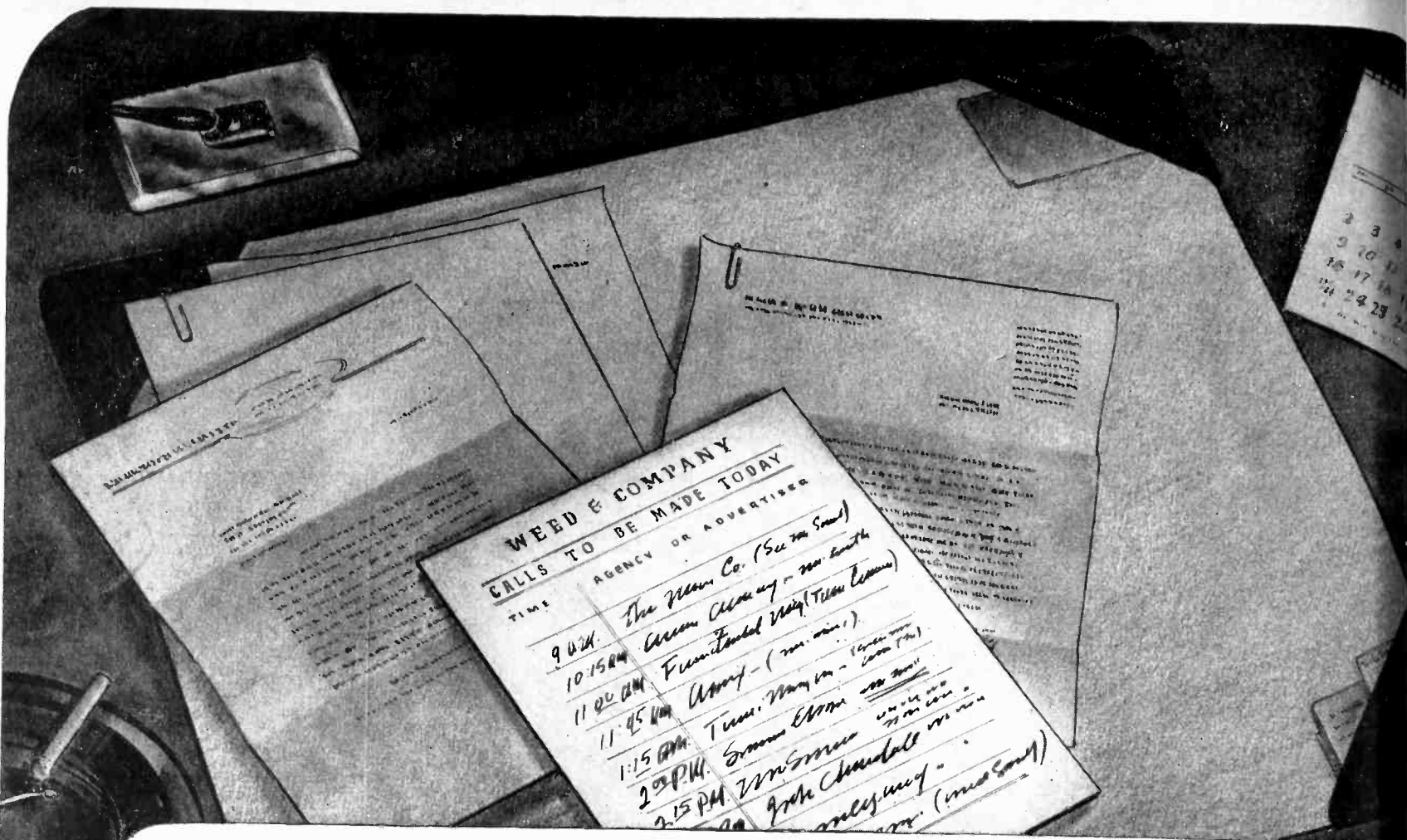
# WCBM

BALTIMORE'S Blue Network Outlet

JOHN ELMER  
President

GEORGE ROEDER  
Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives



# "Nationally REPRESENTED by Weed and Company"

True representation, where it counts and when it counts, is the goal that Weed achieves. Weed offers *salesmen*.

Weed men get called in — yes; advertisers and agency men regularly seek their help. But Weed men keep

continually at the business of getting the business, which means making — creating — the calls.

That's one reason why "Nationally Represented by Weed and Company" on a station letterhead means that that station shows ever-increasing returns.

*Slogan for stations: "Weed 'em and reap!"*

# WEED AND COMPANY

## RADIO STATION REPRESENTATIVES

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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

7, NO. 27

NEW YORK, N. Y., TUESDAY, MAY 9, 1944

TEN CENTS

## OSU Meet Scans Future

### Com. Resumes; Com. Jett Called

Washington Bureau, *RADIO DAILY*  
Washington—Hearing of the FCC by a committee will resume this week, with Commissioner E. K. Warner chief engineer, expected to stand to testify regarding Radio Intelligence Division. Jett will make a strong defense of the RID and its efficiency. RID is the branch which has suffered most of the branches from the FCC by former chief counsel Eugene L. Garey. Budget has been scaled down.  
(Continued on Page 3)

### Research Committee Killing New Proposal

Washington Bureau, *RADIO DAILY*  
Washington—A sub-committee of the Research Committee, Roger W. W. WFIL chairman, which is studying station coverage measurement methods, is understood to have rejected a plan submitted by Hooper, Inc. This is one of the proposals which the group will report on at the next meeting.  
(Continued on Page 4)

### Commissioner Durr Speaks at Cleve. Group Today

Washington Bureau, *RADIO DAILY*  
Washington—Commissioner Clifford Durr will deliver an address at the annual May meeting of the Greater Cleveland Radio Council, in Cleveland, at 11:30 a.m. The council is composed of representatives from radio organizations.

### Pro And Con

Listeners will hear both sides of the Montgomery Ward controversy tonight, from 10:45-11 p.m., on W. Rep. Everett M. Dirksen, Illinois Republican, will speak in opposition to the Army's seizure of the company. Fifteen minutes later, from 11:15-11:30 p.m., Rep. Wright Patman, Texas Democrat, will speak for the Government's side of the case.

### Sister Act?

Five sisters and one sister-in-law appear in the cast of the Molle Mystery Theater program, "Sister of Cain" over WEA, 9 to 9:30 p.m. Tuesday. The sisters are Thelma Ritter, Claire Niesen, Abbey Lewis, Toni Merrill and Doris McWhirt while the sister-in-law is Joan Tompkins.

### Report Waring Break With Chesterfields

After an association of five years, Fred Waring and Liggett & Myers Tobacco Co. makers of Chesterfield cigarettes, were reported yesterday as coming to the parting of the ways. Break was understood to have come about yesterday afternoon and too late for confirmation with the Newell-Emmett agency which closes at 5 p.m. At the Vanderbilt Theater where  
(Continued on Page 3)

### Von Zell Bows Out As MC Of 'Truth Or Consequences'

Harry von Zell has bowed out as co-master of ceremonies with Ralph Edwards on the "Truth or Consequences" program on NBC, it was announced yesterday. Harry's decision to leave the show came after it was learned that Edwards' induction into the Army has been indefinitely postponed. At the time von Zell was signed to replace Edwards, Ralph expected an early call to the army.

## NAB Board Meet In Capital Discusses Current Problems

### REC Swamped With Calls For Club Membership

Washington Bureau, *RADIO DAILY*  
Washington—Swamped with applications for memberships in the Radio Executives Club because of the club's weekly "Television Seminar" which starts Thursday, May 18, the REC membership committee is restricting the new members to those in radio or its allied fields, it was disclosed yesterday.  
(Continued on Page 2)

## Industry Speakers At Closing Sessions Of 'Institute For Education By Radio' See Vital Role In Post-War World

### Newspaper Ups Price; Agencies Study Result

Both radio sales executives and clients using newspapers also, are studying the move of the New York "World-Telegram" which yesterday raised the price of the paper from three cents to five cents. Heretofore the "Evening Post" and "Journal-American" which accept advertising and "PM" which doesn't have been  
(Continued on Page 2)

### NWLB Decision Held Up For Another Week

Washington Bureau, *RADIO DAILY*  
Washington—Decision by the War Labor Board on the AFM-recording companies dispute appears to be held up again—probably for another week. It was originally expected today, but  
(Continued on Page 2)

### Guest Male Soloists On Percy Faith Program

When Percy Faith takes over baton from Andre Kostelanetz on the "Pause That Refreshes" show on CBS Sunday, May 14, the program will in-  
(Continued on Page 2)

Columbus—As America kept its radio ear alert for news of the impending invasion, the Institute for Education by Radio wound up its 15th Annual Conference here yesterday with a general session devoted to "Radio and Post-War Problems." The Institute's 1944 sessions were declared the most thought-provoking series of meetings in its history.

Paul Hoffman, chairman of the board of trustees, committee for economic development, and president of Studebaker Corp., gave a report on  
(Continued on Page 6)

## Seek Radio Experts For Alaskan Posts

Sixty jobs are open for radio electricians on the 7,000 miles of civil airways in Alaska, according to a recent announcement by the Civil Aeronautics Administration.

Jobs pay about \$3,475, which is made up of \$2,300 base pay plus the 25 per cent differential for foreign service and the usual 21 per cent  
(Continued on Page 5)

## Stock Company For Tele Planned By Ad Agency

Plans for a television stock company have been completed by the Charles M. Storm Co., according to Raymond E. Nelson, the New York  
(Continued on Page 3)

### Free Licenses

Montreal—During 1943, 1,326 free radio licenses were issued to schools in Canada. Schools obtain a free radio receiving license by applying to the Department of Transport at Ottawa through the provincial Department of Education. Free licenses are also issued to blind persons, hospitals, charitable institutions, and for receiving sets used as Army recreation.

(Continued on Page 5)





Vol. 27, No. 27 Tues., May 9, 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.

**Robert M. Thompson**

Pittsburgh—Robert M. Thompson, long associated with the broadcasting industry, died after a lengthy illness Saturday. Mr. Thompson started in radio in the early 1920's and was connected with radio stations WJAS and KQV in Pittsburgh.

**NBC Athletic Assoc.**

Newly installed officers of the NBC Athletic Association are: Easton C. Woolley, president; Ernest de la Ossa, first vice-president; Helen Walker, second vice-president; Marjorie McDonnell, treasurer, and Grace Sniffin, secretary.

**20 YEARS AGO TODAY**

(May 9, 1924)

Of great interest to music lovers is the program of Wagnerian operatic selections to be broadcast over WJZ, New York, by the Rheingold quartet, a group which has had several years of phenomenal success in Europe. . . Judging from WOR's airing of the Newark Philharmonic band concert at Branchbrook Park, outlet has the remote control situation completely under control.

**Coming and Going**

DEEMS TAYLOR, president of Ascap, is back in town after having been awarded an honorary degree of Doctor of Music by Syracuse University at that institution's 74th Commencement which was held last week.

DICK DORRANCE, director of promotion service for CBS-owned stations, has left on a trip to discuss promotion plans with affiliates at St. Louis, Los Angeles and Chicago.

J. E. DOYLE, manager of press information for WABC, is back from Washington, D. C., where he conferred with officials of the Treasury Department.

KENNETH D. SOBLE, manager of CHML, Hamilton, Ont., in New York for conferences with the station's representatives.

RALPH WEIL, general manager of WOV, New York, leaves on a 10-day trip to the midwest. He will visit Chicago, Milwaukee, St. Louis and the Twin Cities.

GEORGE L. MOSKOVICS, formerly sales manager of the Columbia Pacific Network and more recently an announced new edition to the New York office of the Radio Sales division of CBS, has arrived at network headquarters in New York City to begin his new duties.

ELEANOR A. SMITH, of Associated Radio Artists, Chicago, is spending a few days in town.

CAPT. GEORGE ANDREWS, former NBC music supply clerk, who has been decorated with the DFC and the Air Medal for his work as flight commander in the Mediterranean area, is back in the States on furlough.

LEWIS ALLEN WEISS, executive vice-president of Mutual and executive vice-president and general manager of the Don Lee network, is in Chicago to attend meetings of the MBS directorate and executive committee.

THOMAS D. CONNOLLY, director of CBS program promotion in CBS' sales promotion and advertising department has left on a visit to the Chicago office of the network.

CAPT. ROBERT JENNINGS, of the U. S. Army Air Forces Training Command, is in town from Fort Worth.

MARTHA ROSS TEMPLE, director of women's programs at WFBR, Baltimore, is at Columbus, Ohio, where she attended the Institute for Education by Radio.

TED HUSING and JIMMY DOLAN have returned from Churchill Downs, where on Saturday they broadcast over CBS the 70th running of the Kentucky Derby.

DAVE DRISCOLL, director of war services and news, is back from Wichita, Kans., where he was a guest of the Boeing Aircraft Corp.

**Guest Male Soloists On Percy Faith Program**

(Continued from Page 1)

augurate a policy of guest male soloists for the summer. First singer will be Earl Wrightson, American baritone. Eleanor Steber, soprano of the Metropolitan Opera, will be heard regularly on the show throughout the summer.

**REC Swamped With Calls For Club Membership**

(Continued from Page 1)

many of the applicants are from professional men seeking knowledge of television and from those in the motion picture industry who believe tele will be post-war competition.

**NWLB Decision Held Up For Another Week**

(Continued from Page 1)

will not be out this week, according to WLB. The board is expected to order AFM to resume recordings.

**Newspaper Ups Price; Agencies Check Reaction**

(Continued from Page 1)

selling at the higher rate. Decision by the "Telegram" a Scripps-Howard paper is now expected to be followed by other evening newspapers and quite possibly the morning paper as well.

Morning papers are now selling at two cents for the tabloids and three cents for the "Times" and "Herald-Tribune." Presumed that the circulation figures will be noted by radio and if any appreciable drop, may use it in their sales talks. Higher costs of publishing and scarcity of newspaper paper are among the reasons for the boost in rates, originally mentioned as a possibility some time ago.

Another angle however, is the fact that the forthcoming invasion newsdraw will overcome the reluctance to pay five cents and consequently get people in the habit of paying more at a time when the additional two cents will not be counted.

**FINANCIAL**

(Monday, May 8)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	157 1/4	157 3/8	+ 1/4
CBS A	30	29 7/8	30	
Crosley Corp.	18 1/2	18 1/4	18 1/4	- 3/8
Farnsworth T. & R.	117 3/8	115 3/8	115 3/8	- 1/4
Gen. Electric	36	35 3/8	35 7/8	- 1/8
Philco	30	29 1/2	29 5/8	- 3/8
RCA Common	9 1/4	9	9	- 1/8
Stewart-Warner	13	12 7/8	12 7/8	- 1/4
Westinghouse	97 3/8	97 3/8	97 3/8	+ 3/8
Zenith Radio	37 3/8	37	37 3/8	+ 3/8

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/8	14 1/8
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	32 1/2	

**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.

**Is Your Baltimore Radio Dollar Working Efficiently?**

What are you getting for your money? Here's the 3-way test of your Baltimore radio dollar:

1. Coverage... find out how many radio homes you're getting in the Baltimore trading area.
2. Then check how many of those people are listening to the station you use at the time you use it.
3. Then divide the number of actual listeners by the cost of your program.

You'll know then how hard your dollar is producing. All the facts prove that there is one station that delivers more listeners-per-dollar-spent than any other.

That's W-I-T-H... and the facts are all down in black and white. Like to see them?



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

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE...

## Report Waring Break With Chesterfields

(Continued from Page 1)  
 and His Pennsylvanians state their NBC programs at 7 p. m., EWT and repeat at 11 p. m. The spokesman for Waring stated that a statement would be given out at his office. Queried on the break, the spokesman said there was something to it, but could speak further until the statement was issued today at Waring office.

The Chesterfield show with Waring is also to be among the most popular of its kind, being heard five times weekly, and also among the highest salaried orchestras on the radio.

## Radio Company For Teleplanned By Ad Agency

(Continued from Page 1)  
 Advertising agency's radio and video work.

The production of the eye-and-ear dramatic group will be a two-hour dramatic show, which will dedicate new studios of W2XWV, DuMont tele outlet in New York, July 1. The sale of the sight-and-sound stock will be to establish a program of groundwork for visual dramatic presentations.

## Information On Excise Tax 'Mist' For Certain Shows

Washington Bureau, RADIO DAILY  
 Washington—The amount of Federal Excise Tax on jewelry, fur, furs, fashions and leather goods must be separately stated in radio advertisements, the OPA has decided. The ruling was effective Saturday of last week, and applies to printed advertisements as well as radio advertisements.

## Gets Tele Call Letters

Riverside, Cal.—The call letters WBYN have been assigned for the new radio station to be built on the 10,000-foot Cucamonga Mountains, east of Ontario, California, by the Broadcasting Corporation of America. Operators of station KPRO, Riverside, California, and KROP, being built in Brawley, Calif.

## CHARLES SCHENCK Writer-Director

Available after June 5 for free-lance writing and directing. Expert doctoring for an "ailing daily" or a "blighted writer."

There is no substitute for experience

Phone: Radio Registry or LA. 4-1200

# ★ AGENCY NEWSCAST ★

DANIEL W. KEEFE, and JOHN H. TINKER, JR., art directors, have been appointed vice-presidents of McCann-Erickson, Inc., it has been announced by Leland Stanford Briggs, vice-president in charge of Eastern operations and manager of the New York office. Keefe has been an art director with McCann-Erickson since 1929. He has received many advertising honors, and his work was exhibited at the Museum of Modern Art.

Tinker has just rejoined the agency after a short period as art director for J. Walter Thompson. He has served as art director for N. W. Ayer, J. M. Mathes and McCann-Erickson.

HENRY O. WHITESIDE, formerly research director of the St. Louis Chamber of Commerce, has joined the research department of the Gardner Advertising Company.

BERT NEVINS ASSOCIATES announce the occupancy of new offices in the Newsweek Building.

DORIS HILLMAN LAWTON, former editorial assistant on the New York staff of Broadcasting Magazine, has joined Advertising Age as an associate editor.

E. B. BEDFORD, will handle special marketing and media assignments for Geyer, Cornell & Newell, Inc., beginning June 1st. At the present time he is on leave of absence as advertising manager of Oneida, Ltd., but will return to that capacity when this company reconverts from war work to full production of its nationally advertised silverware lines.

J. M. MATHES, INC., has been appointed to place the advertising of Muzak Corporation.

ETABLISSEMENTS RIGAUD, INC., makers of Rigaud un Air Embaume Perfume, has appointed J. M. Korn & Company, Philadelphia, to handle the account.

APPOINTMENT OF HARRY SADENWATER, one of the pioneers in the radio field, as broadcast equipment sales manager for RCA in the Eastern region has been announced by T. A. Smith, Standard Radio and sound equipment sales manager and M. F. Blakeslee, eastern regional manager. Sadenwater, who will headquarter at the RCA sales offices in New York City, will be responsible for the sale of broadcast transmitters and associated equipment to eastern radio stations. Prior to his present appointment he was manager of services for RCA Laboratories at Princeton, N. J.

HOWARD WORDEN, formerly of Young & Rubicam, has joined the executive staff of Foote, Cone & Belding, New York.

## Lea Com. Resumes; Com. Jeff Called

(Continued from Page 1)  
 by more than 50 per cent, largely on the strength of letters by the military to the President stating that RID functions should be handled by the military.

The White House, following an investigation, decided against the shift, but Congress seems interested in forcing the transfer.

## Gets Third Award

A third citation from the War Department for "continued excellence in war production" was awarded the Marion plant employees of the Farnsworth Television & Radio Corporation, it has been announced by President E. A. Nicholas.



An experienced telephone operator handles calls quickly and accurately . . . habit enables her to make and break connections almost automatically.

In Southern New England, habit exerts a powerful influence on radio listening. After more than 19 years, the people of this area have come to depend so much on WTIC for fine radio entertainment that they tune to this station's wave length as a matter of course.

This habitual listening is of supreme importance to you national advertisers for it guarantees a constant and attentive audience for

your sales message. Coupled with this distinct advantage is the fact that WTIC's listeners possess a buying income 60% in excess of the national average. That means that they're able to BUY what you have to SELL.

SELL them through the medium they respect and trust . . . the powerful and friendly voice of WTIC.

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

LOS ANGELES

By RALPH WILK

UNDER Bill Goodwin exclusive pact with Lever Bros. and Swan, the announcer-actor gives them first call on any show, starring himself, which he may develop. The arrangement becomes effective with start of the Burns and Allen program next August, immediately following the summer lay-off.

Trudy Erwin, former NBC Kraft Music Hall songstress, and her husband, Murdo McKenzie, became the parents of a baby girl recently. The youngster has been named Karen Lee. Trudy retired temporarily from her harmonizing with Bing Crosby several months ago, to await the baby's arrival. McKenzie, a former NBC engineer, is now a civilian instructor at Polaris Flight Academy.

Don Bernard, producer of the CBS "Blondie" show, has taken the lyrics of the popular tune, "San Fernando Valley," to heart—he's moving that way this week. With plans to become one of radio's busiest farmers, Bernard has purchased a 10-acre walnut grove in the productive Southern California valley.

When Bernard moves to the new ranch, he will have added to his erstwhile city-fied menage...one cow, three pigs, 30 chickens, one horse and two ducks.

NAB Research Committee Mulling New Proposal

(Continued from Page 1)

being presented in full detail uses two geographic units and methods which produce two different measurements. This includes the county, and individual cities or towns within the county as one part of the method; second two measurements is "potential" audience, reporting answers to questions regarding family listening habits and, "actual" audience, using coincidental telephone ratings in some localities and "computed" ratings in others.

Plot and pattern would show the prospective time-buyer for instance or the station, just where it is strong or weak, etc. Also special plans are involved and low cost procedure in handling.

MAIN STREET



Memos of an Innocent Bystander . . . !

● ● ● Can you imagine the thrill our friend Sgt. Sid Weiss got that day when, at a Camp Theater (somewhere in Corsica) he saw and heard Bill Stern in the flicker "We've Never Been Licked," in the "wrestling short" that followed... wrote Sid, "I never realized until now, how much a friend's voice and face could mean." . . .

● The Merchandising and promotion contest, sponsored by General Foods and open to all stations of the Keystone Broadcasting System, was won by KFRO, Longview, Texas which was awarded a prize of a \$500 War Bond with WCBI, Columbus, Miss. coping second place and a War Bond representing a Century Note. . . ● M-G-Moguls have signed Audrey Totter of the "Bright Horizons" cast, to a long term.

● The Blue Net's new Friday niter, "Musical Showcase," starring vocalovely Kay Lorraine, rates a listen. . . ● The drama, "The Spain of Columbus," of the NBC series, "University of the Air" heard Sunday, proved a thrill to the ears... for which a low bow to Director Joe Mansfield, actor Roger DeKoven and scripter Morton Wishengrad. . .

● In his play, "I Ain't Talkin'" which Jackson Beck wrote and sold to Ben Boyer and Harold Huber, he "fixed up" a juicy part for himself... BUT radio commitments make it impossible for him to appear in the role... (and you got troubles!).



● ● ● Radio was well-represented in the throng of "Show folk" which attended the "Eddie Cantor party" Sunday at the Astor Hotel... the NBC comedian's efforts on behalf of Uncle Sam during World War One and World War Two, both of which occurred in his 35 years as a member of the "grease-paint fraternity" were lauded and deservedly so... a low bow to a grand trouper and a fine American. . . ● Blue Network commentator John B. Kennedy has authored about 8,000 stories including romance, adventure and whodunits... Jim Marchant's new ballad, "I Want Everyone To Know," by Benny Davis, Nat Burton and Ted Murry, which was given an appealing MBSend-off of Imogene Carpenter last week, seems headed for the Hit Parade... Frances Farmer Wilder, Educational Director of KNX, which won one of the six George Foster Peabody radio citations for CBS, is Gotham-bound... Ed & Pegeen Fitzgerald on their Saturday morning program, handed a WORchid to former Mercury Theater actress, Margaret Curtis' "make-believing" in "A Highland Fling," which opened last week on Broadway... It is rumored that Ted Husing will succeed Marty Glickman as sportscaster on WHN when the latter assumes his commission in the Marine Corps late this month... David Lowe of Lowe and Kent, which handles the radio publicity for "Helen Goes To Troy" and "One Touch of Venus," has donned Khaki... After a hundred consecutive weeks at the Pump Room of the Ambassador Hotel in the Windy City, Emile Petti and his "easy to listen to" orchestra with vocalovely Barbara Marshall, has returned to Gotham's Biltmore Hotel... give yourself a musical treat and tune in on this outfit tonite or next Saturday via the Blue.



● ● ● We have often given him Radiokays for his ability as newscaster but now we wish to hand him one for his deportment as a man... a typical, upright, patriotic, "take-what-comes-and-make-the-best-of-it" American Youth, named George Putnam, who left his post with NBC to become a private in Uncle Sam's army... his many friends will be pleased to learn that George has been commissioned a 2nd Lt. in the Marine Corps and is currently at Quantico... Lionel Hampton's Orchestra will be piped in from Detroit Sunday for the special "Mothers' Day for Victory" program which will be heard via the Blue in the "Your War Job" spot, 11 a.m.



● ● ● We have often given him Radiokays for his ability as newscaster but now we wish to hand him one for his deportment as a man... a typical, upright, patriotic, "take-what-comes-and-make-the-best-of-it" American Youth, named George Putnam, who left his post with NBC to become a private in Uncle Sam's army... his many friends will be pleased to learn that George has been commissioned a 2nd Lt. in the Marine Corps and is currently at Quantico... Lionel Hampton's Orchestra will be piped in from Detroit Sunday for the special "Mothers' Day for Victory" program which will be heard via the Blue in the "Your War Job" spot, 11 a.m.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

BROADCASTING, Television Publishing" will be the subject of an address to be given by F. Kobak, executive vice-president of the Blue Network, before the Chicago Federated Advertising Club luncheon meeting, to be held in the Louisville Room of the Hotel Sherman on Thursday, May 11. Kobak's talk will be one of other in the advertising's "What's Ahead" series. Well known in Chicago advertising circles, Kobak is expected to discuss some of the post-war developments in radio, including television and FM.

The Chicago Area Radio Club Council will hold its first wartime "Hamboree" Saturday evening, May 12, in the Bal Tabarin Room of the Hotel Sherman, it was announced by George Ashton, council chairman. An attendance of more than 700 amateur radio operators and their friends is expected. The part radio hams are playing in the war will be stressed. Commander J. E. Parrott, USNR, district communications officer of the Naval District and a radio amateur will tell of the ham contributions to Navy radio operations. Other speakers will be Cyrus T. Read, assistant secretary of the American Radio Relay League, West Hartford, Conn., national organization of radio amateurs, and Kenneth R. Porter, former correspondent of Radio News, who has just returned from the European theater where he witnessed the operations of amateurs.

The Hirsch Clothing Company sponsors of WGN's telephone quiz, renewed the program for an additional 52 weeks, effective Monday, May 8. The show is heard Monday through Saturday, 6:15-6:30 p.m. CWT. Bill Anson, veteran emcee, conducts the quiz, replacing Mary Mueller, now doing radio work at the West Coast. Schwimmer and Stone is the agency.

WKMO Joins CBS

Effective Wednesday, May 10, station WKMO, Kokomo, Indiana joins the Columbia network as a supplementary station. WKMO operates on 1,400 kilocycles, 250 watts.



"Why should you prefer WDFW to this recording of the National Anthem!"



# Board Mulling Association Problems

(Continued from Page 1)  
 Wheeler bill. Plans for the annual convention, tentatively set for August 28-31 at the Palmer House in Chicago, were also slated for discussion.  
 Current controversy on the subject of revision is expected to be aired at one of the sessions. Opinions seem to vary as to whether or not the subject should be so widely aired in the sessions at this time.  
 Among the board members scheduled to attend the sessions are:

**Executives Attending**  
 Pa. W. Morency, WTIC Hartford; John Hager, WGY Schenectady; Roy Thompson, WFBG, Altoona; G. Richard Shafto, WIS Columbia, S. C.; Sam W. Woodruff Jr., WRBL Columbus, Ga.; Hoyt B. Wooten, WREC Memphis; Nathan Lord, WAVE Louisville; John E. Fetzer, WKZO Kalamazoo; Leslie C. Johnson, WHBF Rock Island Ill.; John J. Gillin Jr., WOW Chicago; E. L. Hayek, KATE Albertville, Tenn.; William B. Way, KVOO Salt Lake City; Hugh A. L. Hall, WOAI San Francisco; Ed Yocum, KHGL, Billings, Mont.; Arthur Westland, KRE Berkeley, Cal.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Denver, Wash.; James D. Shouse, WLY Cincinnati; J. O. Maland, WHO Springfield, Mo.; Barney Lavin, WDAY Fargo, N. D.; Don S. Elias, WWNC Asheville, N. C.; Herbert Hollister, KANS Wichita, Kan.; Frank King, WMBR Jacksonville, Fla.; Paul W. Kesten, CBS New York; Frank M. Russell, NBC Washington; J. Leonard Reinsch, WSB Atlanta; Clair R. McCollough, WJLA Lancaster, Pa.; and Joseph H. ... at CBS New York.

# Zehle Takes Over Colonial Adv. Agency

William Von Zehle as the William Von Zehle & Co., have taken over all assets of the dissolved Colonial Advertising agency in New York City, as announced yesterday. Von Zehle is president of the new company, and radio director of the West Coast office of MCA, radio director of CRA in New York, and sales manager of ... before he joined the Colonial ... in 1943.

**Denver Delivers WAR MATERIAL**  
**KLZ Delivers THE DENVER MARKET**

# WHO'S WHO IN RADIO

## RONALD B. WOODYARD

**S**PRINGBOARD that landed Ronald B. Woodyard in broadcasting was the fourth estate and its patron—the advertising business.

Major executive in a trio of outlets Ron—as his business associates call him—published a weekly newspaper in his youth. After a couple of years as a reporter on the famed "Baltimore Sun," he acquired a lively interest in advertising. Selling Paramount Publix Theaters and the Junior League on an ad promotion stunt tying in local newspapers and advertisers, he visited publishers and merchants in more than 400 cities during the next five years.



Ex-Fourth Estator

Outgrowth of this ad venture was Woodyard's acceptance of a post with the Cowles group of newspaper-owned stations. After two years with the Des Moines organization learning what makes radio tick, he purchased an interest in WALR, Zanesville, O., and became general manager of that outlet. In 1939 he sold his share in the station and became general manager of WING in Dayton.

A year later Ron Woodyard was executive vice-president and member of the board of directors of WING. In the five years that he has been with the station, it has progressed from a 200-watt, part-time outlet into a 5,000-watt full-time unit with the basic Blue Network.

Foreseeing the need for radio service in Springfield, O., in 1940, Woodyard joined with Charles Sawyer, WING prexy, in establishing WIZE, which both head as executive vice-president and president, respectively. During 1942 Woodyard annexed the presidency of WAAC, Fort Myers, Fla.

When Ron Woodyard is not at one of the stations, all of which are under his personal management, he may generally be found at Ronwood, his country home. Here, in addition to his frequent role as host, he enjoys such hobbies as horseback riding and swimming. Rounding out his activities is membership in the Dayton Advertising Club, Dayton City Club, the Elks, Rotary Club, Dayton Bicycle Club and the Dayton Country Club.

# PA Bureau In Indianapolis Is Fourth Opened In 1944

Opening of a new regional news bureau at Indianapolis, Ind., has been announced by Oliver Gramling, assistant general manager of Press Association, Inc., radio subsidiary of the Associated Press.

The new bureau makes a total of 21 such regionals now operated by Press Association, and the fourth new bureau to be opened this year.

**WBAL means business in Baltimore**

Edward Petry & Co., National Representative

# Seek Radio Experts For Alaskan Posts

(Continued from Page 1)  
 overtime now paid government employees on the 48-hour week. Other more highly skilled engineering posts range from \$3,700 to \$5,600.

Only draft-exempt applicants are eligible. Men over 38 are acceptable, with discharged servicemen given preference.

Applications for positions should be sent to the Alaska Projects Depot, 224 Westlake Avenue North, Seattle, Washington, where transportation to Alaska is provided for accepted candidates.

# "Smoothies" Signed

"The Smoothies," vocal trio, begin a new five-a-week series over WOR-Mutual Monday at 8:15 p.m., EWT. Composed of Babs, Charlie and Little Ryan, the harmony combination has appeared with Fred Waring, Hal Kemp, Ray Noble, Artie Shaw and Kate Smith.

# Radio Editor Resigns

Buffalo—Helen King, radio editor of the Buffalo Evening "News" and publicity director of WBEN, has resigned and expects to accept a position in New York City after a month's rest in Cranford, N. J.

# C. E. HOOPER, INC.

FEBRUARY-MARCH 1944

## STATION LISTENING INDEX — MIAMI, FLA.

	WIOD	B	C	D
MORNING INDEX	28.2	21.1	31.3	19.4
8:00-12:00 A. M. Mon. thru Fri.				
AFTERNOON INDEX	41.8	32.6	13.2	12.4
12:00-6:00 P. M. Mon. thru Fri.				
EVENING INDEX	48.5	27.6	15.7	8.1
6:00-10:00 P. M. Sun. thru Sat.				

MIAMI — Florida's largest and most productive market.

WIOD—The station most people listen to most.

5000 Watts - 610 KC  
 N B C

National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS  
 JAMES M. LeGATE, General Manager

# Speakers See Vital Future In Radio At Closing Session Of Ohio 'U' Meet

(Continued from Page 1)

what the CED has accomplished and what it is working to do. His topic was "The Post-War Situation." A panel discussion on "Radio's Role," followed, with four distinguished radio personalities participating.

Speaker for the annual Institute banquet Sunday night was Morse Salisbury, public information officer of the United Nations Relief and Rehabilitation Administration, Washington. His topic: "After Liberation: The Next Step."

According to precedent set at the Institute's first conference 14 years ago, chairmen of the various work-study groups, section meetings, and round-table discussion groups gave a summary of their groups' work at the concluding general session yesterday.

I. Keith Tyler, director of the Institute, presided at the final panel discussion.

## Bryson a Speaker

Lyman Bryson, CBS director of education, said that radio will need to find the least common denominator in presenting each post-war problem in order to put it across to the average listener. "If we attempt to put across intricate problems without taking this into consideration, we will waste time and money," he declared.

George V. Denny, Jr., moderator of "America's Town Meeting of the Air," praised the Institute for helping to bring the radio industry and education closer together. He declared: "Showmanship is not the opposite of education, showmanship is the opposite of dullness. Radio can do much to stimulate and encourage understanding of our problems, and radio will not neglect to present the material as interestingly as possible."

Kenneth G. Bartlett, director, Radio Workshop at Syracuse University, told what had been done in his city and county by means of radio in making the average disinterested citizen take an active part in post-war planning. He told how the program, "Syracuse on Trial," an Institute award winner, was conceived, written and produced and the immense success it attained. He said

## College Broadcasts

Two major types of broadcasts emanating from colleges were discussed in a round-table on "College Public Relations Broadcasting," with Elmer G. Sulzer, University of Kentucky, as chairman. They were broadcasts intended definitely to promote improved public relations and college programs that are public service features and indirectly aid in public relations programs.

Panel participants included E. D. Whittlesey, past president of American College Publicity Association, who outlined plans of the ACPA for web programs interpreting the work of the colleges.

that post-war planning can best be done by communities themselves.

Summarizing for the work-study group on "FM, Radio and Education," R. R. Lowdermilk, radio service, U. S. Office of Inter-Related Regions, said, "There are not enough frequencies to go around and, from the educational standpoint, coverage will have to be

## More Kiddie Shows

An upsurge in the number of children's programs on the U. S. radio in the post-war era was forecast by Gloria Chandler, radio consultant for the Association of Junior Leagues of America, in serving as chairman of a work-study group on "Children's Programs." She said that knowledge of local radio facilities by each community group will help achieve radio's potentialities in this regard. Among panel participants was Luke L. Roberts, educational director, KOIN-KALE, Portland, Ore.

carefully plotted with the direction in the hands of the individual state or the state university."

Ruth Chilton, WCAU, Philadelphia, president of Association of Women Directors, NAB, summarized for the "Broadcasts to Women" group declaring, "We women in radio pledge our time, effort and all we are to the promotion of the American way of radio."

Wallace L. Kadderly, chief of the radio service, U. S. Department of Agriculture, chairman for the agricultural and homemaking broadcasts work-study group, said that in the post-war period, figuring the average coverage of FM stations at 50 miles, 70 per cent of the nation's farm families could be reached. He reported an "uptrend for commercially-sponsored farm-home programs."

## "Sophisticated" Music Praised

Summarizing for the "religious broadcasts" work-study group, its chairman announced a committee will be formed to study the advisability of organizing a religious broadcasters association.

Matthew N. Chappell, C. E. Hooper, Inc., chairman of the radio research group, said that information available showed the more sophisticated types of musical programs had the largest listening audiences.

As for the music broadcasting, group, Claren Peoples, of the Huntington Public Schools, W. Va., declared radio needed to put more emphasis on the enjoyment of music as opposed to understanding of music.

## Work of UNRRA Outlined

Salisbury gave a sell-out audience at the annual Institute dinner an insight into the work program drafted by the 44 sovereign powers participating in UNRRA. Its chief aim will be to so help civilians in liberated countries that "lasting peace can be made

in an atmosphere of calm instead of desperation."

American radio, when the day of liberation arrives, will be called upon to give the listening public "an accurate and interesting picture of the work that will be under way."

Salisbury said that UNRRA has "plain policies against any discrimination on account of race or creed or political belief in the administering of relief." Judith Waller, director of public service, central division of NBC, gave an interesting review of the first 15 years of the Institute. Dr. Howard L. Bevis, president of Ohio State University, presided.

## 'U' President Presides

With Ohio State's Vice-President Harvey H. Davis presiding, Institute members earlier heard a panel discussion on "Radio's Role in Understanding." Fred Bullen, Cleveland, WLB chairman, and Prof. Foster Rhea Dulles, Ohio State's far-Eastern expert and author, gave two viewpoints of the situation as a preface to the discussion. Bullen declared there exists today "a stronger basis than ever for intelligent co-operation between management and labor."

M. S. Novik, WNYC director, New York, said the large number of American radio stations "are devoted to creating a finer, richer life for the average citizen." But he lashed out at some individuals who "follow policies which are designs for deception... for these individuals, and they are very few, are guilty of first degree, premeditated murder of the facts of news."

William N. Robson, CBS writer-producer, made a plea for greater tolerance in presenting the minority race-creed problems. Lou Frankel, radio editor of Billboard, also spoke of the important part radio should play in fighting intolerance.

## Sees Tele Development

In contrast to the more conservative views of Gilbert Seldes on television, James M. McLean, G. E. commercial engineer, envisioned television on a practical commercial basis with 67 million Americans enjoying tele from 100 U. S. stations five years after the war. He said tele sets will cost approximately \$200 with better sets having standard radio bands, shortwave bands, and FM, as added features.

## Gives OWI Insight

Frank Cillie, OWI program division, head of the central European and middle Eastern sections, told Institute members that recent research shows that OWI broadcasts in its "psychological warfare" program have now reached "a highly gratifying degree of effectiveness." He declared that Governor Thomas E. Dewey's name is well-known now throughout Europe and England because of OWI broadcasts. "If Mr. Dewey is elected president we want them to know him just as we want them now to know of Mr. Roosevelt."

## PROGRAM REVIEW

### "NBC STANDS BY"

Special Program

NBC-WEAF, Sat., May 6, 7-7:30 p.m.

Writer: Charles Newton

Producer-Director: George Creamer

Last Saturday evening, NBC gave its listeners a taste of what goes behind the live wires of its war staff in a special program called "Stands By." With this unique presentation, William Brooks, director of the network's news department, affirmed the faith of NBC listeners, giving them a microphonic picture of how effectively and efficiently key positions are being manned in the most suspenseful day in world's history—D Day.

Brooks provided radio listeners with some very exciting moments when he called out to his reporters who are currently stationed in fighting corners of the world. The men explained to the quizzical women the problems they are confronting with behind the fighting lines—most notable, the equal hazards some of these men suffer along with the combat troops in the front lines. The scenes in particular revealed the fighting correspondent's danger is great as that of the soldier who stands beside him, if not greater, since the correspondent's only defense is a mike.

Among the persons heard from England were Stanley Richardson, Francis McCall, John MacVane, Merrill Mueller, Ed Haaker, W. W. Chaffin, George Wheeler and David Anderson—all standing by, waiting patiently.

The persons who provided us with vivid messages from their outposts were Robert McCormick, in Honolulu; George Folster in New Guinea; Robert Porter in Chungking; Robert Maguire in Moscow; Ralph Howard in Naples; Chester Morrison in Algiers; George Parr in Cairo; Frank O'Brien in Ankara and John W. Vandercook in North Africa. With Charles Newman's classic dramatizations of Muelle landing in Sicily, Don Hollenbeck's participation in the drive on Salerno with a wire recorder tied to his back and Folster's broadcast from beyond the American troops in Bougainville, this program was dramatically complete. George Creamer's direction gave the production tautness. With NBC's correspondents miked to the hilt, the American public should have no complaints to register when the Day arrives.

## On the Beam

Institute press relations were capably handled by Marion Renwick, Columbus writer, and Joe R. Mills, radio columnist and editor of the Columbus "Star." Journalism students from Ohio State University ran copy and made themselves useful generally to some 85 newspaper and press association men and women covering the four-day sessions.

To: all Station Managers  
from the Radio Executives Club  
of New York:

A complete Television  
Course is available  
to you!

THE "Television Seminar" starts in New York on May 18. This seminar consists of a series of 15 lectures—one each week. Assembled and presented for those who will be concerned in the future commercial operation of television, this is the first conscientious effort to compile all of the best obtainable knowledge on the subject.

You will want a copy of these lectures. Or, if you're in New York during the course of the seminar, you'll want to attend at least one of the sessions. For each discussion will include at least two experts, and the one-hour lecture period will be followed by a half-hour's open forum for questions and answers. A copy of each lecture—plus a transcription of the open-forum portion will be mailed to you with this coupon below. If you are in New York during the series you will be entitled to attend.

Those whose experience best fits them to know the background and development of television in its present form have been chosen to comprise the "faculty" for the seminar. Subjects to be studied under their guidance are:

- General Introduction to the Course
- Problems Facing Television in the Way of Standards and Allocations
- How Good Is the Television Picture Today and How Good Will It Be in One Year, Two Years, Five Years?
- Commercial Development of Television in the Next Decade
  - A. Broadcasting to Home
  - B. Theatre Television
- Effect of Television on Established Industries
  - A. On Radio
  - B. Theatres (Legitimate)
- Effect of Television on Established Industries
  - A. On Film Industry
  - B. On Publishing Industry
- Studio Production Techniques

- The Nature of Television Programs
- Specific Types of Television Programs
- Television Studio Design
- Building Your Television Station and Studio
- Public and Press Relations of the Television Industry and Selling the Public on Television
- Merchandising Television Sets—Distributors' Problems
- Effect of Television on Advertising
- Conclusion

Among those who have agreed to lecture on one or more of the above topics are: Niles Trammell, President, National Broadcasting Company; Dr. Alfred N. Goldsmith, noted engineer and inventor; Charles B. Jolliffe, Chief Engineer, Radio Corporation of America; O. B. Hanson, Vice-President, National Broadcasting Company; Edgar Kobak, Executive Vice-President, Blue Network Company; Ralph B. Austrian, Radio and Television Consultant, RKO; Richard Hubbell, television producer; Allen B. Du Mont, President, Du Mont Lab; Paul Raibourn, Economist, Paramount Pictures; Gilbert Seldes, Director of Television Programs, Columbia Broadcasting System; C. L. Menser, Vice-President in Charge of Programs, National Broadcasting Company; Worthington Miner, Manager Television Department, Columbia Broadcasting System; Thomas H. Hutchinson, RKO; Edward C. Cole, Yale Drama School; J. H. Carmine, Vice-President in Charge of Merchandising, Philco Corp.; Arthur Levey, President, Scophony Corporation of America; Thomas F. Joyce, Manager Phonograph and Television Department, Radio Corporation of America; Louis Winner, Editor, Communications; Jack Miller, Manager Advertising-Sales Promotion Department, Standard Oil Company of New Jersey; Carlos Franco, Manager, Station Relations Department, Young & Rubicam, Inc.

**CLIP  
and  
MAIL  
This Coupon  
TODAY**



Miss Linnea Nelson, Chairman  
Membership Committee  
Radio Executives Club  
c/o J. Walter Thompson Co.  
420 Lexington Avenue  
New York 17, N. Y.

Enclosed please find \$2.50 in payment for an Associate Membership for Station ..... in the Radio Executives Club of New York. Also, please find \$2.50 to cover printing and mailing costs for the fifteen lectures and open forum sessions of the Television Seminar. I understand that this also entitles me to attend REC luncheons and any lectures in the series if I am in New York, and that a membership card will be sent to me.

Signed .....

Station .....

This membership is for the station and is valid for any one member of its staff.



# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — NEVADA —

**RENO**—Three broadcasts were carried direct from the Fair Grounds of the 7th Annual Livestock Show, in which 120 youngsters, all members of the Future Farmers of America, took part. Sponsor of the KOH program was the B & M Tractor Company, an account new to radio. Mariellen Nenzel, traffic manager for the past two years at KOH, has been indoctrinated into the WAVES at Hunter College, New York. Her position at the station has been taken by Fay Ball, formerly of WIS and Morse International Agency.

## — TENNESSEE —

**MEMPHIS**—Connie Matthews, formerly in the insurance biz, reported recently to WHBQ traffic department, succeeding Frances Foss; and Mrs. J. F. Rice, identified with retail advertising during the past five years, has joined the promotion staff of WHBQ. Scarcity of time on this station is finding many advertisers taking late hours they formerly didn't enjoy doing. Several commercials are running after 10 p.m. with some running as late as 11:30 p.m. Julius Lewis Clothiers has taken a half-hour weekly show in addition to a full-announcement sked on WHBQ.

## — PENNSYLVANIA —

**PHILADELPHIA**—Paul Warren is the new WPEN spieler. William A. Banks, president of WHAT, announces the broadcasting of early returns, scratches, entries, etc., from all the tracks using AP race wire. **PITTSBURGH**—John Trent, WCAE spieler, will appear in the Pittsburgh Playhouse production of "Skylark" May 16. George D. Tons has joined the KDKA sales staff as replacement for James F. Murray who is leaving the Westinghouse station to join WJZ as sales promotion manager.

## — NEW YORK —

**ROCHESTER**—McCurdy and Company, department store, sponsors a program that is different from the usual "department store" theme. It's the McCurdy Symphonic Hour over WHAM, Tuesday nights. Charles Siverson, program director of the station, and a composer and conductor in his own right, organized the program's

30-piece "little symphony" for the 13 broadcasts. **KINGSTON**—Dick McCarthy, formerly of the announcerial and newstaff of WHTT, Hartford, has rejoined the staff of WKNY, where he started in radio four years ago. His new assignment will include news and assistant programming.

## — IOWA —

**DES MOINES**—Two million match booklets, telling the story of KRNT's complete local news service, have just been released in the Des Moines and Middle Iowa territory served by the Cowles CBStation. The colorful folders, designed by Promotion Manager John Drake, are being distributed in drug stores, smoke shops, and other places featuring smoking accessories. Outside covers are royal blue, with sig cut in yellow. Other copy printed in red and white, carried the theme: "Right now, news is happening," and "Get it first on KRNT, 1,350 kc." Inside covers list the station's eight local news periods daily, and mention press services and national commentators.

## — OHIO —

**CINCINNATI**—Songstress Georgia Brown, star of WKRC's "Shining Hour," has received word from an 8th Air Force base that members of the 750th Bomb Squadron have named a flying fortress after her. Miss Essie Topmiller, secretary to Robert Fleming, program director of WCKY, is a pharmacist's mate, first class. Rather, she's Mrs. Ed Rupp—her husband is a registered pharmacist. **DAYTON**—WING recently welcomed back its tanned and hearty vice-president and general manager, Ronald B. Woodyard, who spent the past two weeks in Florida—on business.

## — OKLAHOMA —

**OKLAHOMA CITY**—Gayle Grubb, manager of WKY, turned back the clock 17 years during the recent visit of Lucille Manners to this city; for it's the first time that Grubb has soloed and played emcee since his early days of radio as an entertainer. Dave Garrett, formerly with continuity, subsequently moved to sales, now returns to WKY as the continuity chief. **TULSA**—Sibyl Chesney has returned to KVOO as receptionist. Rose Corey, former receptionist, has been promoted to the continuity department. This is in addition to her other duties which include sales promotion, traffic, audience mail and secretary to general manager Wm. B. Way.

## — KENTUCKY —

**LOUISVILLE**—Dick Russell and David Dodd are new on WINN's engineering staff. New national spot business at WINN includes 21 spots per week for Popsicle and seven per week for Swift Ice Cream. Leaf Gum has renewed its contract for 13 weeks. Knox has extended its sked for Cystex and Mendaco for a year. Bond Bread has renewed its program "Bing Sings," a Monday through Friday transcribed show, for 13 weeks. Lionel Hampton and his band, in the city for Derby week-end, was featured on "Your War Job," a Blue net show originating at WINN, every Sunday.

## — MISSOURI —

**ST. LOUIS**—The Ozark Ramblers, popular KXOK hillbilly unit, now originates two weekly programs for the Blue Network. Ambrose Haley is the emcee and featured entertainer, assisted by the Miccolis Sisters, Joey Ross, Curley Roberts and Monty Rhine.

## — NEW YORK —

**NEW YORK**—Dick Granville, disc jockey and his show called "The Musical Merry-Go-Round" has joined station WBYN for a daily two-hour show heard 10 to 12 in the morning, Monday through Friday. Granville comes up from station WMBR in Jacksonville, Fla. He had previously been with WHBI in Newark, and WMP5 in Memphis.

## — CALIFORNIA —

**LOS ANGELES**—Edgar Harrison Wileman recently described to KHJ's housewives just what they can expect their post-war kitchen to look like in line of gadgets and working conveniences, on his PWT "Back-grounds for Living" program. He ended his program by reminding everybody to be very patient until then. **OAKLAND**—In response to public demand, Barbara Lee, sponsored by H. C. Capwell Department store on KROW, is broadcasting a third-time repeat of the six weeks' radio sewing course developed through cooperation of McCall's magazine. **STOCKTON**—Construction has begun on KWG's new 250-watt transmitter, according to George Ross, station's manager.

## — CONNECTICUT —

**HARTFORD**—Frederick G. Edwards, studio engineer at WTIC, reported recently, to the New York headquarters of the OWI, where he will be trained for an overseas assignment as associate field representative. Edwards has been with WTIC, in the engineering capacity, for the past 10 years. WDRG's new business: G. Washington Coffee Refining Co., series of one-minute ET's with contract effective May 1, placed by Ruthrauff and Ryan; Great Atlantic and Pacific Tea Company, series of one-minute ET's, contract effective April 26, placed by Paris and Peart; Columbia Pictures, 21 one-minute ET's, beginning May 6, placed by Weiss and Geller.

## — NEW HAMPSHIRE —

**PORTSMOUTH**—Mrs. Lela Spencer, WHEB home economics director, has been busy the past few weeks planning her new "750 Club Test Kitchen," soon to be in service. New to WHEB's staff is Basil Blake, veteran news-gatherer, who reports events of Rochester and vicinity for this station. Coincident with nation-wide celebration of National Music Week, May 7-14, WHEB staffer, Bob Athearn has started a series of lectures on "The Fundamentals of Music." Athearn, well-versed in the classics and a music instructor in his own right, is with the station's production department as writer and announcer.

## — SOUTH CAROLINA —

**COLUMBIA**—Jim Grebe, of Peoria, Mo., and formerly associated with station in Evansville, Calif., is now spieler for WCOS. He has a 10-minute "Sports Page" every evening at 6:20. Captain Roy Powell, former manager of WCOS, is now personal secretary to General Eisenhower. Mrs. Edith Hirsch, whose husband, Colonel Hirsch, is a son of war, is substituting for Priscilla Dunn, "The Army Wife" of WCOS. Moody McElveen, chief announcer and program director of WCOS, is now doing two 15-minute newscasts a day.

## — MASSACHUSETTS —

**BOSTON**—"Ballad of Embarkation" narrative poem written by Ruth Snodgrass Burns, radio director of the Red Cross, was presented over WEEL, recently to stimulate interest in the work of the RC. The performance created a favorable impression, a repeat performance was demanded. Fred Griggs was narrator for this original music was scored by Francesco Bellizia. The entire program was directed and produced by Ray Girard. New addition to WORL is Betty Warren, songstress. **WORCESTER**—Bob Nixon, WTAG special events chief, is studying the art of abracadabra and now belongs to the "Y" Magic Club where he receives weekly instructions.

## NAB Aids Rehabilitation Of Air Corps Veterans

NAB has been asked by the Army Air Corps for assistance in determining employment possibilities in radio for medically discharged air force personnel. Along with the NAB reports last Friday, members received an employment questionnaire designed to aid the association in estimating the number of jobs which might be available to air force personnel.

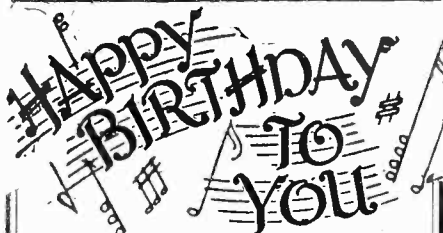
Captain Morgan D. Wheelock, chief of the placement and education branch, in addressing the request, NAB, stated in part:

"The flow of air force casualties back into civilian life is beginning to be felt. It is the wish of General Arnold that these men receive every consideration and to this end an extensive rehabilitation program is under way in conjunction with government agencies. We are determined to see our men all the way back to the point where they are securely established as self-respecting, self-supporting citizens.

"Those of your members who unite with us in this effort will favor us greatly by writing us to that effect, listing their offices and principal branches, and giving us the name of their personnel officer."

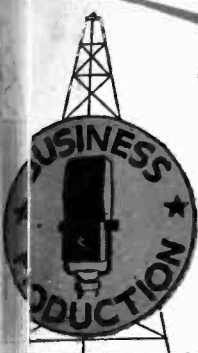
## To Talk On Tele

Raymond F. Guy, NBC engineer, will speak on "Television and FM" before the Indianapolis section of the Institute of Radio Engineers May 26.



May 9

Bill Adams	Beatrice Lillie
Bernie Barth	Carolyn R. Moser
Ray Clancy	Paul Page
Mike Hunnicutt	Bert Whaley
Rosalie Hyman	Della Orton
Thomas J. Lynch, Jr.	



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 27, NO. 28

NEW YORK, N. Y., WEDNESDAY, MAY 10, 1944

TEN CENTS

## Jett Before Lea's Group

### NAB Exec. Committee Meets, Also Dines Fly

Washington Bureau, RADIO DAILY  
Washington—Decisions regarding holding of an NAB convention this year, the radio music situation and, possibly, some kind of stand on television development are scheduled for discussion today as the NAB executive committee winds up its sessions at the Hotel Statler. The group met behind closed doors yesterday, re-

(Continued on Page 5)

### Waring Confirms Leaving NBC-Chesterfield Show

Red Waring through Ed Lee of the organization, yesterday confirmed the report here that the maestro was leaving the Chesterfield account, the date being set at June 9. Future plans of Waring as to radio have not been definitely set and it is presumed he will possibly vacation during the summer, although this is not definite. Waring has been doing 10 shows weekly for over five years, including the repeats. Jewell-Emmett agency handling the Liggett & Myers account are re-

(Continued on Page 6)

### French Stations Sought In CBC Applications

Montreal—Application has been made to CBC for licenses for five French language broadcasting stations across Canada, located in Montreal, Boniface, Man., Gravelbourg, Sask., Prince Albert, Sask., and Edmonton, Alta. The Montreal station, it is understood, will, if it receives its license

(Continued on Page 5)

### Slip Horn

Trombonist Gardell Simons caused a mild sensation in Studio 6A, Radio City, the other night when he slipped off his chair and fell from a six foot platform. Simons was energetically using the slip horn on a stirring passage of a marching tune during a "Serenade to America" rehearsal.

### Blue's Summer Biz Indicates New High

With eight new accounts signed and nearly all of its national advertisers scheduled to go through the summer months, Blue Network business during the hot weather is expected to reach an all-time high. Of the national advertisers using the web, 54 out of a possible 56 have indicated they will continue without a summer hiatus. This also affects the Pacific Coast Network where the entire line-

(Continued on Page 6)

### Bill Thomas Resigning Young & Rubicam Post

William H. Thomas, Jr., manager of the radio publicity bureau for Young & Rubicam, Inc., has resigned effective June 1. Thomas, who has been head of the radio publicity department for the agency for the past seven years and previously for an equal length of time with NBC, is planning

(Continued on Page 2)

### Member Of FCC Describes Functions Of The Radio Intelligence Division; Demonstrates Direction-Finder

### CBS Affiliates Favor Better Tele Standard

Improved television standards are favored by 90 out of 91 CBS affiliates in 38 states polled by the web in a questionnaire, the net reported yesterday. Replies received to date total nearly three-fourths of the outlets on the full network.

Sentiment of the broadcasters, the web indicated, was overwhelmingly for the changes in video standards

(Continued on Page 7)

### Israel Asks 'Green Light' For Post-War Television

Dorman Israel, vice-president in charge of engineering of the Emerson Radio and Phonograph Corp., yesterday told a gathering of newspaper men that radio, television and the general public had everything to

(Continued on Page 7)

### Jim Sauter Will Head Entertainment Division

The appointment of James Sauter as chairman of the newly formed Entertainment Industry Section of the War Finance Committee for New

(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—Lea committee hearings on the FCC's Radio Intelligence Division, with the Commission out to show the efficiency of the division and its importance to the war effort, got under way yesterday morning with Commissioner E. K. Jett on the stand. RID is operating now in the shadow of virtual foreclosure, since Congress has already voted to cut its appropriations for the next year by more than a half.

This action was decided upon first

(Continued on Page 5)

### Seeks Directors Aid In Helping Beginners

In a letter soliciting the co-operation of the Radio Directors Guild, Ted Cott, program director of WNEW, New York, announces a plan to aid promising young actors who are seeking a break in radio.

Cott's plan calls for the producing of a series of half-hour programs each Sunday night using scripts provided

(Continued on Page 6)

### WOV, Indie Station, Announces Invasion Plan

An excellent example of an independent station's planning for coverage of invasion news is contained in the bulletin issued yesterday by Ralph

(Continued on Page 6)

## Plans Post-War Entertaining For World War II Veterans

### Boake Carter Signed By New WOR Sponsor

Boake Carter, news analyst, will be sponsored by the Skinner Manufacturing Company on WOR, Tuesdays and Thursdays from 12 noon to 12:15 p.m., for 52 weeks, it was announced yesterday. Deal was handled through Bruce B. Brewer agency, Kansas City, by De Mower of WOR's western office.

Ginny Simms, who believes in a plan for keeping the wounded and sick of World War II entertained long after the war is over, yesterday announced her "Lest We Forget Program" at a press conference held at the Waldorf-Astoria Hotel. The idea came to her when she visited the Letterman General Hospital, San Francisco, where veterans of the last war remarked, "We have seen no en-

(Continued on Page 6)

### Joan For Frank

Joan Edwards will bat for Frank Sinatra tonight on his Vimms program over CBS at 9 p.m., EWT. "The Voice" is hospitalized at Mt. Sinai with bad throat which was earlier reported as a strep infection. Miss Edwards who will double from the Roxy Theater, is herself ailing and under the doctor's care, also with a bad throat.

### Ye "Little Flower"

Ever since Mayor LaGuardia stated over the city-owned outlet WNYC that he had nibbles from a sponsor and could do his talks over a commercial station, the quips have been falling thick and fast. Reported sponsor is Coty, Inc., which tempted Borough President Jimmy Lyons to tie it up with "Coty's Little Flower" and "A Rare, Refreshing Scent."



Vol. 27, No. 28 Wed., May 10 1944 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary.

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, May 9) NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel. & Tel., CBS A, CBS B, etc.

Table with columns: Bid, Asked. Lists WCAO (Baltimore) and WJR (Detroit).

"Sun" Goes To Five Cents

Following the lead of the "World-Telegram" the New York "Sun," yesterday raised the price of the paper from three cents to five cents.

20 YEARS AGO TODAY

(May 10, 1924) President Coolidge will speak from Washington today on the subject of "Better Homes" to a large radio audience.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N. Y.

Coming and Going

LYMAN BRYSON, CBS director of education is back from Columbus, where he participated in the Institute for Education by Radio.

TOM TINSLEY, president and station manager of WITH, Baltimore, is spending a few days in town.

ROGER W. CLIPP, executive vice-president and general manager of WFIL, Philadelphia, is a visitor yesterday at the offices of the Blue Network.

LLOYD COULTER, radio production head of McCann-Erickson, and RUSS JOHNSTON, assistant producer for the agency, plan to leave late this month for client conferences in Chicago, Minneapolis, Detroit and Cleveland.

KLAUS LANDSBERG, director of W6XYZ, video outlet of Television Productions, Inc., on the Paramount studio lot in Hollywood, is due in New York today from a 10-day series of business confabs at the home offices of the film company.

C. E. HOOPER, of the research organization bearing his name, has arrived in Chicago for client conferences at the Drake Hotel.

R. E. JEFFERS, public relations director of Russel M. Seeds Co., is back at his Chicago headquarters following a visit to Washington, D. C., during which he discussed the Brown & Williamson "overseas plan."

Bill Thomas Resigning Young & Rubicam Post

(Continued from Page 1) to take a long needed vacation before setting up new plans.

At the agency no successor will be set until the return of an out. of town official which may be a matter of weeks.

Edgar Kobak To Address Chi. Federated Ad Club

Edgar Kobak, executive vice-president of the Blue Network will address the Chicago Federated Advertising Club tomorrow at the Hotel Sherman in that city.

C. W. "JOHNNY" JOHNSTONE, director of news and special events for the Blue Network, is in Washington for conferences with officials of the War Department.

HAROLD E. BRISSON, in charge of NBC promotion production, is in Davenport, Iowa, where today he will address the Advertising Club of that city on the subject "Radio and the Advertiser."

TOM EVANS, president of KCMO, Kansas City affiliate of the Blue Network, has arrived from Missouri for a short visit on station and network business.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, is in Chicago this week for the Mutual meetings.

PETER DONALD, he of "Can You Top This" and "Guess Who," filled a guest appearance over the week-end at the New Haven.

GLENN T. SETTLE, leader of the choir on the "Wings Over Jordan" program heard on CBS, and MAURICE GOLDMAN, musical director of the organization, broadcast their Sunday program from Washington, D. C., after which they entertained at the State Armory in Annapolis.

HUBERT CHAIN, production director of William Weintraub & Co., leaving for Chicago, where on Thursday he will address the 40th annual meeting of the National Tuberculosis Assn. in the Windy City.

ELEANOR A. SMITH, of Associated Radio Artists, Chicago, in New York for a few days.

LESTER LEE and LARRY MARKS, writers for the Frank Sinatra program, left New York over the week-end for the West Coast.

Jim Sauter Will Head Entertainment Division

(Continued from Page 1) York was announced by Nevil Ford, State Chairman. The providing of talent, production of special shows, preparation of scripts and other dramatic material and all other forms of War Loan participation by stars of stage, screen and radio, will be under the direction of this committee.

WOR Business Up

First quarter business at WOR increased eight per cent in total sales over the first three months in 1943, the best business year in the history of the station, it has been announced.

It's 4 to 1 In Baltimore

There are five radio stations in Baltimore. Up until recently you could pick any one on "traditional" time buying methods.

But there's a brass tack method of buying that shrewd time buyers apply these days.

Power isn't the secret of a good radio time buy. Neither is popularity and it isn't cost alone.

It's a combination of all three that intelligent advertisers insist on knowing today.

If you have a job to do in the important city of Baltimore... we'd like to stack our combination of power, popularity and cost against any facts you have.

If you like cold steel thinking, we'd be glad to show you the W-I-T-H picture.

1480 Kilocycles Full Time Operation WHOM FOR BETTER THAN AVERAGE RESULTS Joseph Lang, Gen. Mgr. New York Studios: 29 West 57th Street, New York City

W I T H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED





# PORTRAIT OF A MAN LISTENING TO WHN

This man is listening to WHN. To "Music To Read By". It's late . . . after midnight . . . and, relaxed and at ease, he reads with the strains of soft, soothing music as a background.

For a full hour every night, recorded soft music *without words* is the program WHN has specially designed for its listeners... "Music To Read By."

Because "Music To Read By" is so popular . . . and has been for over 7 years . . . the Pulse of New York recently made a special survey from midnight to 1 A.M. And found: 29% of all the radio sets turned on during that hour are tuned to 1050 one or more times each week . . . more than to any other station (except two, to whom we humbly bow).

Yes, "Music To Read By" will soothe the brow and dissipate the cares of the right sponsor!

50,000 WATTS IN THE NATION'S No. 1 MARKET!



Represented by  
RAMBEAU

# LOS ANGELES

By RALPH WILK

**W**ALT LANTZ has signed Hans Conreid and Jack Mather, radio actors, to record voices for his "Woody Woodpecker" Cartune entitled "Woody Dines Out." In the subject, the first of Lantz's 1944-45 program, Conreid impersonates a cat taxidermist, while Mather does a dog.

Duke Watson, who plays the leading role of Mark Brandon on Columbia's "Press Club" program, was Ona Munson's recent guest on CBS "Open House" program. Watson, who has recently come to the West Coast from Chicago, is a familiar figure in radio.

"I Love a Mystery" super sleuths, "Doc Long" and "Jack Packard," played on the air by Barton Yarborough and Mike Raffetto, will be guests of honor at the Los Angeles County Junior Deputy Sheriffs' annual dinner in May. The two radio detectives will help inaugurate a recruiting drive to enroll into the corps 200 new Junior Deputies between the ages of 15 and 21.

Oxie Waters and his Colorado Hillbillies signed by C. P. MacGregor for Western flavor in Musical Library Service.

That Ruby Wagner, Mary Livingstone's girl friend who has been on the Jack Benny show is Sara Berner.

Our selection of the week of the most photogenic non-professional—Georgiana Small of the Smith & Bull Advertising Agency.

Bill Goodwin, who announces and takes part in the Burns and Allen show is making what he calls a "Hollywood Album," a 16 mm. film of informal shots of Hollywood celebrities, which he will send to his friends in the service. The album was started at Goodwin's recent party for Frank Sinatra.

Henry Charles, KNX-CBS staff announcer at Columbia Square, has tendered his resignation, effective within two weeks, in order to become a freelance announcer.

# MAIN STREET



## Reporter At Large . . . !

● ● ● That little dream shared by so many people in all walks of life, "to buy a little farm and settle down," also is nourished by thousands of returning soldiers . . . and once again, Radio assumes a role of "big brother," this time in the person of Mert Emmert, "Modern WEA Farmer" who, on May 20, will expose methods used by unscrupulous individuals to sell worthless farms to returning servicemen . . . we'd say that this "warning program" should be aired every so often. . . ● Pops Whiteman, en route to California to play the role of "Paul Whiteman" in the forthcoming Republicinema, "Atlantic City" . . . (Can you imagine how happy messre. Noble, Woods, Kobak and Carlin would be, if the featured tune in the flicker could be called "Rhapsody in Blue NETWORK?") . . . they can dream can't they??? . . . ● Several months ago we itemed the fact that the Jim Boles (Anthena Lorde) were awaiting a visit by Sir Work . . . Monday nite, that long-beaked bird left a six-pound bundle of femininity. . . ● Independent recording companies get a tough break . . . one of the few remaining factories left to press commercial records, the Scranton Record Company, is buying into Capitol Records, owned by Johnny Mercer and Buddy DeSylva.



● ● ● What's this we hear about NBC leasing a studio in Long Island? Could it have something to do with Television . . . and could it be part of the old Paramount Studio in Astoria? (if so, production there will have to wait until after the war for the U. S. Army Motion Picture Service is located in the premises. . . ● Undoubtedly the fastest trip between two radio stations, was made Monday night by Phil Clarke . . . if it weren't for the fact that his taxi became caught between two speeding fire engines, Phil Clarke, the "villain" on the MBSleuther, "Nick Carter," which goes off the air at 9:30 p.m., would never have gotten to the studios of WMCA in time for the Red Cross drama, "Heroes of the Home Front" which was WMCAst 9:30 to 10 p.m. . . ● "The Army Service Forces Presents" series of Blue Net programs, directed by Jerry Devine has taken quite a jump in rating. . . ● Frank McGrann, radio employment specialist is celebrating his first anniversary of association with the Position Securing Bureau, Inc. . . ● Maestro Guy Lombardo, who introduced the number one song of the current season, "It's Love, Love, Love," has launched another novelty tune, titled "Se Agapo Poli," which means "I love you very much" in Greek and which sounds to us like another hit from the pen of Brother Carmen. ● Jack Wyatt, radio director at the Buchanan Agency, is framing a new radio show around the vocalisthenics of Jimmy Rich's WNEW find, a youngster named Dick Brown.



● ● ● We knew it would happen . . . last Sunday on A. L. Alexander's "Mediation Board" MBSshow, a lady on the program said, "My problem Mr. Anthony is. . . ● Bill Rousseau's "Grand Central Station," heard CBSaturday at 1 p.m has tied the rating of the "leading daytime dramatic show." . . ● A radiokay to Nick D'Amico and his orchestra for the "continental music" with which they MBSerenade "stay-up-lates" from Essex House. . . ● When Rudy Vallee recommended him to Bing Crosby, Victor Borge, was hired for a "one-time shot" and remained on the show for 58 weeks . . . now it looks as if the unmelancholy Dane will duplicate the feat. . . booked for a one-time guest spot on the "Basin Street" program, he clicked but loud and was immediately signed for an additional 13 weeks. . . ● Chick Vincent, director of "Pepper Young's Family," will open his own office, Chick Vincent & Co. and will offer package shows, ideas and personal service.



— Remember Pearl Harbor —

# SOUTHWEST

**C**ORPORAL Jacques Abram, well-known concert pianist, is now stationed at the San Antonio Aviation Cadet Center. He is heard as soloist on "Skyline Patrol" broadcasts each Friday evening over WOAI and the Texas Quality Network.

Shaw's Jewelry Company is airing a new series of 15-minute programs over KTSA titled "Diamond Drama," airing the romance and mystery of the world's most famous diamonds.

Pvt. Berni Gould, formerly associated with "Philip Morris Playhouse," "The Jack Carson Show" and "Ransom Sherman Show," is now stationed at Replacement Depot No. 2, Kelly Field, San Antonio. His current radio programs are presented by the San Antonio Air Service Command at the field.

Dave McEnery paid a visit to KONO recently and appeared on the station's regular feature "The Cowboy Round-up." McEnery is better known on the air and on records as "Red River Dave." He has broadcast over WOR-Mutual and was with WOAI prior to his induction into the Army. He is on his way to Hollywood to appear in a western film, which will also feature his latest song hit, entitled "I Want To Give My Dog To Uncle Sam."

Tony Besson is emcee of the new half-hour "Amateur Hour" over KMAC, sponsored by the Curtiss Candy Company.

The Texas Ice Events, one of the Southwest's outstanding attractions, has signed a contract for an extensive live and transcribed announcement schedule over Fort Worth's KGKO, placing the business direct. Other business on this station: Real Juice Company, makers of "Red Rock Cola," has signed a contract covering a full year of announcements. This was also handled direct. Merchant's Biscuit Company is airing a series of chain break announcements over KGKO each week. Account was contracted through Ball & Davidson, Denver, Colorado.

**KOA**  
Few Stations in the Nation  
Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

FIRST IN DENVER **KOA** 50,000 WATTS 850 KC

PRESENTED NATIONALLY BY SPOT SALES

# CHATTANOOGA



**WDOD**  
**CBS**

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

## Testifies Lucidly Before Lea's Group

(Continued from Page 1)  
House Appropriations Committee on the basis of "testimony before the Select Committee—both on the record," as Representative B. Wigglesworth put it. Wigglesworth, a member of both the Lea committee and the House Appropriations Committee. Strongest factor against the abortive move by the Navy departments last year was the RID functions, which were turned down by the President's long study. He confined himself yesterday to a full explanation of the RID program, putting on a demonstration of the spectrum which RID occupies—100 times the size of the Radio Broadcast band. Representatives Hart, Wigglesworth and Jett were on hand, but there was an interruption as Jett went to a highly interested audience to give a new picture of the RID. He will continue his exposition tomorrow.

## Joins Iowa Network

Wines—George W. Weber of Ames, Ia., has joined the staff of the newly organized Iowa Tall Network and will represent the network in Des Moines, Omaha, Kansas and St. Louis. John W. Bolter, president of the North Central Broadcasting System, announced yesterday.

## Radio Show Renewed

Deal of the General Motors' employment program, "Victory is Our Business" starring Quentin Reynolds on WOR for an additional hour was announced yesterday. The Campbell-Ewald Com-

Favorite music!  
Keep dial on 1430

Every few minutes!  
Keep dial on 1430

Big Results. 12 to 6  
Keep dial on 1430

Together  
at the time on **WBYN**

## ★ AGENCY NEWSCAST ★

**F**RANK OWENS has joined the radio department of N. W. Ayer & Son, Inc. as senior time-buyer. He was formerly with NBC.

**PROPRIETARY ASSOCIATION OF AMERICA**, during its annual convention to be held at the Hotel Biltmore, New York, May 15-17, will conduct an advertising clinic on its second day. The session will include discussion of the four major media; radio, newspapers, magazines and trade papers. The NAB is among the organizations which will participate.

**UNITED BROADCASTING COMPANY**, Columbus, Ohio, has been added to the roster of the Advertising Federation of America.

**FRED FEAR & CO.**, Brooklyn, manufacturers of food products, is planning a radio and newspaper campaign to be handled by Williams Advertising Agency, New York.

**MCCANN-ERICKSON** office in Buenos Aires, Argentina, has been appointed to handle the advertising in that country of Philips Argentina S. A., distributors of Philips Radios, the most widely owned make in Latin America.

**BERNARD PAGENSTECHER**, formerly vice-president of M. H. Hackett Co., has joined Arthur Kudner, Inc., as member of the service staff.

## French Stations Sought In CBC Applications

(Continued from Page 1)  
and call letters, operate studios both in Montreal and in Verdun, a residential suburb with a large French-Canadian population. It is believed to be backed by a French language daily newspaper which supports the Liberal Party and reports say that Arthur DuPont, commercial manager of CBC in Montreal, has been offered the post of station manager. This, Mr. DuPont would not confirm, possibility is mooted that the Western French language stations might operate a Prairie network if given permission.

Of the 79 broadcasting stations in Canada 17 are operated in the French language and two are bilingual. These 19 stations are all in Quebec province, so if the license applications are granted they will result in the establishment of the first French broadcasting stations in Western Canada.

## 60 G's To Kill Moths

Approximately \$60,000 has been appropriated by the Larvex concern to advertise its product via musical spots over several local stations, a McCann-Erickson spokesman announced yesterday. The one-minute spots will be campaignd for 13 weeks beginning May 15. It was also pointed out that the campaign may be extended to other "moth" territories.

**GEORGE S. BERNARD**, New York businessman, and **Leo J. Paulin** of Washington, independent radio producer, writer and publicist, have announced the formation of the Bernard-Paulin partnership, to serve advertising agencies, sponsors, radio stations and organizations with radio programs, productions and scripts. Washington offices of the partnership are located in the Hearich Building. The firm's New York offices are at 220 Fifth Avenue.

**BRUCE B. BREWER & CO.**, Kansas City, Mo., has been elected to membership in the American Association of Advertising Agencies, as a separate agency resulting from a split of Ferry-Hanly Company into two separate agencies. Ferry-Hanly Company, N. Y. (Wallace-Ferry-Hanly Company, Chicago) continues in membership.

**FELIX W. COSTE**, vice-president of Coca-Cola Company in charge of fountain sales in New York, has been named director of advertising, both domestic and foreign, for the company and all its subsidiaries. He will continue to make his headquarters in New York. Hunter Bell still will fill the post of advertising manager, with offices at the company's general headquarters in Atlanta.

## NAB Exec. Committee Meets, Also Dines Fly

(Continued from Page 1)  
viewing organizational matters, mainly NAB programs, functions, and getting better acquainted with the new NAB president, J. Harold Ryan.

The association's 1944 budget was approved.

Two members of the executive committee were missing yesterday, but it was believed they might show up today.

The group arrived in town Monday and lunched with FCC Chairman James Lawrence Fly, who was accorded a special invitation by Ryan. Capital observers saw this as evidence of Ryan's determination to try to close the long-standing breach between Fly and the NAB.


## Luncheon Will Honor Latin-American Leaders

Committee for Economic Development headed by Nelson Rockefeller will give a luncheon in the Serf Room of the Waldorf-Astoria on Friday honoring the Inter-American Development Commission, a group of important businessmen representing the 21 American Republics. Leaders in the radio and advertising fields will be among the luncheon guests.

# "THE Dayton Station"

EXCLUSIVE for Dayton and the Miami Valley, WING broadcasts play-by-play all Cincinnati Reds National Baseball Games. Sponsored by Burger Brewing Company — another WING advertiser who "knows the score" in Dayton.

**BASIC BLUE  
NETWORK  
5000 WATTS**



**RONALD B. WOODYARD, Executive Vice-President  
WEED & COMPANY, National Representatives**



## Seeks Directors Aid In Helping Beginners

(Continued from Page 1)

by the guild and promising young talent from the AFRA membership.

The plan, incorporated in a letter to Earle McGill, president of the Radio Directors Guild, reads as follows:

"There has always been a serious problem in our fine industry—one that, like the weather, everybody talks about, but nobody seems to be able to do anything about. The reference is, of course, to the eternal question, 'How do young actors get started in radio?' Obviously, the answer is to get a director to hear them in action.

"WNEW proposes to do something about this. But to actually get anything done requires your help, and the help of your organization—the Radio Directors Guild.

"We would like to present a half-hour program each Sunday night, at a time which can be decided, to present scripts provided by the War Writers Board. We would like to have the young, talented members of AFRA called in as the cast, and we would further like an active director from your organization to volunteer to direct the program each week.

"This series would accomplish several purposes. It would enable young talent to work for active directors; it would present plays which the War Writers Board feels need presenting; and it presents a practical method of acquainting the directors with some of the rarely used talent that deserves a break. We propose to pay the regular AFRA fees to the actors. Perhaps this will serve as an idea for other stations in such cities as Chicago and Hollywood, where the same problem exists.

"The series might have some provocative title such as 'Actors at War' or 'The Victory Playhouse'."

## WOV, Indie Station, Announces Invasion Plan

(Continued from Page 1)

N. Weil, general manager of WOV, New York, which details the station's arrangements for presentation of war news both in English and Italian.

"WOV's blueprint for coverage is comprehensive, but it is a flexible and not a static blueprint," Weil declared. "In a recent conference held by Arnold Hartley, our program director, and attended by our English and Italian-language newsmen—Hans Jacob, Tom Morgan, Duccio Tabet and Guigliano Gerbi—it was agreed that it was wise to expect the unexpected."

A portion of the station's general plans follows:

"Immediately upon receipt of news of the invasion, there will be frequently repeated Italian broadcasts. They will stress the significance of the invasion as a move for the complete liberation of Italians from Nazi domination.

"A special religious program in Italian will feature an Italian priest.

"Since WOV's two English-language commentators, Hans Jacob and Tom

## PROGRAM REVIEWS

### "NEW WORLD A-COMING"

City-Wide Citizens' Committee On Harlem  
In cooperation with WMCA  
WMCA, Sun., May 7, 3:03 to 3:30 p.m.,  
EWT

Writer: Roi Ottley

Producer: Mitchell Grayson

One can't doubt for a moment the sincerity behind WMCA's special series entitled "New World A-Coming," a program designed to teach to a puzzled American people what the true meaning of Democracy is—how it is to be denoted to the current world in which a minority of rabble-rousers insist upon having their actions and words reflected as a majority. Furthermore, this program insists upon exposing these prejudices as the petty, ignorant habits that they are, superficially appearing as innocuous, out underneath it all the discordant factors that prevent this country from its democratic realization. Briefly, that's the magnificent purpose behind a program that merits network attention.

Dorothy Parker's brilliant satire, "Arrangement in Black and White," was chosen for dramatization for last Sunday's program. This department, very enthusiastic about all of Miss Parker's works—enough of which we do not have, waited breathlessly for the performance of a satire written in her usual concise style. We were disappointed, however. The story, to be sure, was there. It takes only about five minutes to read it. But the play was coaxed and urged, yes, and stretched to occupy the full 30 minutes of the given performance time. Several songs were interspersed in the play, thus spoiling the continuity and needlessly delaying the dramatic impact and making the ending anticlimatic. It was bad programming to insert the singing, which was incidental in the original, and try to make it an elaborate, integral part of the dramatization. We're not finding fault with Buell Thomas' excellent renditions of the several Negro folk songs. Our argument is with Roi Ottley who should have let the story remain as it was. It needed very little editing and very little extra dialog. The short story should have been put on the air almost as it appears in book form. The music then should have preceded or followed the play. As it was, Ottley's straggling adaptation had his listeners a-coming and a-going. We're sure Mitchell Grayson, director of this series, did the best he could under the circumstances,

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### "LAND OF THE FREE"

"Spain of Columbus"  
Sustaining

NBC-WEAF, Sun., May 7, 4:30-5 p.m., EWT

(Reviewed From Transcription)

Writer: Morton Wishengrad

Producer: John Mansfield

NBC has struck another vibrant note, this time on its Inter-American University of the Air, a series whose purpose it is to bring to its listening audience, in dramatization form, histories of the Americas and the world. The person responsible for this eventful program is Morton Wishengrad, whose script poignantly points up the proverbial history repeating itself—showing how it has its very unhappy parallels.

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A word about the players. Bernard Lenrow interpreted the sensitive role of the embittered narrator with understanding and restraint. Roger DeKoven, as the wise father, gave the role stature and confidence. The musical score equalled the script, thanks to Morris Mamorsky's genius. John Mansfield's intelligent direction was evident throughout.

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**Judges Research Bureaus**  
Werner told his audience that his research keeps today's programs in line with the discrimination in the public's mind. He described the national research facilities which keep programs "in good public taste." Editors, writers and reporters should have created in our news magazines a great medium of information, instruction and building," Mr. Werner concluded. "Never in history has the importance and power of these functions been so vital. They have been upon daily to tell the public what news—to tell what is what must be done by each of us to help win the

# TELE TOPICS TODAY

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He disagreed with those who feared the freezing of the 525-line pictures might discourage future research and development. He also went into considerable technical figures to bring out his point, but admitted better definition pictures was desirable at the post-war period. Full color tele, he said, did require consideration and planning along with other items.

Generally, from all angles including the manufacturer et al Israel held television would not be spoiled for later on if the green light was given at the end of the war.

## FCC Okays Reduction In Press Message Rates

Washington Bureau, RADIO DAILY

Washington—The FCC recently announced it has extended permission to Mackay Radio, all America Cables and Radio and RCA communications for the reduction of commercial, Government and press messages from points in the United States, Honolulu, T. H., San Juan, P. R., and St. Thomas, V. I., to Bahia, Catalina, Bories, Cabo Paper, Isla Huafo, Punta Arenas Puerto Aysen, Puerto Delgado, Punta Dungeness, Puerto Provenir, Puerto Natales, Rio Aysen, Rio Cisnes—all in Chile—to the level of the rates to "all other places" in Chile. All-America was also granted reduction of rates on messages from the Chilean points to this country, Alaska, the Virgin Islands, Puerto Rico, Guam, Hawaii and Midway.

Mackay, RCA and Western Union were also permitted to reduce the press rate between United States and New Zealand, and to continue deferred rates between zones in the country and New Zealand where the proposed ordinary press rate will be equal or lower than the present deferred press rate. This authority follows by less than a week similar authority granted for the lowering of rates between U. S. and Australia.

American press rates remain higher than the British rates, however. The Australian government was for a long time paying the difference between the British and American press rate, in a policy of encouraging the filing of news from Australia.

## To Talk On Tele

Raymond F. Guy, radio facilities engineer, of the NBC Engineering Department, will speak on "Television and FM" before the Indianapolis section of the Institute of Radio Engineers Friday, May 26.



May 10  
Maclean Betty Shaffer  
Liser Alma Sandra Munsell  
Jack Sheldon

## Seeks Directors Aid In Helping Beginners

(Continued from Page 1)

by the guild and promising young talent from the AFRA membership.

The plan, incorporated in a letter to Earle McGill, president of the Radio Directors Guild, reads as follows:

"There has always been a serious problem in our fine industry—one that, like the weather, everybody talks about, but nobody seems to be able to do anything about. The reference is, of course, to the eternal question, 'How do young actors get started in radio?' Obviously, the answer is to get a director to hear them in action.

"WNEW proposes to do something about this. But to actually get anything done requires your help, and the help of your organization—the Radio Directors Guild.

"We would like to present a half-hour program each Sunday night, at a time which can be decided, to present scripts provided by the War Writers Board. We would like to have the young, talented members of AFRA called in as the cast, and we would further like an active director from your organization to volunteer to direct the program each week.

"This series would accomplish several purposes. It would enable young talent to work for active directors; it would present plays which the War Writers Board feels need presenting; and it presents a practical method of acquainting the directors with some of the rarely used talent that deserves a break. We propose to pay the regular AFRA fees to the actors. Perhaps this will serve as an idea for other stations in such cities as Chicago and Hollywood, where the same problem exists.

"The series might have some provocative title such as 'Actors at War' or 'The Victory Playhouse'."

## WOV, Indie Station, Announces Invasion Plan

(Continued from Page 1)

N. Weil, general manager of WOVI, New York, which details the station's arrangements for presentation of war news both in English and Italian.

"WOVI's blueprint for coverage is comprehensive, but it is a flexible and not a static blueprint," Weil declared. "In a recent conference held by Arnold Hartley, our program director, and attended by our English and Italian-language newsmen — Hans Jacob, Tom Morgan, Duccio Tabet and Guigliano Gerbi—it was agreed that it was wise to expect the unexpected."

A portion of the station's general plans follows:

"Immediately upon receipt of news of the invasion, there will be frequently repeated Italian broadcasts. They will stress the significance of the invasion as a move for the complete liberation of Italians from Nazi domination.

"A special religious program in Italian will feature an Italian priest.

"Since WOVI's two English-language commentators, Hans Jacob and Tom

## PROGRAM REVIEWS

### "NEW WORLD A-COMING"

City-Wide Citizens' Committee On Harlem  
In cooperation with WMCA  
WMCA, Sun., May 7, 3:03 to 3:30 p.m.,  
EWT

Writer: Roi Ottley

Producer: Mitchell Grayson

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Sustaining

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(Reviewed From Transcription)

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When Miss Simms wrote Franklin D. Roosevelt about the effect that she wished to produce, the First Lady replied promptly that she wished to have an honorary member, Mrs. Franklin D. Roosevelt. Mrs. Roosevelt also suggested to Miss Simms that she try to obtain the assistance of Anna Rosenberg, assistant to General Frank Hines, in charge of the Veterans Administration. Mrs. Rosenberg's capacity for organization and her capacity to participate in a project of this size, Mrs. Roosevelt's personal interest in the project, and the fact that in some instances who possess a professional talent will not be used in a school talent should be used in various cities, Mrs. Roosevelt's interest in the project.

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American press rates remain higher than the British rates, however. The Australian government was for a long time paying the difference between the British and American press rate, in a policy of encouraging the filing of news from Australia.

### To Talk On Tele

Raymond F. Guy, radio facilities engineer, of the NBC Engineering Department, will speak on "Television and FM" before the Indianapolis section of the Institute of Radio Engineers Friday, May 26.



May 10

Maclean Betty Shaffer  
Lisner Alma Sandra Munsell  
Jack Sheldon

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## —NEW YORK—

**N**EW YORK—Dorothy Parker's short story, "Arrangement In Black and White," was adapted for the radio production of WMCA's "New World A-Coming," last Sunday. Hester Sondergaard and Paula Bauersmith played the leads. Roi Otley was narrator. . . . Madame Gaby Casadesus, wife of the noted French pianist and composer, Robert Casadesus, and a talented musician in her own right, will be heard in a piano and violin recital with Daniel Guillet, violinist, over WQXR, tomorrow. . . . New voices on "Portia Faces Life" program are Ed Latimer's and Carl Frank. . . . Mrs. Eleanor Roosevelt, Rex Stout and Matthew Woll, vice-president of the AFL, will be heard over WNEW today.

## —CALIFORNIA—

**LOS ANGELES**—Edgar Harrison Wileman will take time off from his customary discussion of furnishings and homes to present a quarter hour of organ music next week over his KHJ 3:15 p.m. time. Harry Q. Mills is the organist. . . . **SANTA BARBARA**—"The Green Hornet," Blue's co-op program, has been sold by KTMS to the 7-Up Bottling Company. Contract is for 13 weeks. . . . **OAKLAND**—Melvin Fritze has joined the staff of KROW as announcer. He formerly was with FM station KALW in San Francisco.

## —NORTH CAROLINA—

**CHARLOTTE**—General Manager A. D. Willard and Sales Manager Royal Penny trained out yesterday for Atlanta for a few days to visit with WBT clients and their agencies. . . . Lt. Fred Hayward, former WBT production man, spent part of his precious furlough in visiting the WBT gang. . . . **GOLDSBORO**—"This N That With the Friendly Philosopher," conducted by Terence Michael Harcourt, production manager, Mondays through Fridays, has grown long pants. It is now on the Tobacco network and is sponsored over the entire northeastern part of North Carolina.

## —MASSACHUSETTS—

**BOSTON**—Jesse H. Buttum, New England agricultural director for the Columbia Broadcasting System, and Fred H. Garrigus, New England director of War programs, education and religion for CBS, represented WEEL at the annual meeting of the Institute for Education by Radio at Columbus. . . . The Raytheon Mfg. Co. has renewed its five-minute series on Wednesday nights, "Five Minutes for Victory," on WNAC. Agency is Hershon-Garfield. . . . Making its own preparations for invasion coverage direct from Britain, WTAG has erected a new directional shortwave antenna at its transmitter site in Holden. Station will monitor the BBC constantly when D Day begins for all

news features and broadcasts dealing with initial and later stages of military operations.

## —ILLINOIS—

**PEORIA**—Al Phillips joined the WMBD musical staff as violinist. He was formerly with KMBD, Kansas City. Phillips has record with the Texas Rangers, appeared with the "Oklahoma Outlaws" in a Gene Autry film and with Herbie Kay's orchestra. His "aircord" includes WLW, WLS and WHO. . . . WMBD folks tossed a big party recently for Corp. Gordon Jayner, home from New Guinea on 21-day furlough. He saw more than two years' action in the South Pacific.

## —NEW JERSEY—

**NEWARK**—Roland Trenchard, publicity chief for WAAT, writes, "We've heard 'Battles of the Crooners' and 'Battles of the Sexes,' but Fred Sayles really started something new on his Sunday Frolics over this station when he initiated his 'Battles of the Cowboys.'" Among the contestants were Elton Britt, Gene Autry, Montana Slim and Fred Sayles, jockey who also sings. . . . **PATERSON**—WPAT will celebrate its third year on the air tomorrow. During the three years of the station's existence, WPAT has constantly endeavored to perform a real service to the public by giving freely of its time to such programs as will benefit community and country.

## —MINNESOTA—

**MANKATO**—KYSM, NBC again sponsored an essay contest in connection with Mankato, "Clean Up, Fix Up Week." This year was "Mankato, Beautiful," and drew some thousand essays from school children in grades four through nine out the city. Eighty dollars were awarded to the winner joining the staff of KYSM's Redeem in the capacity of new. Redeem is formerly of the editorial staff of KMBC and Kansas City and Salt Lake City respectively.

## —CONNECTICUT—

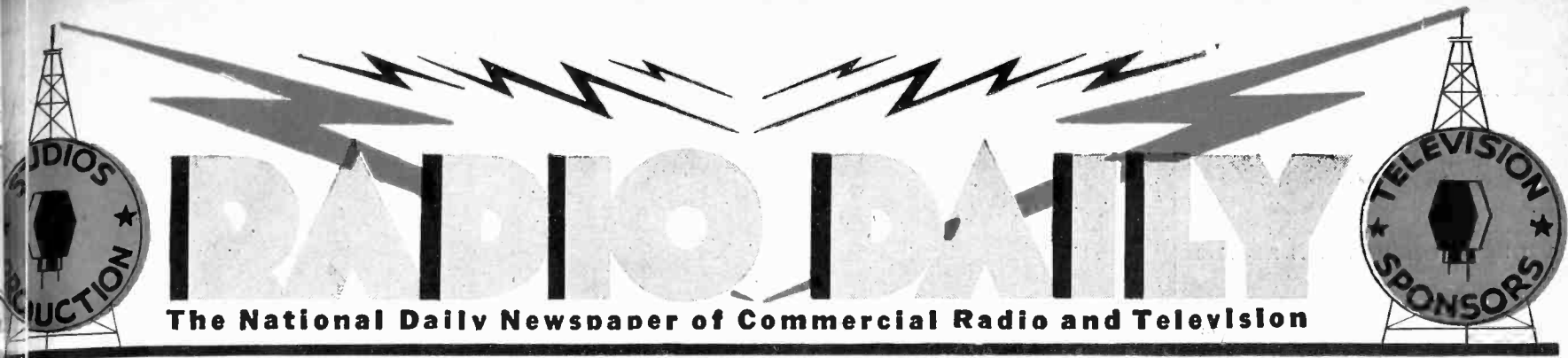
**HARTFORD**—Educational Broadcasting System's Sterling V. Couch of WDRC attended the 15th Institute for Education at Columbus. . . . "Shows for Men," headed by Dick Bronson, announcer of WNBC, is very popular with the Connecticut servicemen's forces. Those assisting Bronson in these efforts are Kay Browne and Barbara. . . . WTIC invited the Fire Department Committee of this city to participate in the Quiz of Two Cities program as a tribute to Hartford's fire department campaign which won the grand competition with cities of equal size.

Dear Boss,

Continued success and good  
luck.

Always,

Dinah Shore



The National Daily Newspaper of Commercial Radio and Television

Vol. 27, NO. 29

NEW YORK, N. Y., THURSDAY, MAY 11, 1944

TEN CENTS

# NABET Threatens Strike

## Set Reveals Actions of RID Ether Sleuths

Washington Bureau, RADIO DAILY  
 Washington—Testimony of Commissioner E. K. Jett concerning the Intelligence Division was conducted yesterday, in Jett's second appearance before the Lea committee. Former FCC chief engineer spoke in great detail of the technical work, being questioned by committee Attorney Harry S. Barter after he had delivered his state-

ment. With the coming of war, Jett said.  
 (Continued on Page 3)

## Best Stars Being Set For Revised "Parade"

American Tobacco Company's bold new format for its "All Time Hit Parade" will start tomorrow night with the first of a series of guest stars "guessing the song" before the band sounds. Show now heard on Friday night at 8:30-9 p.m. EWT will build up along this angle when it moves to the Jack Benny spot on the same network Sundays 7-7:30 p.m. on June 11.

Guests scheduled are Mr. and Mrs. ...  
 (Continued on Page 2)

## Catholic War Vets' Award To Be Given Eddie Cantor

Eddie Cantor will receive the 10th annual award of the Catholic War Veterans national commander's citation, it was announced yesterday by the national Commander Charles H. A. ... Presentation will be made at the military pageant to be staged ...  
 (Continued on Page 6)

## David vs. Goliath

A cocky, self-confident bunch of ball players at Mutual have organized a football team and called themselves the Mutual Mustangs. Opposition to the team has loomed, however, in the form of the WOR Dinosaurs, composed of announcers and engineers ... six feet in height and more than 200 pounds in weight. Show game is scheduled for Coney Island Park on Saturday afternoon.

**Tele Action**  
 As a New York Eighth Avenue subway train pulled into the 125th Street station the past Sunday afternoon, a thug snatched television producer Irwin Shane's brief case and scooted out. Shane sailed out after the thief before the doors closed and, after a tussle, recovered his case, which contained the only shooting script of his sponsored video show over Du Mont that night. That's the reason Shane is sporting a mouse under one of his lamps.

## Seeks Reinstatement Of RCA Tele Licenses

RCA has filed an application for reinstatement of W3XAD and W3XEP, both in Camden, N. J., the first an experimental television relay broadcast station and the latter an experimental tele broadcast station. The first would operate on 327,000 kilocycles, with 500 watts, A5 emission ...  
 (Continued on Page 8)

## NAB Executive Meet Ends; Statement Expected Today

Washington Bureau, RADIO DAILY  
 Washington—Although J. Harold Ryan, NAB president, does not expect to issue his formal statement until Friday, a decision was reached by the NAB board of directors yesterday as to its plans regarding a national NAB ...  
 (Continued on Page 7)

## Plan To Use Invasion Theme In Bond Drive If Attack Comes

### Alderman Leaves Army; Rejoins McCann-Erickson

Colonel Royal M. Alderman, a vice-president of McCann-Erickson, Inc., and former manager of the firm's Cleveland office, has been honorably discharged from the Army and will return in June to the New York office of the agency. Col. Alderman re-  
 (Continued on Page 2)

## Technician Group In NAB To Walk Out If NBC, Blue, WOR Sign Pacts With AFM Covering 'Pancake-Turners'

### Set Radio-Film Co-Op For Fifth Loan Drive

All-out radio cooperation with the motion picture industry during the Fifth War Loan was predicted yesterday by Ray Beall, publicity director for the screen campaign. In the initial meeting of a nation-wide series scheduled for film exhibitors, Beall declared that a special story of projected radio cooperation in the drive will be included in the press book ...  
 (Continued on Page 3)

### WOV Hearing Scheduled; Other FCC Applications

Washington Bureau, RADIO DAILY  
 Washington—Following the pattern set two years ago, the FCC has again set for hearing the application for approval of the sale of WOV, New York, from Arde Bulova and Harry ...  
 (Continued on Page 7)

### Bannerman Clarifies Status Of Canadian Web

Denying a report that CBC might sell their new Dominion Network in Canada to NBC or any other American radio interests, Glen Bannerman ...  
 (Continued on Page 8)

Washington Bureau, RADIO DAILY  
 Washington—With the NAB board of directors urging that NAB members refuse to sign contracts with the AFM calling for AFM control of "pancake-turners," the National Association of Broadcast Engineers and Technicians yesterday revealed that it has decided to strike if the AFM contracts are signed. In identical letters to the Labor Department, the Labor Relations Board and the War Labor Board, President A. T. Powley of the NABET served notice that his ...  
 (Continued on Page 7)

## Philco's 1st Quarter Income Shows Gain

Net income of Philco Corp. in the first quarter of 1944 totaled \$946,326, or 69 cents a share, after deductions for estimated Federal and State taxes and provision for adjustment and renegotiation of war contracts, it was announced today by John Ballantyne, president. Figures represent an increase over ...  
 (Continued on Page 8)

### Seeks Tele License For Frisco Station

San Francisco—An application has been filed with the FCC by the Associated Broadcasters, Inc., owners and operators of station KSFO, for a ...  
 (Continued on Page 2)

**Earth-Shaking News**  
 Washington—As a public service gesture to the scores of feminine fans who are constantly phoning WTOP, the CBS-owned outlet here, to learn the latest word about the hospital condition of Frank Sinatra, the station, in self-defense, periodically broadcasts the fact that The Voice is resting comfortably. The idea is the brain child of Howard Stanley, WTOP promotion head.

(Continued on Page 7)





Vol. 27, No. 29 Thurs., May 11, 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

(Wednesday, May 10)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(May 11, 1924)

Guy Hunter, blind pianist, is one of the most popular entertainers over local airwaves. His program of ballads, character songs, stories and anecdotes has for background a soft chatter of piano accompaniment as effective as a stage setting. . . . J. Lewis Reid, WJZ announcer, will give a reading on the history of Mothers' Day. . . . E. R. Borroff, KYW announcer, is getting considerable fan mail from admiring listeners.



CBS AFFILIATE

Represented by John Blair & Co.

Coming and Going

W. G. McBRIDE, national sales-sales promotion manager of WDBO, CBS affiliate in Orlando, Fla., and J. E. YARBROUGH, chief engineer of the station, are in New York City for a brief visit.

JOHN T. MURPHY, of NBC station relations, leaves today for a trip which will include visits to WIS, Columbia, S. C.; WIOD, Miami; WFLA, Tampa; WLAK, Lakeland; WJAK, Jacksonville; WSAV, Savannah, and WTMA, Charleston, S. C. He will return May 22.

KATHRYN HARDIG, time buyer for the Ralph H. Jones agency, and HELEN KENNEDY FIEGE, radio director of Kroger Grocery and Baking Company, are back at their desks after attending the Institute for Education by Radio at Columbus, Ohio.

C. H. COTTINGTON, radio director of Erwin, Wasey & Co., and FRANK HAAS, time buyer for the agency, are due back in town the latter part of this week following a few days in Cincinnati on business.

EARLE G. CLEMENT, general manager and program director of WEIM, Fitchburg, Mass., is spending a few days in New York.

LT. TOD SWALM, former Radio Daily staffer and now public relations officer at Kelly Field, Texas, is spending some time in New York on furlough.

R. C. EMBRY, commercial manager of WITH, Baltimore, in town this week on station business.

CHRIS CUNNINGHAM, United Press war correspondent on the Italian front, is back in the States on leave. He appeared last night on the Columbia network's "Report to the Nation" program.

Seeks Tele License For Frisco Station

(Continued from Page 1) commercial television station in San Francisco, to be located high atop Nob Hill in the Mark Hopkins Hotel, one of the highest points in the Bay Area. If application is approved by the FCC, the station will be put into operation as soon as the necessary equipment becomes available, according to Lincoln Dellar, vice-president and general manager for the corporation.

Royal V. Howard, director of engineering, stated that the station will be equipped with the latest in super sensitive Orthicon television cameras. These new cameras will tend to eliminate the need of tremendous batteries of light used on previous studios.

GLEN BANNERMAN, president and general manager of the Canadian Association of Broadcasters, is here to deliver an address at the meeting of the American Marketing Assn., which will be held today at the Murray Hill Hotel.

HAROLD E. FELLOWS, general manager of WEEI, CBS-owned outlet in Boston, Mass., is in New York City for a few days.

WILLIAM WYSE, president and general manager of KWBW, Hutchinson, Kans., is on a short business trip to Chicago.

BILL BAILEY and ROY MILLER, of the Chicago division of The Katz Agency, are in New York for confabs with home office executives.

R. E. JEFFERS, public relations director of Russel M. Seeds Company, leaves Chicago today on a trip to the Northwest and the Pacific Coast, with stops scheduled en route at Kansas City and Salt Lake City.

WILLIAM M. DAWSON, JR., commercial manager of WARM, Scranton, Pa., a visitor here yesterday at the headquarters of the station's national representatives.

"CY" LANGLOIS is in Chicago to record a series of transcription platters by Tommy Dorsey, currently appearing in the Windy City.

TOM SLATER, Mutual's director of special features and sports, and SIDNEY FISHMAN, director of research for the network, returned yesterday from Ohio, where they attended the meetings at Ohio State University.

BRUFF W. OLIN, JR., general manager of WKIP, Blue Network outlet in Poughkeepsie, N. Y., in town yesterday on another of his periodic visits with web officials and station reps.

Alderman Leaves Army; Rejoins McCann-Erickson

(Continued from Page 1) signed the presidency of the Cleveland Advertising Club to enter the Army in the Fall of 1940. He served overseas 10 months in the South Pacific as executive officer of the South Pacific General Depot.

Guest Stars Being Set For Revised "Parade"

(Continued from Page 1) Mrs. Bob Hope, with others to follow such as Bing Crosby, Burns & Allen and other Hollywood picture and radio names. Guests are being set by Foote-Cone & Belding, agency for Lucky Strike cigarettes.

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. Includes illustration of a man in a top hat holding a microphone.

BALTIMORE

There are 5 radio stations in Baltimore. You can choose any one. Set yourself the standard of

Coverage

Popularity

Cost-per-listener

and buying radio time in Baltimore to make your radio dollar work more efficiently is easy!

No matter how you slice it . . . W-I-T-H the independent . . . is the Baltimore more buy in radio.

And we have the facts to prove it. Glad to show them to you any time.



WITH IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-RE

# RID Anti-Espionage Activity Told By Jett At Lea Hearing

(Continued from Page 1)

was ready to guard against espionage transmissions, drawing upon experience in two decades of polling the ether for gambler and jigger radio activity. In 1940, the RID broke up a racket in the Charleston race track where an operator was using a portable transmitter to report the progress of races to his confederate outside. As war spread in Europe, German parachutists landed in England with cent-looking suitcases containing complete shortwave transmitter receiver. In France it was reported Nazis were transmitting missing information to the French command with pocket sets. In teletype video were reported British ship movements to many. Meanwhile, the United States where radio equipment could easily be bought or made, was vulnerable to enemy transmission. To meet the threat, the FCC monitoring operations were greatly aided in June 1940. Not only the President and the press but also the Army and Navy

were fully apprised of the proposed expansion of the Commission's radio intelligence activities and both the Army and Navy approved and, in fact, afforded the Commission the fullest cooperation in putting the expansion program into effect," Jett said. "As a result of the 1940 expansion, the FCC was able to meet the increasing demands of national defense for surveillance of the airways against possible clandestine operations." Letters of appreciation for RID work in patrolling the ether in Hawaii have been received from Rear Admiral Joseph R. Redman, director of Naval Communications, General George Marshall, Rear Admiral T. S. Wilkinson and Major General Dawson Olmstead, chief signal officer of the Army, Jett said. To test the system in Hawaii, the Army hid a transmitter in a private house in the hills on a small side road many miles from the starting point. RID sleuths found it in 52 minutes. Today, RID has 81 monitoring stations, 88 mobile units and three intelligence centers.

## Radio-Film Co-Op For Fifth Loan Drive

(Continued from Page 1)

the nation's exhibitors. Martin, New York radio chairman for the drive, is working on this presentation now, Beall said. NBC has scheduled a coast-to-coast broadcast featuring Hollywood stars, as revealed, and another may be broadcast by another network, Beall said. Broadcasters will be asked to air at least one special quarter-hour platter for the "Treasury Star Parade" written specifically for its appeal to moviegoers. A number of 50-second spot announcements aimed at the movie public is also being prepared in Washington by the Treasury.

## WPAT's Third Birthday Party Attracts Big Crowd

Station WPAT celebrated its third birthday on the air last night by giving a cocktail party. Among those who attended were: Leon Goldstein, WMCA; Harry Levin, OWI director of the New Jersey area; Ira Herbert of WHN; Ted Herbert of the Blue Network; Bill Moe, WNAX; Bruce Robertson, Broadcasting; Marvin Kirsch, business manager of RADIO DAILY; George Rosen of Variety; Doris McFerran of Radio Mirror; Richard Manning, treasury director of N. J.; Cong. Gordon Campfield, Mayor William Furry of Paterson; Mayor William Dewey of Clifton; Mayor Nicholas Martini of Passaic; Raymond Paige, Phil Newsom, director of UP.

### Golden Is Host

Also Sid Shallit of New York "Daily News"; Al Cusick of the N. Y. "Post"; Arnold Blom of "PM"; Abe Greene, NBA Boxing Commissioner; Jerry Nussbaum, of the Newark "Evening News"; Lew Albert of the Newark "Sunday Call"; Senator Charles K. Barton, George Milne and Frank Marx of the Blue Network; Paul Fuelling of WHN, Max Weiner of WNEW; J. R. Poppele of WOR; Frank Bremer of WAAT; Nicholas Hageman of WJZ; Sidney J. Flamm, vice-president and general manager; Mrs. Elsa Cofman, secretary-treasurer, and Ted Webb, program director, last three mentioned of WPAT, were also present. Several officials represented the Wright Aeronautical Corp. and the Curtiss Wright Corporation.

Dave Golden, the public relations manager of WPAT, was host for the occasion.



TIP TO THE T. P. H.\*

*Easy does it!*

\*TIRE PROGRAM HUNTERS, there's no need for you to stew and sweat, worry and fret about your programs. Discover NBC's topflight recorded shows and your problems are solved the easy way.

Comedy, adventure, music, great names, serials, romance, they are all there with nothing to add but the commercials. Big-time shows in every sense but price—all with excellent sales records—all with strong publicity and promotional backing.

### Among NBC's Recorded Programs:

**Betty and Bob**—The story of "ordinary folk who lead extraordinary lives"—tops in serial drama with a long record of successful selling. 390 quarter-hours for 5-a-week broadcasts. Used by department stores, retailers of furniture, clothing, drugs, groceries, baked goods, etc.

**Flying for Freedom**—Particularly timely and vivid saga of the daring and courage of United Nations airmen, 26 half-hours. Broadcast by shoe stores, dress shops, men's clothing, department stores and others. Now available for breweries.

**Let's Take a Look in Your Mirror**—Timely sparkling program by Stella Unger—helpful suggestions about today's problems for today's women, 156 5-minute programs. Used by department stores, women's dress shops, furriers, furniture stores, cleaners and laundries, and many more. Also: Stella Unger's "Hollywood Headliners"—personality sketches of the movie greats—156 5-minute programs, still available in some markets.

**The Name You Will Remember**—William Lang's brilliant word portraits of famous notables in the news pack an unforgettable punch and offer a natural merchandising title tie-in. 260 five-minute shows, for 3 or 5 a week broadcasts. Sponsors include furniture stores, jewelers, women's wear shops, department stores, shoe stores, men's clothing, etc.



**EASY DOES IT!** Many other NBC recorded shows, in addition to those listed above, are ready to work for you. Select your station and time—and you're all set to go! Ask for presentation, audition, records, availability data, today!

... daily  
... the track at  
**Belmont**

Instantaneous Reports  
exclusively broadcast  
daily 12 to 6, 1430 on  
your dial.

**WBYN**

... part of  
the "up-to-the-minute" pro-  
gramming: music, news,  
sports ... instantly spotted  
every few minutes.



**NBC**

**RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

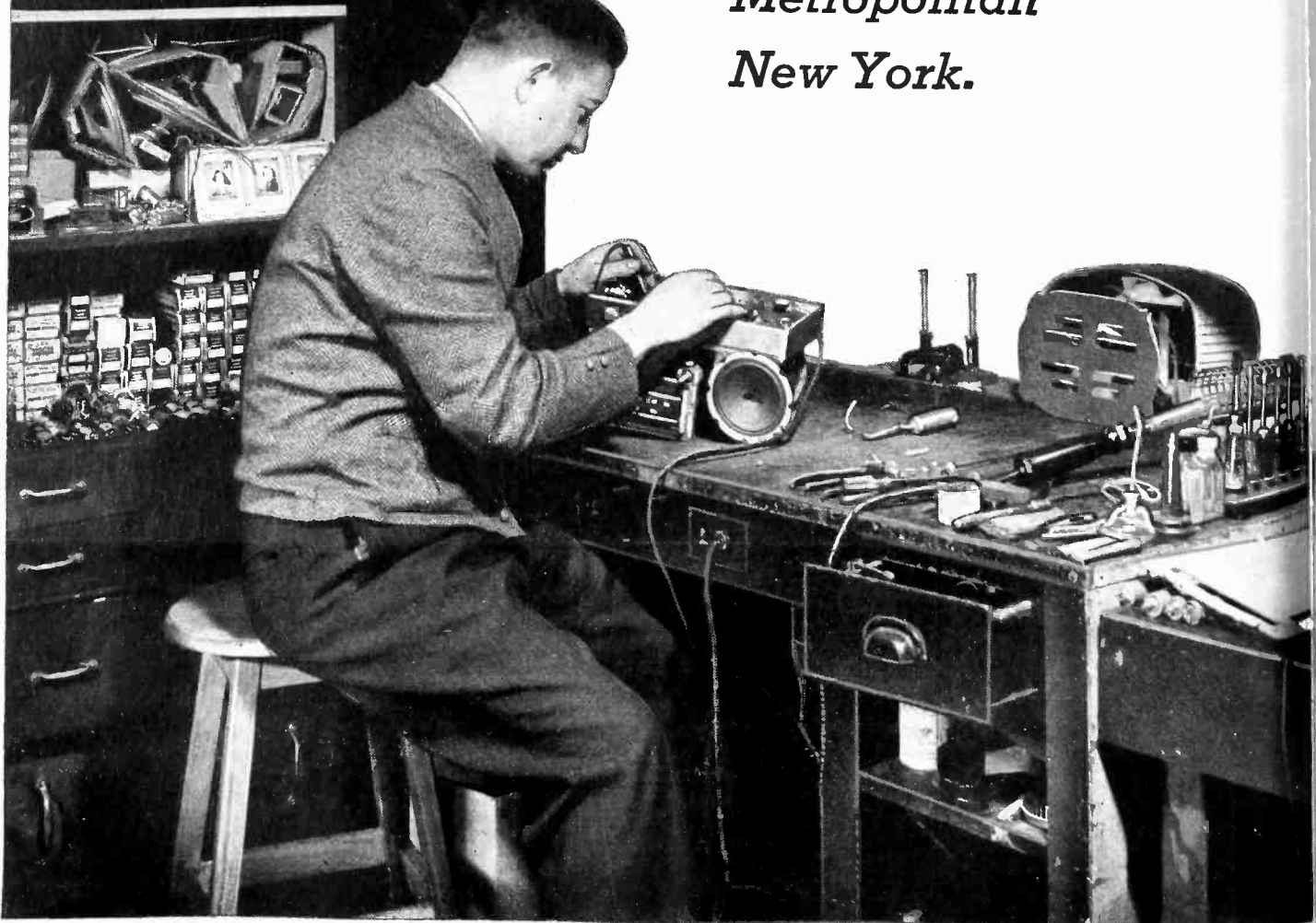
RCA Bldg., Radio City, N. Y. ... Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D.C. ... Sunset and Vine, Hollywood, Cal.

This Story  
of WJZ's  
Great New  
Voice in the  
World's Richest  
Market Is  
Another Reason  
Why The BLUE  
Is a Better  
Buy than ever...

# Who Knows Radio

*Radio Service  
Men! . . .*

*311 of them  
report fine, clear  
reception in every  
section of  
Metropolitan  
New York.*





# Most About Reception?

WJZ has been broadcasting from its new transmitting location for several months now. Reports pouring in from every part of the New York trading area were gratifying to say the least.

But we wanted expert opinion—a report from the men who hear all about the troubles of radio owners.

We questioned 195 radio repair men *in New York City alone*. Almost to a man (182 to be exact) they reported that WJZ now is being received with the greatest possible clarity—in many cases, the clearest of any station. That's good news for listeners.

And it's even better news for you who want those listeners to hear your sales messages and not miss a single word.

Here's a vibrant new voice for the Blue's Key Station—bringing the Blue's tradition-free programming to the world's richest market with new strength and clarity.

Now! Your Strongest Voice in the  
WORLD'S RICHEST MARKET...

# WJZ

Key Station of The  
BLUE NETWORK

770 on your dial

## SAN FRANCISCO

STAFF Sergeant David J. Thatcher, hero of the bombing raid on Tokyo, recently was interviewed on KROW, Oakland, by Scott Weakley, special events man. Weakley drew from Sergeant Thatcher concerning his experiences overseas and his many decorations.

KQW's versatile Pede Worth, who has announced, written, produced and acted, has been called to the service. Eddie Fitzpatrick, former KFRC trumpeter, is now a corporal at the San Francisco Presidio. KFRC staffers who joined the service this month are salesman Jack McMichael and announcer Bill Martell. Both are now members of the Coast Guard Volunteer Port Security Force.

KGO, Blue Network station, has a new baritone soloist. He is Loren Welch who appeared in the Metropolitan Auditions. Also new on the outlet is George Wright, organist from KFRC. Wright is heard on a daily show, and has several weekly programs on the Coast division of the Blue Network.

The Chinese Hour celebrated its fourth year on KSAN with an anniversary banquet in Chinatown. Mayor Lapham and other city officials were present, including leading Chinese. Sidney Roger conducted a special show on the air which featured C. T. Feng, Chinese Consul General and Albert Chow, unofficial "mayor of Chinatown." Frank Nipp represented the Chinese News Service. Show is regularly produced under direction of Tommy Tong.

### Simpson And Bentley Join Russel M. Seeds Agency

Chicago—John Simpson, formerly a program director on the staff of NBC in the central division, has been named radio director of the Russel M. Seeds agency and will have charge of all radio activities. E. G. Bentley of Louisville, for 16 years in charge of premiums and later chief of radio for the Brown & Williamson Tobacco Company, also has joined the Seeds organization as a vice-president. He will specialize in servicing the Men-men account for Grove laboratories.

### Joins WEAF Staff

Charles B. H. Vaill, recently director of the Yale University News bureau, has been named audience promotion manager of WEAF, New York, Charles P. Hammond, director of advertising and promotion, announced yesterday.

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

# MAIN STREET



## California Commentary!

● ● ● On eve of his transfer to Fort Douglas, Utah, Major Leonard B. "Doc" Stallcup, radio veteran who has been public relations officer at Camp Haan, Calif., for more than two years, dropped in to visit friends on Radio Row. Before entering the service, he was a practicing dentist in L. A.

### Los Angeles

and a music contractor. . . ● Eddie Marr, the "pitch man" on the Jack Carson show, will be starred in "Medicine Show," which will be submitted by Don Sharp of the Frank W. Vincent agency. Don also reports considerable interest in package shows starring Lloyd Nolan and Claire Trevor, and Elvia Allman and Nolan. In association with Steve Slesinger and W. Arthur Rush, he has also prepared a show starring Richard Dix. Add to list of Coast Boswells who are former sports writers—Coy Williams, who worked on Los Angeles, Cleveland and New York sheets.

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● ● ● A "luncheon-for-Harry Maizlish" movement should be instituted. The KFWB major domo never fails to attend luncheons honoring other radio and film figures. . . ● An Art Linkletter fan from Vicksburg, Miss., dropped in on the "What's Doing, Ladies" program and presented Art with sorghum. . . ● Margaret McKay of the Margaret Ettinger office, is hunting new quarters, because a boiler blew up and wrecked her apartment. Jean Meredith of the CBS press department had better luck. Fire destroyed some apartments in her building, but spared hers. . . ● "Cabbages And Queens" (the "Queens" being five Earl Carroll girls) attract a big audience every Thursday afternoon at the Model Victory Garden on Sunset Boulevard. The program is aired over the Pacific Blue and sponsored by the Ferry-Morse Seed Co. . . ● Clyde F. Coombes, KARM, Fresno, is juggling two jobs as prexy of Fresno Rodeo club and West Coast directorship of the Ninth District CBS Affiliates board, both of which take him East May 14.

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● ● ● Ralph E. Brunton, KQW, San Francisco, is taking bows from school superintendents of San Francisco and adjoining counties for his KQW Summer School of the Air. . . ● Harvey Wixson, KHQ, Spokane, is a farmer on the side, but his greatest claim to fame was singing tenor at Washington State. In fact, he broke into radio as a singer. . . ● John Elwood, KPO, San Francisco, is an enthusiastic family man and can't wait to hurry to his wife and two sons at Palo Alto after a strenuous day in San Francisco. . . ● E. F. Pette, KGDM, Stockton, is receiving plaudits for his prize Belgian draft horses, which he stocks at his elaborate California dairy farm. . . ● Henry Fletcher, KSEL, Pocatello, Idaho, comprises a one-man radio station. He and wife, Ruthe, practically run the station single-handed due to loss of personnel to the armed forces. . . ● ● ● Bill Smullin, president and manager of KIEM, Eureka, Paul R. Bartlett, manager of KFRE, Fresno, and Fin Hollinger, manager of KDB, Santa Barbara, were recent visitors at Don Lee-Mutual.

★ ★ ★

● ● ● Mrs. W. J. Virgin, KMED, Medford, Ore., is a collector of Oriental art and her studio is filled with fine authentic Oriental vases, rugs, chairs, etc. . . ● Birt Fisher of KOMO and KJR, Seattle, is a yachtsman, fisherman and horseman. Has a lovely home on Puget Sound, where he can enjoy these sports, plus gardening. His chief fan is Amy, his wife. . . ● Richard O. Lewis, KTAR, Phoenix, is considered most eligible bachelor in industry. Handsome, friendly, Dick is the very successful manager of KTAR. . . ● When her husband entered war work, Mrs. Florence Gardner, KTFI, Twin Falls, Idaho, took over management of the station. Favorite interests are the station and cantering on her horse.

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

PLACEMENT of two new programs, a program renewal and a new order for 52 one-minute transcribed spot announcements featured in business week at WMAQ, according to Oliver Morton, manager of the central division local and spot department.

Artra Cosmetic Company (Sunfilter Cream), through M. Breese Associates (New York) ordered a 15-minute transcribed program, Mondays, Wednesdays and Fridays, 10:45-11:00 p.m., beginning May 29. Contract for 14 weeks. The other new program is a five-minute sports commentary by Don Elder, placed by Local Company, through Van Hecker, Mondays through Fridays, 5:45-6:00 p.m., CWT for 26 weeks beginning May 8.

The new order for 52 spots from the William Wrigley Jr. Company, through Ruthrauff & Ryan, beginning for 13 announcements a week for four weeks starting May 15.

W. F. McLaughlin and Company (Manor House Coffee), through S. K. Ellis and Company, placed a 52-week renewal of its Monday-Wednesday and Friday supper program, effective June 12. The program heard 6:30-6:45 p.m., CWT, featuring Joseph Gallicchio and his string ensemble.

Mrs. Dora Bong of Poplar, mother of Maj. Richard Bong, Spokane, Pacific flying ace, will be the guest on the "National Barn Dance" May 13.

### Catholic War Vets' Awards To Be Given Eddie Can

(Continued from Page 1)

by the Catholic War Veterans at Waldorf-Astoria, New York, on Saturday evening, May 21.

The citation of the veterans' organization is awarded annually to a citizen for outstanding loyalty to American ideals and principles.

In making the announcement Purplephy said: "The formation of Purple Heart Circuit by Mr. Can is an outstanding example of patriotism, human kindness and real Americanism."

## CHARLES SCHENCK

Writer-Director

Available after June 5 for free-lance writing and directing. Expert doctoring for an "ailing daily" or a "blighted nighter."

There is no substitute for experience

Phone: Radio Registry or LA. 4-1200

## V Hearing Set; Other FCC Activity

(Continued from Page 1)

Washel to Murray and Meyer. The application was filed several weeks ago. Mester Brothers, proprietors of Elbo Oil Co., were ready to purchase WOV two years ago, and the application was filed with the FCC. It has been charged that the FCC refused to permit the sale to Andrea Luotto was to manage the station for the would-be purchase, the record reveals only that the application was withdrawn after it had been set for hearing. With the decision of the Commission's tie-ownership rule nearly six months ago, however, negotiations resumed, leading to a refiling of the purchase application.

### Mississippi Station Asked

Application of Birney Imes, Jr., for a 250-watt station in Meridian, Miss., to operate on 1,240 kilocycles was also set for hearing, as was application of WGBG, Greensboro, N. C., to alter its assignment to 850 kilocycles, one kilowatt day and 250 watts night, limited to sunset. The 850 band is the clear channel assignment of Denver.

Commissioner Craven, retiring, dissenting, the Commission set for further hearing the application for sale of WSAR, Fall River, Mass., from Doughty & Welch Co., to the Fall River Broadcasting Co., a subsidiary of the Fall River Herald News Publishing Co.

### Other Applications Received

Several new applications were also received, including that of WKBZ, Detroit, Mich., for a frequency from 1,490 to 1,230 kilocycles. Broadcasters, Inc., of State College, Pa., have filed for a new broadcast station to operate on the 450 band, 250 watts unlimited. Bristol, Tennessee, is seeking permission to change its assignment from the 1,490 band to the 550 band, increasing its power from 250 watts day and 500 watts night with directional antenna day and night.

A new standard broadcast station on top of the band, 1,580 kilocycles, 500 watts, is sought by the Val-Broadcasting Co., Pomona, Calif. Applicants in the company are Myron K. Earle, E. Williams and C. Haas. An application for a standard station was received from Myles H. Jones of Milwaukee who seeks to operate on the band with one kilowatt days.

### FM Pleas Listed

Assignments were applied for WVAR, Norfolk, Va., to operate on 100 kilocycles with coverage of 2 square miles, and WCBS, Springfield, Ill., to operate on 46,100 kilocycles with coverage of 11,594 square miles. A third FM application was filed from the A. H. Belo Corp. of Dallas, Texas, licensees of WAAF, assignment to a frequency between 3,100 and 44,300 kilocycles.

## NAB Engineer Unit To Strike If AFM Controls Disk-Turner

(Continued from Page 1)

members will strike if NBC, the Blue and Bamberger carry out the contracts covering pancake-turners which they have already made with AFM.

"A serious labor dispute exists between NABET, NBC, the Blue Network and the Bamberger Broadcasting Co., trading as station WOR," the Powley letter said, and added:

"The above-mentioned companies have committed and are continuing to commit unfair labor practices in that they have discriminated and are continuing to discriminate against the National Association of Broadcast Engineers and Technicians in favor of the American Federation of Musicians; are violating the terms of an existing collective bargaining agreement with the National Association of Broadcast Engineers and Technicians, and are attempting to coerce and force all National Association of Broadcast Engineers and Technicians employees to be discharged or lose a portion of their present job content on and after June 1, 1944.

### Strike Vote Taken

"A strike vote has been taken in all the chapters of the National Association of Broadcast Engineers and Technicians and all the members of these chapters, with the exception of the Denver, Colo., chapter. Members employed by station KOA, have cast their ballot to use their economic force in the event that such becomes necessary by reason of the aforementioned employers having completely disregarded their present contract with the National Association of Broadcast Engineers and Technicians in allowing members of a union, not

the choice of the present employees of the company, to come in and operate turn-table and 'on the air play-back' equipment now operated exclusively under contract by members of the National Association of Broadcast Engineers and Technicians.

### War Work Protected

"This notice is given under Section 8 (1) (A) of the War Labor Disputes Act with the distinct understanding among all the members of NABET that in the event that it does become necessary to use economic force after a secret ballot has been taken under Section 8 (A) (3) of the said act, that those employees who are presently operating any equipment, doing experimentation work, or doing any test and inspection work for the United States Government and/or any of its armed forces will not cause any interruption in that work. Although all of these men have assented to the action as set forth in this letter, nonetheless the association and all of its members have agreed to the above.

"NABET members are especially incensed by the failure of the contracting companies to notify NABET of its negotiations with AFM, and they complain that the AFM contract would force NABET to release part of its job content to AFM.

"NABET, which numbers 540 members plus another 160 in the armed forces, was originally formed in 1934 as an NBC group. Four years ago its constitution was altered and Blue and Bamberger employees were brought in. It has no affiliation with CIO, AFL or any other group—and quite obviously desires none."

## NAB Executive Meet Ends; Statement Expected Today

(Continued from Page 1)

convention. It could not be definitely established what action was taken, but it is believed that the convention will be held, and within the near future. It is believed also that the approach of Summer makes it unlikely that it will be held in New York City, as had originally been planned.

The meeting of the board wound up yesterday afternoon, after three days beginning with lunch Wednesday, at which FCC Chairman James Lawrence Fly was guest of honor by special invitation.

A major part of the meeting was devoted to discussion of internal organizational affairs, with the music situation and the television controversy sharing a major part of the rest of the discussion.

This was the first meeting since J. Harold Ryan succeeded Neville Miller as NAB president, and the board members were gratified by his handling of the meeting. They were encouraged also by their study of NAB organization and budget matters, going away convinced that NAB is now

## "Family Hour" On Sunday Goes Abroad Via V-Disks

Entire musical portion of the Sunday, May 14, "Family Hour" program, starring Gladys Swarthout, will be transcribed for V-discs by the Special Services Division of the United States Army for shipment overseas. Others to be featured on this program will be Reed Kennedy, baritone; Jack Smith, tenor; and Al Goodman and his orchestra. An audience of servicemen will be on hand to give this program a rousing send-off.

### New AMP Clients

Music licensing pacts have been inked by Associated Music Publishers, Inc., with WRGA, Rome, Ga.; WLIB, Brooklyn, N. Y., and KMA, Shenandoah, Va. Renewals have been signed by AMP with the following:

WLOL, Minneapolis; WJEJ, Hagerstown, Md.; KRNR, Roseburg, Ore.; KORE, Eugene, Ore.; KIT, Yakima, Wash.; KICA, Clovis, N. M.; KHSL, Chico, Cal.; KFEL, Denver and KDON, Monterey, Cal.

ready for an era of greater effectiveness and progress.

A statement concerning the meeting is due from NAB headquarters today.

## Invasion Theme Idea Will Aid Bond Drive

(Continued from Page 1)

sions and other campaign participants. It is urged that advertisers disperse with all their commercial plugs on the air and certain newspaper copy to tie in completely and substitute war bond and stamp advertising, on the day following the invasion. All firms using the invasion planning will be permitted to credit their war bond and stamp sales to the Fifth War Loan campaign, should the invasion come between June 1 and 12.

Special posters and door knob hangers, etc. will be distributed for use the day after the invasion starts, with Boy and Girl scouts having volunteered to help on this angle. In some states Station Relations directors of the Treasury Dept. are asking that special invasion bond pleas be made every hour and have speakers representing merchants in town and others make the pleas. Other tieups are being set such as school children and various local organizations.

Main point is that the Treasury committee does not want to side track the War Loan drive for the invasion news, but tie both in so that more bonds and stamps will be sold and time set for bond sales not be substituted with invasion news only.

### Mark Smith

Mark Smith, noted radio actor, died Tuesday at his home, 45 East 49th Street. He was 57 years old. Besides his role as an actor, during the past few years, Mr. Smith was very active as a member of the New York City local of the American Federation of Radio Artists. He was made president of the local in 1937. It was recently estimated that he had appeared on more than 2,000 radio programs, and during his stage career acted in 70 New York theaters. He is survived by a widow, Annabelle, and a daughter.

WKY HAS EVERYTHING

**WKY**  
OKLAHOMA CITY  
The Katz Agency  
Representative

**M** IS FOR **MARKET**

The Oklahoma City Market is the state's biggest, most important, most productive. WKY covers it better and more intensively than any other Oklahoma City station.

FROM "A" TO "Z"



# Seeks Reinstatement Of RCA Tele Licenses

(Continued from Page 1)

for visual and A3 and special emission for aural.

The second would operate in channel number 5, 84,000-90,000 kilocycles, 30 kilowatts peak for visual and 30 kilowatts for aural, emission for A5 visual and A3 and special emission for aural.

The Jacksonville Broadcasting Corp., Jacksonville, Fla., has filed for a new commercial tele station, to operate on channel number 1, 50,000-56,000 kilocycles.

# Bannerman Clarifies Status Of Canadian Web

(Continued from Page 1)

man, president of the Canadian Broadcasters Association, in New York yesterday issued a statement clarifying the situation. The statement follows:

"It is quite true that in our submission to the Parliamentary Committee of Enquiry into Radio Broadcasting we advocated the transfer of the Dominion Network to private ownership, but only as a co-operative ownership by the privately-owned stations who became outlets for the Dominion Network. The plan suggested was that these stations should operate the network co-operatively and thereby avoid either monopolistic state control or a privately-owned monopoly.

"It is our view that whereby the Canadian Broadcasting Corporation as a creature of the Canadian Parliament controls all lines and networks we have, in fact, a state monopoly of network broadcasting in Canada. We have suggested in our representations to the Parliamentary Committee that this is not in the best interests of serving the Canadian people with broadcasting and that our submissions, if accepted, would ensure there being neither private nor state monopoly of the Canadian Broadcasting System."

# Petrillo At Film Studios

Hollywood—James C. Petrillo, president of the AFM, is expected here today for conferences with heads of major film companies regarding union rules governing studio musicians.

# COAST-TO-COAST

## —CONNECTICUT—

**HARTFORD**—Laura C. Gaudet, staff member of WTIC, is representing Connecticut under the sponsorship of the Hartford station at the Eleventh Annual National Folk Festival being held this week at the Academy of Music in Philadelphia. Miss Gaudet will feature a group of Acadian folk songs. The words and music were collected by herself in the Evangeline country and comprise 18 folk songs, many of which date back to the 15th century. . . . WDRC is giving a big ET boost to the new CBS Landt trio show each morning with a series of special transcriptions at station breaks, with playlets plugging the show.

## —ARIZONA—

**PHOENIX**—KOY's program department furnished all entertainment for the 1944 meetings of the Regional F. F. A. in connection with that organization's regional public speaking contest. . . . Doug Adamson, formerly with KPAS, Pasadena and KROD, El Paso, has joined the staff of KOY as a combination announcer-operator. Adamson replaces Jack Wages, who resigned several months ago to join the staff of KFAC in Los Angeles.

## —ALABAMA—

**BIRMINGHAM**—Recently WSGN aired a description of two criminals wanted by police of two or three states. The appeal made by Charles Atchison, announcer on duty, resulted in the capture of the two men. Shortly after, WSGN received a letter of appreciation from the chief of police of this city. . . . **DECATUR**—John Slatton, chief announcer of WMSL, broadcasts a daily program to the workers at the Ingalls Shipbuilding Company. A special line from the studio to the Ingalls recreation room was rigged up by Garland Sandlin, chief engineer at the station.

## —FLORIDA—

**MIAMI**—South Florida radio listeners benefitted from the cooperation of two Miami stations as soon as the polls closed after the first Democratic primary election held May 2. Stations WIOD and WQAM combined their resources and staffs to bring up-to-the-minute tabulations to the public. . . . WQAM furnished its public address system for use of radio and newsmen, candidates and their workers. This was installed in the office of Carl Holmer, Jr., Dade county registrar. WIOD's public address system was used to bring returns of the election to the large number of persons at the main floor of the Dade County Courthouse. WIOD's manager, James LeGate, was responsible for the smooth sailing.

## —CALIFORNIA—

**LOS ANGELES**—Marjorie Hirst, secretary in the KFI-KECA public service department, and former KFI-KECA announcer, Tom Noone, who reports to the Navy shortly, have just announced their wedding in Santa Barbara on Saturday, April 29. . . . "These Are Americans," the KNX series of public service programs which treated the Mexican-American situation in Southern California, re-

ceived its third national award when the Fifteenth Institute for Education in Radio selected it for first place honors among radio programs devoted to the United Nations war effort.

## —NORTH CAROLINA—

**CHARLOTTE**—Sports Announcer Lee Kirby and News Editor Jack Knell were selected by the men of Morris Field, local Army air base, as the men they'd like most to hear during a series of news conferences arranged as part of an educational program. . . . **GOLDSBORO**—Thirty minutes over WGBR every Saturday afternoon are being devoted to school children with dramatic ability, as a station good-will gesture. Under the direction of Terence Michael Harcourt, production manager, who will write and direct plays, the children are starting a series of plays dealing with actual school happenings.

# Philco's 1st Quarter Income Shows Gain

(Continued from Page 1)

the first three months of 1943, the adjusted earnings amounted to 702, or 51 cents per share of common stock.

Production of Radar and other equipment by the company reached record levels in March, according to Ballantyne.

# New WOR Staff Members

Four new staff members were announced at WOR, New York, yesterday. Craig Stewart, formerly WCAU, Philadelphia, has joined the station's announcing staff; Er Fields, formerly of WNLC, New London, Conn., has been added to the engineering staff and James J. Inerney and Frank X. Schaefer have joined the engineering staff of WOR Recording studios.

★ It happens May 28<sup>th</sup>

CLEVELAND'S FRIENDLY STATION

# WGAR

MOVES TO

# 1220

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

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



May 11

- Irving Berlin
- Tommy Thomas
- Patti Chapin
- Johnny "Scat" Davis
- Vernon H. Pribble
- Joey Lee
- Robert Trendler



The National Daily Newspaper of Commercial Radio and Television

VOL. 27, NO. 30

NEW YORK, N. Y., FRIDAY, MAY 12, 1944

TEN CENTS

# Postwar Tele View Varies

## NAB Board Opposes New Petrillo Move

Washington Bureau, RADIO DAILY  
 Washington—James C. Petrillo, in a move to force employment of AFM members as "pancake turners," is seeking something which he himself admitted was unsound, the NAB board of directors declared after its meeting here this week. The board voted to aid all stations who might get into difficulty as a result of their refusal to accede to the AFM demands. The association quoted at length, in a press release, from an exchange  
 (Continued on Page 7)

## Hudson Named Assistant To James Lawrence Fly

Washington Bureau, RADIO DAILY  
 Washington—The FCC, yesterday announced the appointment of Robert Hudson as assistant to Chairman James Lawrence Fly, filling the vacancy created when Norman Jorgensen recently entered the Navy. Native of Tulsa, Okla., Hudson graduated from the University of Tulsa in 1939 and from George Washington University Law School in 1943. In law school  
 (Continued on Page 2)

## Preyer New President of N. Y. Advertising Club

William T. Preyer, executive vice-president of the Vick Chemical Company, was elected president of the Advertising Club of New York and installed in that capacity Wednesday at the club's usual celebrity-forum luncheon. Other officers elected were:  
 (Continued on Page 2)

## Saluting Mothers

Three typical service mothers—one with a son in the submarine service, another whose boy is in the Army Air Force and the third with a son in the infantry overseas will be saluted by Nancy Martin on her "Hello Sweetheart!" over the Blue Network, Saturday, 5:45 p.m., 12:30-1:00 p.m. WT. Nancy's featured vocal number will be "M is for the Million Things She Gave Me."

**Public Service**  
 Washington—A radio appeal for blood donors to aid a dying baby in a local hospital brought many volunteer donors of A-B type blood to a local hospital. The appeal, broadcast over WWDC's "Good Neighbor Program," is credited with saving the youngster's life.

## RID Chief Discloses Radio's Spy Hunting

Washington Bureau, RADIO DAILY  
 Washington—Testifying before the Lea committee yesterday, George E. Sterling, chief of the Radio Intelligence Division FCC, declared his organization can successfully cope with any attempted espionage radio activity in this country. He cited past RID success in locating many espionage stations throughout the world and the many clandestine and illegal transmitters in the United States. During World War I, Sterling or-  
 (Continued on Page 7)

## MBS Officials Approve Program Budget Boost

Chicago—A larger budget for Mutual shows was indicated by the announced expansion of the web's program structure at a meeting here yesterday of network officials and shareholders in the Drake Hotel. Announcement was made by Miller  
 (Continued on Page 6)

# Marketing Assn. Hears Talks On Radio's Faults, Progress

## 'Double Or Nothing' Show To Entertain Service Group

"Double or Nothing," WOR-Mutual quiz show, will originate from the U. S. Maritime Service station at Sheepshead Bay, Brooklyn, tonight with Lester Gottlieb and Charles Oppenheim playing hosts to the press for the broadcast. John Reed King,  
 (Continued on Page 2)

## Poll of NAB Directors by Radio Daily On Television Controversy Brings Divided Opinions

## Edgar Kobak Advises 'Careful Study' Of Tele

Chicago—"When television is ready, we'll be ready with the programs," Edgar Kobak, executive vice-president of the Blue Network, told a luncheon meeting of the Chicago Federal Advertising Club in the Hotel Sherman, yesterday. "Television is coming in a big way, but right now I believe it is being oversold," he declared. Kobak said he did not know  
 (Continued on Page 6)

## Baker Explains RTPB Delay In Tele Report

Schenectady—"The Radio Technical Planning Board has not yet made any formal recommendations with respect to the location of television in the frequency spectrum because the work of the television panel of the board  
 (Continued on Page 6)

## N. Y. High Schools To Offer Radio Education Next Fall

Radio broadcasting techniques will be introduced in the New York city high schools next Fall on an experimental basis, under action taken by  
 (Continued on Page 2)

Washington Bureau, RADIO DAILY  
 Washington—Opinion among broadcasters in the current television controversy is about evenly divided, judging from a series of interviews with members of the NAB board of directors. In sum, they told RADIO DAILY during their Washington meeting this week that they are almost without exception planning to procure television and FM licenses, that they do not feel that Tele and FM  
 (Continued on Page 6)

## New Commercial Tele License Given Du Mont

A commercial television license has been granted the Du Mont experimental outlet in New York by the FCC, it was learned yesterday. Call letters have accordingly been changed from W2XWV to WABD. The Gotham video station was established by Allen B. Du Mont in July, 1940, and has been operating on an experimental basis ever since. Understood that the change from  
 (Continued on Page 6)

## Net Gives 4,087 Broadcasts To War Effort In 1st Quarter

During the first quarter of this year, CBS devoted a total of 4,087 broadcasts to some phase of the war effort, network's research department announced.  
 (Continued on Page 2)

## D Day Plans

Hartford—When D Day comes to New England persons from all walks of life will be called by WTIC to offer prayer for the success of the Allied Arms according to an announcement made yesterday by Leonard J. Patricelli, the station's program manager. A special combined half-hour service will be conducted in the studios by representatives of all faiths.



Vol. 27, No. 30 Fri., May 12, 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 Irwin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Thursday, May 11)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg. and various stock symbols like Am. Tel. & Tel., CBS A, etc.

NEW YORK CURB EXCHANGE table with columns for Bid and Asked prices for Nat. Union Radio, WCAO, and WJR.

Hudson Named Assistant To James Lawrence Fly

(Continued from Page 1) he was editor-in-chief of the George Washington Law Review. Hudson came to the Commission in March, 1943, as secretary to Commissioner Ray C. Wakefield. Prior to that time he was in the law department of Acacia Mutual Life Insurance Co. He is married and has one child.

20 YEARS AGO TODAY

(May 12, 1924) Unequaled distance record of 9,577 miles to Invercargill, New Zealand, of WHAZ situated at Rensselaer Polytechnic Institute, Troy, N. Y., is credited to its advantageous position high above the Sage Electric Laboratory which is on the elevated campus of Troy Polytechnic... The WGY players will be heard tomorrow night in the play "Billeted" by a large listening audience.

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, has returned from Chicago, which he visited on his way back from Columbus, where he attended the Institute for Education by Radio. KEITH KIGGINS, vice-president of the network in charge of stations, is leaving on a business trip to the Middle West. He plans to return about May 20.

VIRGINIA TATUM, program director of WPTF, Raleigh, N. C., leaves the station today for a trip to New York, during which she plans to pay business and social calls at the offices of NBC.

JOHN P. SMITH, commercial manager of WCPO, has arrived from Cincinnati for confabs with the station's national representatives.

EDWARD L. HAYEK, president and station manager of KATE, Albert Lea, Minn., is in town to transact business at the Blue Network and to visit with his son in Camden, N. J.

B. BRYAN MUSSELMAN, vice-president and managing director of WSAN, Allentown, arrived in town late Wednesday night. He called yesterday at the offices of the national station reps.

WEBLEY EDWARDS, CBS correspondent in Honolulu, is back at his post in the Pacific area following a short trip to the States, including a call at CBS headquarters in New York. He broadcast from Hawaii last Wednesday night.

FRANK KING, president and station manager of WMBR, Columbia network outlet in Jacksonville, Fla., is spending several days in New York.

WOODY HERMAN and the members of his band left for Chicago, where they are scheduled for a theater date starting today.

Preyer New President Of N. Y. Advertising Club

(Continued from Page 1) Vice-presidents, Clarence L. Law, vice-president of Consolidated Edison Company; Lee J. Eastman, president of East Coast Aviation Company, and Stanley Resor, president of J. Walter Thompson Company. James A. Brewer, president of Brewer-Cantelmo Company, was elected treasurer. Guest speaker at the luncheon was George E. Sokolsky, noted columnist. Gilbert T. Hodges, past president of the club, was chairman.

Net Gives 4,087 Broadcasts To War Effort In 1st Quarter

(Continued from Page 1) nounced yesterday. Since some of the broadcasts treated more than one war topic, 5,156 different war items were included in these 4,087 broadcasts, totalling over 782 hours.

Wood Champions FM

New Orleans—Practical use of television will be delayed at least five years in favor of further development of frequency modulation, was the theory advanced by Edward W. Wood, Jr. general sales manager of the Mutual Broadcasting System in a speech made this week before members of the Advertising Club of New Orleans.

WILLIAM A. SCHUDT, Jr., Eastern division manager of the CBS station relations department, will leave Sunday on a short trip to the network's affiliates in Buffalo, Rochester, Syracuse and Watertown.

ADOLPH J. OPFINGER, director of programming for the Mutual network, has returned from the education-by-radio conferences at Ohio State University.

E. E. HILL, managing director of WTAC, Worcester, is in Gotham on station business and to attend industry meetings.

O. M. SCHLOSS, station contact representative of the Blue Network, is back at his desk after a business trip which took him to the key cities of New England.

DOROTHY LEWIS, co-ordinator of listener activities for the NAB, left last night for Albany on association business.

WILLIAM O'NEILL, president of WJW, Cleveland, and ED PALEN, program director, are back at the station after attending the Institute for Education by Radio in Columbus. Also back at the station and on the job is HAROLD W. WADDELL, commercial manager of the outlet, who spent a goodly portion of last week in New York.

JOE KELLY, emcee of the "Quiz Kids" program on the Blue Network, takes his embryonic geniuses this Sunday to Fort Wayne, where they will broadcast from the Shrine Auditorium as a Bond-selling feature.

BEATRICE KAY, vocalist, goes down to Philadelphia today for a theater engagement.

LT. JACK BANNER, U. S. Maritime Service, visiting in town this week.

N. Y. High Schools To Offer Radio Education Next Fall

(Continued from Page 1) the Board of Education Wednesday. The course will be offered in cooperation with the National Broadcasting Company and will include radio writing, radio production, speech, fundamentals of engineering, station operation and sound recording.

'Double Or Nothing' Show To Entertain Service Group

(Continued from Page 1) emcee, will present the "Double or Nothing" quiz before 2,500 merchant seaman from 9:30 to 10:00 p.m., EWT.

Kemble Is Kitchell Guest

Dorothy Kemble, continuity acceptance editor of the Blue Network, is scheduled to guest on today's stanza of Alma Kitchell's "Meet Your Neighbor," broadcast over the Blue from 1:15-1:45 p.m.

Vickland Emcee For USMC Ball

Melvin Vickland, night program manager of the Mutual network, will emcee, by request, the annual military ball of the Smedley Butler Post, U. S. Marine Corps League, which will be held at Garden City, L. I., on May 20. Vickland, in the past, has given particular attention to military programs broadcast over MBS.

How To Get More For Your Baltimore Radio Dollar

First, you toss out the old sleight-of-hand method of buying time. You stick to facts. And that's easy to do today.

Let's look at power. Power alone is no basis for buying time. What good are a lot of people if they don't listen.

Popularity alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

Cost alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at all three.

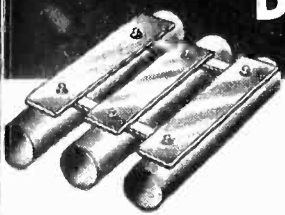
We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REED





# THREE BELLS FOR ADANO



Hundreds of Adanos, known by other names and scattered throughout the world, find daily consolation in bells the Axis hasn't been able to silence—the NBC chimes.

Every night and day of the year, America's best-known radio signal rings through friendly and enemy countries alike, carrying hope among the downtrodden...sounding a warning to this nation's enemies...echoing a welcome and familiar note to Americans fighting abroad.

An Italian prisoner now in the U. S. writes: "*When I think how the voice of NBC brings daily comfort to so many Italians suffering in the homeland under the German heel, I should like to shake your hand.*"

Long before Hitler marched into Poland,

NBC began broadcasting in six languages over two powerful international short-wave transmitters beamed to various parts of the world. Countless hundreds abroad learned to rely on NBC for news and entertainment.

Pearl Harbor marked the beginning of increased, and ever increasing co-operation between the Government and NBC. Its International Division became a hard-hitting front-line weapon in the field of psychological warfare.

\* \* \*

NBC's international broadcasts began as an experiment...just one of the many types of experiments NBC carries on constantly to maintain its leadership in radio. It is the results of these experiments...experiments in many fields...which help keep NBC out in front, help make NBC "*The Network Most People Listen to Most.*"

They all tune to the  
**National Broadcasting Company**

**It's a National Habit**

America's No. 1 Network



A Service of Radio  
Corporation of America

# LOS ANGELES

By RALPH WILK

CASS DALEY, film-radio comedienne, has received word from Camp Shelby, that she has been voted "Pin-Up Girl of 1944" by a tank destroyer battalion stationed there. She was also informed that special citation of the camp periodical will be published in her honor.

Rights for six of Carlton E. Morse's "I Love a Mystery" radio thrillers which were broadcast last year are being sought for adaptation as novels by an eastern book publisher.

Because "it's a happy program," Leo Kalin, director of the Don Lee orchestra and Tommy Harris, singing emcee, have picked "Can't We Be Friends" as the theme song for this new program, "Skyline Serenade" over KHJ-Don Lee.

Not only is Carlton KaDell "The Man With the Hoe," but Mr. KaDell is quite capable with the brush! The narrator for the Columbia Pacific Network "In Time to Come" designed—and has entirely redecorated his own house!

Shirley Mitchell, veteran radio actress and comedienne, has added the KNX "Potluck Party" daily program to her list of radio appearances. Assuming the character of Amelia, Shirley joins Jack Bailey, emcee of the week-day afternoon show, in the fun-making.

## CBS Tele Schedule

CBS' television station WCBW announces the following programs to be televised tonight between 8 and 10 p.m., EWT. The first 15 minutes will have the visual news analysis program with Ned Calmer, CBS news reporter; at 8:15, Marion Inclam, Cuban vocalist; at 8:30, forum program with Gilbert Seldes, CBS television program director, as moderator for the discussion on "Should We Have Compulsory Military Service After the War?" Others participating will be: Roger Baldwin, of the American Civil Liberties Union; and Gill Robb Wilson, aviation editor of the N. Y. "Herald-Tribune."

At 9 p.m., Gregory Abbott will emcee "They Were There" program; remaining 45 minutes will telecast a quiz show with Ben Feiner, of CBS television staff and featuring Lynn Murray, composer and conductor, Tony Kraber of CBS short-wave, Mr. and Mrs. Harry Ommerle of the theatrical talent agency, and Mrs. John Tillman.

## Mutual Billings Up

Mutual gross billings for the month of April reached the figure of \$1,675,609, an increase of 74.2 per cent over the figure for April, 1943, when the billings totalled \$961,918. Cumulative gross billings for the months of Jan., Feb., March and April, 1944 totalled \$6,848,778, which represents an increase of 84 per cent over the figure for the same period in 1943, which was \$3,721,640.

# MAIN STREET



## Radio Vitamins for Friday !!

● ● ● From authoritative sources comes word that traveling radio shows are missing a top bet in passing up Kelly Field, San Antonio, Texas, on their itineraries through the South and Southwest. Kelly, home of the San Antonio Air Service Command and the world's largest Air Depot, represents a first class promotional opportunity for alert advertisers. Thousands of Kelly civilian war workers and their families, plus an almost equally large pool of soldiers is a perfect setup for a top radio show which would easily fill the 6,000-seat Municipal Auditorium in San Antonio and spill the overflow onto the sidewalks covered by loud speakers. Attendant publicity facilities are of the best and S. A. has outlets for all major networks with lines already set into the auditorium. San Antonio may be slightly off the beaten track for radio tourers, but it looks like a "side trip" well worth the trouble, if any. ● Joan Edwards, battling for Frank Sinatra on his CBS Wednesday night program, did herself proud and sounded better than ever, despite a sore throat of her own. Miss Edwards, incidentally, who appears on the "Hit Parade" Saturday nights, is the current Esquire Pin-Up Gal of-the-month. ● There is no doubt but that "Tiny" Ruffner is of Scotch descent, as indicated by his answers to the WOR press department's questionnaire for biographical data. . . . to the question, "What are your suppressed desires?", Ruffner answered, "To have a million dollars in cash" . . . to the questions, "What are your pet economies?" and "What are your favorite extravaganzas?", he answered both with, "A bad question to ask a Scotchman!"



● ● ● They tell me about a young man who was loaded with talent and ideas, but at the same time loaded down with a job at the Civil Service's Dep't of Justice. . . . he sought to peddle his wares to every agency in town, but to no avail. . . . he managed to have a talk with Ray Knight, production manager of the Blue network who listened to him and advised him wisely. . . . since then the young man has written script for many topnotch comedians on the air, and now heads the radio dep't of a fast growing agency. . . . and the moral if any, is self explanatory. ● Gene O'Brien, is now director of radio activities for Universal Pictures, with headquarters on the Coast. ● Have you taken care of that application to attend the REC Tele Seminar? ● CIAA is now using the recordings of the Esquire All-American Jazz Concert held at the Met last winter, for broadcast purposes to Latin America. . . . Spanish and Portuguese announcements are being used.



● ● ● Between Lindy's and Toots Shor's, or for that matter the networks you can take bets or make 'em, on whether Fred Waring will sign with Henry Ford, or Westinghouse, or even someone else. . . . everybody has their own favorite on the subject. . . . but the fact remains that Ford always liked Waring. ● Joan Davis (former vaudevillian) does a swell job in the new Eddie Cantor pix, "Show Business." ● Johnnie Brenne-man, who used to pilot Radio Daily at the press in course of the evening, is now navigator on a B-17 bomber in the Pacific. ● Burt Pell, former trade paper reporter, opens his own publicity office next Mondee. ● Ed Kobak, dropped in to see Gene Rouse, Blue net news head of the Central Division. . . . Rouse was out and Kobak asked Caryl Nyberg, Rouse's secretary in casual fashion, "What are you doing about the invasion?" . . . and without a split second lost, Nyberg quipped back, "We're holding it until we can sell it commercial!" ● Winsome Winnie Shaw, who made a hit with the Yanks while touring with Jack Benny abroad, will be guest tomorrow on "Trans-Atlantic Spotlight" on NBC. ● None of the listeners to "Great Moments in Music" on CBS Wednesday, suspected that during the show a heavy screen fell on Jean Tennyson, soprano. The Show Went On.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

GROVE Laboratories, Inc., through Donahue & Coe, Inc., New York, has contracted for the 1:52:00 p.m., EWT, period with the Blue Network, it was announced this week by E. K. Hartenbower, sales manager of the network's central division. Format of the program, which starts Sunday, July 2, is as yet undecided. It will use the full facilities of the Blue. Contract for 25 weeks. Three officials of the Russell Seeds Company were guests of NBC at a luncheon recently at the Manhattan Club in the Merchandise Mart. Present from Seeds were June Rollins, Merle Myers, Hub Jackson, and Robert Neubauer, WMAQ, account executives, William Ray, manager of NBC central news and special events department; Emmons C. Carl, manager of the central division advertising and promotion department; and Baskett Mosse, John Thompson and John Erp, news editors.

## Red Cross Benefit

Arturo Toscanini will conduct orchestra of 800 musicians for benefit of the American Red Cross at Madison Square Garden, New York on May 25. In addition there will be an all city high school chorus of 600 augmented by eight glee clubs and four soloists.

# DON'T PASS UP ALASKA!


## Amazing Record SINCE 1941 . . .

- ★ World's highest per capita earnings.
- ★ Largest American population increase.
- ★ More college graduates per capita than Washington, D. C.
- ★ 94 percent of all radios between Alaska Highway and Kodiak are tuned to KINY and KTKN.



# KINY ★ KTKN

JUNEAU KETCHIKAN  
**EDWIN A. KRAFT, OWNER**  
SALES OFFICE: 708 AMERICAN BUILDING  
SEATTLE, 4 WASHINGTON



## Millions of New Yorkers will eavesdrop on the invasion...

### ... thanks to WEAF!

"If, as and when" may be a non-committal trinity of words, but there's nothing non-committal about NBC's foresighted preparations for reporting a major military invasion of Europe—if, as and when it occurs!

Then millions of New Yorkers will hear first-hand reports by direct short wave over their favorite news station WEAF. As NBC's key station, WEAF commands the personnel and resources of a vast news-gathering organization detailed to cover the invasion.

That's why WEAF stands to gain an enormous increase in its large, established newscast audience—countless New York listeners who have come to depend upon such topflight WEAF reporters, analysts and commentators as Lowell Thomas, H. V. Kaltenborn, Robert St. John, Don Hollenbeck, John W. Vandercook, Lyle Van, Richard Harkness, Charles McCarthy, Don

Goddard, Elmer Peterson and a notable line-up of foreign correspondents spotted on strategic fronts around the world.

More than ever before, New Yorkers are keeping their ears cocked to WEAF for last-minute news around the clock. Advertisers can make an effective sales approach to this enormous, ready-made audience with some of these WEAF news programs (still open for sponsorship at press time):

"WEAF NEWS"

6:30-6:35 AM, Daily except Sunday.

"WEAF NEWS" . . . 7:00-7:05 AM, Mon. thru Sat.

"WORLD NEWS ROUND-UP"

8:00-8:15 AM, Mon. thru Sat.

"MORGAN BEATTY NEWSCAST"

1:45-2:00 PM, Mon. thru Fri.

"HARKNESS OF WASHINGTON"

11:15-11:30 PM, Available Tues. and Thurs.

"WEAF MIDNIGHT NEWS"

12:00-12:05 AM, Daily except Wed.

"WEAF NEWS" . . . 9:55-10:00 AM, Sunday only.

*For complete facts, get in touch with  
your nearest NBC Spot Sales office.*

**WEAF** NEW YORK—NBC's Key Station  
660 on your dial—50,000 watts



A Service of Radio  
Corporation of America



## Poll NAB's Directors For Opinions On Tele

(Continued from Page 1)

are competitive services and that they do not think FM alone will ever replace standard broadcast. As to the development of television, they were equally divided.

There were a number whose position seems to favor the NBC position—proceed at once toward commercial exploitation of the service at its present point of progress. Others would wait until after the war for commercial exploitation, and yet others take a middle ground—seeing wisdom in immediate exploitation provided the plans are sufficiently flexible to take advantage of post-war developments in the television science. They were unanimous in their agreement that the question was a tough one at this time.

### Lord Favors "Go Ahead"

Nathan Lord of WAVE, Louisville, was in the third group, suggesting that plans for commercial exploitation proceed at once, but that there be no foreclosure on the opportunities of the industry to keep strictly abreast of the latest developments in television. Lord said his station is preparing an FM application and will soon prepare a television application. He is not sure, however, that the public is really anxious for FM, but WAVE will apply for FM facilities as an "insurance" against possible public demand.

Paul W. Morency, WTIC, Hartford, felt the same as Lord about tele development. The Travelers Insurance Company, licensee of WTIC, has had an FM station on the air for four years, he said—one of the first half dozen to broadcast regularly. FM, he feels, is in essence an "elaboration" of standard broadcast. Travelers contemplates asking a television license.

### Midwest Viewpoint

William V. Way, KVOO, Tulsa, feels strongly that commercial exploitation of television should be held up until after the war, in order that it may proceed with full benefit of wartime advances which have thus far been kept secret for military reasons. KVOO will file for both television and FM stations, he said, but will probably not push its FM operation. In the middle west, he said, FM is not nearly so practical as in large Eastern urban centers. AM broadcast will be the standby of the inhabitants of the middle west for a good many years to come, Way feels. None the less, KVOO will provide FM service. Way pointed out also that the sets of a large proportion of listeners throughout the country are not good enough to receive even the degree of fidelity provided by most standard broadcast stations today. He doubts that the added fidelity of FM will be important to more than a small proportion of listeners.

### Progressive Attitude

Colin Hager, of General Electric, WGY, Schenectady, feels that his company is wise in going ahead with plans for commercial exploitation. It will, however, be fully ready to take

## Kobak Urges "Careful Study" Of Tele; Lauds Programming

(Continued from Page 1)

who was right or wrong in the NBC-CBS controversy, adding that "we on the Blue believe that now is the time for careful study."

"The soundest thing happening in television today," he said, "is the fact that advertising agencies are spending cash in developing program ideas, rehearsing talent and generally preparing for the day when the medium will be ready for public acceptance."

### Cites Web's Profits

Speaking on the subject "broadcasting, television and publishing, Kobak emphasized that Blue Network policies and procedure are formulated on the premise that "we don't know for sure, but we'll try new ideas and we'll do our best." "We don't know all the answers," he added, "but we'll listen and learn."

Operating on this thesis Kobak said the Blue Network broke even in its first year of independent operation, and netted a million and a half the second year. Starting with 77 stations, he pointed out, the Blue now has about 183, and its coverage today is about five or six million greater than it was three years ago.

Briefly sketching the separation of the Blue from NBC and the subsequent efforts of Mark Woods and himself to get the network operating independently, and finally, the purchase of the network by Edward J. Noble, Kobak, told how, by careful program building, the Blue has been built to its present position in the network picture, with one of the highest morning listener ratings.

### Makes Comparison With Newspapers

"If you do the right kind of programming job you will get the business as well as the listeners."

At this point, Kobak drew a comparison between broadcasting and publishing, pointing out that they are exactly the same in that everything in both media first has to be written, differing only in the sense that one is a medium of the printed word and the other of the spoken word. "Some one will ask where is radio's four-color insert job such as you will find

immediate advantage of the developments in television which are due right after the war. Improvements in all branches of radio, developments for the armed forces scheduled for release to the public and the industry after the war, will be truly amazing he said. GE, of course, is actively engaged in both television and FM transmission.

Joe Maland, WHO, Des Moines, believes strongly in waiting until after the war for commercial development of FM and tele facilities.

Cal Smith of KFAC, San Francisco, was quite undecided about the merits of the tele controversy. His station, he said, is a small independent and has no tele plans at this time. He is thinking of filing for an FM license, however.

in the national magazine," said Kobak. "Opera is radio's four-color insert."

In building a balanced program schedule, Kobak explained, he and his associates first surveyed the news and commentator setup. Keeping in mind that this was one of the most important phases of programming, the Blue wound up with a long and impressive array of newscasters and commentators, including Dorothy Thompson, Winchell, Pearson, Swing, Fidler, Gunther, and many others, all of whom have high ratings, Kobak said. Many of the Blue's commentators say things which get them disliked and which stir controversies in certain quarters, which is all to the good because it makes for listener interest and good programs, he declared.

### Treats Children's Programs

"Next came children's programs in our schedule building," said Kobak, "we went a step further than the cradle-to-the-grave idea. Our plan is to cover the youngsters from the time they first open their eyes" (referring to the Blue's "Baby Institute").

Citing the appeal to the juvenile mind in the network's schedule, Kobak listed such programs as the "Lone Ranger," "Dick Tracy," "Captain Midnight," "Jack Armstrong," "Terry and the Pirates" and "Jimmy Allen."

Then came music in the Blue's program plans, Kobak said. "You're in an awful fix in broadcasting," he said, with amusement, "if you haven't got a symphony. So we got the Boston Symphony. Next we got the opera broadcasts."

"We have the best religious programs," said Kobak flatly, "and, we think, the best public service programs."

Here he interpolated an announcement that "America's Town Meeting of the Air" has been sold, with sponsorship beginning in September. He said there had been a difference of opinion over the advisability of selling the series. The FCC, for one, had thought it unwise. "But we decided that the only way to get the 'Town Meeting' a full-network airing was to sell it," he said, "and the only thing we can do is try it."

Then came the problem of daytime schedule building. Kobak said the Blue made a survey among hundreds of women and found that they like to "giggle," they want to laugh in wartime.

### "Town Meeting" Sponsored

"Programs are the secret of success in this business," said Kobak. The Blue is "determined to be the leader," he asserted. "Our idea is 'Let's sell bigger than anybody else.' Our advise to our sales staff is (1) sell advertising, (2) sell the idea of broadcasting, and (3) sell the Blue."

"Moreover," Kobak said in conclusion, "the Blue wants no part of any publicity campaign in which various radio issues are taken to the public. We don't believe in washing our linen

## Baker Explains R'PB Delay In Tele Report

(Continued from Page 1)

has not yet been completed," R. G. Baker, Chairman of the Board, stated yesterday. "When the panel and its six committees have completed their work, the Board will issue a statement. Any statement issued prior to completion of the work would be premature," he said.

Dr. Baker's comment was a response to requests for a statement on a recent report to the television board by one of its committees.

Objectives of the Board are to formulate plans for the future of the radio, television and other branches of the electronics industry, including frequency allocations and system standardization, in accordance with the public interest and the technical facts. It will be the government, industry, and the public of its recommendations. The plan will be restricted to engineering considerations.

## MBS Officials Approve Program Budget

(Continued from Page 1)

McClintock, MBS proxy, who said that the new programming will have the full support of the underwriting and will be specifically designed to attract commercial attention. Some of the new programs will be put on the air in a short time, McClintock said. These shows will be prepared under the supervision of the network's quarters in New York City.

The board of directors unanimously approved the web's plan for expansion of its 24-hour daily operation of the organization's news and special facilities, with reports from correspondents in the world's key centers and analyses by commentators.

Incumbent officers, board of directors and executive committee were re-elected at the meeting. J. E. Len, recently appointed controller of the web, was the only addition to the list of officers.

## New Commercial Tele License Given DuMont

(Continued from Page 1)

experimental to commercial stations will not affect the outlet's policy of furnishing free time to advertising sponsors, independent producers and co-operating radio stations with visual experience. The DuMont attitude is that the duration of tele sets is too limited to warrant time charges.

in public. It is better to do our business in private, to sit down and over our problems face to face at a desk. The big task facing all broadcasting right now, however, is to win the war. If we don't win, it will be no fun being a leader in broadcasting or in anything else."

# Chief Discloses Radio's Spy Hunting

(Continued from Page 1)  
 A radio section of the Signal Corps of the First Army to intercept radio messages and locate stations by direction finders. Sterling said that during the past years RID has located 361 unlicensed transmitters within the United States and territories. Few, unlike the clandestine stations located elsewhere involved espionage activity, he said. The bulk of the espionage transmitters located by the CC have been in Latin America, Africa and elsewhere within the territory of the United Nations, he disclosed.

### Spies Abandon Radio

Speed in locating illegal transmitters was the reason Axis agents and the radio too dangerous in this country, he said. When German Embassy in Washington took the air two days after Pearl Harbor the RID intercepted the signal almost instantaneously and located the station before it succeeded in making contact with Germany. The transmitter referred to the FBI and the War Department. The FCC has in the past, Sterling revealed, that Axis agents wanted to establish a station in America in 1941 but they got the suggestions, regarding the proposal would be rejected, the FCC would nab them as the station went on the air.

### Investigated 8,673 Cases

Japanese internees who were located at Tule Lake just prior to recent riots were quickly located by RID monitors, Sterling said. He admitted that this country has not been practically free of espionage activity and I am extremely confident that fact," Sterling declared. He said of being an indication of the ineffectiveness of RID, as former FBI counsel seemed to think, the positive proof of the effectiveness of our operations. Success of the RID, like the success of any police organization, is measured not by the amount of crime which is detected but rather by the organization's success in preventing illegal conduct and maintaining order." Hundreds of unidentified suspicious signals are reported to the FBI each month. Sterling told the FBI. More than 6,000 radio intercepts are taken monthly and more charts are prepared each month showing the source of the signals. Between 1940 and 1944, RID monitors investigated 8,673 cases of unlicensed or subversive transmissions.

### Warns Against S. A. Agents

Sterling declared that it is pointed out to the FCC to prevent clandestine transmitters within the continental United States from providing information to the Axis through ship sailings and cargoes if they remain in operation. An emergency advisory committee

# Marketing Assn. Hears Talks On Radio's Faults, Progress

(Continued from Page 1)  
 chairmanship of George H. Allen, general manager of Cooperative Analysis of Broadcasting.

J. Harold Ryan, new president of the National Assn. of Broadcasters, was on the dais and introduced Bannerman whose talk tied in with that of Miss Nelson. Ryan, who spoke briefly, gave the background of the Canadian trade association and showed how the developments in Canadian radio problems, closely followed those of ours and any upheaval or strong movement in Canada or U. S. Radio always had repercussions in the broadcasting circles of the other. Ryan also mentioned the good-will setup between the two trade associations as well as in the trade itself.

### From the Shoulder

Miss Nelson dwelled on the ramifications and problems of the time buyer, in fact labeling her address, "Why Radio Time Buying Is Hell." She brought out many interesting factual items, and as usual, managed to temper it with a light touch as she went along. The import of her arguments was strong none the less.

Thus Miss Nelson pointed out that radio seems to be having far more difficulty than publications in setting up a standard method measurement much less a contract. Publications she said paved the way and did set up a standard form which they adopted and are adhering to, but not so with radio. There is no uniform plan to do business with all the stations or networks, nor a definite program to let the time buyer know what he needs to know.

All major networks have different methods of discounts, for instance, and nearly every station a different kind of rate card, all making for confusion in so far as the time buyer is concerned. Some outlets Miss Nelson said, have adopted the AAAA standard form, but the great majority have not. She could not see why the stations would not simplify matters and avoid the tremendous amount of checking and carbons to be initialed.

A 50-station spot campaign, she pointed out, involved a staggering amount of work, unnecessary and possibly looking easy from the outside. Miss Nelson hit into the vast amount

of promotion sent out by stations, some of it duplication of trade paper ads which she believed wholly unwarranted. From her viewpoint, a time buyer seeks to keep constantly in touch with all progress of the industry as well as "see what the other fellow is doing." Deluge of mailing matter from the stations does not help the cause any, as far as Miss Nelson was concerned. Various other pertinent remarks involved radio's short-coming's from the time-buyers point of view and the audience did not seem to doubt but that Miss Nelson was strictly on the beam.

### Canadian Progress

By way of showing how Canadian radio was seeking to solve the problems put forth by Miss Nelson, Bannerman spoke on, "Canada's New Bureau of Broadcast Measurement." He told of his interest in radio as of six years ago when a solicitor for a publication came in to see him and talk him out of radio. Talk resulted however, said Bannerman, in him being sold on radio more than ever. As to the handling of questions and problems which concern agencies and advertisers as well as radio, Bannerman pointed out that it was CAB tradition that they never "go it alone," but consult with all concerned. The question is then studied together.

Since he became head of the Canadian organization, Bannerman said that informal conversations with advertisers and agencies concerning potential station audience were held frequently, with the result that a Joint Committee was established.

Bannerman then outlined how the committee does its work and how they arrive at certain audience measurements. It is not based on the degree of listening he said, any more than the Audit Bureau of Circulation endeavors to evaluate the degree of readership of a measured circulation. Head of the CAB said that the measurement bureau was working out satisfactory and that membership applications from stations and advertisers and agencies were still coming in weekly.

First surveys of stations who are BBM members will probably be released July 1 and the first annual meeting sometime in 1945.

to contact each other, Sterling reported.

Although FCC long range direction finders in this country could determine the general location of espionage stations in Latin America it was necessary to use mobile monitoring units to determine the precise location, Sterling said. In March of 1942, at the request of the State Department, the RID sent engineers and equipment to the various nations.

"The work of each of these RID engineers has been of considerable help in our coordinated efforts to rid this hemisphere of Axis radio activity," Sterling declared.

# NAB Board Opposes New Petrillo Move

(Continued from Page 1)  
 between Petrillo and Senator Charles W. Tobey, R., N. H., during the hearings on the AFM record ban before a Senate Interstate Commerce Subcommittee headed by Senator D. Worth Clark, D., Idaho, more than a year ago. Tobey questioned Petrillo

### NAB War Confab

*The NAB board of directors on Wednesday reaffirmed its view that an executive war conference of broadcasters should be held in Chicago the latter part of August. President Harold Ryan declared: "The vital role which radio broadcasting has played and in an increasing measure will play in the war effort has given rise to many problems. It is imperative that these problems be met effectively and after full consultation with military and other government leaders. A conference such as we contemplate holding in Chicago in late August affords the only opportunity for these necessary contacts. In the event of any emergency which may arise at the time set for the meeting, I am authorized by the board to indefinitely postpone the session."*

concerning AFM contracts for platter turners in Chicago and St. Louis.

Petrillo admitted then that he had made this demand only as a bargaining matter, and that he was surprised when it was not opposed. "They gave them to me, so I took them," he said. "I probably would have dropped it myself if they said 'you will have to call a strike because I am not going to give you the pancake turners.' But as I said, I put it in there and they gave it to me, and I couldn't turn it down." When Tobey asked if it were not true that principle of enrolling platter-turners in the AFM depends upon AFM power and size, Petrillo agreed. "It is not the principle of fairness that you enunciated here to this group of men," Tobey asked. "It is simply that here is a chance to get this man, because we are powerful enough to get it down that way, is it not?" Petrillo agreed that "you might put it that way."

Petrillo added that he could not get the same agreement all over the country. He declared a few moments later that "sometimes I make a mistake... in this case I made a mistake, but they OK'd it."

### Blaine Thompson Promotions

Richard Ash has been appointed radio director and Marlo Lewis was made a vice-president and director of the Blaine Thompson Company, Myer Lesser, president, announced yesterday. Lewis formerly held the radio directorship.

### "Martha" On NBC Tomorrow

The second and third acts of the opera "Martha" will be broadcast over NBC tomorrow from the N. Y. Civic Center.

# ★ ★ ★ COAST - TO - COAST ★ ★

### — NEW JERSEY —

**NEWARK**—Dr. Harry D. Gideonse, president of Brooklyn College, and one of the nation's most able economists and educators, was heard over WAAT last Wednesday. . . . **JERSEY CITY**—Mr. and Mrs. Casimir Jarzebowski, who conduct a daily Polish variety hour on WHOM, have turned over nearly \$5,000 to the American Red Cross. The sum is the result of an intensive RC campaign conducted on their program. . . . **PATERSON**—Three chorines, Betty Spain, Diana Grey and Pat Schaefer of "One Touch of Venus," will guest on Bob Bright's "Bandstand" program today.

### — NEW YORK —

**SYRACUSE**—Bob Cullings is new on WFBL's newsstaff. . . . Three new names have been added to WFBL's announcerial staff: Bob Walter, Henry Sussman and Michael Gulick. . . . **SCHENECTADY**—When WGY's treasurer discovered a petty cash item for two egg plants, he demanded an explanation. The egg plants were for use in rehearsal and air performance of "East to the Setting Sun," a story of Revolutionary Indian raids in the Mohawk Valley. An egg plant hit with a hammer simulates a skull hit by a tomahawk.

### — CALIFORNIA —

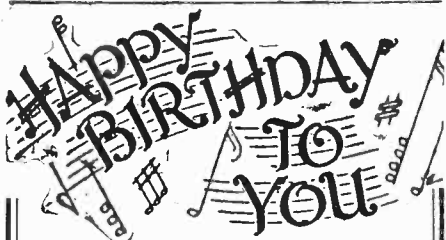
**SAN FRANCISCO**—Charles Paul, new arrival after a successful career in the legitimate theater, and Lew Hayden, formerly of Portland, Oregon, have joined the KSFO announcerial staff. . . . **SANTA BARBARA**—Dudley Buck, KTMS station transmitter engineer, will leave shortly to join the Navy. . . . **OAKLAND**—To publicize engagement of Russ Morgan and his band, the Claremont Hotel of Berkeley purchased a sked of spot announcements on KROW. Account was placed through

## PICTURE OF THE WEEK



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*Mother's Day in Manhattan will be a busy one for Mrs. Harry Zarief, wife of the assistant concert master of the Columbia Broadcasting Symphony orchestra, who made front page throughout the nation on March 29th when she became the mother of four healthy babies. The quads, left to right, are Elaine, Benjamin Watson, Isadora and Ellen.*



### May 12

John Barclay	Happy Lewis
"Bus" Chapin	Bubbles Woodbury
Jack Jenny	"By" Woodbury
Elayne H. Fox	Maurice Hershafft
Scrappy Lambert	Harry Smith
Marie Keith	Benjamin Francis Ford

### May 13

Sid Asher	Arthur Sullivan
David Broekman	Maxine Sullivan
Ken Darby	William Rose
Louis Prima	Alice Cornell

### May 14

Murray Arnold	Marie Nelson
Sam Blake	Sally Jo Nelson
Carlton Brickert	Edith Spencer
Iran Black	Joseph M. Seiferth
Lew Lehr	Stu MacHarrie

the Don Sears Agency. . . . **BAKERSFIELD**—Michael Powell, KERN's scholastic announcer, was elected president of the East Bakersfield high school student body this week.

### — SOUTH DAKOTA —

**YANKTON**—Lots of confusion around WNAX these days. Every time somebody yells "Hey, Smith," three people answer. Reason, newest additions to WNAX staff are Bob Smith, handling merchandising, and Connie Smith, new receptionist. Other Smith is Art Smith, program director. They shouldn't be too confused. It's really as simple as A, B and C. Get it? . . . Jack Paige, promotion manager, sked as chief speaker for the South Dakota Federation of Women's Clubs sometime late this month.

### — ILLINOIS —

**PEORIA**—Harry Luedeke, one of the all-time most popular announcers here, is being welcomed back after more than a

year of ill health. Harry's working part time. His wife, Florence, is a stand-by in the commercial department. . . . Doris "Torchy" Briggs, successfully switching from switchboard to mike, is A. M. temcee with the Dude Cowboys. Incidentally, the boys think they may have a vocal "find" in the youngster who got away with a clever gag on Groucho Marx's Peoria visit.

### — PENNSYLVANIA —

**PHILADELPHIA**—Emmanuelina Pizzuto, youthful pianist whose weekly recitals are heard Saturdays over WFIL, recently made a concert appearance at the Academy of Music in Philadelphia. Miss Pizzuto is also heard Sundays over WQXR, N. Y. . . . Hope Humphries of the KYW accounting staff said "I do" May 10th. . . . **PITTSBURGH**—Marion Annenberg, former WCAE promotion manager, is now sales promotion manager for Popular Science Mag.

### — CONNECTICUT —

**HARTFORD**—George B. Armstrong, commentator for WDRC, is in demand a speaker at various meetings in central part of Conn. His latest talk given at the Exchange Club meeting Windsor. . . . A reunion was held last week when orchestra leader, Spivak, who was playing an engagement in Hartford, came up to the town to see Leonard Patricelli, program manager, who gave Spivak his first gig in Tin Pan Alley. Spivak and Patricelli are boyhood friends in New Haven, a violinist, then a violinist, organized orchestra at the age of 15, he was Spivak to play the trumpet.

### — OHIO —

**CINCINNATI**—Utilizing the facilities of their newsroom and events department, WLW and broadcast complete Ohio election returns this week. James Cassidy and Arthur Reilly were the mikes. . . . **DAYTON**—WHIO station manager, Les Spencer, and engineer R. D. Higgs were responsible for the smooth broadcast in which the crew of the flyer "Stellation" participated at Field. . . . On May 17th, the "The Street" of WING will take a mike to the Red Cross Blood Drive to report first-hand observations.

### — INDIANA —

**FORT WAYNE**—"Lazy Listening" lightful half-hour program of reveries, wings its notes and bars the airplanes every Monday, Wednesday and Friday at 10:30 p.m., CWT, in the facilities of WOWO. Sponsored by the Centlivre Brewing Corporation in city, the program is recorded in WOWO live talent broadcast and to WTOL, WIBC, WTRC, WLBC, WASK, WKMO and WKBV for broadcast. . . . Guy Fitzsimmons' smooth orchestra headline the program mented by lovely chanteuse M. Young, harmony blendings of the Shades" and the story telling of host, Jim Westover.

## Midwest Firms Sponsor Two NBC News Programs

Chicago—Contracts for sponsorship of two of NBC's news programs, "World News Roundup" and "World News for Release," were announced last week by Paul McCluer, sales manager for the NBC central division.

The Holland Furnace Company (Holland, Michigan), through Williams and Cunnynham, placed a 26-week contract for sponsorship of the Sunday edition of "World News Roundup" on 67 NBC stations, beginning May 7. Program is heard 8:00 to 8:15 a.m., CWT.

"Okay for Release" will be sponsored for 52 weeks by Groves Laboratories, Inc., (cold tablets and min products), through Russett Seeds Co., on seven West Coast stations, beginning June 5. The program is aired Mondays through Fridays 5:00-5:15 p.m., PWT.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 27, NO. 31

NEW YORK, N. Y., MONDAY, MAY 15, 1944

TEN CENTS

## Spot Biz At New High

### NAB Gets Full Report of Legislative Group

Washington Bureau, RADIO DAILY  
Washington—Completion of a radio bill for consideration by the Senate Interstate Commerce Committee within another week was forecast last week by Don Elias, chairman of the NAB legislative committee. In his report to the NAB board Elias revealed that Senators Wheeler and White have conferred on the bill within the past two weeks and that an agreement between them is now

(Continued on Page 5)

### More FCC Testimony Heard By House Com.

Washington—Constant friction between the FCC and the Navy was charged by Rear Admiral Joseph P. Ryan, director of Naval Communications, testifying Friday before the House committee on Post-War Military Policy. During a brief discussion of the matter, Admiral Redman—widely known as a bitter enemy of the Chairman James Lawrence Fly—stated flatly that there was discord

(Continued on Page 5)

### We've To Change Back To U. S. Standard Time

Washington Bureau, RADIO DAILY  
Washington—The House Interstate Commerce Committee today heard A. Julian Brylawski, Washington picture executive, testify against the continuation of war time. He expected to complete its deliberations shortly on seven moves for re-

(Continued on Page 3)

### D-Day Flash

Hollywood—The voice of NBC announcer Gayne Whitman will flash the first news of invasion of Europe to patrons of the Fox West Coast theaters. Plans have been made to have the announcement flashed over theater loudspeakers at the moment the invasion news breaks. Fox West Coast is one of the leading circuits of film theaters in the United States.

### S O S

A druggist at Sheepshead Bay last Friday was aghast as a young lady rushed in and asked breathlessly for 10 packages of "Chooz," the chewing-gum-style brother of Feenamint. She was Carol Rosen, secretary to Lester Gottlieb, MBS publicity head. Seems Lester had forgotten to bring to the special "Double or Nothing" broadcast at the seashore the usual 10 packages given away at each airing of the program.

### Speaker Urges RTPB Disclose Tele Status

Lack of proper publicity for the activities of the Radio Technical Planning Board was given as the cause of the mild turmoil in television affairs by Thomas R. Kennedy, Jr., of the radio department of "The New York Times," in an address before the American Television Society the past Thursday evening in New York.

A real crisis in television's progress  
(Continued on Page 7)

### Jennifer Jones Signed For Walter Pidgeon Show

Jennifer Jones, Hollywood movie actress who won the Academy Award, will make her first radio appearance on "The Walter Pidgeon Show" over CBS on Sunday, May 31, at 8 p. m.,  
(Continued on Page 3)

### Prosperous Summer Season Indicated With Current Billings 30% Ahead; Seasonal Demarcation Fading

### Wire Recorder In Use By Network Reporters

Use of the Army's newly developed "wire recorder" was made available Friday to all networks via correspondents with NBC at least, which used a transcribed version of the resumed offensive in Italy on the network Friday morning 10:45 a. m., EWT, marking one of the rare ETs on the web. Description of the open-

(Continued on Page 5)

### Williams Adds 75 Outlets To CBS Shirer Network

J. B. Williams Co. for its shaving cream, will add 75 stations to its CBS web carrying William L. Shirer, thereby presenting the news analyst over the full network of 135 outlets. Larger web goes into effect June 4;  
(Continued on Page 2)

### Football Supplants News; Sponsor Sues For \$10,000

San Antonio—Suit for \$10,000 damages was filed late last week in 73rd District Court by the San Antonio Brewing Association, bottlers of Pearl  
(Continued on Page 4)

Spot business apparently is embarking on its most prosperous summer season, with station representatives and outlets as well, chalking up an average this spring of 30 per cent more business than the same period a year ago. Consensus is that the "seasonal" accounts are no longer a coming and going factor and that seasonable clients have dwindled to a few cough

(Continued on Page 7)

### Magazine Considered 'Town Meet' Sponsor

Details for the sponsorship, for the first time, of "America's Town Meeting of the Air" are now being worked out with the "Readers Digest" as the probable sponsor. Subject to the approval of the board of trustees of Town Hall, the organization, in cooperation with which the Blue Net-

(Continued on Page 6)

### Additional War Loan ET's Announced By Treasury

Washington Bureau, RADIO DAILY  
Washington—A number of special Treasury programs for broadcast use during the Fifth War Loan—both sus-

(Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Turntable Strike Threatens

By BEN KAUFMAN

STRIKE clouds gathered last week as the National Association of Broadcast Engineers and Technicians revealed a decision to walk out if the American Federation of Musicians obtained control of pancake turners. Stand of the platter spinners coincided with the NAB request to member outlets not to sign contracts with the AFM calling for musicians' jurisdiction in this matter.

Allen T. Powley, NABET prexy, served notice on the government's

labor agencies that his card holders would strike if NBC, the Blue Network and WOR, New York, carried out pancake-turner pacts, which they had already made with the AFM. A strike vote, it was disclosed, had been taken in all chapters of the independent technicians' group, with the exception of Denver.

Meanwhile, the NAB board of directors meeting in Washington, voted to aid all stations which might get

(Continued on Page 3)

### Solves Problem

Wilkes-Barre, Pa.—Newspaper strike has resulted in theaters turning to radio as a medium of advertising their current attractions. Comerford Company which operate a chain of houses in Pennsylvania has bought a lot of spot radio time to merchandise their film fare. The Comerford move is an extension of the growing use of radio for the purpose of film exploitation.



Vol. 27, No. 31 Mon., May 15, 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

(May 12)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 <sup>3</sup> / <sub>8</sub>	157 <sup>1</sup> / <sub>4</sub>	157 <sup>3</sup> / <sub>8</sub>	
CBS A	31 <sup>5</sup> / <sub>8</sub>	30 <sup>7</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>4</sub>	+ <sup>3</sup> / <sub>8</sub>
Crosley Corp.	18 <sup>1</sup> / <sub>4</sub>	18	18	- <sup>1</sup> / <sub>4</sub>
Farnsworth T. & R.	11 <sup>1</sup> / <sub>4</sub>	11	11	- <sup>3</sup> / <sub>8</sub>
Gen. Electric	36	35 <sup>5</sup> / <sub>8</sub>	36	+ <sup>3</sup> / <sub>8</sub>
Philco	29 <sup>1</sup> / <sub>2</sub>	29 <sup>1</sup> / <sub>8</sub>	29 <sup>1</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>2</sub>
RCA Common	8 <sup>7</sup> / <sub>8</sub>	8 <sup>3</sup> / <sub>4</sub>	8 <sup>7</sup> / <sub>8</sub>	+ <sup>1</sup> / <sub>8</sub>
RCA First Pfd	70 <sup>3</sup> / <sub>4</sub>	70 <sup>3</sup> / <sub>4</sub>	70 <sup>3</sup> / <sub>4</sub>	+ <sup>1</sup> / <sub>4</sub>
Stewart-Warner	12 <sup>7</sup> / <sub>8</sub>	12 <sup>3</sup> / <sub>4</sub>	12 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Westinghouse	98 <sup>1</sup> / <sub>4</sub>	97 <sup>3</sup> / <sub>4</sub>	97 <sup>7</sup> / <sub>8</sub>	- <sup>1</sup> / <sub>8</sub>
Zenith Radio	37	36 <sup>1</sup> / <sub>2</sub>	36 <sup>1</sup> / <sub>2</sub>	- <sup>1</sup> / <sub>2</sub>

### OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21	
WJR (Detroit)	32 <sup>1</sup> / <sub>2</sub>	

# 20 YEARS AGO TODAY

(May 15, 1924)

Great improvement has been effected in the reception of broadcast programs through the abolition of the 450 meter wave for ship-to-shore radio telegraph communication. . . . A special concert at the home of Dr. John A. Harris, Deputy Police Commissioner of New York, will be heard tonight over local airwaves.

# Coming and Going

MILLER McCLINTOCK, president of the Mutual network, is expected back today from Chicago, where he attended the MBS board meetings.

ROBERT L. KENNETT, manager of CBS' program relations division, has left New York on a tour of CBS' eight affiliates which make up the Florida Group: Jacksonville, Miami, Orlando, St. Augustine, Tampa, West Palm Beach, Sarasota and Fort Myers. Kennett will also visit Columbia affiliates in Savannah, Ga., and Charleston, S. C.

DR. WALTER W. VAN KIRK, NBC's religious reporter and speaker on the "Religion in the News" broadcast on Saturdays, is in Georgia to cover the convention of the Southern Baptists. He will be heard in a special program from Atlanta on Thursday.

EDWARD W. WOOD, JR., general sales manager of Mutual, is back in town following a trip to New Orleans.

JAMES M. GAINES, assistant director of NBC advertising and promotion, plans to return today from a business trip to Chicago.

TOM SLATER, director of sports and special events for the Mutual network, is spending a few days in Washington, D. C.

EARL C. HILL, general manager of WHLD, Niagara Falls, was in New York on Friday for conferences with the national representatives of the station.

J. HAROLD RYAN, president of the NAB, left New York over the week-end for Washington.

ARCHIE GRINALDS, station contact representative for the Blue Network, leaves today on a tour of affiliates in North and South Carolina, Virginia and Georgia.

ROBERT MAGEE, sales manager of WEEU, who was here from Reading during the latter portion of last week, left on Friday for home.

GEORGE F. BISSELL, president and station manager of WMFF, Plattsburgh, N. Y., a visitor late last week at the headquarters of the Blue Network.

HAROLD E. FELLOWS, general manager of WEEI, CBS-owned station in Boston, has left for the home offices after having been in New York during the latter portion of last week.

CHARLES GODWIN, assistant director of station relations for MBS, off for Tupelo, Miss., where he will participate in the ceremonies which will open WELO.

CHARLES A. SMITHGALL, JR., general manager of WAGA, Atlanta, up from Georgia on station business. Paid a call Friday with his station reps.

THAD HOLT, president and general manager of WAPI, Columbia's affiliate in Birmingham, Ala., is in town. Visited Friday at the offices of the network.

## Williams Adds 75 Outlets To CBS Shirer Network

(Continued from Page 1)

program is currently heard Sunday evenings 7-7:15 p.m., EWT over 60 stations, but beginning June 4, will move to 5:45-6 p.m., EWT slot. Agency is the J. Walter Thompson Company of New York.

Shirer has an unusual background in that he is one of the few radio correspondents who toured the Nazi Todt Line prior to 1941, and he will be a member of the CBS analyst group who will talk on the invasion when it comes.

## International Youth Panel

The first two-way trans-Atlantic youth panel to be held will be initiated by The New York "Times," in cooperation with The British Broadcasting Corporation, and radio station WMCA. It will originate from the New York Times Hall, Saturday morning, May 20, and be heard here over WMCA 12:03-12:30 p.m.

## Will Discuss Recent Action In Montgomery-Ward Case

Issues pointed up by the Montgomery-Ward cases will be debated tomorrow evening by three members of the House of Representatives on Theodore Granik's "American Forum of the Air" on WOR-Mutual, 8:30 to 10:15 p.m., EWT. Those participating will be Rep. Emanuel Celler, (D.), New York, Rep. Forest A. Harness, (R.), Indiana and Rep. James A. Wright, (D.) of Pennsylvania.

## Newscasts Renewed On WCAE

Pittsburgh—Burma Vita Co. has renewed for 13 weeks its Monday-thru-Saturday newscasts on WCAE.



## WALTER COMPTON BACKGROUND FOR NEWS

add **WSIX** to his sponsor list



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

it just happened

This very minute an A.P. dispatch, an I. N. S. wire, comes in from the battlefronts, from Washington—"hot news" in the making . . . and already it's on "1430 on your dial," the most-up-to-the-minute service in Radio—part of the new programming on . . .

# WBYN

"THE MINUTE STATION"

# Things Are Different Today In Baltimore Radio

It used to be pretty simple stuff to pick out a radio station and feel you couldn't go wrong. The old standbys of power and coverage were enough. But shrewd buyers of time want two more facts today. They want to know "How many people living in the coverage actually listen to the station?"

Then a smart time buyer says, "Now what does each listener cost me?"

When you get the answer to that in Baltimore it's an oddson choice that you'll pick W-I-T-H . . . the station that produces more listeners for the dollar you spend. The facts are available. Glad to let you look them over . . . any time.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

# THE WEEK IN RADIO

## Turntable Strike Threatens

(Continued from Page 1)

io difficulty as a result of their refusal to accede to AFM demands. The Association issued a statement citing testimony of James C. Petullo, AFM chief, more than a year before a Senate Interstate Commerce Subcommittee in which he indicated that enrollment of disk turners in the Musicians' Union was around.

Roll of NAB directors by RADIO ONLY on another controversial subject—television—brought divided opinions. In sum, they divulged they were almost without exception planning to procure tele and FM licenses. Their feeling was that these services were not competitive, that FM alone would not replace standard broadcast. Views of video development were generally divided on immediate and long-range policies.

Careful study of television was advocated by Edgar Kobak, executive vice-president of the Blue net, in an address before the Chicago Federal Advertising Club. Tele was coming in a big way, stated Kobak, who voiced his belief that it was being oversold.

Delay in the television report of the Radio Technical Planning Board was attributed by Dr. Walter R. G. Ber, chairman, to the fact that the panel had not completed its work. Any statements issued prior to completion of this work were characterized as premature.

Confidence in the RTPB had previously been expressed by Niles Trammell, NBC president, in a statement to affiliates. The network head observed that the visual broadcast medium should be released as soon after the war as possible on the best practical standards known to the engineering profession.

Results of a CBS poll were therefore released in which 90 out of 91 of that web's affiliated stations were said to favor improved television standards. Sentiment of the broadcasters, it was announced, was overwhelmingly for the changes in video

standards recently proposed by Columbia.

A commercial television license was granted the Du Mont experimental outlet in New York by the FCC. Call letters were changed from W2XWV to WABD. Change was not expected to alter the station's policy of furnishing free time in line with the Du Mont attitude that the duration circulation of tele sets was too limited to warrant time charges.

Ether-sleuthing accomplishments of the FCC's Radio Intelligence Division were described by Commissioner Ewell K. Jett and George E. Sterling, chief of the Division, in testimony before the House Select Committee on the eve of virtual foreclosure of the RID by deep Congressional budget slashes... Industry speakers at the closing sessions of the fifteenth annual Institute for Education by Radio at Ohio State University foresaw a vital role for radio in the post-war world... Radio was lauded for its contribution to OWI campaigns by Elmer Davis, director of the war-information agency.

Eddie Cantor was chosen for the tenth annual award of the Catholic War Veterans national commander's citation to be given next Sunday at the Waldorf-Astoria Hotel New York.

Fred Waring, through a spokesman, confirmed the report that he was leaving the Chesterfield account... Harry von Zell bowed out as co-emcee with Ralph Edwards on "Truth or Consequences," since Edwards' induction into the Army was indefinitely postponed... Robert Hudson, former secretary to FCC Commissioner Ray C. Wakefield, was appointed assistant to James L. Fly, Commission chief, filling the vacancy created when Norman Jorgensen recently entered the Navy.

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

### Blue Plans News Room For San Francisco Studios

Los Angeles—In Hollywood this week conferring with John Robb, chief of the Blue Network news room in the film city, is Henry Orbach, recently appointed news chief at KGO and editor of the Northern California Blue Network news room in San Francisco.

**Similar Room in San Francisco**  
A separate news room for the Blue Radio City, San Francisco, is now in the process of formation, and will go into operation on June 15. Since the appointment by Don Searle, manager of KGO, as news chief, on May 1, Orbach has been engaged in arranging for the physical setup, installation of teletype, hiring of personnel, etc., and will be preoccupied with these duties up until the time the new news room begins functioning.

### Move To Change Back To U. S. Standard Time

(Continued from Page 1)  
deal—partial and complete—of the time order.

There is a good chance, it is believed here, that the Congress will vote for reestablishment of Standard time.

Broadcasters have not taken a strong position on the matter, although they are believed generally opposed to war time. Reestablishment of Standard time, it is believed would swell their early evening audiences.

### Jennifer Jones Signed For Walter Pidgeon Show

(Continued from Page 1)  
EWT. Miss Jones will co-star with Pidgeon in the James M. Barrie play, "A Kiss For Cinderella."



# Fulton Lewis, Jr. has been "News Gathering" across the country

Lewis digs up his own scoops! He doesn't re-hash the news as it is written. He's there when it happens! This, then, is why Fulton Lewis, Jr., is America's "most-listened-to" News Reporter — America's biggest profit-maker for more than 130 sponsors!

*Sell him at your one time quarter hour rate per week. Call, wire or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.*

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



# LOS ANGELES

By RALPH WILK

"I'll Be Seeing You," written several years by Sammy Fain and the late Irving Kahal, is headed for the Number 1 hit tune. Both Bing Crosby and Hildegard have made a recording of the tune, and Freddy Martin can be heard playing it on his broadcast from the Coconut Grove quite frequently. Several major studios are dickering for rights to the song to be used in a picture.

Dinah Shore will soon be known as radio's "Flower Girl." Already boasting a rose named after her, the Tennessee thrush this week was notified a New York grower is naming a prize iris the "Dinah Shore Iris."

Producer C. P. MacGregor signed Ellen Drew for a forthcoming production of Hollywood Radio Theater.

One of the most elaborate saddles in Hollywood, a magnificent \$1,500 handsome silver-trimmed saddle, is one of Al Pearce's prize possessions. The star of the Blue's "Fun Valley" program has a horse to suit the saddle in Spotlight Dillon, a palomino stallion from one of the finest stables in America.

Our Passing Show: Art Linkletter, Clyde F. Scott, Edward Jorgenson, Myron Elges, Wauhilla La Hay, Glenn Wallichs, Carroll Nye, Frances Scully, Denny Shane, Dave Kaufman, Polly Patterson, Betty Starbuck, Milt Samuel and Noel Corbett at the Pacific Blue publicity department "housewarming."

## Football Supplants News; Sponsor Sues For \$10,000

(Continued from Page 1)

Beer, against Southland Industries, Inc., operators of WOAI.

The suit alleges that WOAI on Oct. 23, 1943, breached a contract with the brewing association canceling a news broadcast scheduled for presentation from 10-10:15 p.m. Broadcast time was taken over by a special football game aired over stations comprising the Texas Quality Network, of which WOAI is a member station. It is understood that of 14 sponsors, permission was granted by 13 to broadcast the play-by-play account of the game. Officials of WOAI believed the game, which was played between members of two Armed Forces teams, warranted cancellation of the news period.

The contract was signed May 15, 1943, at a rate of \$63 per broadcast or \$19,656 for 312 broadcasts. The petition states present contract will not be renewed. It is alleged that in cancelling the broadcast the continuity of the daily program was broken after listeners had become accustomed to looking forward to the daily broadcasts of news.

The Association seeks \$5,000 for the alleged loss of good will and esteem of the listening public and \$5,000 for the loss in profits from the sale of the advertised product resulting from the cancellation of the broadcasts.

# MAIN STREET



## Windy City Wordage!

● ● ● Frank (The Voice) Sinatra and Bing (The Groaner) Crosby and all the other crooners would come in abreast of Crosby's nags in any race to determine the musical favorites of war plant workers

### Chicago

..... You have the word of Estelle Barnes, program manager of WGN's frequency modulation station, WGNB, for this..... An up-to-the-minute survey, according to Miss Barnes, reveals that war workers have distinct preferences in music..... and what would you guess was their No. 1 preference?..... You'd never suspect—waltzes, especially those of Johann Strauss..... next come polkas..... then non-military marches (preferably college football marches)..... and finally, old popular favorites that can be whistled..... Simple melodies are best, with complicated arrangements and key changes frowned upon..... The survey even went so far as to discover that a worker's temperature rises when he has to change the key of the tune he's whistling (or humming)

..... All of which leads up to the fact that Miss Barnes, on the basis of the survey, has devised a new series of transcribed music programs for war plants..... minus singing..... War workers, the survey disclosed, are agin' vocals because they help cause accidents..... For instance, how're you gonna keep your mind on your drill press when you've got one ear cocked for the "Mairzy Doats" lyrics?



● ● ● Lucille Whittal, secretary to WIND-WJJD President Ralph Atlas, can go swimming with perfect safety—if she learns Japanese

..... Her hubby, somewhere in the South Pacific, sent her a Jap life preserver, inscribed with directions in Japanese!..... ● George Ferguson of the WLS Artist Bureau, is still chuckling over the wire he received from the manager of a York, Pa., theater..... WLS comic Ted Morse portrays two characters on the air, Otto and Little Genevieve..... and very convincingly, too, it would seem, for the Pennsylvania theater manager wired: "Would like to have Otto and Little Genevieve for matinee and evening May 7 Stop Will pay quoted price plus two round trip tickets".

● Benjamin Green, who headed the radio department at H. W. Kastor, has joined the Marines. ● George Jennings, acting director of the Radio Council of the Chicago Board of Education, informs us that the Board's school room broadcasts, via WIND, are reaching 150,000 children a week.



● ● ● Speaking of George recalls how Florence Warner, WBBM-CBS educational director, unwittingly got her name in the papers last week

..... Flo, with Harriet Hester, another radiolite, and Luke Roberts, educational director and Chet Duncan, public relations man, of KOIN, Portland, were dinner guests at the Jennings home on the south side, with the Columbus Institute, which all present were planning to attend, being the principal topic of conversation..... Driving back downtown later that evening, Florence decided to show the Portland visitors some of Chicago's lake front attractions..... Taking the Outer Drive, the party had almost reached 20th Street when one of the KOIN fellers casually remarked as how he had been reading in the papers about a lot of gang warfare in Chicago..... 'Taint so, Florence assured him in defense of Chicago's fair name.....

No sooner had she uttered the words than she brought her car to a stop in front of a man lying in the Drive. On reaching his side she discovered that he was a uniformed private policeman who had been brutally beaten and shot below the heart..... After she and party had given statements to the police, Florence tried to bow out of the spotlight..... only to turn on her radio next morning in time to hear WBBM newscaster John Harrington say, "..... and the first to reach his side was none other than our own Florence Warner!"



— Remember Pearl Harbor —

# SOUTHWEST

APPLICATION has been filed by KABC, San Antonio, with the FCC for an increase to 50,000 watts daytime and 10,000 night-time from its present broadcasting strength of 250 watts through purchase and removal of equipment now belonging to XENT in Nuevo Laredo, Mexico. Total cost of the shift is estimated at \$192,000. The station is also applying for assignment to 680 kilocycles from its present assignment at 1,450. The present Blue Network affiliation would be continued.

Approval of the above application would mean that this city would be able to offer dialers a second high-powered station, ranking in power with WOAI (50,000 watts full time) as well as KTRH, Houston; KRIV, Dallas; KWBU, Corpus Christi, a daytime directional station only; and WBAP-WFAA, Dallas.

Frank Stewart, former KTSA station announcer now aiding in the effort at Kelly Field, home of the San Antonio Air Service Command of the U. S. Army.

The 7-Up Bottling Company is sponsoring the baseball scores night over KABC as another presentation in its Cavalcade of Sports over the station. Bill Michaels is handling the mike assignment.

## Syndicated Sales Of NBC Recording Growing

Syndicated sales of the NBC Radio Recording division during the first four months of 1944 were three times greater than in the same period of 1933, Claude Barrere, department head, announced. Factors in the increase were greater appreciation of the value of syndicated programs by regional and spot advertisers, development of new shows, and tendency of more advertisers to buy syndicated programs on a 52-week basis.

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

\$7,595 PER FAMILY!

That's the 1943 Effective Buying Income in Hartford, as just published in Sales Management's Survey of Buying Power. Write WDRC, Hartford 4, Conn., for new brochure giving complete details.



USE WDRC TO CONNECT IN CONNECTICUT

**Wire Recorder In Use  
By Network Reporters**

(Continued from Page 1)

the offensive was heard from Howard who did an eye-witness account, from a hillside in the Arigano Valley. It was stated by NBC that its correspondents will continue to use the wire recorder. This is to be a prelude to the more important phases of the invasion. Considerable recordings may be made until such time as transmitters are set up closer at hand.

In a NBC version, it was said the sound of guns were plainly heard as Allied guns thundered across the beach.

A wire recorded transcription of the offensive was heard on Mutual at 11:15 p. m. Friday as done by Seymour Chaskin, the MBS correspondent. His transcription it is understood failed to bring in suitably the sound of the beach and was used on the web but heard locally over WOR.

Earlier in the day Donald Coe was heard over WJZ at 7:52 a. m. with a broadcast relative to the Italian front. At 8:30 a. m. a similar broadcast of the offensive went out over the Be Network.

**Sevareid Quotes Fowle**

CBS Eric Sevareid was heard at 8:45 a. m. with a report in which he quoted Farnsworth Fowle, another correspondent who is at the front reporting the offensive. Sevareid said in Naples. In the afternoon at 6:15 p. m. newscast WABC only used a wire recording done by Sevareid which was picked up here and recorded.

It was not definitely known whether any had provided all the correspondents with wire recorders or whether they had the same recording made by the Army or one of the correspondents.

Sgt. Maypole wire recording at Tarawa was recently used on the webs and stations, probably the first on the spot pickups to be heard.

**NAB Legislative Committee  
Reports On Industry Trends**

(Continued from Page 1)

just about assured. Although the bill may get to the full committee, it is doubtful that it will get through the committee for a long time if at all. It is almost a certainty that there will be no new radio legislation in this session of Congress.

The board voted to commend its legislative committee.

There was consideration of the WMAL case now before the War Labor Board, in which AFRA seeks payment for staff announcers on a fee basis. The board instructed President Ryan to take whatever action is deemed advisable to assist WMAL in its case.

A report was submitted covering the status of the Petrillo recording case on which a decision will be forthcoming shortly from the WLB.

Interpretation of Ascapi per-program contracts was the subject of a progress report of the music committee, which detailed conversations with Ascapi officials on this subject. A statement of the findings and recommendations of the committee was authorized. This will be submitted to the industry and filed with the board.

Merritt Thompkins, BMI general manager, and Sydney Kaye, vice-president and general counsel, outlined the present status of BMI and discussed various problems of the industry-owned music publishing and licensing firm.

Possibility of the formation of a bureau of standards to measure audience and station coverage for the industry was contained in the action of the board accepting the report of the special audience measuring committee and referring it to the research committee.

Expansion of the department of broadcast advertising to include work on promotion of retail radio advertising was discussed and referred to President Ryan for action.

Ryan was also authorized to appoint a special committee of the board to work with the sales managers' executive committee and the public relations committee in investigating the possibility of making a sound movie or some other suitable presentation to be used by stations before schools, civic organizations, trade groups and the general public to accomplish bet-

ter understanding of radio and its position in national and community life.

By action of the board the proposed continuing discount clause to be added to the NAB-AAAA standard contract form will be submitted to the membership at its next annual meeting for approval or rejection.

Willard D. Egolf, who has been supervising public relations activities as assistant to the president will devote full time to this job under the title of Director of Public Relations.

A proposed amendment to the NAB by-laws regarding dues classification was approved and recommended for submission to the membership. The amendment removes the amount of dues in each classification but preserves the classification, empowering the board to determine each year the monthly dues applicable to the classifications. This would give more flexibility to NAB's financial structure and would make possible a reduction, or increase, in membership dues, as advisable.

All members of the 27-man board attended except Roy Thompson, excused because of illness, and James D. Shouse and James W. Woodruff, Jr. detained by pressing business matters.

Nineteen stations, whose applications for membership have been received since the last board meeting in February, were formally approved for membership. Four associate members were likewise approved.

New members are: KCMC, Texarkana, Texas; KFPY, Spokane; KFDA, Amarillo, Texas; KGKL, San Angelo, Texas; KMYR, Denver, Colo.; KOTN, Pine Bluff, Ark.; KIWO, Lawton, Okla.; KVNU, Logan, Utah; KWTO, Springfield, Mo.; WBBZ, Ponca City, Okla.; WELO, Tupelo, Miss.; WIND, Gary, Ind.; WKNE, Keene, N. H.; WMBO, Auburn, N. Y.; WMIS, Natchez, Miss.; WMOH, Hamilton, Ohio; WQBC, Vicksburg, Miss.; WROX, Clarksdale, Miss., and WSLI, Jackson, Miss.

Associates accepted are: Freeland & Olschner Products, Inc., New Orleans, La.; The Katz Agency, Inc., New York; Keystone Broadcasting System, Inc., New York, and Spot Sales, Inc., New York.

**Additional War Loan ET's  
Announced By Treasury**

(Continued from Page 1)

taining and commercial—were announced over the week-end. Included are four half-hour "Treasury Star Parade" platters. There are, in addition, 24 15-minute "Treasury Salute" discs and 48 five-minute "Treasury Song for Today" recordings.

A packet of live announcements includes 15 35-word spots, 30 one-minute spots and 29 "author spots" written by outstanding writers. In addition there is a special rural packet containing 15 35-word spots and 30

**Palmerton And Hickson  
Promoted By W. E.**

F. R. Lack, vice-president in charge of Western Electric's radio division has announced that P. L. Palmerton, formerly radio merchandise manager, is advanced to the position of assistant manager of the radio division. D. C. Hickson, manager of the division's office in Washington, D. C. is transferred to headquarters in New York as staff assistant.

one-minute spots. It is emphasized that the "Treasury Star Parade" discs are for sustaining use only.

**More FCC Testimony  
Heard By House Com.**

(Continued from Page 1)

between the two agencies. Detailed discussion of the differences was shut off by Rep. Melvin Maas, (Minn.).


Charles A. Ellert, technical supervisor in the FCC's Radio Intelligence Division, detailed 30 instances where RID has aided the broadcasting industry, the commercial radio services, war plants, police, the Army and the Navy for the Lea committee. He testified following desultory questioning of RID Chief George E. Sterling by Counsel Harry S. Barger. He said:

"On more than one occasion, military personnel have expressed amazement at the accuracy of our long-range direction finding work."

Thousands of complaints of interference are received by the RID each year, he said. Cases of interference—some of which are serious enough to disrupt radio communication—are caused by such devices as phonograph oscillators, diathermy machines, drawbridges, vacuum tube bombardiers, neon signs, glue drying apparatus, electric switches, X-ray machines, and high voltage lines, Ellert pointed out.

Bearings on interferences are obtained by the RID monitoring stations in the same manner that bearings are obtained on clandestine stations, Ellert explained.

it's  
cheaper  
to  
sell  
Durham  
with  
WDNC  
COLUMBIA NETWORK  
★ NORTH CAROLINA  
Represented by Howard H. Wilson Co.



**Buying Time  
IS ONLY  
Half the Picture**

The other, and most important  
is buying time on the RIGHT  
STATION... the station that will do  
the biggest job for you!

In Baltimore, it's  
**WCBM**  
BALTIMORE'S Blue Network Outlet

W. H. ELMER  
President

GEORGE ROEDER  
Gen. Mgr.

W. H. PETERS, Inc. Nat'l Representatives

## AGENCIES

**A**DVERTISING RESEARCH FOUNDATION at its recent annual meeting voted, as the first steps in a comprehensive expansion program, to establish an underwriting fund and to expand its board of directors, it has been stated by William G. Palmer, chairman of the Foundation. The new board of directors is composed of 18 men, instead of 12 as heretofore.

The newly elected members of the board are: B. B. Geyer, president, Geyer, Cornell & Newell, Inc.; Everett J. Grady, executive vice-president, Ruthrauff & Ryan, Inc.; Carleton Healy, vice-president, Hiram Walker, Inc.; Turner Jones, vice-president, The Coca-Cola Company; H. H. Kyntnet, partner, The Aitken-Kyntnet Company; D. P. Smelser, director of research, The Procter & Gamble Company, and Howard D. Williams, vice-president, Erwin, Wasey & Company, Inc.

**RADIO DEPARTMENT** of The Blaine-Thompson Company reports a big increase in the purchase of spot radio time for its legitimate theatrical accounts. This gain in billing follows closely a radio symposium that was held in the Blaine-Thompson offices recently. The meeting was attended by many Broadway theatrical press agents—Miss Phyllis Perlman, C. P. Greneker, Arthur J. Levy, Sam Freedman, Mike Goldreyer, Sergeant Bill Doll, Sergeant Joe Heidt, John Peter Toohey, Tony Batito, Dave Tebet, Bernard Simon, Frank Goodman. The discussion brought out the fact that radio had done an outstanding job for many Broadway productions utilizing this medium.

## Mutual Officers Re-elected At Chicago Web Meeting

Chicago—Officers, board of directors and executive committee of Mutual Broadcasting System were re-elected at the meeting held during the past week at the Drake Hotel in Chicago.

The officers are Alfred J. McCosker, WOR, New York, chairman of the board; W. E. Macfarlane, WGN, Chicago, chairman of the executive committee; Miller McClintock, pres.; T. C. Streibert, WOR and Lewis Allan Weiss, Don Lee network, Hollywood, executive vice-presidents; J. E. Campeau, CKLW, Detroit-Windsor, vice-president; E. M. Antrim, WGN, executive secretary and treasurer and J. E. Wallen, controller.

The board of directors includes Mr. Antrim; Hope Barroll, Jr., WFBR, Baltimore; Willet H. Brown, Don Lee; H. K. Carpenter, WHK, Cleveland; Leonard Kapner, WCAE, Pittsburgh; Mr. Macfarlane; Mr. McClintock; Mr. McCosker; John Shepard III, Yankee network, Boston; Mr. Streibert and Mr. Weiss.

The executive committee, elected by the board of directors, includes Messrs. Carpenter, Macfarlane, McClintock, Shepard, Streibert and Weiss.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Thirty-Second Notes

When television comes into its own, what'll become of the dead-pan musicians that grind out tunes day after day in front of a mike? The answer is, plainly, brighten up—or else. Kidding aside, though, the visual medium offers a terrific opportunity for personality musicians, especially leaders. A combination of the old stick-wielding glamor of yesterday and the currently popular swing style ought to televise nicely. Musical showmanship is best demonstrated by the type of leader, past and present, who used to work the presentation houses and double as emcee—the late Ben Bernie, Jack Denny, Eddie Duchin, Sleepy Hall, Brooke Johns, Joe Sanders, Al Katz, Wayne King, George Olson, Jan Garber, Horace Heidt, Abe Lyman, to mention a few. Sidemen, too, will be sitting pretty in look-and-listen broadcasting since they will be among the very few that won't have to memorize lines. Reading music won't detract from the tele picture.

★ ★ ★

Forgotten man of the armed forces—the foot soldier—will soon be glamorized by the Army. Planned buildup of the infantryman is significant in that it seems to fit in with morale preparation for D-Day. Project, which enlisted the aid of the Music War Committee of the American Theatre Wing, resulted in the selection of four songs, all to be published soon. Tunes, writers and publishers are: "Infantry Song" (tentative title), by Oscar Hammerstein II and Richard Rodgers, Williamson Music; "The Bunion Brigadiers," by Irving Caesar and Harry Pyle, Irving Caesar; "Till the Infantry Moves In," by Carl Kent, Bob Sour and George Vail, BMI, and "You Gotta Have 'Oomph' in the Infantry," by Charles Tobias and Abel Baer, Charles Tobias Music. . . . Another service-song undertaking by the MWC, for the Cadet Nurse Corps, had its first performance Saturday in a ceremony broadcast from the White House on the graduation of the first group of cadet nurses. Tune was "A Woman's Place," by Bob Sour and Irvin Graham, published by BMI.

★ ★ ★

Keynote Recordings, Inc., has signed Steve Smith, prexy of the Hot Record Society, as recording supervisor. Contract calls for pressing rights to the catalog of HRS originals, which include a number of 12-inch disks by such well-known swing figures as Jack Teagarden, Muggsy Spanier, Sidney Bechet, Barney Bigard, Rex Stewart, Ben Webster, Lawrence Brown, Bill Kyle and Dave Tough. . . . Reported buy of the Scranton Record Co. into Capitol Records is really a two-way deal, which makes it look even tougher for the independent disk outfits since Scranton is among the last plants left to cut commercial platters. . . . A couple of months ago the Four Redcaps waxed "I Learned a Lesson I'll Never Forget," by Joe Davis, for the writer's own company, Beacon Records. Sale of 150,000 disks by the independent so impressed Jack Robbins that he published the song.

★ ★ ★

Paul Whiteman is rumored to have commissioned a number of writers to do a new series of instrumentals for the Blue net. . . . Oscar Hammerstein II has left Doctors Hospital in Gotham for a convalescence at his country place in Doylestown, Pa. . . . Tod Williams, genial BMI drummer, is back at his desk after being hospitalized for an operation. . . . Ascapi squired a delegation of songwriters to entertain at the season's last National Press Club Canteen show Saturday in Washington. The caravan from Tin Pan Alley consisted of: Charlie Tobias, Sammy Stept, Nat Simon, Ray Henderson, Joan Whitney, Alex Kramer, Herman Hupfeld, Jerry Livingston, Al Hoffman and Milton Drake. . . . Publishing honors for Frank Sinatra's new RKO film, "Step Lively," is divided between Harms and Miller Music.

★ ★ ★

## PROMOTION

### Wild Plants For Victor

Canadian Broadcasting Corp. calling attention to a series of special talks which began May 1, airing through the summer months. Talks being in the interest of wild greens, herbs and fruits. Directions and advance information regarding the use of such plants in the programs that are to be broadcast contained on a three-page fold-out folder also includes a chart of wild plants, where they are found, used and cooked.

These plants include the spinach which can be used in soups, spinach; and many similar plants which are said to contain high percentages of either food or medicinal values. Wild fruits are especially charted as containing higher vitamin content than cultivated varieties. Series over the CBS will take up different plant or herbs families each week etc. and explain how to use or preserve.

### Magazine Considered "Town Meet" Sponsor

(Continued from Page 1)

work has presented the series forum broadcasts for nine "Town Meeting" will be presented under the magazine's sponsorship the start of the Fall broadcast in September. The trustees will meet Tuesday.

In recent months, many advertisements have approached "Town Meeting the Air" with a view toward sponsoring the series. George V. Denny, president of Town Hall, has said he considers the "Readers Digest" an ideal sponsor for "Town Meeting the Air."

Since its inception, this program has been a leading public forum on radio, consistently presenting sides of every national problem. Speakers, each a leader and authority in his own field, have come from fields of labor, politics, science, industry, and the arts. At times, so controversial have the subjects been, has required all of the coolness and mental agility of Denny, the program's moderator, to prevent the discussion from getting completely out of hand. At all times, however, phases of the topics discussed have been adequately presented by spokesmen.

Complete responsibility for the selection of subjects and selection of speakers will rest with Town Meeting. The format and operation will remain unchanged.

The audience built up during "Town Meetings" for nine years as a continuing feature on the Blue Network will be assured and expanded with commercial sponsorship. "Readers Digest" plans to present the program over the full Blue Network of more than 173 stations. This means that the program will be heard on a more extensive network and will be available to more of the American listening audience than ever before.



## Biz At New High As Billings Soar 30%

(Continued from Page 1)  
By the same token few if  
cents whatsoever are letting go  
time and what was formerly  
able account is going right  
the various seasons, or the  
is using or holding the time  
or different products.

availabilities have long been  
premium, something that sur-  
he motion picture advertisers  
going comparatively strong.  
"in and out" campaigns are  
stabilized to some extent and  
recently completed campaign for  
Bros., "Mark Twain" was a  
one than usual.

**Many New Radio Clients**  
Top in business was noted in  
the month many seasonals take  
ave. Despite the fact that ice  
accounts are not expected this  
as before, and some beer  
plans won't make it due to dis-  
turbance problems, more than enough  
made up for these are already in  
ere. Strong indications that dry  
will again buy spots in volume  
at hand. These foods were  
will campaigned last summer.

considerable number of accounts  
radio are at hand due in  
a few cases to large advertisers  
Lever Bros., Standard Brands,  
Foods and others introducing  
products, some of which will no  
graduate to network shows. In  
respect vitamins and vitamin  
such as McKesson & Rob-  
ax are important instances.  
spiced soups some being tested  
because they are new brands  
h in evidence. Wrigley's cam-  
and Popsicle both new as to  
two more factors considered  
at business. Ruthrauff & Ryan  
in the nature of a new brand  
"low" coffee is expected to feel  
first via spot.

**A. & P. Plugging Stores**  
P, which formerly went in for  
brand advertising is now plug-  
stores in 11 states, playing  
angles generally. Condiments  
ing a good ride with the H. J.  
o. newcomer to spot advertis-  
apart from its network show  
ation Please," is plugging its  
and 57 Sauce. Insurance ac-  
are also more prevalent, par-  
of the health and accident  
and include the Commercial  
s, Columbia and Lumber-  
Mutual. While confectionery  
are down because of sugar  
a, baking products are up  
Salt is also coming to the  
Morton's salt just completed  
campaign over 147 stations, but  
Salt is plugging away. See-  
os. for White Rose tea has  
ed a 52-week campaign on a  
ey outlet and on two others.  
opinion of some industry ob-  
not a few spot accounts are  
ents formerly using news-  
ers so great extent in the past.  
from foodstuffs, definitely on  
crease are the so-called agri-  
accounts.

# Washington Front

By ANDREW H. OLDER

**D**ESPITE the strong rumors in New York that Larry Fly will leave his FCC chair to join the Blue Network, the Texan himself says there's nothing to it. "I have no desire to leave the FCC, and no plan to do so," he told us. Fly said he has had no offer from the Blue, and has no thought of joining the network. It's our guess, however, that he will some day leave the FCC for an important industry spot.

The literary tidbit written by Phelps Adams for the New York "Sun" last month, describing the difficulties his paper had in getting from OWI a copy of its restricted "Handbook," has a sequel. It will never be told in as much detail, but the fact is that OWI has since had just about as much trouble—and been met with as much buck-passing—in trying to get its copy back from the "Sun." . . . Since we're discussing this publication, it might interest broadcasters to know what OWI is telling the world about us. We're going to skim through the several thousand words devoted to the subject in the handbook. A good deal of the material is strictly factual, outlining FCC and NAB functions, network operation, etc. We'll excerpt a few passages from the program section:

"The daily content of radio programs is as varied as the tastes of the audience. Music predominates, occupying 40 per cent of the broadcast time of the big networks alone. Jazz orchestras and singers account for about three quarters of the music. . . . Classical and semi-classical music accounts for about 10 per cent of network time.

"Every form of drama, from the Greek classics of Aeschylus to Broadway plays and current motion pictures, is adapted for radio presentation. In recent years radio has evolved a dramatic form and technic of its own to which such distinguished writers as Archibald MacLeish, Stephen Vincent Benet, Norman Corwin and others have contributed.

"It is the function of radio to inform as well as to entertain. Along with the press it performs a valuable service in disseminating information necessary to the free formation of public opinion.

"The democratic American tradition of the discussion group is maintained in radio. . . . Many talks and discussions along informative and cultural lines are presented, with the cost usually borne by the network or stations as a public service. . . . Radio has become a means of education to persons of all ages." Here follows a brief discussion of school broadcasts.

If the industry has any fears about what OWI is telling the world about it, these remarks ought to dispel them. They're from the section headed "Wartime Radio":

"The vast facilities of the radio industry have been mustered in support of the nation's war program, on a basis of voluntary co-operation with the government. Radio time, donated by the stations or contributed by advertisers, is used to acquaint the people with the nature of their enemy and of their allies; to inform them as to the progress of United States war activities; and to enlist their support for necessary civilian war activities.

"In a typical weekly program, there were presented 603 network war shows; 202 newscasts, 173 commentators, 54 war sermons, 29 programs originating in Army camps, 15 government shows and 130 commercially sponsored entertainment programs on war themes."

In addition, there is a full story of radio's part in bringing to Americans the voices of their leaders, its value in recruiting, in bond-selling and other types of government messages. There is also a discussion of the CIAA, OWI, Army and Navy use of radio, both short and medium wave. All of which we have discussed at great length to allay fears that the industry was not well treated in this restricted publication.

## Speaker Urges RTPB Disclose Tele Status

(Continued from Page 1)

may be precipitated because of the RTPB's inadequate news policy, Kennedy indicated, and it may resound sufficiently in the press to cause a breakdown in the public confidence in television's future. The new art's ultimate progress, he observed, may be greatly retarded. He went on:

"The remedy is to restore the public's confidence in the ability of our engineers to give America the technical means to set up the best television system that our economic needs will support. Tell the public regularly what is being done behind closed doors of the RTPB. Many leading radio men with whom I have talked in the past few days advocate an up-to-date publicity committee headed by an expert, who will see that the newspapers are in receipt of regular bulletins on the progress of the RTPB's many panels.

"Engineers are not publicity seekers. They have a way of guarding their secrets until a complete report is ready. Radio men in particular are the hardest of the lot from whom to get anything of news value for the public print. Even if they want to talk, seldom do they know just what constitutes news. Someone, therefore, must do it for them."

### Several Other Speakers Heard

Other speakers at this press symposium of ATS were Cy Kneller, editor of "Radio & Television Weekly"; Patricia Murray, assistant to the news editor of "Printers' Ink" and the television girl of the Lever Bros.' video show over Du Mont, and Albert W. Bernsohn, assistant editor of "Click" magazine. Norman D. Waters, outgoing prexy of the Society, presided. An unopposed slate of new officers and directors headed by Dan Halpin, of RCA, as previously reported in RADIO DAILY, was formally ratified.

Klaus Lansberg, director of W6XYZ, outlet of Television Productions, Inc., on the Paramount lot in Hollywood, was a visitor to the meeting. He spoke briefly.

"Our programs are not just entertainment programs," said Lansberg, "but a new kind called informative entertainment." The West Coast visitor also mentioned the pioneer work of his outlet in civilian-defense training and in mobile programs touring servicemen's hospitals for the purpose of post-war rehabilitation.

Another guest who was asked to speak was Danton Walker, Broadway columnist of the New York "Daily News." While expressing confidence in tele as the greatest medium yet devised for entertainment, he said: "Your publicity is ahead of your achievement."

### Irene Beasley Renewed

Southern Cotton Oil Company, through Kenyon & Eckhardt, Inc., has just renewed Irene Beasley third time in interests of Snowdrift shortening and Wesson oil, over 45 southern and western stations of CBS, Mondays through Fridays 3:15 p.m., EWT.

# ★ ★ ★ COAST - TO - COAST ★ ★

## — CALIFORNIA —

**LOS ANGELES**—Hedda Hopper's "Hollywood Showcase" has undergone a slight change of format. Produced by Gordon T. Hughes, the cast will have as permanent "secretary" Lillian Randolph, and in addition, outstanding vocalists or instrumentalists on each program. Bob Carroll and Larry Roman are scripters.

**SACRAMENTO**—Jack Schacht, sales manager, Robert Street, Beeline national sales manager, and Earle Russell, announcer at KFBK, are all members of the cast of "You Can't Take It With You," an all-employee KFBK production. Howard Bailey, traffic and publicity manager, is co-director.

## — NORTH CAROLINA —

**CHARLOTTE**—General Manager A. D. Willard, and Royal Penny, sales manager, returned today from Atlanta where they visited WBT clients and their agencies.

**ASHEVILLE**—C. M. Ward, Jr., leaves WWNC as continuity editor on May 20th to enter the Armed services. No successor has been named.

**GOLDSBORO**—James H. Whitley, Third Class engineer, left WGBR this week to give the Navy the benefit of his radio knowledge. He volunteered. John Lee Best, part time engineer, has joined the staff on a full-time basis.

## — NEW JERSEY —

**NEWARK**—Tommy Dorsey and his entire company were guests on a two-way radio interview conducted by Paul Brenner during his "Request-fully Yours" program over WAAT recently. Dorsey, Gene Krupa, Bob Allen, the Sentimentalists, and the orchestra did their acts from Frank Dailey's Terrace Room, where they were appearing for a short stay. Brenner organized the special hook-up that did the trick.

**JERSEY CITY**—A weekly series of programs in cooperation with the Staten Island Council of Social Agencies has been sked on WHOM's Staten Island Community Hour. Mrs. Louise Simsar, executive secretary of the Council, interviews prominent Staten Islanders on the activities of the various agencies.

## — OKLAHOMA —

**OKLAHOMA CITY**—WKY had an interview with Lt. Ernest Childers, Oklahoma's third and newest holder of the Congressional

Medal of Honor... Ed Harvey, recently with Hearst Radio for 14 years, is the newest member of the production department of WKY. He'll also be on public service and special events programs... Technical Supervisor Dixie McKey is giving weekly talks and holding roundtable discussions for station employees on FM and television... WKY is keeping transmitter hot with skeleton staff on hand in the wee hours for D-Day flashes.

## — COLORADO —

**DENVER**—The Colorado Milling & Elevator Company, through the Ed M. Hunter Advertising Agency, has contracted for the 10:45-11 a.m. time on KOA, Mondays, Wednesdays and Fridays, for 26 weeks which began May 1... Program is a transcribed show, "Say It With Music," purchased direct by client, in the interests of Pikes Peak Flour, with copy produced by the agency... In honor of Pan-American Day, KOA broadcast a special half-hour program featuring Senor Federico Pastor, Mexican Consul in Denver, Madelena Gonzales, noted Mexican singer; and two Denver University students, one a Spanish American, the other a Mexican here on an exchange basis.

## — KANSAS —

**SALINA**—New at KSAL is Ed Kihn, announcer. He has just finished a course at the Willman Broadcasting School in California... Salina's populace has been sticking pretty close to KSAL's wave length for the past few weeks. Reason? Flood warnings. Each local newscast gives detailed information on river stages and blocked roads. Special warnings of approaching water have also been broadcast.

## — MASSACHUSETTS —

**BOSTON**—Johnny Adams is the newest member of the WORL speaking staff, replacing Pen Brown now with the American Field Service... Recent guestings on WCOP's "Girls About Town" brought such notables as Vivienne Segal, Vera Zorina and William Harrigan to the mike side for interviews... **LAWRENCE**—Hartwell Daley, WLAW news analyst, recently interviewed the following on his regular program: Dr. John Steelman, head of the U. S. Conciliation Service; Harold Ickes and Vice-President Wallace.

## — NEW YORK —

**NEW YORK**—Benjamin Weinstein, who recently was given a medical discharge from the Army, has joined the engineering staff of WOV. Before going into military service, he was with WINS... "City Hall Story," with J. Murray Davis and Jack Ramsay, of the N. Y. "World-Telegram" and the Brooklyn "Daily Eagle" respectively, moves to a new spot on WNEW. The program will be heard Thursdays henceforth... "Your High Fidelity Reporter" made its first appearance around the studios of WQXR last week. It is the first edition of a news letter sent to WQXR's men and women in the services.

## — CONNECTICUT —

**HARTFORD**—WDRG has just started a special drive to enlist women to sew kits for the Red Cross. The Hartford quota is 10,000 kits per month and the Red Cross made a special request to the station to aid in the recruiting of the women for the part-time sewing jobs... Governor Raymond E. Baldwin appeared recently with Miss Jane Dillon on "Connecticut Women in the War" program over WTIC. Miss Josephine Manzo, a prominent Waterbury business woman, was featured in the broadcast.

## — MISSOURI —

**ST. LOUIS**—Aviation heroes and entertainment personalities are appearing before the mike to help recruit Air WACS in the latest war effort campaign by KSD... Hildegard, popular chanteuse, appeared on a special program with other talent and music supplied by the Jefferson Barracks Army Post. Air WACS themselves appeal for recruits on the weekly programs of music by the Scott Field band... Peggy Cave, KSD's director of women's activities, is cooperating with special film and theatrical shows through her "Let's Talk It Over" program.

## — NORTH CAROLINA —

**CHARLOTTE**—Office Manager Ed DeGray, who "captained" two championship tennis teams while at the U of North Carolina, has been bitten by the golf bug. Local pros are coaching. And the kibitzers are getting thicker by the station break... **GOLDSBORO**—WGBR's sponsorship of a girl trio discovered by the station is assured, with the trio going network after six weeks. The girls are sponsored by the management of the James Theater in this city and will make personal appearances at all theaters catering to colored patrons in North Eastern Carolina.

## — SOUTH DAKOTA —

**YANKTON**—Louisiana Lou and her Pine Cabin Girls are new to WNAX's entertainment staff... This station covered South Dakota primary ahead of all other newspaper services by a simple expedient of the county auditors in the state who phoned returns as tabulated by their offices. This service from each county auditor kept WNAX 300 to 400 precincts ahead of every newspaper, and through it was able to announce Senator Chan Gurney's renomination two hours earlier than press services announced nomination.

## — MINNESOTA —

**MINNEAPOLIS**—KSTP's new Radio City studios and offices in this city weren't quite a month old when the painters and decorators, who left via the back door as opening night crowds poured in through the front entrance, returned with buckets and brushes, ladders and scaffolds to start re-decorating. Approximately 100,000 persons have visited the new studios since its opening. Wear and tear is the reason for the station's double decor. And reason for the tremendous crowds who have been touring Radio

City is station's aggressive promotion campaign which included 34,000 and triple-size car cards in the Twin Cities, plus screen invitations in theaters throughout the Northwest.

## — NEBRASKA —

**OMAHA**—Soren Munkhof, news director, has solved the men's writing problem which increased steadily as more and more men enter the service. He writes a six-page, single-spaced letter each and includes excerpts from letters of veterans themselves, plus news a sip about the rest of the staff. This letter is mimeographed and copied to each man in the service roster from the news room now in Ensign H. W. Baker, Second Class Officer Horace Mamacher, Cpl. A. Hatch, Pfc. Herb Conley, Pvt. Bristowe, Pvt. Wm. Monaghan, Lt. Farlee and Staff Sgt. James McGee.

## — GEORGIA —

**ATLANTA**—"Rich's Back Boys," with Jimmy Kirby and Naylor interviewing customers come to shop in Rich Department Store's basement, each Tuesday, Thursday, is a new program. Each son interviewed receives a merchandise gift certificate, valid any time in Rich's basement. Program started May 9th, with contract for 13 weeks on WGST... "The Career of Blair," 15-minute transcribed dramatic serial, produced by Frederic Ziv, and starring Martha Scott, been bought by Three Sisters, men's store, and is aired three times a week on WGST. Maurice C. man & Assoc. is the agency.



May 15

Walter Cassel Margaret Lipper  
Bert Shefter Ray Green  
C. T. Williams Wilma Green  
James Tisdale

For Results

in the

PHILADELPHIA MARKET

it's

WDAS

PHILADELPHIA'S  
OUTSTANDING  
INDEPENDENT

NEW EVERY ON HO

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

MAY 27, NO. 32

NEW YORK, N. Y., TUESDAY MAY 16, 1944

TEN CENTS

## Radio Tube Price-Ceiling

### Radio Comes Through OWI In New York

...ing demonstration of how  
...ork broadcasters can do a war  
...tion job through airing OWI  
... reported by Harry C. Levin,  
...gional Station Relations Chief.  
...ago, at request of Local Civil  
...rol, OWI prepared and sched-  
...second spots asking for volun-  
...structors to teach military  
...ircraft identification, Morse  
...eteorology, theory of flight  
...igation, one hour per week in  
(Continued on Page 8)

### German Invasion Coverage Discussed In London Talk

...preparations to cover the  
...ing invasion were outlined  
...night in a special broadcast  
...ing in London and New York,  
...5-7) p.m. the plans being re-  
...through medium of conversa-  
...between Paul White, director of  
...roadcasts, and Bob Trout in  
...Ed Murrow, head of the CBS  
...n Bureau who interviewed  
...T. J. Davis, chief of the pub-  
...tions divisions of Supreme  
...arters and Charles Colling-  
(Continued on Page 2)

### "American Women's Jury" Sponsored On Mutual

...mercial sponsorship of Mutual's  
...tainer, "The American Wo-  
...ry," was announced by net-  
...xecutives. Starting Tuesday,  
...the programs will be spon-  
...y Lewis-Howe Company for  
...twice weekly, Tuesdays and  
...ys. The show, which origin-  
(Continued on Page 2)

### "Insider"

Horace Braham, who does "The Insider" newscasts over WOR, might have a name sounding as though he were of a musical family. Fact is he wears campaign ribbons denoting once active service with the British Army, has a brother on Gen. Montgomery's staff and his cousin is a leading RAF Ace. Wing Commander John R. D. Braham, with 28 Axis planes shot down. Horace almost figures himself a "black sheep."

### N. J. Schools Desire More Radio Equipm't

Increased use of radio in the public schools and the desirability of recording and sound equipment in furthering education by radio, came strongly to the front in the results of a state-wide survey conducted by the New Jersey Department of Public Instruction in cooperation with the Radio Council of New Jersey.

Questionnaires were sent to every secondary school building in the state  
(Continued on Page 3)

### See WLB-AFM Decision Handed Down Momentarily

Washington Bureau, RADIO DAILY  
Washington—A decision directing the AFM to order its members to resume making records is expected from the War Labor Board today or tomorrow. This decision has been  
(Continued on Page 2)

### BBC Invasion Program Sked Available For U. S. Pickups

### No Summer Replacement During Wheeling Hiatus

Wheeling Steel Corp. sponsors of "The Wheeling Steel Makers" program over the Blue Network. Sundays 5:30-6 p.m. will go off for the summer sometime next month. No summer replacement will be used during the 13-week hiatus. Plans for next fall, meanwhile, are in abeyance.

### OPA Acts To Kill Off Black Market With Price Level Of March 1942; Posts Dollar-Cents Listing

### NBC Promotion Heads In First Annual Meet

First annual meeting of promotion managers of NBC's owned and operated stations, will be held in New York, May 24, 25 and 26, according to Charles P. Hammond, director of advertising and promotion for the network. Hammond explained that the purpose of the conference was "to make more effective the promotion activities of the network's owned  
(Continued on Page 3)

### RKO-Penna. Stations Set Extensive Tie-Up

Philadelphia—Most extensive radio-movie tie-up ever attempted in this area was jointly announced by Dr. Leon Levy, president of WCAU, and Terry Turner, RKO Radio Pictures exploitation head. The purpose of the  
(Continued on Page 6)

### Entertainment Com. Show Sked On Blue Friday Night

Program entitled "Nationwide Broadcast For Racial Amity," will be broadcast over the Blue Network this Friday night at 11:30 p.m.-12 mid-  
(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington—In effort to end the black market in radio tubes, the OPA yesterday ordered ceiling prices of dollars and cents on wholesale and retail sales of this commodity. New prices are effective May 20 and will approximate those prevailing in March 1942. Specific prices apply both to radio and phonographs, the OPA stated. No charge may be made by a dealer or repair man for merely testing a tube.  
Prices as posted by the OPA in-  
(Continued on Page 3)

### Commons Again Mulls New Canada Network

Montreal—Question of a second transcontinental Canadian network which is up before the House of Commons radio committee, and whether it shall be privately owned or a subsidiary of the CBC, or whether it shall be programmed by the four major networks in the U. S. came in for discussion with the result that  
(Continued on Page 8)

### Skelton To Army May 25; Need Sub For Two Shows

Hollywood—Red Skelton will be inducted into the Armed Forces May 25, when he reports to Fort MacArthur where he will don the uniform of the  
(Continued on Page 2)

### Invasion Service

Los Angeles—Kenneth O. Tinkham, general manager of KMTR, announced that when the news of the invasion breaks, the station will break in every quarter hour if necessary to bring all the news. Further, Tinkham has sent out a return postcard to clients and friends of the station and if filled out, will result in personal phone calls when the big push starts.

### Understudy

Saturday night's "Hit Parade" on CBS which informed the public that Frank Sinatra's illness, Joan Edwards would handle all the acts, sprang a surprise by sending an added starter in Bob Wacker, chorus boy and understudy to "The Voice." Wacker sang three numbers in Frankie's key and the ds howled with glee. Six foot allie's also on Coca-Cola hour.

(Continued on Page 7)





Vol. 27, No. 32 Tues., May 16, 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

(Monday, May 15)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	157 3/8	157 3/8	157 7/8	+ 1/8
CBS A	31 3/8	31 3/8	31 3/8	+ 1/8
CBS B	31	31	31	- 1/8
Crosley Corp.	19 1/8	17 3/4	19	+ 1
Farnsworth T. & R.	11 1/4	11 1/4	11 1/4	+ 1/4
Gen. Electric	35 7/8	35 7/8	35 3/4	.....
Philco	29 3/8	29	29 1/8	- 1/8
RCA Common	8 7/8	8 3/4	8 7/8	.....
RCA First Pfd	70 3/4	70 3/4	70 3/4	.....
Stewart-Warner	12 7/8	12 7/8	12 7/8	.....
Westinghouse	98	97 3/4	97 3/4	.....
Zenith Radio	36 3/8	36	36	- 1/2

### OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	13 1/2	14 1/2
WCAO (Baltimore)	21	.....
WJR (Detroit)	33	.....

## 20 YEARS AGO TODAY

(May 16, 1924)

Graham McNamee, WEAf's ace announcer, is scheduled to cover both the Democratic and Republican conventions on a network of nineteen stations arranged by the Long Lines Department of the American Telephone & Telegraph Company. Major J. Andrew White, WJZ's star announcer of robust events, will represent WJZ and WGY in a like capacity.

**WQAM**  
THE VOICE OF TROPICAL AMERICA  
**MIAMI**

CBS AFFILIATE  
Represented by John Blair & Co.

# Coming and Going

KINGSLEY HORTON, manager and director of programs and sales for WEEI, CBS-owned station in Boston, is spending several days in Gotham.

JOHN F. ROYAL, vice-president of NBC in charge of international relations, television and new developments, has returned from a business trip to Boston.

ROBERT A. WHITE, of WOR's western office with headquarters in Chicago, is here for conferences with home office officials.

MIRIAM HOFFMEIER, supervisor of the NBC program analysis department, is back in town following a trip which took her to Chicago and Columbus.

BILL MOSHIER is in town and plans to remain for a few days. He's head of advertising, publicity and research at KJR, Blue Network affiliate in Seattle.

THAD HOLT, president and general manager of WAPI, Birmingham, Ala., arrived in town late last week on station and network business. The station is an outlet of CBS.

ROYAL ARCH GUNNISON, commentator on Mutual, returned today from a six-week, coast-to-coast lecture tour, but he'll leave town again tomorrow for Albany, where he'll interview Gov. Tom Dewey.

JULES ALBERTI and HARRY GOURFAIN are back in town from California, where they spent two weeks on business for Constance Bennett.

CARL HAVERLIN, director of station relations for the Mutual network, is back from Chattanooga, where he attended the meetings of the web's directorate.

FRANK S. LANE, station manager of WEDF, Chattanooga, has arrived from Tennessee for conferences at the headquarters of the Blue Network and at the offices of the national representatives.

HOWARD TURNER, staff announcer on WBT, Charlotte, N. C., is expected in New York today for three weeks of conferences at the offices of CBS.

JACK L. FISHER, of the Chicago radio advertising organization bearing his name, plans to arrive in New York today and remain until the end of the week.

CHARLES E. MORIN, sales manager of the Columbia Pacific network, is in San Francisco conferring with Wayne Steffner, manager of the network office at that point.

G. O. SHEPHERD, station manager of WAYS, outlet of Blue Mutual at Charlotte, N. C., is spending this week in New York, making his temporary headquarters with the national reps.

STEVE SLESINGER is back in town after having spent about three months in Hollywood.

DON S. ELIAS, executive director of WWNC, Asheville, N. C., to Washington, D. C., on NAB business.

## CBS's Invasion Coverage Discussed In London Talk

(Continued from Page 1)

wood who interviewed Colonel George Warden, chief military censor at Supreme Headquarters.

From these frank statements were heard as to the mode of procedure that would be in force and in course of one conversation between White and Trout, it was stated that at times the news gatherers would be in a spot where they would not know any more about a given situation than the listeners on the air, and it was advisable to let this be known rather than mislead listeners.

Major George Fielding Eliot was also heard on how the invasion would be covered.

## See WLB-AFM Decision Handed Down Momentarily

(Continued from Page 1)

held up twice already, but it is believed that a final vote of the Board may be taken tomorrow. The opinion is already written, it is reported.

## KTTS Joining Columbia

Effective June 1, KTTS, Springfield, Missouri, joins CBS as a special supplementary station, Herbert V. Akersberg, CBS v.-p. in charge of station relations, has announced.

KTTS, the 142nd station of the network, is owned and operated by the Independent Broadcasting Co. with studios and offices in the Chamber of Commerce Building, Springfield. It was established in 1941 and operates full time on 1,400 kilocycles with 250 watts power. General manager is G. Pearson Ward.

## Skelton To Army May 25; Need Sub For Two Shows

(Continued from Page 1)

Army, The NBC comedian will be 31 years old on July 18, and the induction of Skelton poses a problem for the sponsor Brown & Williamson Tob. Co., makers of Raleigh cigarettes and pipe tobaccos. Russel M. Seeds Co. of Chicago is the agency on the account and it was originally planned to have the show leave the air on June 6 for a summer hiatus.

Induction on May 25, means the last show will be May 23. No plans have been closed for a substitute for the remaining two Tuesdays.

## "American Women's Jury" Sponsored On Mutual

(Continued from Page 1)

ates at WNAC, Boston, is a court room drama in which 12 housewives render verdicts on problems faced by American women. It is heard Mondays through Fridays, 1:45 to 2 p.m., EWT.

there's **NO QUESTION** ..about SELLING KANSAS when you hire: **WIBW**

Ben Ludy, GEN'L. MGR.

The Voice of Kansas TOPEKA

# A Radio Dollar Goes Farther In Baltimore

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

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

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

Then you divide the number of listeners by the cost of the program. It's as simple as that.

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



TOM TINSLEY, President

REPRESENTED BY HEADLEY-R

# N.J. Schools Desire More Radio Equipm't

# OPA Sets Tube Price Ceiling In Move To End Black Market

# NBC Promotion Heads In First Annual Meet

(Continued from Page 1)

Out of a total of 273 schools, 254 returned the questionnaires and the results were based on this return. Ten questions were asked and to answer 1: What radio receiving equipment is available, the answers were 134 stationary radios and 187 portable sets. The former were used primarily in auditoriums and the latter in classrooms and school offices. Equipment for reproducing sound was placed at 200 portable record-players for home type disks; 105 non-portable. These were in use in music rooms, auditoriums, gymnasiums and offices. Transcription disk players in use numbered 64 portable and 29 non-portable; great importance was placed on these as to the educational value.

### Public-Address Popular

Built-in public address systems, portable and others were much in use. Equipment to make recordings found in 176 schools with pupils participating in radio in stations in New Jersey and Pennsylvania found 125 who did not and 29 without. Mock broadcasts were heavy with 198 taking part on radio stations in New Jersey, New York and Penn. schools not taking part in this numbered 156. Radio equipment numbered 53 while those not having one numbered 201.

Use of records in school was considerable with 176 using it in English classes; 239 in music classes and 197 in other classes; listening to radio as part of class or extra-curricular activities 110 in school and 79 outside school. This was not considered important says the survey report, inasmuch as there is available such programs as Metropolitan Opera, Philharmonic-Symphony, "Invitation to a Beethoven Concert" and "Human Adventure." Some 89 teachers were found to be specially trained to work along certain radio and recording lines, while 188 were not trained.

### Radio-Recorder Use Vital

Use of radio in education along with recordings, etc. was believed to be a matter of greater importance in the future to come; 219 thought it would become more important later, while 141 had no comment. Many desired more equipment; seven saw a need for consideration of television; 100 schools mentioned FM; three had discontinued their own stations to comply with Federal edict; and some believed educators and broadcasters should "get together." Mrs. W. Hamilton, assistant in Secretary Education, Chairman of the Education Committee of the Radio Council of N. Y. rendered the report. On Friday May 26, the Radio Council of New Jersey will sponsor a meeting by its Children's Program Committee, the confab being called "You Can Do About Children's Programs." Meeting will be held in the 10th floor of L. Bamberger Co. Newark store. Various network and local station folk will speak, also Mrs. Lewis, coordinator of Listening Activity for the NAB?

(Continued from Page 1)

clude the 10 per cent manufacturers' Federal excise tax which became effective on October 1, 1941. The April 1944 excise tax does not apply to radio receiver tubes.

OPA said that a drastically reduced supply of radio receiver tubes for civilian replacement purposes has been reaching a market in which demand has greatly increased. Since early 1942, tube manufacturers have increasingly concentrated on military production. The supply of tubes available for civilian replacements is only a fraction of what it was formerly, while larger numbers of tubes are now required because of the increase in the average age of radio sets in use. Certain popular types of these tubes have almost vanished from the market OPA said. Although manufacturers are now being allocated additional materials for civilian tube production, the contemplated increase will alleviate only part of the current scarcity.

These circumstances have brought widespread black market activities, OPA said. Numerous instances brought to OPA's attention showed that consumers were charged three or four times the proper price for tubes, the price agency added. Jobber discounts and terms have frequently been shortened with a resulting increase in the net price to dealers. Consequently many dealers have discontinued "over the counter" sales, reserving tubes for sales only in connection with repair services, or adopting various examination, testing and inspection charges. The prices

and other provisions to this amendment were arrived at after extensive consultation with representative radio tube manufacturers, jobbers and retailers throughout the country.

OPA's action yesterday also specified maximum service charges for testing radio receiver tubes when brought to a shop. No charge may be made by a dealer or repairman for testing tubes when they are brought to his shop by a customer, because no charge was customarily made for this service. However, when a customer brings a portable or table model radio or phonograph to a dealer's or repairman's shop for tubes to be tested or replaced, the dealer or repairman may charge a maximum of \$.50 for testing all of the tubes in the set.

If the radio or phonograph mechanism has to be removed in order to test and replace the tube, the dealer or repairman may charge a maximum of \$1.00 for testing all of the tubes.

Yesterday's provision reaffirms the customary 90-day guarantee given by the industry against defects in material or workmanship. In addition it calls for posting of ceiling price lists in the dealer's or repairman's place of business.

### Hundley Asst. Director Of CBS Short Wave Div.

John W. Hundley, has been appointed assistant director of short-wave broadcasting, it was announced Friday by Edmund A. Chester, Director of Latin American Relations for CBS. Hundley has been with the network's shortwave division for the past six years.

### Kemble Authority Widened

Norah K. Donovan has been appointed manager of the literary rights division of the Blue Network, and at the same time, the division has been placed under the jurisdiction of Dorothy Kemble, continuity acceptance manager, who now heads three departments — continuity acceptance, script routing and literary rights.

Miss Donovan replaces Edmond Stevens, who has been assigned to the night program department. With the transfer to Miss Kemble's jurisdiction, literary rights has been set up as a separate division, taking over all related operations which were formerly divided between Stevens and Stewart Buchanan, script manager. In addition to literary and title searches, the division will handle the registration of title and format of all scripts submitted to the Blue.

(Continued from Page 1)

and operated outlets and to coordinate them with projects under way at the New York office, thus establishing a common base for more effective promotion planning between network and affiliates."

Station people who will come to New York for the meeting include Frank Ford, Western Division sales promotion manager, Hollywood; Helen Murray, sales promotion manager, KPO, San Francisco; Emmons C. Carlson, representing WMAQ and the Central Division, Chicago; Howard Barton, WTAM, Cleveland; Mahlon Glascock, WRC, Washington, and Charles Phillips, from KOA, Denver. NBC's key station WEAJ will be represented by Edward de Salisbury, and Hammond will act as chairman of the meetings.

Some of the specific subjects to be discussed during the three-day session are "Public Service Promotion," "Promotion Plans for the New All-County Survey," and "Television Promotion."

### Agency Ups Young

Thomas H. Young, former assistant radio director of the Calkins & Holden Advertising Agency, has been made radio director. He succeeds J. J. Griffin.

Another  
**WCKY**  
Star!

50,000  
WATTS  
CBS

**DAVID CARTER DEANE**  
WCKY ORGANIST

**THE L. B. Wilson STATION**

(Advt.)

## MBS Newsmen Combine 195 Years at the Mike

When the 18 veteran newsmen regularly featured by the Mutual Network step to the microphone with the latest word on the biggest news story of all time—the European invasion—they represent an aggregate total of 195 years of radio experience.

More years of radio news work are represented in Mutual's overseas staff, headquartered in London, with expert



observers in such news centers as Naples, Cairo, Honolulu, and the South Pacific. And the network has continuous, exclusive call on over 850 "Christian Science

Monitor" men throughout the world.

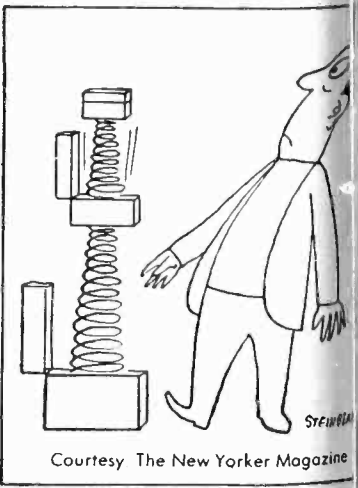
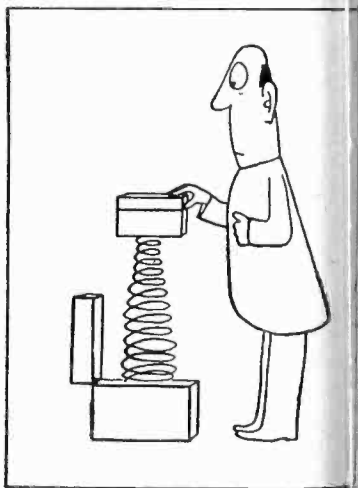
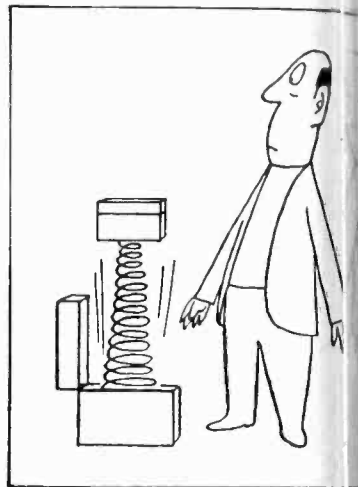
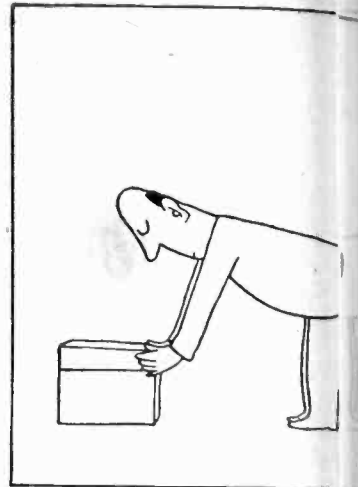
The Mutual newsman's career has been packed with adventure. Royal Arch Gunnison, for example. During the decade that he has followed the news, and vice versa, across the world, Gunnison has had the knack of being precisely where the news was hottest. Vienna, Berlin, Geneva, Singapore, Chungking, Manila — wherever and whenever big stories were breaking, there was Gunnison.

Trained for his spectacular career at four universities including Geneva, Switzerland, Gunnison began as an Associated Press man during the last days of the League of Nations. He roved Europe in subsequent years, timing his arrival in Marseilles to coincide with the assassination of King Alexander and Minister Barthou; checking into Vienna just before the Dolfuss murder.

Perhaps the most notable phase of the Gunnison saga took place in the Far East, where he contrived to be in Manila, after a 42,000-mile air tour of Eastern Asia and the South Pacific, when the Japs first struck. When Manila fell, Gunnison and his wife were imprisoned by the Japs for 16 months. Repatriated last fall, he is now home again, ready to add his vast store of first-hand knowledge to Mutual's war news coverage. He's heard Wednesdays and Saturdays at 10 p.m., EWT.

The other 17 Mutual analysts who regularly bring world news home to listening America are strategically located at key points throughout the nation. New York presents Gabriel Heatter, Boake Carter, Arthur Hale, Cecil Brown, Leo Cherne, Henry Gladstone, Charles Hodges, and Frank Singiser. Two from Boston are Volney Hurd and Cedric Foster. Fulton Lewis, Jr., and Walter Compton are heard from Washington; Alexander Griffin from Philadelphia; Upton Close from Los Angeles. Further west, Ray Dady broadcasts from St. Louis; Stanley Dixon from Des Moines; Arthur Gaeth from Salt Lake City.

# what's inside?



Courtesy The New Yorker Magazine



*Here is an amazed man.*

*His amazement, however, is nothing compared with yours when you look into the radio homes that lie beyond reach of regular radio research.*

*Three-quarters of all U.S. radio families, you know, live and listen outside the 32 four-network cities where the Hoopers and the Crossleys take 'national' measurements.*

*Mutual is now underwriting persistent research into markets where fewer than four networks have stations, to open the mysteries of all-American listening patterns.*

*Facts like these are already popping up . . . facts about Mutual programs in Mutual markets:*

PEOPLE LISTEN MORE . . . *sets-in-use averages are up to 15% greater than in four-network cities.*

MORE PEOPLE LISTEN . . . *share-of-audience averages are up to 400% greater than in four-network cities.*

RATINGS ARE HIGHER . . . *program-rating averages are up to 900% greater than in four-network cities.*

*Such facts are of prime significance to clients of the world's largest network. Mutual's 220 stations bring its daily radio fare closest to the most people. And the conclusively important point is this: in more than 120 key markets throughout all America, Mutual has the only network station. Have you looked into Mutual lately?*

the  
mutual  
broadcasting  
system

## LOS ANGELES

By RALPH WILK

**T**he Merry Macs are negotiating with Milton Samuels for purchase of his latest tune, "Because You Cook So Well," which they plan to record for Decca and publish through their new Ascaph publishing firm, Normac.

Sam Balter, KFVB news commentator, has been signed by Warner Bros., studio to do narration on "Let's Go Fishing," short subject which will be produced by Gordon Hollingshead.

Cass Daley, the zany dame of films and radio who has established the record of 30 airplane guesstar appearances in as many weeks, is well on the way to establishing a fan mail record as well. She now averages more than 1,000 letters a week from listeners.

The ears of tuners to Groucho Marx's "Blue Ribbon Town" ailer will soon be assaulted by a new Dick Mack novelty song, "My Gail Jennifer," which will be "executed" on an early Marx broadcast by Leo (Dead End) Gorcey.

Eddie Dean, troubador of the open spaces, who appears on the CBS "Judy Canova Show" introduced a new song "By the River of Roses" early in March. Dean repeated the song by request last month and now finds song listed among the ten best sellers.

Jean Hersholt is in New York for a six weeks' stay, during which time he will help judge entries in the third annual "Doctor Christian Award" script contest, winners of the competition will be announced in June, and prize stories will be aired on the CBS dramatic show.

## RKO-Penna. Stations Set Extensive Tie-Up

(Continued from Page 1)

tie up is to advertise the movie "Days of Glory" which opens June 8, in 50 cities throughout Pennsylvania and the surrounding area.

RKO has purchased four Sunday half-hour programs featuring the Don Cossack Choir on 22 stations of the Pennsylvania network, which has been set up with WCAU as the key station. Gil Babbitt, WCAU special events and publicity director, has been named to handle newly organized network. Joseph Gottlieb, script and production head of the station, will write and produce these programs, in addition to a series of one-minute station-breaks, five and 15-minute transcribed programs. Robert Pryor, area exploitation manager for RKO, is handling arrangements for personal appearances of Don Cossack Choir, and stars of the movie, and for broadcasts from Harrisburg and Pittsburgh during the state-wide tour.

The Pennsylvania Network includes WJPA, WBAB, WHP, WMBS, WJAS, WBRE, WMRF, WZAL, WEST, WSAW, WKST, WERC, WRAW, WKOK, WWVA, WDEL, WRAK, WFBG, WGAL, WORK and WJAC.

## MAIN STREET



### Memos of an Innocent Bystander . . . !

● ● ● WLAW up in Lawrence, Massachusetts can take a bow for a swell montage on its "Girl of the Year" vocalovely Devy Edwards, who in turn rates a **RADIOKAY** for the swell job she and her troupe, including James (Smiley) Clain, Sue Allen, Babs Furneaux, Ida Jarvis and Lillian Sullivan turned in on their recent 13,000-mile entertainment tour which took them almost to the North Pole. . . . After 14 years with the NBC and Blue Net press departments, Warren Gerz, dynamic little space-grabber (and one of the most popular) will leave his present position to become associated with Young & Rubicam's Hollywood office where he will handle among others, "Duffy's Tavern" and "Dinah Shore" programs. . . . we'll miss him but he promises an airmail letter now and then, so we'll just have to hold him to that. . . . We hear that there's a comic stationed at Fort Shanks, a lad named, Sgt. Bob Lieb, who is proving himself a great comedian. . . . anyhow, Pvt. Lester Lewis, stage manager of the theater there, has signed him to a contract for "after the war". . . . Carl Erbe, praise agent de luxe and Nite Club Impresario has added to his varied interests. . . . just purchased the Fawn Country Club located at Lake Placid, New York, which he'll remodel into an all-year-round resort. . . . Broadwayites and Radio Kilocyclists will start flocking to "Chez Erbe" about June 15.

★ ★ ★

● ● ● NCAC are peddling a new participation program called, "The Bonus Parade," with Bill Slater, recently placed on the Army inactive list (Lt. Col.) as emcee. . . . a new idea, with a "beau geste" motif for the benefit of discharged servicemen and women, this show sounds like a clickee. . . . The Collier, feature piece on Jose Ferrer and his wife Uta Hagen, which will be out Saturday, was scripted by Mela Underwood staff writer in the NBC press department. . . . Wise-acres may term their comedy, "corny" but radio's veteran black-face team, "Pick and Pat" (Tuesdays 8:30-9 p.m.) succeed in getting more than their share of "belly-laugh" . . . and much of the credit belongs, too, to director Jack Rubin, a former comic himself and the scripters, Mort Lewis and Sidney Fields. . . . Mickey Addy, new professional manager of Campbell-Porgie Music Co. is starting off with a ballad, titled, "I'm in Love With Someone," which we heard Jean Tigie sing last week via the Blue Net and which we predict will soon flirt with the Hit Parade producers. . . . Bill Von Zehle, who recently took over the Colonial Advertising Agency, is arranging a weekly television program via Du Mont for one of his clients. . . . Incidentally there were quite a number of Washingtonians present at the "Television show," put on Saturday by NBC.

★ ★ ★

● ● ● One of the nation's most neglected and most gallant groups of service men are the U. S. Merchant Marine trainees at Sheepshead Bay, L. I., who were recipients of an evening's entertainment last Friday night . . . Les Gottlieb, Mutual publicity chief, in co-operation with Ted Lloyd of Twentieth Century-Fox exploitation, took John Reed King's "Double or Nothing" show and some live pin-up girls" with the Betty Grable picture, "Pin Up Girl" to the Brooklyn base last Friday night. . . . The gracious hospitality of the U. S. Merchant Marine officers to the artists and the press and the enthusiasm registered by the seagoing boys for the "Double or Nothing" broadcast made it a big evening for everyone. . . . John Reed King is a past master at handling servicemen contestants, Frank Forest, an obliging singer, and Nat Brusiloff a comedian as well as a fine orchestra leader. . . . A Low Bow to Radiorole Mildred Murray, who has entertained servicemen at hospitals and camps so extensively, she's lost nine pounds. . . . Ray Sinatra has been signed to arrange and conduct the CBSmoker, featuring the voice of Allan Jones, heard Wednesnites.

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

**T**he WGN Symphony Orchestra has acquired the services of nine of the nation's leading symphony musicians, it has been announced by Erwin Weber, director of music for WGN. Seven of the musicians already joined the orchestra. The other two will report later this month. Of the nine signed, eight are permanent conditions, the ninth, Philip Farkas, horn player with the Cleveland Symphony, has been added to the WGN orchestra only for the Summer season. Most of the new men come to the station directly from the Chicago Symphony. Besides Farkas, the additions are Samuel Jordan, bassoonist; J. S. Sciacchitano, cellist; Carl Raper, violinist; Edwin Schultz, violinist; Harold Sher, violist; Ernest L. flautist; Robert Dolesh, violist; George Palermo, violinist.

Scotty of Lulu Belle and Scotty "National Barn Dance" team, undergoes an appendectomy at Wesley Memorial Hospital today.

WLS recently ran three columns in the Chicago "Times" and Chicago "Sun" announcing its full coverage of the coming invasion of Europe, which will include on-the-spot description by the British Broadcasting Corporation's war reporting team. The WLS plans include these evening BBC broadcasts, Wimplus bulletins and 85 regularly scheduled news periods each week, with news editor Julian Bentley and Ervin Lewis doing the reporting.

Mrs. Raymond Clapper, widow of the columnist and commentator, covers the Republican convention Mutual.

The Illinois Veterinarian Medical Association is sponsoring a series titled "Animal Health Problems" on the WLS "Dinnerbell Time" the Thursday of each month.

Walter Conway of the NBC Chicago advertising and promotion department, will discuss radio and the record druggist before a meeting of the Illinois Pharmaceutical Association Peoria on May 25.

## Entertainment Com. Show Sked On Blue Friday Night

(Continued from Page 1)

night, featuring Helen Hayes, Paul Robeson, Bette Davis, Paul Muni, Lena Horne and others. Miss Hayes will present a scene from "Harriet" and Muni will read a "Declaration of Principles for the Entertainment Industry." Herman Shumlin is chairman of the group, called Entertainment Industry Emergency Committee, which includes Maxwell Anderson, Jean Arthur, Tallulah Bankhead, Lillian Hellman, Thomas Mann, David Selznick and Orson Welles.

Purpose of the broadcast is "demonstrate the harmonious working relations that exist in that industry," where ability counts, not race or color. Broadcast will come from Hollywood and New York.

PROGRAM REVIEWS

VIVA AMERICA

All the U. S. programs being added to our Latin American neighborhood probably the most consistently smooth, pleasing and what appears to be the thing the S. A. listeners would like to hear, is the "Viva America" series heard Thursday on CBS nights 11:30 p.m.-12 midnight EWT. It is wholly a product of the network's Short Wave Division and supervised by Edmund A. Chester, director of Latin American Relations for CBS. On the face of it, it goes a long way toward aiding the good neighbor policy, for there is nothing in the program but excellent native talent, songs and unusually clever arrangements. None the less pleasing is a program to the average listener in the U. S.

Regular talent on the show is Don Larsen, baritone and tenor; Alfred Anthony, authority on Latin American music conducts the augmented CBS Latin American Orchestra; also a regular feature is the Celso Vega Quintet providing an Afro-Cuban instrumentation, and Nestor Mesta Chayres, a Cuban singing star. Guests are also heard weekly.

Last Thursday's show Olga Benoit, Brazilian songstress, well known for her interpretations of her native folklore music, was the guest in the revue. She sang "Bem Ban," a Brazilian composer Camargo Guarnieri. Chayres did the familiar "Apola" and a Chilean corrido, "Contento Estoy." Arres sang the Latin American tune, "I-I Love You Much," in both Spanish and English lyrics. Celso Vega Quintete led the guaracha "Tumbando."

In addition to the U. S. the program is heard in 20 Latin American countries over CBS' Cadena de las Americas (Network of the Americas) comprising 97 stations.

BBC Invasion Program Sked Available For U. S. Pickups

(Continued from Page 1)

known to have mobile unit available as well as on-the-scene recording apparatus which the average American reporter or correspondent will not have. The additional use of Canadian broadcasters by the BBC has virtually cut the British "accent."

Will Dispense Information

Although the "invasion desk" of BBC, New York will be manned daily throughout the period from 9:30 a.m. to 12:45 a.m., EWT, the staff concerned will keep themselves as fully informed as possible of all details about programs from BBC, London which are beamed on the U. S. This staff will be on hand to give whatever information is available "upon request." Any information sought by an American or other broadcaster, however, the BBC must be called and will not undertake to work this angle in reverse.

Also according to manager of the BBC's New York Program Operations Dept. the BBC cannot undertake to do any monitoring or recording of invasion material, nor can it undertake the initiative in servicing newsrooms with information about the London output. Staff it is said, is too small for such a job.

BBC News Bulletins are almost continuous throughout the day as of "D Day" and the sked made available here signs on at 6 a.m., EWT and runs to 12:45 a.m. (midnight).

Itemized Letter Sent

Letter sent out yesterday by the BBC in New York calls attention to several points worthy of note to those planning to monitor the BBC broadcasts. There are as follows:

1. This schedule relates to actualities and eye-witness accounts and not to the BBC straight news bulletins which will not include any actuality at all. (A separate schedule of news bulletins is attached for your information).

2. The two categories should be noted carefully, because those in category (1) will certainly include the latest and best actualities available, whereas category (2) will only include actualities if such material is available at the times indicated.

3. To meet the requirements of military security, all actualities will be broadcast from London from recordings.

4. The term "actuality" can, for the purposes of this letter, be defined as material obtained at first hand at one or other of the fighting fronts, or from significant points behind the fighting fronts. Eye-witness accounts by people returned from the front may be broadcast "live" from a BBC studio, and such broadcasts may be included within the schedule periods listed herewith.

5. A "packaged" presentation will only be made in the case of the 8:00 a.m., 7:30 p.m., and 11:00 p.m. "Radio Newsreel" periods. These broadcasts will continue to be timed to suit re-broadcasting, (i.e. the program proper commencing at 30 seconds past zero

and finishing at 14 minutes and 20 seconds past zero) and will have had a proper editing and continuity job done on them. All other periods (categories (2) and (3)) will not attempt to do more than present the actuality material just as received from the front and without any attempt at a polished, professional continuity and editing job having been done. Nor will these categories (2) and (3) periods necessarily include actuality material for the whole of the scheduled period.

6. BBC, London expects to be able to give 15 minutes advance notice of the general content of each of the fixed time actuality periods. This will be done in brief, descriptive broadcasts in index form, thus enabling American monitors to evaluate the program which will be coming up 15 minutes later.

Monitoring and Servicing

7. The "Invasion Desk" at BBC, New York will be manned daily throughout the period from 9:30 a.m. to 12:45 a.m., EWT (midnight), and the staff concerned will keep themselves as fully informed as possible of all details about programs from BBC, London which are beamed on the United States, and will be available between those times to give, on request, any information that is asked for. But if, say, a network wants information about a BBC broadcast, the network must call BBC for it, not the reverse.

BBC's New York office cannot undertake to do any monitoring or recording of this invasion material on behalf of American networks or independent stations. Nor can BBC, New York undertake to take the initiative in servicing newsrooms with information about the BBC, London output. BBC, New York is not staffed to do a job of such magnitude.

The above plans and the schedule listing are those which are envisaged as of the date of mailing of this memorandum. Should any changes occur, we shall send you a new listing immediately.

Summary

1. You are free to rebroadcast any of the BBC's invasion programs from the time at which the invasion is officially announced and until further notice.

2. You must make your own arrangements for monitoring BBC and for piping the BBC signal into your master control if you want to re-broadcast.

3. The invasion desk at our New York office will be manned from 9:30 a.m. to 12:45 a.m. daily from "D" Day until further notice. Call us if you feel we can help you with information.

4. The schedule times listed herewith are the times at which you should listen to London in order not to miss anything, but actualities are not guaranteed in the periods marked category 2.

AGENCIES

PROCTER & GAMBLE has appointed Benton & Bowles, Inc. to handle its P & G White Laundry Soap account, effective July 1.

PENNY LEIGHTON, publicist, formerly of Director and Lane and Cosmo-Sileo agencies, has been appointed publicity director of Rill Associates, New York, N. Y.

VAN DE MARK ADVERTISING, INC., Cincinnati, is placing a series of spot announcements on 16 stations for Parker-Bouldin Company, St. Paul, Minn., plugging Priscilla Parker Dual Lipstick. All are one-minute ET's. It is planned to step up the station list to 30 or 35 outlets as additional distributors are signed by the manufacturer.

B. C. NEECE, vice-president and general sales manager of Landers, Frary & Clark, New Britain, Conn., manufacturers of household helps, announces the appointment of G. W. Onthank Co., Des Moines, Ia., as exclusive distributors of LFC's major appliances, also of the organization's small appliances on a non-exclusive basis.

Herbie Kay

Dallas, Texas—Herbie Kay, band leader died here late last week in a local hospital following an illness of several months. He had previously been at the Mayo Clinic in Rochester, Minnesota for treatment and had cancelled Texas dates booked by MCA because of his sickness. Kay leaves a widow, the former Betty Denning, daughter of Mrs. L. B. Denning, widow of an executive of the Lone Star Gas Co. and his mother Mrs. Katherine Kay of Manteno, Ill.

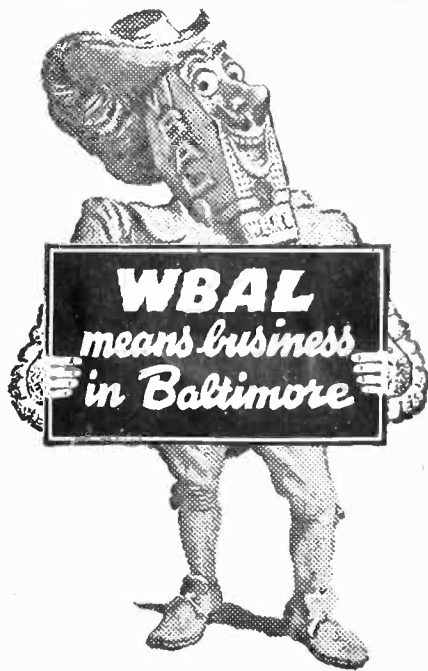
Funeral arrangements had not been completed at this writing.



IS FOR NEWS

By virtue of its affiliation with the Oklahoman and Times, WKY has the news know-how, news facilities, and news coverage which make it by far Oklahoma City's most popular station for news.

WKY OKLAHOMA CITY The Katz Agency Representative



Edward Petry & Co., National Representative



# Commons Again Mulls New Canada Network

(Continued from Page 1)

Dr. Augustin Frigon, acting general manager of the CBC stated it should be government controlled. Dr. Frigon also said later that the CBC was in "much better position" to supply sustaining programs than the networks of the U. S.

Principal objection to a privately owned network in the Dominion, Dr. Frigon said, was, "that such a powerful instrument of communication and propaganda would inevitably come under the control of very few individuals."

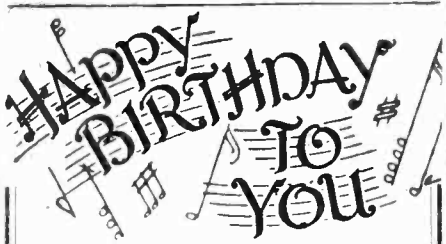
Dr. Frigon made the comment in referring to a suggestion by Joseph Sedgwick, of Toronto, counsel for the Canadian Association of Broadcasters, that the second Canadian network should be reconstituted into a network of privately-owned stations. He said that if private broadcasters really have the interests of the public in mind and wish to offer the listeners a choice of programs creating a healthy spirit of competition between CBC producers and their own "the matter can be arranged very easily."

### Calls CBC Program Sufficient

Of suggestions that the privately-owned network be sustained with programs from the Columbia and Mutual Broadcasting Systems and that the CBC network be fed from the National and Blue Networks, Dr. Frigon said the CBC was in a better position to supply sustaining shows.

"Surely we can continue to do as we have been doing and offer to the Canadian people the best programs from all those four United States networks," Dr. Frigon said. Referring to Sedgwick's criticism of the ban on mention of prices, Dr. Frigon said this would invite strong price competition between advertisers on different stations and advertisers broadcasting at different periods. "In small communities, especially, it would unquestionably compete with the local newspaper," he continued. "I submit this would invite abuses and would not be in the interests of the public." Regarding line charges, Dr. Frigon brought out that if a station in Montreal has a sustaining program costing \$200 for 30 minutes it would be cheaper for a station in Quebec to buy a line from Montreal at a cost of \$22 for 30 minutes than to produce the program in Quebec.

The radio committee accepted a



May 16

Bulk Owens Lilliam Black  
Norman Ross Gordon Kinney  
Margaret Sullivan

# COAST-TO-COAST

### CALIFORNIA

**LOS ANGELES**—Frank Veloz, the male member of the famous dancing team of Veloz & Yolanda, recently guested on Erskine Johnson's "Hollywood Spotlight," over KECA. . . **SACRAMENTO**—Several KFBK personalities are currently putting on programs at this city's service clubs. The group which is presented by Leo Ricketts, station manager, gave two musical numbers followed by a skit in which KFBK gets the ribbing. Members of the group are Tony Koester, chief announcer; Eloise Keeler, women's program director; Emil Martin, musical director, and Howard Bailey, traffic manager. . . **BAKERSFIELD**—Patrick Henry has joined KERN as an announcer-copywriter.

### COLORADO

**DENVER**—Larry Frost formerly of KFBC, has joined the staff of KVOB as a combination operator and announcer. . . Milton Shrednick and the KOA orchestra, with Suzanne Miller, vocalist, have started a 52-week series of Mon. and Wed. programs on KOA for M-G-M. Contract for series was placed by Donahue & Coe, Inc., N. Y. C. . . Barclay Allen's "String Quintette" has been added to the talent performing on the KLZ "Budget Brigade" program. . . Hugh B. Terry, KLZ manager, has just returned from an Eastern business trip.

### CONNECTICUT

**HARTFORD**—"I have been more than pleased with the cooperation WTIC has given to my department in its daily broadcasts of the forest fire weather forecast," wrote Raymond Kienholz, state forest fire warden of the Conn. State Park and Forest Commission, to Leonard Patricelli, program manager of WTIC. . . Educational Director Sterling V. Couch of WDRB is the only radio member of

Canadian Broadcasting Corp. invitation to redefine a national political party for purposes of free network time and decided to let the matter stand for consideration before drawing up a recommendation.

The invitation was extended by Dr. Frigon and it was coupled with an offer of an increase in network political free broadcast time from a half hour to an hour each month.

Dr. Frigon also told the committee: 1. There were 46 stations in Canada which could consider the possibility of increasing their power from one to five kilowatts under an adjustment decision reached Monday by the CBC.

2. That the Halifax "Chronicle" and French-Canadian groups in Gravelbourg, Sask., St. Boniface, Man., Prince Albert, Sask., and Edmonton, Alta., had applied for radio stations licenses. He did not say what action had been taken.

3. That there was no justification for statements by Sedgwick, that the CBC actions in international conferences has resulted in some of Canada's radio channels being risked. United States had made bigger sacrifices than Canada.

the executive committee of the Hartford Council on Adult Education. . .

**BRIDGEPORT**—A new service to WNAB listeners has just been inaugurated—Should the invasion be announced when WNAB is off the air, listeners will be notified by telephone.

### FLORIDA

**ST. AUGUSTINE**—Station sales at WFOY for the month of April showed a 144 per cent increase over business for the same month of last year. WFOY total gross sales for the four month period, January, February, March and April of 1944 were 94 per cent above the same periods of last year, reports J. Allen Brown, general manager. . . **JACKSONVILLE**—WPDQ also plans to inform its listeners of the invasion, should it occur when that station is off the air. Five hundred persons have agreed to cooperate with the station's plans.

### GEORGIA

**ATLANTA** — Rich's department store sponsors "The Garden Club of the Air" Mondays, Wednesdays and Fridays. Mrs. Fletcher Pearson Crown, garden consultant, femcees the program, advising on various gardening problems. This WGST program is contracted for 13 weeks. . . **MACON**—WMAZ operated on a short-handed basis for two hours recently. One announcer and a woman engineer handled all situations while the rest of the staff went en masse to Civitan Club luncheon. The club was honoring the station for receiving the du Pont award and added its commendation in the form of a silver vase suitably inscribed.

### INDIANA

**FORT WAYNE**—New to WOWO-WGL is Larry Scott, announcer. Scott was active in dramatic and quiz shows at the Purdue University station, WBAA. He has also worked in the guest relations department of NBC in Chicago. . . The popular "Quiz Kids" program recently originated in the studios of WOWO. After an elimination contest sponsored by Wolf and Dessauer department store, a local youngster was chosen to appear with the Kids on the program. . . Tom Wheeler, WOWO farm director, and Ben Hudelson, WOWO-WGL continuity supervisor, attended the Ohio session.

### SOUTH CAROLINA

**CHARLESTON** — May 8th was WCSC's 14th birthday. . . which is definitely a grown-up birthday in radio. At 7 p.m. that day a rebroadcast was made of the first official program which was broadcast at 7 p.m. May 8, 1930. The program was written and produced by WCSC's program director Russ Long, who, incidentally, sang on the first program as a boy soprano. The same musical organizations performed and Charleston's former mayor gave a short talk following, as closely as possible, that same message he aired 14 years ago. John M. Rivers, president of WCSC, served as emcee in the absence of the first broadcast's emcee who was called out of town on business.

# Radio Comes Through For OWI In New York

(Continued from Page 1)

their neighborhoods, to prepare a huge Cadet training program.

With virtually no competition on other media, and although spots were scheduled only once per day over New York City stations, radio startled both CAP and OWI. First day of spot airing, 50 qualified applicants showed up at CAP headquarters. In day 100 more. Between phone calls, telegrams, letters, and personal appearances by applicants, CAP sent a hurry plea to Levin to yank the cap—after only four days.

### Information Complete

Biggest payoff, declares Levin, in statement by CAP officers that virtually every applicant indicated in which station he had heard the spots many even volunteered time they heard spots.

According to Major Thomas Cooke of CAP, would-be instructors included business executives, aviation leaders, writers, test pilots, mechanics, professors, engineers and many others. Other volunteers included OWI and OPA officials, a British diplomat, and scores of volunteers from among armed services.

In sending out the "kill" request OWI passed on personal congratulations to broadcasters from Major Cooke for "a brilliant radio job."

### Re-elect Board

Richmond, Va.—The annual meeting of stockholders of Stewart-Walker Corporation was held Wednesday, presided over by Jan. S. Knowlson, president and chairman of the board. Election of the board of directors took place, resulting in the re-election of the seven incumbents. Directors re-elected by stockholders are: Robert J. Dunham, Irving S. Florsheim, Frank A. Hitt, James S. Knowlson, William A. Pierson, Ralph M. Shaw and Gardiner Symonds. No other business was transacted.

## WHY minute station?

because... every few MINUTES between pleasant music you hear the news that can't wait... war news, sport news, race results.

because... up-to-the-MINUTE accuracy is assured by AP and INS wires—and by official racing reports 12 to 6:30 daily.

because... MINUTEST details of news-facts are brought to you, not hourly, not half-hourly but always instantaneously spotted throughout the day.

# WBYN

1430 ON YOUR DIAL



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



NO. 33

NEW YORK, N. Y. WEDNESDAY, MAY 17, 1944

TEN CENTS

## Craven Resigning FCC

### Will Testify Again At Hearing

Palmer, writer, and FCC Commissioner James Lawrence Fly will testify at the hearing by the Committee of the House on the Judiciary, R. M. Palmer, will testify at the hearing on the story of alleged pressure to prevent publication of an article by Miss Palmer in the Reader's Digest. The article was to deal with the FCC's Radio Intelligence and was to be based upon information against RID by...

**Local Color**

In anticipation of the invasion, the locale of "Mrs. Miniver," the CBS radio version of the Jane Strubbers novel, has been moved from the U. S. back to England. There the family takes up its life where it left off before coming to the States. The presence of American soldiers, etc. will be worked into the script. Leads are played by Gertrude Warner and John Moore.

### BMI-Composer Group Set Three Year Pact

American Composers Alliance, Inc. and Broadcast Music, Inc. have signed contracts under which the music of the membership of ACA will be cleared for radio and television performance through BMI. This agreement covers all works produced in the next three years as well as all compositions the rights in which are now held by ACA. The ACA has already according to...

### Replacement Is Definitely Considered At The White House; Battled Fly In Favor Of NAB And Webs

#### Town Hall Approves 'Digest' Sponsorship

Board of Trustees of Town Hall at its annual meeting yesterday afternoon, voted to accept sponsorship of "America's Town Meeting of the Air," by the magazine "Reader's Digest," effective Sept. 7, 1944, for a period of 39 weeks. Program will continue as a sustaining the rest of the year, in its current time on the Blue Network, Thursday nights 8:30-9:30 p.m.

Washington Bureau, RADIO DAILY  
Washington—Replacement of Commissioner T. A. M. Craven is definitely set, the White House revealed yesterday. Who will actually move into Craven's office is not known at this time, but it is a certainty that Craven himself will leave the FCC after another month and a half. The White House announced that "in deference to his wish not to be reappointed," it has been decided that Craven will be relieved of his Commission post. Thus the staunchest friend of the...

### Bowes-Ned Calmer Pleased On Full Network

Radio Corp. has renewed "Maple Leaf Amateur Hour" for the sixth year effective June 8, and "Pen-C-Dee-Quik" has done a job for Ned Calmer, and the show starts its second year June 24. With clients take the US network. Bowes continues to lead Thursday nights 9-9:30 P.M. Agency is Ruthrauff &...

#### 'Valiant Lady' Program Under Hummert's Banner

Frank and Anne Hummert as Hummert Radio Features, as of June 5, will do their first show other than a drug account for Dancer-Fitzgerald-Sample agency and the first new program under their new banner for the...

### CBS Latin Amer. Web Has 102 Affiliates

Marking the completion of two years of full-time operation this Friday, CBS network of the Americas now has 102 Latin American affiliates taking programs in Spanish and Portuguese. Five 50,000 watt shortwave transmitters are now sending constant stream of news, music, drama, special events and various other enter...

### Billings Up 43.5% In First Four Months

Radio business of 112 per cent in job time and 31 per cent in its commercial time for the first months of 1944 has resulted in a billings increase on WOV 43.5 per cent according to Ralph...

### Blue Sells New Half-Hour; Two Strip Shows Renewed

New account and two renewals are included in Blue Network business signed yesterday. New account is Hasting Mfg Co. of Hastings, Mich. makers of piston rings, which has purchased Earl Godwin, Washington...

#### NBC Spot Sales Staff Adds Nolan-Anderson

Herbert V. Anderson and James A. Nolan have been added to the sales staff of NBC's National Spot Sales Department, James V. McConnell.

### Creutz Succeeds McIntosh In WPB Radio-Radar Post

Washington Bureau, RADIO DAILY  
Washington—With the resignation of Frank H. McIntosh as chief of the domestic and foreign branch of the WPB radio-Radar division, John...

**Bond Tour**

Edwards and his NBC "Consequences" crew take a road again on June 3 on a bond extensive bond selling tour for Uncle Sam. Trip will be in the interest of the Fifth War Loan Drive in the interest of the U. S. only in each city visited. Program will originate from the local auditorium available in...

## Says CBC Earnings Warrant Halt To Canada Radio Tax

### McDonald In New Plea For Better Television

F. F. McDonald, Jr., president of the Zenith Radio Corp. yesterday reviewed the post-war television situation and as he has several times in past years stated that the new art form should not be given to the public unless in its most improved state—

Montreal — Declaring that the revenue of the Canadian Broadcasting Corp. is now at the point where the \$2.50 annual license fee for owning radio receivers ought to be abolished, Gordon Graydon, Progressive Conservative House Leader told the Dominion House of Commons that there were other reasons for relieving the listeners of this burden. It was indicated that many mem...

**"Blew" Himself Up**

Russ Morgan, band leader who gets a whack at the Spotlight Band series on the Blue next Monday, literally blew himself up the ladder via his trombone. Seems Russ, formerly a coal miner in Pennsylvania, took his horn down one day and did a little practicing. Foreman caught him and promptly gave him the air. Morgan is crazy about that foreman.



Vol. 27, No. 33 Wed., May 17, 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. Merse...

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, May 16) NEW YORK STOCK EXCHANGE

Table with columns: 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. Includes High, Low, Close, and Net Chg. columns.

20 YEARS AGO TODAY

(May 17, 1924) WJZ will air ceremonies in connection with unveiling of the Pershing Square tablet direct from lobby of the Pershing Square Building, New York. General Pershing will be principal speaker.

CHARLES SCHENCK Writer-Director Available after June 5 for free-lance writing and directing. Expert doctoring for an "ailing daily" or a "blighted nighter."

Coming and Going

JAMES D. CARPENTER, vice-president and station manager of WKBB, Blue Network affiliate in Dubuque, Ia., is here for confabs at Rockefeller Center. He plans to remain through Thursday.

GEORGE D. COLEMAN, commercial manager and sales director of WGBl, Scranton outlet of CBS, is in town from Pennsylvania on a brief visit.

WARREN M. GREENWOOD, general manager of WMAS, Springfield, Mass., in New York yesterday and visiting at the offices of the national reps.

C. A. SNYDER, of the Biow advertising agency, left Monday on an extended trip through the southwestern states. He'll return in about two weeks.

TOM TINSLEY, president of WITH, Baltimore, and R. C. EMBRY, commercial manager of the station, are back at the home offices after having spent a goodly portion of last week in New York.

MIRIAM HOFFMEIER, supervisor of the NBC program analysis department, is back in town from a trip to Columbus and Chicago.

WALTER CRAIG, radio director of Benton & Bowles, Inc., is back at his desk following a business trip to the West Coast.

ROBERT A. SCHMID, Mutual network's director of sales promotion and research, who was out of town for a short while on business, has returned to network headquarters.

BRUFF W. OLIN, JR., general manager of WKIP, Blue outlet in Poughkeepsie, in New York yesterday on station and network business.

GINGR JONES, who plays Courtney Blane in NBC's "Brave tomorrow," off by plane for Alabama, where she will visit her husband at Camp Seibert.

LCU TAPPE, of Lang-Worth Feature Programs, has left town to spend a couple of weeks to recuperate from a recent illness on the home ranch in Colorado.

MERT EMMERT, of WEAf's "Modern Farmer," is spending today and tomorrow in Boston, where he will attend the Northeastern Conference of Agricultural College Editors. He will discuss radio and farming and will participate in the forum to follow.

NBC Spot Sales Staff Adds Nolan-Anderson

(Continued from Page 1) manager of the department announced yesterday.

Before joining NBC, Anderson, was district sales manager for the Brooklyn Edison Co. following several years as assistant to the vice-president of the Consolidated Edison Co. and assistant promotion manager of the Brooklyn Edison Co.

Since graduating from New York University, Nolan was associated successively with the operation and engineering department of the AT&T; George Bijur Advertising Agency, as account executive and new business manager; and Criterion Advertising Co. as vice-president and account executive.

McDonald In New Plea For Better Television

(Continued from Page 1) all advantage taken of technical improvements developed as a result of the war. McDonald, who quoted Paul W. Kesten, executive vice-president of CBS, said that he agrees with Columbia on the post-war tele stand.

McDonald said he also agrees with FCC Chairman James L. Fly in which the Chairman stated early this month that he is opposed to "any move to freeze tele standards at the present level."

Zenith head also feared that the RTPB might not take into consideration the argument put forth by CBS and cites his own experiences as a tele broadcaster which goes back several years. McDonald also mentioned that while there may be quick profits from tele if rushed through, eventually obsolescence would overtake the sets. Sets planned for dual operation were illogical in the opinion of McDonald and might be bad from the viewpoint of chain operation. Both the public and dealers should be fully informed now, believes McDonald, as to what kind of sets they are going to get after the war.

Mayor On Husing Show

Mayor LaGuardia of New York will appear on Ted Husing's sports program tomorrow night on CBS 6:15-6:30 p.m., EWT where he will discuss the aspect of sports in the New York area for the future. Other hot sports items are expected to pop during the program.

ON TARGET! "PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA. Includes image of a target and a pen with 'WDAS' written on it.

What's A Listener Cost In Baltimore?

It's very easy to find the answer. First, you take a station's listener coverage. All stations have listener coverage maps.

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

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

It's as simple as that.

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

WITH IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-...



# Composer Group Sign Three Year Pact

# Craven Resigns From FCC; Replacement Is Definitely Set

# Killing Of Radio Tax Asked In Commons

(Continued from Page 1)

(Continued from Page 1)

(Continued from Page 1)

... of the contract, entered agreement with the American Center which will collect and available for use scores and sets or works covered by this BMI contract. A feature of it will be the awarding of \$6,000 for the best new musical compositions by members of ACA. American Composers Alliance established in 1937 and controls performing rights in the music of American composers. The members of ACA are Aaron Copland, Roy Harris, Harrison Kerr, and Walter Pistone. The directors are Bernard Berenson, Elliott Carter, Howard Hanson, Miriam Gideon, Goddard Lieberson, Wallingford Riegger, Virgil Thomson, and Elie Siegmeister. and Thomson.

... in connection with the signing of the contract issued the following statement: "We welcome the signing of this agreement with BMI as a forward step in the interests of American concert music. There is a catalogue of American music which has, as yet, been unpublished. It will be made available in a practical way for performance by all American broadcasters. We regard this as another evidence of the growing musical maturity of our country. It will serve as a means of encouraging the development of new ways which will be beneficial to the American composer and his huge listening audience."

... spokesman for BMI declared: "BMI is pleased at having obtained exclusive radio rights in the music of America's leading concert composers. Broadcasting industry by this retains the right to make unobstructed use of the music which represents the work of the best American composers."

... our hope that this cooperation between ACA and BMI will prove not only of encouraging performance of this music, but of result in the development of more music of this intent which is specifically intended for the enjoyment of radio listeners. The signing of the present pact with ACA is a furtherance of BMI policy of providing ample music for every requirement.

... networks and the NAB bows out of the Commission. He is heading for private industry, to be associated with the Cowles brothers, publishers and broadcasters in Minnesota and Iowa.

... It was believed here generally that even had not Craven decided to ask that he not be reappointed, chances that he would be retained on the Commission were extremely slim. Chairman James Lawrence Fly has been at odds with Craven for years, as have other members of the Commission. These differences assumed major proportions during the current hearings before the Lea committee of the House and the hearings last winter before the Senate Interstate Commerce Committee. Craven, a Democrat, testified at length before both these committees, attacking the Commission majority on several occasions. He was careful not to make these attacks appear personal. Craven said he was leaving the FCC because he needs more money, the commission-post paying \$10,000 per annum.

... Craven will complete 30 years in government service in August, continuous except for a period of five years between 1930 and 1936. Before becoming a commissioner, Craven was FCC chief engineer for two years.

... Members of Congress were generally engaged on the floor or in committee when the Craven announcement broke yesterday, and were not available for comment. Rep. Louis E. Miller, R., Mo., a member of the Lea committee, remarked that "Commander Craven has more intellectual honesty, more ability and a greater conscientious desire to serve the public than any government appointee I've ever met."

... Rep. Richard B. Wigglesworth, R.,

**Lt. Frank Huisking**

... Lt. Frank Huisking, bombardier pilot and the son of Charles L. Huisking, president of the Conti Products Company, was killed April 25, while his plane was returning from a bombing mission over the Balkans, the War Department disclosed this week. Lt. Huisking was 28 years old, and before his enlistment in the air force, June, 1942, he was associated with Conti as sales and advertising manager.

... Mass., another member of the Lea committee, said he was "not surprised at Commissioner Craven's decision not to seek reappointment as a member of the FCC. I regret that the Commission is to be deprived of his outstanding technical qualifications and his character as a public servant."

... The White House letter to Craven is reproduced below.

... "Dear Commissioner Craven: I have received your letter of April 26 in which you tell me that it is not your intention to seek reappointment to the Federal Communications Commission when your present term expires on June 13 and that you want to be free on that day to return to private business.

... "The reasons you cite leave me no alternative. I shall, therefore, comply with the request you make and I sincerely hope that your reentry in the field of private business will bring to you rewards that will more than recompense for the years of sacrifice and labor you have given your government."

... "My Best Wishes to You.

... "Very Sincerely yours.

... (S) Franklin D. Roosevelt."

... bers of the House felt that the CBC should either have revenue in line with that anticipated in the first place and which was lower than that now received, or review the whole position in respect to radio license fees.

... Graydon also stated that War Services Minister Lafleche should see that an appointment of a permanent CBC general manager was made in the very near future.

**Michaelis Rejoins CBS  
As WABC Script Editor**

... Arnold Michaelis has been named script editor for WABC, CBS key station in New York City, it was announced by Arthur Hull Hayes, general manager of the station.

... Michaelis was with CBS in 1941. He resigned from the network to script "Don Winslow of the Navy," and subsequently joined the Biow Company, Inc. as a producer-director. Most recently he has been a senior director at the Blue Network.

... Michaelis' return to CBS was followed by assignment to his new post at WABC. He entered radio 14 years ago with Erwin Wasey & Co., New York advertising agency.

# "THE Dayton Station"

Starting 5 years ago with a 5-minute 6:45 A.M. Market Report over WING, a Dayton Feed and Garden Store has since been able to triple the floor space of the original building — expand to 3 large retail stores — and enter the wholesale feed-manufacturing business! "Local choice of media is a good buy for anybody."

**BASIC BLUE  
NETWORK  
5000 WATTS**

# WING

**RONALD B. WOODYARD, Executive Vice-President  
WEED & COMPANY, National Representatives**

1480 Kilocycles

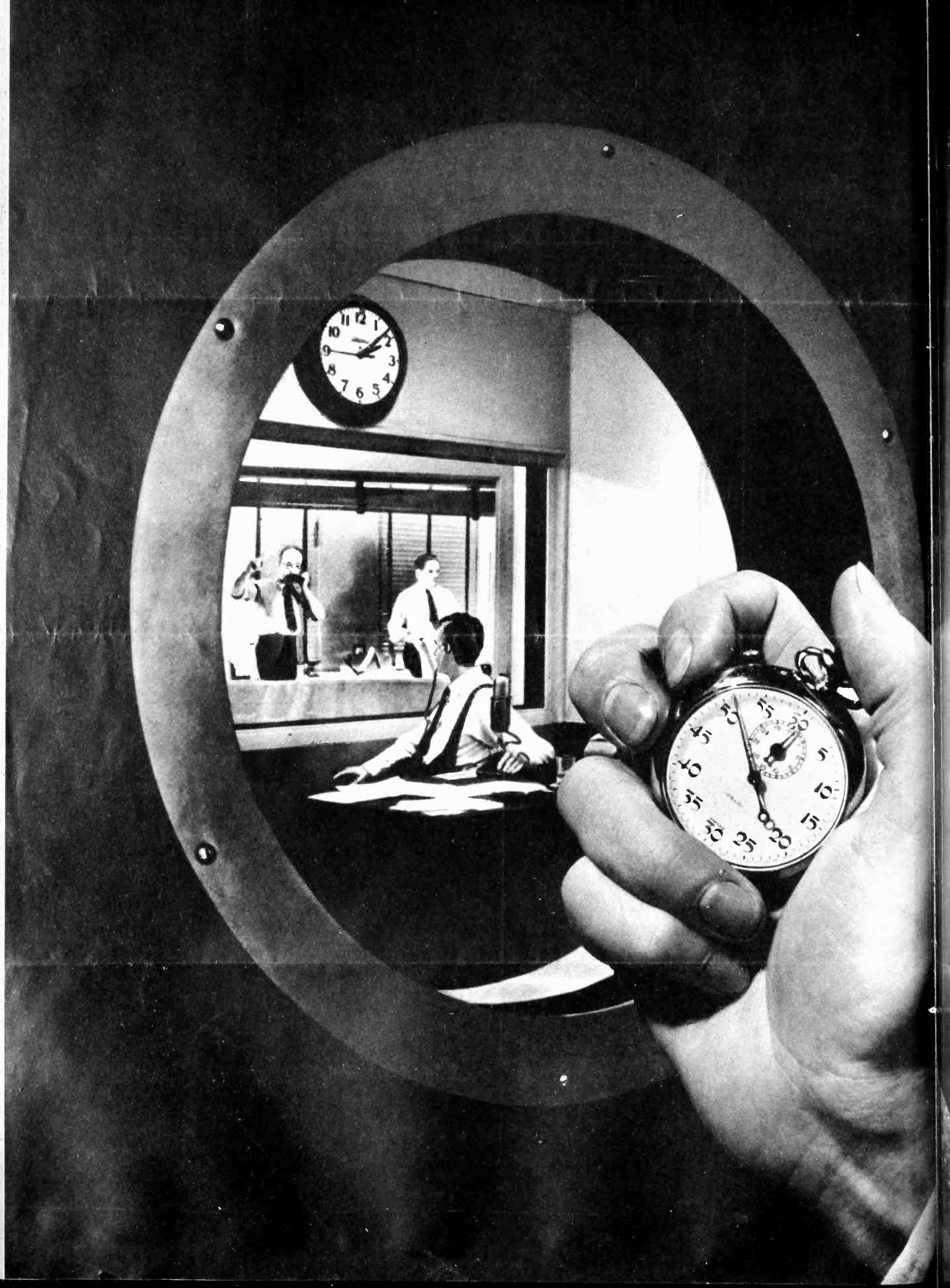
Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City



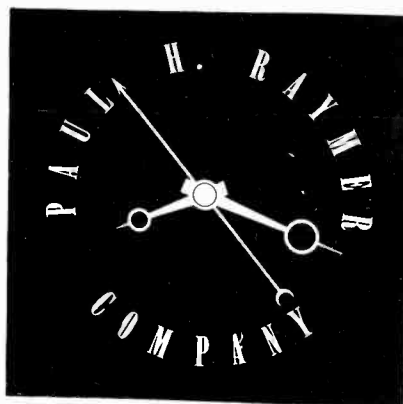


## TIME . . . For Sale

This company devotes itself exclusively to the sale of radio time and programs. We believe this is a full time job. Our attention is not divided by efforts to sell other advertising media, transcription or engineering services.

By far the largest amount of this time sold is for programs of five minutes and longer. The stations we represent are particularly pleased with this program business in these days of increasing demand for announcement availabilities.

This is further evidence of the success of our policy of doing one thing . . . well.



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



# Fly Will Testify Again At Hearing

(Continued from Page 1)

Eugene L. Garey, former committee counsel.

Miller has charged that Fly threatened reprisal against the "Reader's Digest" in the event this article appeared. He had planned to have DeWitt Wallace, director of the publication, testify, but said yesterday he did not think this would be necessary.

### Admits Protest

Fly has admitted writing the "Reader's Digest" a "strong letter of protest," terming the hearing record on which Miss Palmer was reportedly basing her story as "grossly inaccurate, one sided and unfair." He refused to make the letters public last week, following Miller's charges in the press, preferring to let them be brought out in this morning's hearing. Fly is confident that he will have no great difficulty this morning.

### Mrs. FDR On WOR Mon.

Mrs. F. D. Roosevelt will be the chief speaker at the third annual convention luncheon of the American Women's Voluntary Services to be broadcast over WOR from the Hotel Waldorf-Astoria this Monday, 1:45-2 p.m., EWT. Besides Mrs. Roosevelt others who will be heard include Mrs. Alice T. McLean, president and founder of the AWVS; Helen Hayes, Marcia Davenport, and June Hamilton Rhodes. They will speak in support of the AWVS clothes conservation program.

### Renew Dale Carnegie

Dale Carnegie's "Little Known Facts About Well Known People" program has been renewed on the Mutual network for 13 weeks, effective May 29, by sponsor Frank W. Lee Hat Company. Agency is Birmingham, Castleman & Pierce, Inc. The program is aired Thursdays, 10:15-10:30 p.m., EWT.



### Reporter At Large . . . !

• • • When NBC L. Menser decided to include a 'barbershop chordette' in a recent NBC television program, it was the "Novelaires," currently featured at Rogers' Corner in Gotham, which filled the bill. . . . Our old friend of Paramount studio days, Eddie Senz went to work on the quartette with his make-up wizardry, but their six-minute stint required about 11 hours of rehearsing. . . • The Blue Network has signed up Eddie Condon's group of 'five cats,' for a series of Saturday programs (3:30-4 p.m.) to emanate from Town Hall. . . . this group of swing stars were wont to drop around for a bit of unrehearsed musical 'ad libs and riffs' and include some of the country's outstanding instrumentalists. . . . Ernest Anderson will produce the show with Fred Robbins of WHN's announcing staff, set to identify the notes, tunes, licks and 'the senders' themselves. . . . That's little Dickie Jones (Homer, of the 'Aldrich Family') who portrays 'Mark Twain' as a boy in the current Warner Flicker, "Mark Twain". . . . Filmoguls might be interested in the fact that Maestro Vincent Lopez' has not TWO but THREE vocalists who rate a 'stop-look and listen'. . . . Bruce Hayes, who takes very good care of the ballads, jitterbuggy-wuggy Karole Singer and song-stylist Gerry Larson.



• • • While CBSongstress takes time off from her 11:15 p.m. five times weekly spot, Vera Holley will take over with Elaine Howard, replacing Vera on the "Fun With Dunn," program. . . . Miss Howard will continue to vocalize on the "Colonel Stoopnagle" Saturday fun-fest. . . • Phil Kornheiser assures us that the old tune, "Sweet and Lovely," written by Gus Arnheim, Jules Lemare and Harry Tobias, which is featured in the M-G-Movie, "Two Sailors and a Girl," will be a hit for the SECOND TIME in a decade. . . . (and we believe him, Jack Robbins). . . • When Equity Magazine's April issue reported him 'deceased,' Bill Beach felt that the item was a slight exaggeration and to prove it, personally dropped around to our office. . . . thus we feel that casting agents and directors should be enlightened to the fact that Bill, who has been heard on hundreds of programs, will continue (if he has his way) to be heard on hundreds more. . . • Moe Gale's three-week sojourn to Hollywood resulted in the Three CBSisters being signed to a three-picture-a-year contract with Universal Pictures. . . • Charlie Schenck, scripter-director of "Archie Andrews" and "True Detective Mysteries," will observe 20 years as a radiolite next month. . . • REClub members are reminded that the first of the Television Seminar series takes place tomorrow (8:30 p.m.) in studio 6A at NBC.



— Remember Pearl Harbor —

### Blue Sells New Half-Hour; Two Strip Shows Renewed

(Continued from Page 1)

correspondent to handle a news period Fridays 10-10:15 p.m., EWT, effective July 7. Contract for 52 weeks calls for 170 Blue outlets.

General Mills has renewed "The Lone Ranger" and "Jack Armstrong" on the Blue, both for 52 weeks, effective June 1. On that date "Armstrong" will be sponsored on Mondays, Wednesdays and Fridays for 13 weeks, with Tuesday and Thursday network sustaining. Thereafter it will return to full weekly schedule. Format of Quaker Oats' five-minute strip on the Blue for Aunt Jemima pancake flour has been set for the 11:40-11:45 a.m., EWT, time effective June 19. This show will feature a chorus

### 'Valiant Lady' Program Under Hummert's Banner

(Continued from Page 1)

company, since they started on their own January 1. Show is "Valiant Lady," heard over CBS Monday through Friday 10-10:15 a.m., EWT. Auditions are now being held for the leading role in the serial and a change of dialogue writer is also planned. All other members of the cast will be retained.

of 11 voices, mixed. Sherman K. Ellis is the agency.

Ford Motors has extended its time for "Early American Dance Music," on the Blue Saturday nights from 15 minutes to half hour, effective May 20. Program will then be heard 8:30 p.m., EWT over the full network.

### Town Hall Approves 'Digest' Sponsorship

(Continued from Page 1)

EWT, over 170 stations. Program is understood will originate on the road at least 26 weeks a season.

Program which is produced by the radio division of Town Hall under the direction of George V. Denny, who acts as moderator of the show, will continue under his direction under the terms of the contract. The show's subjects, speakers etc. will remain strictly in the hands of Town Hall, which next fall marks its year as a pioneer institution in the field of adult education.

### Frequent Prize Winner

"Town Meeting," has an estimated listening audience of from 5,000 to 10,000,000 people and has been consistent winner of special awards. It will now receive the benefit promotion by the "Reader's Digest." The program first went on the air in 1935 and recently turned down offer of sponsorship by the New York Stock Exchange, it is reported.

### Creutz Succeeds McIntosh In WPB Radio-Radar Post

(Continued from Page 1)

Creutz, assistant to McIntosh for the past 18 months, has been named to fill his former chief's post, it was announced yesterday by Ray C. Egan, director of the radio-Radar division. Before joining the WPB, Creutz served as a radio engineer and consultant.

Creutz is a native of Beaver Dam, Wis., and graduate of the University of Wisconsin.

### Major Bowes-Ned Calmer Renewed On Full Network

(Continued from Page 1)

Ryan, Inc. Calmer program is heard Saturdays and Sundays 8:55-9 p.m., EWT. Parker account is handled by J. Walter Thompson Co.

Few Stations in the Nation Can Equal KOA's Dominance in:

- DEALER PREFERENCE (68.8%)
- LISTENER LOYALTY (69%)
- PROGRAMS (9 out of top 10)
- POWER (50,000 Watts)
- COVERAGE (parts of 7 states)

**FIRST IN DENVER**  
50,000 WATTS  
850 KC

**KOA**

REPRESENTED NATIONALLY BY SPOT SALES

**CHATTANOOGA**

High In Scenic Grandeur

**WDOD**

HIGH IN FAVOR WITH TIME BUYERS

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

# CIS Latin Amer. Web Has 102 Affiliates

(Continued from Page 1)

inent and educational features. Most of this broadcasting. CBS works in cooperation with the CIAA. Special receiving equipment at each affiliate outlets in South and Central America is used for pickup at the stations then rebroadcast the programs long wave in the various areas. Increased momentum of developments has resulted in a greater number of news broadcasts news analyses during the past according to Edmund A. Chesler, director of shortwave broadcasting and Latin American Relations for CBS. In addition to Latin American news used on the shortwave programs, a staff of Latin American analysts is constantly at work to keep the nations accurately and impartially informed on every major development of the war. When the impending invasion gets under way, reports will be flashed in Spanish and Portuguese to Central and South America at the very moment they are being listened in the United States.

# WV Billings Up 43.5% In First Four Months

(Continued from Page 1)

in English and Italian time, have been added in 1944 to the roster of advertisers. Renewal of old contracts, 67 per cent of last year's, is also indicative of the station's steady business status. New accounts which become effective in the current month (May) are such as the Colonial Trust Co., Andy Law Products and the Personal Finance Co. The latter, a Chicago concern, is making its initial move into radio advertising in the New York area, placing its business with WOV on an exclusive basis. New accounts now cover food, apparel, beverages, publications, banks and miscellaneous. Most notable increase in any one classification is in the available station breaks and participating announcements have been sold and no further business of this character may be bought at present. Weil stated.

# COAST-TO-COAST

## - CALIFORNIA -

**LOS ANGELES**—John Forsyth, formerly with KFVB, is now signing for KFI-KECA. Stuart Erwin, screen star who has just returned from a two-year tour of the country with the stage play "Good Night, Lady," makes his first reappearance in radio since the tour began, Saturday May 20, on "Stars Over Hollywood" in an original play by Elaine Fibush. **SANTA BARBARA**—Fin Hollinger, KDB general manager, has been appointed to the Santa Barbara City Post-War Planning Commission. **FRESNO**—Arthur Manter, musician, has joined KMJ, taking the place of Milan Lambert, who is now with KPO.

## - COLORADO -

**DENVER**—KLZ and farm editor, Charley Roberts, were both awarded a certificate of recognition for "exceptionally meritorious service in leadership" by Roy M. Green, president of the Colorado State College. Sammy Kaye's Sunday Serenade is now sponsored over the Blue's KVOD. Roger Rambeau, KLZ promotion manager, was statistician for the annual University of Denver Relays. In addition to their regular sked of programs on KOA, i.e., Fox Theater Reporter, six days a week, and Midnite Melodies, four nights a week, Fox Theaters is also sponsoring Midnite Dance on Fridays.

## - MINNESOTA -

**MINNEAPOLIS**—Larry Haeg, farm director of WCCO, was appointed president of the newly inaugurated Association of Radio Farm Directors, a national organization that plans to keep the men along RFD routes posted in agricultural news. Other officers of this association are: Emerson Markham of WGY, Schenectady, vice-president; Herb Plambeck of WHO, Des Moines, secretary, and Bill Moshier of KJR of Seattle, treasurer. Members of the farm radio group's council are: for the eastern section, Mert Emmert of WEA; Cliff Gray of WSFA; Emerson Markham of WGY. Midwest section: George Round of Univ. of Nebraska; Ed Mason of WLW, and Sam Schneider of KVOO. Western section: Nelson McNinch of KFA; Henry Schaucht of KPO, and Bill Moshier.

## - NEW YORK -

**NEW YORK**—Guests of Adrienne Ames' "Gloom Dodgers" on today's program will feature Joe McKee, designer of

scenic railways, and tomorrow's program Charles Sanford, pit bandleader of "Porgy and Bess." Albert Grobe, chief announcer at WQXR, has been assigned to do the commentary on a series of Navy Training Films. Una Merkel's overseas entertainment trip will highlight the popular comedienne's guest appearance with Radio Harris on WMCA's "63 Club" next Sunday. Sunny Skylar, WOR's baritone, in on stage this week at Loew's State.

## - NORTH CAROLINA -

**CHARLOTTE**—WBT News Editor Jack Knell has added another chore to his daily items. Every morning he provides the boys at Camp Sutton with up-to-the-minute news. The camp calls him and Knell gives them all the bulletins up to that time, which are in turn posted in the mess hall for the boys to see. **ASHEVILLE**—P. Scilla Parker, director of women's activities for WWNC, will present a preview of her "Book Review" at the West Asheville P.T.A. next week before her regular broadcast. **GOLDSBORO**—New shows on WGBR are "Okeh Ranch and Pinto Pete," "Hawaiian Serenade," "Song Time," "Spike Jones Varieties," "Ray Bloch Swingtime" and "Sons of the Pioneers."

## - NEW JERSEY -

**NEWARK**—Paul Brenner began a new series of interviews, six days a week, at 12-15-12:30 p.m. over WAAT. These interviews will originate from Plant No. 7 of the Wright Aeronautical Corporation and will interview different employees daily. The program will be known as "Contact." **PATERSON**—Thousands of radio listeners in several states will be led in prayer over the air on D Day by clergymen of the Protestant, Jewish and Catholic faiths in a full half-hour program scheduled by WPAT for that day, whenever it may occur, it was announced by Ted Webbe, program director.

**WKBQ HARRISBURG**  
**WKBO WORK YORK**  
**WGAL LANCASTER**

**The PLUS Buy in the Heart of PENNSYLVANIA**

These three stations can be bought as a package at an exceptionally low combined rate—or, purchased individually.

Sales Representative:  
**PAUL H. RAYMER**

*Denver Delivers*  
**LIVESTOCK**  
*KLZ Delivers*  
**THE DENVER MARKET**

**HAPPY BIRTHDAY TO YOU**

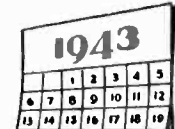
May 17


Bill Baer	Hal Davis
Franklin Dunham	William Lang
Maureen O'Sullivan	Louisa Vass
Jean Baer	Edith A. Allen



**1430**


Keep your radio tuned to 1430 and make sure "you won't miss a thing" . . . top news of the war instantaneously . . . today's races while they are on . . . every few minutes, 12 to 6:30 . . . all sports reports every so often . . . and your particular likes in music—all day—all news—all 1430!

**WBYN**

Henry Kaiser last year  needed

homes  in the already bulging


Bay Area  for workers 

coming to build ships  at

the Richmond Maritime Commission

shipyards. The first 5-minute 

program on  located 60 living units

... the first 15-minute  show

located 248! Proving Bay Area folks

really respond when you use KPO.

**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





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



C. 27, NO. 34

NEW YORK, N. Y., THURSDAY, MAY 18, 1944

TEN CENTS

## Writer Gives Testimony

### Single Tele Licensees May Allowed 5 Outlets

Television on a network basis... FCC announced from Washington... it has amended its regulations... to permit the licensing of five video outlets to the same applicant. The previous limit was three. This change is in line with the demand of Niles Gannell, NBC president, that his company, and others, should be permitted more than three outlets as a means of facilitating the development of radio and television networks.

### Special Meet Today Will Install New Officers

Special luncheon meeting today of the Radio Executives Club in the Executive Lounge of the Hotel Shelton at 3:30 p.m. sharp, will install new officers for the coming season. Reports of retiring officers will be heard, as well as some final word on the session seminar which gets under way tonight. Arrangements will be made to enroll new members at the luncheon.

### NBC's Recording Division Signs New Deals—Renewals

Contracts for six new programs and renewals of syndicated features owned and distributed by NBC's Recording Division were announced yesterday by Claude Barce, in charge of syndicated sales. The contracts were placed as follows: 260 programs of the "Betty & Barney" (Continued on Page 35)

### Morse Tribute

London—Colonel David Sarnoff, president of the Radio Corporation of America and board chairman of the National Broadcasting Company, now on active duty with the armed forces overseas, will take part in the 100th anniversary of the transmission of the first Morse telegraph message Wednesday, May 24 (NBC network, 8:45-8:48 a.m., ET).

### Invasion Bulletins

When D-Day comes, communications from Allied Supreme Headquarters of Gen. Dwight D. Eisenhower in England are scheduled to be released twice a day—11 a.m. and 11:30 p.m., which, in our time, will be 5 a.m. and 5:30 p.m., EWT. Radio correspondents are among the more than 300 newsmen accredited to the British operational center, whence a good part of them will be assigned to front-line posts come invasion time.

### FCC Eases Regulation Re ET-Identification

Washington Bureau, RADIO DAILY Washington—Musical transcriptions need not be identified as transcriptions more than once an hour, the FCC ruled yesterday in amending its regulation regarding transcribed programs. Speeches, news events, commentators, forum and panel programs and special events, if recorded, must be identified as such.

### Invasion Correspondents To Report To NBC Chief

Another broadcast in NBC's series to focus attention on the web's invasion coverage personnel will originate in England tomorrow night with correspondents reporting on their visits to the Allied Nations military headquarters.

### Greta Palmer Discloses Sources of Text On Article Covering FCC's RID At Lea Com. Hearing

### CBS Invasion Plans Told To Agency Execs

Manner in which CBS will cover the invasion and suggestions for proper integration of war news broadcasts and regular commercial programs on the network, was explained in detail yesterday to advertising agency executives at a luncheon at the Waldorf-Astoria Hotel. Paul W. White, CBS director of news, was the speaker.

Washington Bureau, RADIO DAILY Washington—Greta Palmer, freelance writer, yesterday read into the record of the Lea committee an article on the FCC which Commission Chairman James Lawrence Fly termed "a Cox committee article, not a Lea Committee article." Miss Palmer declared that what she read was a first draft for an article to appear in the "Reader's Digest," replying to Fly's charge that the article was written expressly for presentation at yesterday's session. The article was accepted for the committee's consideration.

### Engineers Get Insight Into Post-War Electronics

Camden, N. J.—Industrial applications of post-war electronics are being previewed here this week at the RCA Victor plant in the first institute of its kind to be offered by any manufacturer.

### UP Opens New Bureau To Serve Kentucky Clients

United Press has established a new bureau in Frankfort, Kentucky, for service to clients in that state. James C. Fetzer, formerly night manager in Louisville, is the bureau's first manager.

### Station-Owner Shifts Approved By FCC

Washington Bureau, RADIO DAILY Washington—Three licensee shifts were yesterday approved by the FCC, involving two stations in California and one in Kansas. The Commission approved transfer of control of KMTR, Los Angeles, from Reed E. Callister (and Miss K. L. Benning) to the Callister family.

### Labor Unions Mark Time On Television Scales

Labor unions expected to be affiliated with post-war tele operations have for the most part adopted a policy of "playing ball" and marking time.

### "Television Daily" Preview Today

IN STEP with the industry's progressive thinking and planning, RADIO DAILY presents the first preview issue of TELEVISION DAILY as a monthly supplement to this publication. TELEVISION DAILY will publish on a monthly basis for the duration of the war as an enterprising voice in the new field of revolutionary electronics. Frank Burke, Editor, RADIO DAILY

### Spitball

Judy Canova, reminiscing about her "grandpappy" on her CBS program, recalled that he was a great baseball southpaw in his day and used the right hand to hold the two-quart pitcher of beer he drank before every game. Quoting Judy: "He was the only pitcher in baseball ever to throw a spitball with a head on it. He never touched hard stuff without a two run lead."



Vol. 27, No. 34 Thurs., May 18, 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 (Wednesday, May 17)

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, Nat. Union Radio.

20 YEARS AGO TODAY

(May 18, 1924)

Large radio audience of music lovers which has been requesting a broadcast that would include selections from many of the operas were rewarded last night when Zelpha Barnes Wood, director of the Grand Opera Society of New York, presented "An hour with the Opera" over WJZ and WJY. The greater portion of eight different operas was heard.



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

Send for WHO'S WHO on WEVD WEVD - 117 West 46th Street, New York, N. Y.

Coming and Going

CLARENCE L. MENSER, NBC vice-president in charge of programs, leaves today for Washington, D. C., where he will confer with officials of the Treasury on radio plans for the Fifth War Loan campaign.

W. EMERY LANCASTER, president of WTAD, Quincy, Ill., and W. J. ROTHSCILD, commercial manager of the station, are in New York this week on a short business trip.

RALPH B. AUSTRIAN, radio and television consultant for RKO Corp., is in Hollywood for conferences at the studio of RKO Radio Pictures. He is expected back at the New York home office about June 1.

A. W. "GUS" GREBE, general manager of WBAX, is here from Wilkes-Barre on general station business.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, Columbia-owned station in Boston, is back at the home offices following a brief visit in New York.

J. ROBERT GULICK, sales manager of the Mason-Dixon Radio Group, arrived in town from Lancaster, Pa., the early part of this week.

HERBERT L. KRUEGER, commercial manager of WTAG, Worcester, Mass., has left on a trip to Detroit and Chicago. He'll be gone about two weeks.

DICK DORRANCE of promotion service for CBS-owned stations, has returned from a trip which took him to St. Louis, Los Angeles and Chicago.

EDWIN BUCKALEW, western division manager of the CBS station relations department with offices at KNX, network-owned outlet in Los Angeles, is in New York for conferences at general headquarters of the web.

DIETRICH DIRKS, general manager of KTRI, Sioux City, Ia., is leaving for the home offices after having spent this week in the East for NAB confabs and for a pleasant little tete-a-tete with his national representatives.

PIERCE E. LACKEY, president and general manager of WPAD, CBS affiliate in Paducah, Ky., is visiting briefly in New York.

OVELTON "JACK" MAXEY in town this week contacting his business and social acquaintances. Leaves today for his home in Bridgeton, N. J.

F. C. EIGHMEY, station manager of KGLO, Mason City, Ia., has joined the executive contingent currently in New York City on business.

LOIS JANUARY, she of the 5:30 a.m. program on WABC, is vacationing on the West Coast, and plans to return May 29. Her Monday-through-Friday broadcasts are being conducted by Allan Jackson.

HUGH R. NORMAN, station manager of WNBH, New Bedford, Mass., in town this week on station and network business.

BILL BAILEY and ROY MILLER of the Chicago office of The Katz Agency, Inc., who visited here last week, have returned to the Windy City.

Labor Unions Mark Time On Television Scales

(Continued from Page 1)

time until television is off on a large scale and commercial revenue is coming in. One of the most important groups at present is that of the talent unions. Actors Equity Assn., Screen Actors Guild and American Federation of Radio Artists. These three have an agreement for interchange of cards.

This agreement will stand until conclusion of present negotiations whereby the unions will merge into one big talent organization. Meanwhile exchange and pooling of information on television among this group continues and members who work more or less "experimentally" are required to follow the rule: "In any television performance in which a member appears, he must report to the organization as to the pay and conditions of work." Gradually this information is being studied so that a standard scale will result eventually for all live talent other than that of musicians.

AFM Has Tele Scale

The AFM has set up a television scale and this is considered tentative until commercial tele comes into its own.

International Alliance of Theatrical Stage Employees is planning to make a bid for jurisdiction over the crews handling lights, cameras etc. According to a recent statement of Richard F. Walsh, head of the IATSE, as soon as tele goes commercial on a suitable scale, his organization will put up a battle to take over. However other unions may dispute this with Walsh's union.

Invasion Correspondents To Report To NBC Chief

(Continued from Page 1)

bases. The broadcast will be heard over WEAJ-NBC at 10:45 p.m., EWT. Stanley Richardson, head of NBC's London office, will be in charge of the program.

Philco Dividend

The Board of Directors of Philco Corporation declared a dividend of 20 cents per share of common stock, payable June 12, 1944, to stockholders of record May 27, 1944. The previous dividend was 20 cents per share paid on March 13, 1944.

ANNOUNCERS! YOUR BREAK IN RADIO IF YOU'VE DONE SPORTSCASTS OR THINK YOU CAN DO THEM IF YOU'VE DONE NEWS OR THINK YOU CAN DO IT— HERE'S YOUR OPPORTUNITY TO BECOME AN "IMPORTANT NAME" ON A NEW YORK INDEPENDENT RADIO STATION SHOOT US A LINE GIVING US YOUR RADIO BACKGROUND BOX 836 — RADIO DAILY 1501 Broadway, New York 18, N. Y.

It Used To Be A Cinch To Buy Time In Baltimore!

Nothing to it. Pick of some important call letters—point to the power with pride. And look at the shows they carry.

But not any more!

Today shrewd buyers time want to know fundamental facts. Answers questions like, not how many homes do you cover... but how many listeners? And not alone how many listeners, but who does each listener cost

Yes, radio time buying can be done with a slide rule these days... particularly when you get to those cash figures!

If you'd like to get more listeners for the dollar you spend in Baltimore... then get facts on W-I-T-H... the independent station



TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

## America's Most Imitated Radio Program



# Sets **ANOTHER** Record

## 1,250,000 Paid Attendance!

One and a quarter million people have paid to see America's oldest, continuous and most imitated radio feature since the WLS National Barn Dance moved into the Eighth Street Theater in March, 1932. (The Barn Dance itself is 20 years old.) On Saturday, May 6, visitor Number 1,250,000 paid his 85c for a ticket to this granddaddy of all barn dances. It's still, after 20 years, furnishing SRO entertainment units for theaters, fairs and like events; most of the entertainers have been featured in motion pictures, and in September, Paramount will release a full-length feature picture based on the WLS National Barn Dance and starring most of its regular talent.

But to get back to this 1,250,000 paid attendance, it is definite evidence of the good will Chicagoans and the people of Midwest America have for WLS, a good will that extends also to other programs on the station and to the advertisers who sponsor them. If you want other proof... proof of results for advertisers... ask any John Blair man.



890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

THE  
PRAIRIE  
FARMER  
STATION  
BURTON D. BUTLER  
President  
GLENN SHYDER  
Manager

REPRESENTED BY  
John Blair & Company

CHICAGO 7

APPLICATED WITH KOY PHOENIX AND THE ARIZONA NETWORK - KOY PHOENIX • KYUC TUCSON • KSUN BISBEE-LOWELL



**T**he world that listens  
to **MCA**\* talent...

is waiting to **SEE** it!

\* In Radio, MCA presents  
the best in programs,  
personalities and orchestras.

*As in Radio, it's*



*in* **TELEVISION**

In Television, MCA  
will continue its same  
standard of leadership.

**MUSIC CORPORATION OF AMERICA**

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# TELEVISION DAILY

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SECTION OF THE RADIO DAILY • MAY 18, 1944

## VIDEO INTEREST STRONG

### FCC Reports Spurt in Requests For Tele Permits

Washington Bureau RADIO DAILY  
Washington—With nine commercial and 26 experimental television stations already operating, the FCC is faced now with an additional seven applications for experimental stations and 43 applications for commercial licenses. Final action on these latter, of course, will be delayed until the cessation of the war.  
(Continued on Page 31)

### NBC and CBS in Tele Race Over Chi. Conventions

Aspects of a tele race between NBC and CBS are looming with both networks making plans to cover the Republican and Democratic conventions next month in Chicago. NBC will call for the web tele experts to bring motion pictures of the convention proceedings and rush them to New York by plane for television over their local stations.

### Music Publishers Interest in Television Indicated

Music publishers are preparing television catalogues to meet the increasing demand for incidental background music for tele programs on both the east and west coasts. Among the publishers who are giving special attention to television entertainment technique are the Music Company, Marks Music Company and BMI.

### Tele History

Republican National Convention telecast on June 24, 1940, through NBC's New York station via coaxial cable from Philadelphia. Democratic National Convention films rushed by plane to Chicago for NBC were telecast in New York, July 15, 1940. What seemed revolutionizing at that time, becomes today almost commonplace.

### Tele Pioneering

Announcement of what was believed to be the first demonstration of television on a practical basis was made in the first issue of RADIO DAILY, Feb. 9, 1937.

Report concerned a scheduled exhibition of 441-line tele by the Philco Corp. at the Germantown Cricket Club, some distance from the experimental video outlet in the company's Philadelphia plant. Event recalled a similar demonstration held in the Summer of 1936, when images of 345 lines were shown in a mirroring plate.

### Hollywood Expert Views Video Outlook

Direct video transmission to a distance of 100 miles and more is expected as the result of a new television transmitter site now being developed by W6XYZ, Hollywood experimental outlet of Television Productions, Inc., Paramount Pictures' subsidiary. Operation from the new location atop Mt. Wilson, 5,730 feet above Los Angeles, is being planned before the year is up to serve nearly half the population of the State of California.

Status of the project was revealed earlier this week during an exclusive interview by RADIO DAILY with Klaus Landsberg, director of television and general manager of the Paramount-owned tele station. Landsberg was interviewed while in New York for conferences at the home offices of the parent film company.

"We have just completed a relay transmitter, W6XLA, operating on 210  
(Continued on Page 12)

### Consumer Saving Plan For Tele Set Buyers

Consumer savings for post-war buying of television receivers and other home appliances are being accumulated in a number of banks throughout the Nation under a purchase-club plan originated by the Franklin Square (N. Y.) National Bank.

Objective savings scheme for, among other things, tele sets was begun by the bank last November in a typical U. S. town of 10,000 population. Out of the 644 depositors that have subscribed to the plan in Franklin Square on a weekly basis up to now, 92 people or 16.7 per cent of the total have allotted funds each week toward the purchase of video receivers in the post-war period.

Inquiries have poured into the Franklin Square Institution from 200 banks across the country in addition to letters from manufacturers and chambers of commerce. To date, it is  
(Continued on Page 31)

### REC Tele Seminar Opening Tonight; 300 To Attend

Capacity attendance of more than 300 radio executives is expected at the opening session of the 15-week "Television Seminar" to be held today at 8:30 p.m. in studio 6-A, NBC, New York. Addressing the first class will be James L. Fly, chairman of the FCC; Dr. Alfred N. Goldsmith, vice-chairman.  
(Continued on Page 7)

### West Coast Tele Director To Attend RTPB Meeting

Hollywood—Harry R. Lubcke, director of Television for the Don Lee Broadcasting System, left yesterday, for Washington, D. C. and New York. While in New York Friday, May 19, Lubcke will attend a meeting of Committee Three, Panel Six of the Radio Technical Planning Board, of which he is a member. The meeting will be for further consideration of the matter of television standards. Lubcke returns to Hollywood around June 1.

### Institute of Engineers Elect Montreal Officers

Montreal—The Montreal branch of the Institute of Radio Engineers has elected the following officers for 1944-45: Chairman, Dr. F. S. Howes, McGill University; vice-chairman, A. B. Ellis, Canadian Broadcasting Corporation; Secretary-treasurer, J. A. Campbell, Northern Electric Co.

## TOMORROW'S TELEVISION

By JAMES LAWRENCE FLY

(Chairman of the Federal Communications Commission)

MUCH talk is filling the newspaper columns about the future of television. The many controversies raging on the subject, while they more often than not merely muddy the waters as to the real issues involved, serve a useful purpose in focusing the attention of the American people on the differences of opinion, strikingly evident within the radio industry itself. The prominent position which television occupies in the public eye assures us that it will find a ready market in the post war period. Thousands of Americans eagerly await the opportunity to receive the best possible television service at the earliest possible moment.

(Continued on Page 7)

### Mrs. "Brown Bomber"

Marva Louls, wife of the "Brown Bomber," has been signed by The Television Workshop of New York City as star of its "Interesting People" program. The wife of Joe Louis, a talented singer, made her television debut on May 17th at 9:45 P. M. from Station W2XWV-DuMont, New York City. Joe, needless to remind, is now wearing Uncle Sam's uniform.

The remarkable  
Peeleoscopotherm  
that Mrs. McGillicuddy  
saw fit to buy



Mrs. McGillicuddy,  
American housewife,  
had heard that the

Peeleoscopotherm skinned grapes, stretched curtains, and performed any number of household chores, like changing the baby.

But she never really believed it, until she saw the Peeleoscopotherm in action. Saw it with her own eyes, on her own television screen! And, of course, *seeing is believing*.

When you get ready to "sellevision" to Mrs. McGillicuddy, DuMont pioneering in electronic equipment and telecast technique

will help you get the greatest possible return from every dollar you invest. For some time, extensive experiments in commercial telecasting have been conducted over DuMont's W2XWV... *spadework* for your television time-buying dollar!

The tremendous sales impact of sight-plus-sound over the air will soon be working for you. And whatever you want to sell to people via television screens will sell better and faster because of DuMont.

(That's Mrs. McGillicuddy over there buying her Peeleoscopotherm. *Seeing is buying!*)

DuMont Television Studios and Telecasting Equipment  
Division of Allen B. DuMont Laboratories, Inc.,  
Station W2XWV, 515 Madison Ave., New York 22, N. Y.  
General Offices and Plant, 2 Main Ave., Passaic, N. J.

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# REC's Tele Seminar Takes Debut Tonight

(Continued from Page 5)

of the Radio Technical Planning Board, and Niles Trammell, president of NBC.

Continues to August

Organized by the Radio Executives Club of New York, the sight-and-sound seminar will consist of 15 meetings on consecutive Thursday evenings, which will terminate Aug. 24. Registration for the course, which is designed to present the most authoritative knowledge on television, is limited to REC members. Plan is to have two or three speakers at each lecture, which will last an hour, with an additional half hour devoted to a forum.

Distinguished Faculty

Fully, in addition to those announced, includes: Ralph B. Austin, radio and television consultant; James H. Carmine, vice-president in charge of merchandising, Philco Corp.; Edward C. Cole, Yale Drama School; Allen B. Du Mont, president, Du Mont Labs. and WABD, New York tele outlet; Carlos Franco, manager station relations department, NBC; & Rubicam; O. B. Hanson, v.-p. chief engineer, NBC; Thomas H. Matinson, RKO; Charles B. Jolliffe, chief engineer, RCA; Thomas F. O'Connell, manager, radio, phonograph and television instrument department, RCA.

Kobak to Speak

Edgar Kobak, executive v.-p., NBC Network; Arthur Levey, president Scophony Corp. of America; Maxice L. Menser, v.-p. in charge of programs, NBC; Jack Miller, manager advertising and sales promotion department, Standard Oil Co. of New York; Worthington Miner, manager, CBS television department; Paul H. Barn, president, Television Promotions, Inc.; Gilbert Seldes, director, CBS television programs, and Winner, editor, "Communication."

Club Policy Announced

Copy of the Radio Executives Club of New York respecting registration for the seminar was stated earlier in this week to RADIO DAILY by Murray H. Aborn, chairman of the organization's television committee. He said: "The recent rush of enrollments and requests that are coming in from people who are not eligible for membership and still wish to attend the opening lecture, indicate a capacity turnout. The club, however, is proceeding very cautiously in admitting non-members to attendance in order that its own membership will be adequately protected. In view of the general interest in television, subject by serious-minded groups of the radio industry, non-members will be admitted, provided they are guests of attending members, upon payment of a small admission fee to the limit of the seating capacity of the studio."

## TELEVISION SEMINAR

Radio Executives Club of New York

Lecture No. 1—GENERAL INTRODUCTION TO THE COURSE	May 18
Lecture No. 2—PROBLEMS FACING TELEVISION IN THE WAY OF STANDARDS AND ALLOCATIONS	May 25
Lecture No. 3—HOW GOOD IS THE TELEVISION PICTURE TODAY AND HOW GOOD WILL IT BE IN ONE YEAR, TWO YEARS, FIVE YEARS	June 1
Lecture No. 4—COMMERCIAL DEVELOPMENT OF TELEVISION IN THE NEXT DECADE A. Broadcasting to home B. Theater television	June 8
Lecture No. 5—EFFECT OF TELEVISION ON ESTABLISHED INDUSTRIES A. On Radio B. Theater (Legitimate)	June 15
Lecture No. 6—EFFECT OF TELEVISION ON ESTABLISHED INDUSTRIES A. On Film Industry B. On Publishing Industry	June 22
Lecture No. 7—THE NATURE OF TELEVISION PROGRAMS	June 29
Lecture No. 8—STUDIO PRODUCTION TECHNIQUES	July 6
Lecture No. 9—SPECIFIC TYPES OF TELEVISION PROGRAMS	July 13
Lecture No. 10—TELEVISION STUDIO DESIGN	July 20
Lecture No. 11—BUILDING YOUR TELEVISION STATION & STUDIO	July 27
Lecture No. 12—PUBLIC AND PRESS RELATIONS OF THE TELEVISION INDUSTRY AND SELLING THE PUBLIC ON TELEVISION	August 3
Lecture No. 13—MERCHANDISING TELEVISION SETS DISTRIBUTOR'S PROBLEMS	August 10
Lecture No. 14—EFFECT OF TELEVISION ON ADVERTISING	August 17
Lecture No. 15—CONCLUSION	August 24

### Electronic Future Forecast By Speaker

"Electronics is a comparatively new term to most of us," Leslie Munro, advertising executive, declared at a recent meeting of the Advertising Women's Club of New York. "It is the name of a new industry that has grown up during these war years, which is at present developed to producing the amazing devices that are saving lives and enabling our Army and Navy to put an invisible finger on the enemy wherever he is on the land, on the sea or in the sky."

"A few of the various ramifications of the electronics industry with which you are now familiar are radio, broadcasting, radar, television and sound motion pictures. These all have as a common denominator the use of the electronic tube. But there are many other applications of the electronic tube, about which not so much is known. Electronics are being used today in war plants to cut down accidents, to protect workers from the hazards of working with dangerous machinery. They're being used to sew airplane parts together, to inspect and control the molding of plastics, to control the textile machinery that weaves the fabrics for home furnishings and clothing, to package breakfast cereals and in the sorting, preparing, processing and inspection of foods.

### Jett Sees Theater Tele As Post-War Certainty

Theater tele was forecast as a post-war certainty by Ewell K. Jett, commissioner of the FCC in November. Its main function, he said, would be to report special events such as football games or other spectacles rather than to replace the motion picture. Telecast of a special ten-page edition of the Albany (N. Y.) "Times-Union" was presented by GE over WRGB, Schenectady, before a jury of 50 press representatives. Show alternately reproduced printed page and tele enactment.

### Patent on Color Tele

Dr. E. F. W. Alexanderson, veteran consulting engineer for General Electric and inventor of the Alexanderson alternator which put the voice in radio, patented a three-color tele process in November, 1943.

"They're used to compare and select the colors for fabrics, house paints and cosmetics. In all these ways electronics have already proved themselves and stand ready to extend their magic even more deeply into the lives of women everywhere as soon as war ends.

"Through their use, engineers foresee that better world we all talk about so much . . . a safer world, cleaner, pleasanter to live in.

## Fly Asks Clear View Anent Future Of Tele

(Continued from Page 5)

The Commission's interest is the "public interest." For that reason, I feel strongly that the American people should be given the benefits of wartime research and the improvements in the television art made possible by that research before manufacturers swing over to the post-war large scale production of civilian receiving sets. Locking down television service to pre-war levels at this time does not appear necessary, or for that matter in the interests of the industry or the thousands of Americans who may invest their money in such sets only to discover later that a superior service has been available.



JAMES L. FLY

It is, I feel, most important to concentrate on the job now and to grapple with the difficult problem of arriving at optimum standards for television before the assembly lines are converted to large scale peacetime production.

Admittedly it is a difficult technical job, which the layman must approach with care. The Commission and its engineering staff is attempting to maintain a completely open mind on the specific rules of conduct which will govern the future of television. Our engineers are conducting continuous studies on the subject. At the same time, they are eagerly awaiting the recommendations of the Radio Technical Planning Board and the reports of experts represented on that Board.

Television is a new frontier—a frontier which will make possible a great new industry calling upon the skills of thousands of war-trained workers and serving as one of the bulwarks against post-war unemployment. It will open new horizons in the dissemination of information and entertainment to millions. Because of its magnitude and its future importance to the American pattern of living, it is fundamental that we provide a sound basis for its maximum development and service to the American people.

### Plan Experimental Show

An experimental television show is being planned by the newly formed Television Producers Association. Committee consists of: Larry Bruff, television director of Newell-Emmett Co.; Tom Riley, tele chief, William Esty & Co.; Bob Emery, tele director, WOR, New York; Doug Allen, independent producer; Wiley Adams, of the Blue Network; Walter Swenson, chief engineer, WABD, the Du Mont video outlet in New York, and Jay Strong, independent producer.

**NAB Greetings**

By HAROLD RYAN

(President of National Association of Broadcasters)

I am happy to be identified with this first issue of TELEVISION DAILY and to pay tribute to its founders, whose foresight in establishing a medium of daily dissemination of trade news and information should prove most valuable in the development of the television art.

Attention should be called to the By-Laws of the National Association of Broadcasters, whose authors, with similar foresight, described "radio broadcasting" as covered therein to mean "the free dissemination to the general public, by means of electromagnetic waves, of intelligence and entertainment appealing either to the aural or visual senses or both." Thus easily the conclusion may be drawn that the National Association of Broadcasters embraces in its membership all broadcasters, aural, video or facsimile.



HAROLD RYAN

**Careful Planning**

This community of interest prompted our cooperation with the Institute of Radio Engineers and the Radio Manufacturers Association in the creation of the Radio Technical Planning Board. NAB is participating in the work of the RTPB and all of its 13 panels, each of which deals with a specialized branch of communications or electronics.

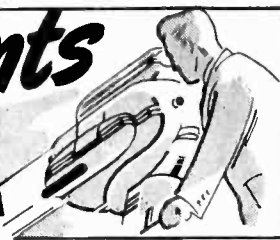
**Future Bright**

We in Washington have been privileged to view some of the tremendous wartime developments in the field of communications and electronics. With this perspective, we look forward to great things from television which should contribute much to the economic life and cultural development of our nation when wartime manufacturing restrictions are lifted. The nature of television is such that its benefits ultimately will be felt by every industry and individual.

Technical complexities and divergent views make orderly planning processes imperative. Those who organized the Radio Technical Planning Board clearly foresaw this situation. It is of the utmost importance, we feel, that all those who can contribute to the technical development of television participate in the work of the Radio Technical Planning Board.

The National Association of Broadcasters wishes you every success with TELEVISION DAILY.

**Televiewpoints**  
BY  
**HY SPECTRUM**



**Tele Beat**

Waiting for D-Day, along with the rest of an anxious world, the television planners are poised for the first welcome signs of the Nazi crack-up, when the expected release of materials for civilian production will provide the springboard for video action... FCC Chairman James L. Fly is expected to shoot the works on his views of post-war tele tonight at the opening session of the radio execs' sight-and-sound seminar in Gotham... Twentieth-Century-Fox Film Corp. is due to have some word on its future tele course when Spyros Skouras, company chief, returns from England any day now... Look for Warner Bros. to take a leading look-and-listen role—soon.



Campaign by CBS for one intensive year of engineering effort after the war to make out a case for better video images has been followed up by the mailing of copies of the web's "Life"-size published report and two letters from Paul W. Kesten, exec. vice-president, to leaders in educational, scientific and public life as well as to the net's affiliates and a few business and ad execs. Response to the controversial video issue has been invited by the chain. Careful reading of the report, which is urged in the first letter, is backed up by the following request: "May we also ask that you share it with any of your colleagues who sit, as you do, 'in the offices where policy is made.'"



Long-awaited report of the television panel—number six—of the Radio Technical Planning Board will be presented for the Board's consideration late next month... Tattlers along the tele trail are buzzing about the unconfirmed rumor that NBC is almost ready to reveal a big postwar video project... One of the largest tele demonstrations to date has been arranged by Philco for 400 members of the Poor Richard Club next Thursday at Franklin Hall, Philadelphia. Seventeen of the company's revamped tele sets will receive a program comparing the commercial techniques of radio and television in behalf of Elizabeth Arden's liquid hose or leg film.



Was it a coincidence that Klaus Landsberg, director of tele and general manager of W6XYZ, the Paramount-owned outlet in Hollywood, and Commander Bill Eddy, USN, vacationing ex-chief of the Balaban & Katz video station in Chicago, happened to be in New York at the same time the past week? College of the City of New York is planning a telecourse when the Autumn winds begin to blow... "Music for Television," a new catalog of compositions designed for tele purposes, is being prepared by the Edward B. Marks Music Corp... Arthur Henley is readying a new kind of sight-and-sound show for audition.



Filene's and Jordan-Marsh, two of Boston's big-three department stores, are planning tele stations... Publicists for the 23 stores of the nationwide Associated Merchandising Corp. syndicate will meet in Gotham May 24 to 26 to discuss jeep or intra-store tele... Sam Cuff, general manager of WABD, the Du Mont video outlet in Manhattan Town, will address the National Association of Display Industries, June 29 at the Pennsylvania Hotel, New York... Marjorie Lawrence, Met opera diva, will make her last professional appearance in this country Sunday over Du Mont before leaving on a six-month trip to her native Australia... Oh, by the way, how do you like our new name and format?



**Du Mont Comm**

By ALLEN B. DU MONT  
(President, Television Broadcasters Association, Inc.)

Out of the welter of electronic processes which wartime scientific search has evolved, perhaps none have a more profound effect on the everyday lives of Americans than television.

The scope of the video art is to be so vast, that to attempt to enumerate its diverse uses as a medium of entertainment, information, education and communication is to challenge one's imagination.

Perhaps the most significant factor in the overall television picture today is the definite assurance that scientific nurturing has brought forth an instrument of such excellent pictorial quality that its introduction on the commercial market in the immediate war era is not only desirable but likely to be welcomed with immense enthusiasm.



ALLEN B. DU MONT

The broad avenues of the high frequency band over which electronic-coated images will stream across the nation are expected to be densely populated with abundant television programs a short time after wartime restrictions are relaxed. Already 35 licenses for new television stations to supplement the transmitters now operating are pending before the Federal Communications Commission.

What will this flurry of activity mean after victory on the battlefield is achieved?

**Economic Outlook**

To one who has watched electronic television develop from a laboratorial curiosity to a perfected instrument of commercial feasibility, its emergence on the American scene means employment for tens of thousands of people at a time when anticipated post-war industrial will need cushioning. It will mean consumer demand unparalleled since Henry Ford introduced his low-price motor vehicle on the automobile market.

**Tele Values Defined**

It will mean the realization of a new, undreamed of source of enlightenment for educators who long have recognized the value of visual instruction. It will provide business industry with an advertising medium considered 800 per cent more effective than the spoken word. To artists, actors and production experts whose artistry and talent have brought pleasure to millions of persons via stage and screen, it will provide an enormous outlet for creative genius.

# LEADERSHIP REQUIRES VISION

W6XAO, DON LEE'S ALL-TELEVISION STATION  
ATOP MT. LEE, OVERLOOKING HOLLYWOOD

**1st** and only all-television station in the West.

**1st** television broadcasting in the West. **1st** and only all-television building in the West. **1st** frequency modulation broadcasting in the West. **1st** and only all-FM building in the West. **1st** network radio broadcasting on the Pacific Coast. **1st** in radio coverage on the Pacific Coast. *The Nation's Greatest Regional Network*

THOMAS S. LEE, *President*

LEWIS ALLEN WEISS, *Vice-President and Gen. Manager*

5515 MELROSE AVE., HOLLYWOOD 38, CALIFORNIA

Represented Nationally by John Blair & Co.

*Mutual*  
**DON LEE**

★ LEADS THE WEST  
IN ALL THREE TYPES  
OF BROADCASTING



# Network Executives Confident Of Bright Future

## Trammell Sees Tele In Front Of Post-War Science Spurt

### President Of NBC Forecasts Technique Capable Of Combining Advantages Of Radio, Theater And Films

By NILES TRAMMELL  
(President, National Broadcasting Co.)

Industrial science has promised hundreds of post-war products and services that are to be better than something we had before the war: better houses, better railroad cars, automobiles and airplanes, better stockings, better foods and drugs. Every one of these improvements will be a welcome contribution to the American standard of living and to the nation's economic welfare.

Of all the promised post-war developments, television is outstanding because it is new and unique. It does not displace anything that ever existed before. It is not a "better than" substitute for any pre-war product. It is a completely new star of the first magnitude in the firmament of industry, communication and creative art.



NILES TRAMMELL

Television, to be sure, will draw upon sound broadcasting, the theatre and the motion picture in the creation of its own program technique. Television engineering has similarly drawn upon the accumulated wisdom of science, and owes a debt to many older inventions in the fields of electricity and radio. But television will not imitate the older arts or replace them. It will stand on its own feet where nothing stood before.

The miracle of sitting in your own living room and witnessing living events—whether a parade on Fifth Avenue, a boxing match, a fashion show or any acted drama—in the same split second that they are occurring miles away is an astonishing one and full of fascination. But people soon get used to miracles. What appears on the television screen, and not how it got there, will be the measure of the public enthusiasm for television.

The significance of post-war television will lie in the opportunity it affords to project a world of interest, hitherto undreamed of, into the home. That television will be a magnificent vehicle for entertainment goes without saying. But it will also furnish the most effective means yet devised for the mass communication of news

and information of all kinds. It will aid our democratic processes by bringing us face to face with our government leaders, and with candidates for public office, and letting us see as well as hear them present their messages.

To the same degree that sight-and-sound programs will be capable of capturing and holding the absorbed attention of the home audience, television should provide a medium of advertising more effective than any now at the command of American industry. The manufacturer will be able to present his product in actual use, in motion and with a maximum of pictorial effect. The spoken word will supplement the story; action rather than talk will do the selling.

Department stores, which have never been major patrons of sound broadcasting, will in my opinion find television a medium made-to-order for their advertising requirements. Since most stores are interested in advertising in the retail trading area of only one city, the television station which does not happen to be affiliated with a network will be able to compete on equal terms with network stations for this important category of television commercial business.

That television will provide jobs in the post-war period for many thousands of workers, including ex-service men and women, is emphasized by the fact that television is not simply a technological improvement which replaces an old form of employment with a new one. Television will add to employment without subtraction. It will demand new artists, new writers, new technicians, new salesmen and new office and factory workers, from Maine to California.

Television will be ready for introduction, on a nation-wide basis, the instant that the all-important object of winning the war is achieved and vital materials are released for consumer production.

### WOR Participates

Beginning July 13, 1943, WOR, New York, inaugurated a regular one-hour weekly tele program over W2XWV, the Du Mont outlet, in lieu of its own facilities, application for which has been pending before the FCC since August, 1939.

## Kesten Predicts Video Boom And Uninterrupted Progress

### Vice-President Of CBS Cites Advances Now At "Fingertips Of Engineers" Awaiting Peacetime Go-Ahead

By PAUL W. KESTEN  
(Executive Vice-President, CBS)

Television broadcasters are faced with the job of producing costly programs through the lean years of television ownership—long before sufficient homes have sets to provide a profitable audience.

Anything which shortens this period—anything which induces more people to buy more sets and view more television programs—reduces the broadcasters' problem. No single thing could quicken and stimulate television broadcasting more surely, on a nation-wide scale, than a vastly better television image in the home.



PAUL W. KESTEN

Qualities of an improved picture are: one which can be viewed longer without eye strain; one which will rival home movies in detail and richness; one which will spread the ownership of television sets through 10,000,000 homes in half the time a mediocre picture will require.

Nor is the future sponsor of television programs indifferent to all of this. The basic question any advertiser must ask in planning television for his product is "How good will it look—will it do justice to my merchandise?" A truly finer picture may make the difference between eventual success and failure.

Behind the present sight-and-sound situation are some sober facts. Pre-war television standards were fixed by the FCC in June, 1941, and have not been changed since. They provide an image coarser than the average newspaper half-tone. But since Dec. 7, 1941, extraordinary things have happened. A decade of electronic development has been compressed in wartime laboratories into little more than two years.

Definite new standards lie today at the very fingertips of engineers, once they are free to focus the progress of war upon the products of peace. I am talking about: black-and-white television pictures with more than twice as many picture elements in the mosaic which composes them; black-and-

white pictures containing more than half a million of these little picture elements; color television pictures containing over 900,000 multi-color picture elements.

To realize these possibilities the forces must see eye to eye and work side by side: the United States Government, the television broadcasters and the manufacturers of transmitting and receiving equipment. And the public must be told what they are doing.

As broadcasters we propose, at least for CBS, that we continue broadcasting on the low standards until high standards are ready, that we close down the old transmitters when we open up the new, that families which can afford receiving sets will may be useless in a year or two, encouraged to buy, with full knowledge of the probable impending change.

This is the hard road for present television broadcasters, but the road of good faith with the public. If broadcasters, it may mean millions of dollars of interim broadcasting provide continued program service a handful of pre-war sets. It means scrapping several million dollars worth of transmitter and studio equipment. But to manufacture such frankness should pay handsome dividends. The higher standard once achieved, should compress three or four years, set buying which might otherwise lag over five to years.

This much seems sure. A single year of concentrated effort should prove the case for better television pictures, or else disprove it. Hundreds of American engineers have done ten times as much, in two years of war, as remains to be done in one full year of peace. They have done the impossible. This is not impossible. This is the mathematical probable. The real problems lie in the laboratories where engineering is done, but in the offices where policy is made.

### Television Girl

Marilyn Jane Anderson, former assistant to Cedric Adams, Star Journal columnist of Minneapolis, in New York to launch her television career, having been named "Miss Television of the Northwest."



*We find it gratifying to observe that along with other "firsts", we had the pleasure of participating in a pioneer event in Television—the presentation of the first exhibition of Television in an American theatre, the B. S. Moss Broadway, in 1931.*

*Since that date, our continued interest has been known to all engaged in Television.*

*It is our firm belief that Television is the fulfillment of the sciences and the arts of the theatre. Through it, all of the present fields of entertainment will be developed to an even greater maturity.*

*The development of Television will in no way preclude the successful operations of contemporary fields of entertainment since these media have been fully integrated into daily use and nothing can prevent their continued success. These entertainment media, like the newspaper and the opera house, are assured of permanent places.*

*Just as Television electronics are helping today to crush Fascism, so too may we anticipate that they will bring the peoples of the world together and be major contributions towards international understanding and fellowship.*

*So it is with pride that we salute the first issue of TELEVISION DAILY.*

*The Agency of the Show World*

**WILLIAM MORRIS AGENCY**

INC.

NEW YORK

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• HOLLYWOOD

• LONDON



## SEEMS LIKE TELEVISION IS HERE

People in our program and production departments walk around our studios muttering strange new terms. Now we're quite used to the usual radio language but when we hear "camera angles" . . . "mercury vapor lamps" . . . "strike the set" . . . "move in for a close-up" . . . "more eye shadow on the ingenue" we begin wondering if we are in Hollywood or in Philadelphia.

But it seems that the television bug has bitten these good people—and they're eating it . . . sleeping it . . . drinking it. Even the engineering department reports that they can't keep any books on the technical side of this new art . . . the programeers take them as soon as they come in.

It all started when WFIL made an arrangement to broadcast from the Plays and Players Playhouse. This is the first time in Philadelphia radio history that a station has originated a regularly scheduled series of broadcasts from a real theatre stage. And we're doing it because the folks who run WFIL are a progressive, forward-looking group. They are doing this because they realize that in this way many problems in visual presentation will be solved before we actually go on the air with a video broadcast.

In "telecasting," as in audio broadcasting, Philadelphians will refer to WFIL as "Philadelphia's Most Progressive 'Tele-casting' Station."

A BLUE NETWORK AFFILIATE

Philadelphia's  
Most Progressive  
Radio Station

# WFIL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

## Hollywood Expert Views Video Outlook

(Continued on Page 5)

megacycles," he stated, "which will be used to transmit programs from our studio location to Mt. Wilson." Equipment was home built, he indicated, from parts that were in stock.

When asked about eye-and-ear program technique, the W6XYZ executive said: "We want to learn and use everything we can from other media, particularly the motion picture. But television requires a different technique and can only copy so much.

"Things like background projection, which is used in motion pictures, have been applied by us to television with great success. Projected background, which seemed impossible for television a short time ago because of the high light levels required for television, are now extremely simple and practical for television and will undoubtedly be used even more than they are in the production of motion pictures.

"Most important," Landsberg stressed, "is that television has a quick and constant flow of action. More emphasis must be put on pictorial value than on dialogue.

### Home Television

"For home television," he stated, "we have found the informative type of entertainment most popular with viewers." As examples he gave the dramatized news bulletin, showing of collections and hobbies, travelogues, gymnastics and the like. Excellent program material, he observed, was found in the station's new cartoon serial called "Tele-Toons," which pictured the cartoonist at work on the comic strip, with off-stage voices speaking for the cartoon characters.

### Production Prospects

Full-fledged drama and large-scale productions may not be as desirable as informative entertainment types, Landsberg indicated. Television audience reaction has proven the theory, he stated, that stiff dramatic acting viewed in the home loses effect, players using their own language being preferred. "Informality is generally the right tone for a television show," he continued. "Performers may never forget that they are visiting people in their own homes."

### NBC Tele Sponsors

Sponsors on WNBT, NBC tele outlet in New York, since Jan. 1 have been Bulova, Botany, Firestone and RKO.

### Garden Pick-ups

Arrangements were completed by NBC to pick up major sports events and other spectacles from Madison Square Garden for the enjoyment of hospitalized servicemen in the metropolitan area. During October receivers were installed by the web in service hospitals, and it televised the eighteenth annual world-championship rodeo from the Garden on the 25th.

## Audience Ratings On Tele Programs

Schenectady—Light operas, TV commentaries and full length plays are first, second and third choice of the Troy-Albany-Schenectady audience of WRGB, General Electric's television station in Schenectady, according to an announcement by Robert B. Stone, program manager, based on a survey of 499 programs in 31 different classifications telecast during the last 18 months.

Gilbert and Sullivan's "Pirates of Penzance" was the audience's favorite light opera with "A Wizard Dream" rating second. "Iolanthe" was third in this group.

### News Rates High

Second place of honor for the news commentary classification was due to the popularity of a series of four "War Map" talks by George Mitchell.

Of the full-length plays presented, the great farce and satirical comedy "Help Yourself," was an easy first. A special television version of "Uncle Tom's Cabin" tied with the old favorite, "The Ghost Train" for second place, while Clare Tree Major Children's Theater presentation of "Hansel and Gretel" was third choice.

Although the sports group, as a whole, was not among the first three in popularity, audience reaction to the boxing and wrestling matches was so favorable that, as a separate group, it would have ranked a first over all other types of programs.

Other individual programs that proved popular were Joe Owens' puppets, a cooking school conducted by Consuelo Kelly, food expert, and a series of three sewing lessons from McCall's Magazine.

For the survey, audience reaction was checked from questionnaires sent with the weekly program to the owners with television receivers in the area and supplemented by a household checkup of a small sample of the audience.

### Coast Tele Artists

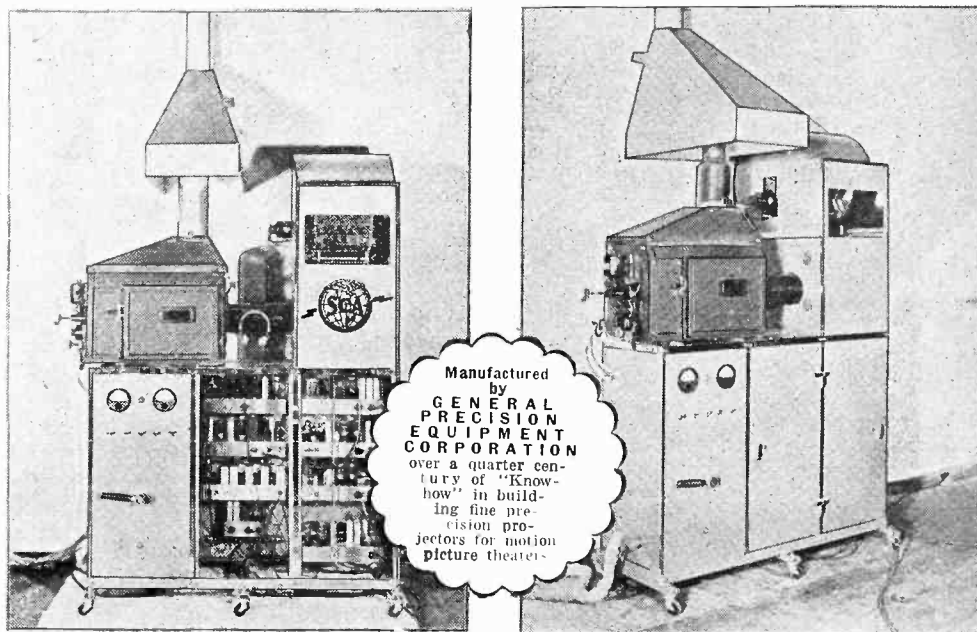
Los Angeles—Sue Robin, one of the leading mezzo-sopranos, leads in "Meet the People," a program again guest artists on the Thomas Lee television program Monday, May 15, in a mixed musical hour of popular and classical over Station W6XAO. Miss Robin sang "The Same Mucho" and Cole Porter's new hit "I Love You." She was accompanied by First Lieutenant Robert Veller, who also played Chopin's "Fantasie Impromptu." Miss Tatum, who was discovered when the chorus from the South Hollywood Presbyterian church presented an East program on W6XAO recently, sang several classical numbers including "When You're Away," Victor Herbert and "Rememb'ring." She was accompanied by Alberta Tatum.

### 1936-Outdoor Television

Television outdoors was demonstrated by RCA at Camden, N. J., on April 24, 1936, with local firemen participating in the program broadcast on the 6-meter wave.



# BASIC FEATURES INCORPORATED IN SCOPHONY'S LARGE SCREEN TELEVISION PROJECTORS



The Scophony projector unit with side panels removed. The apparatus uses the Scophony supersonic light control and special optical system.

The generally compact nature of the equipment is well illustrated in this picture of the Scophony television projector. The whole of the gear is installed in this unit.

**BOX OFFICE ATTRACTION** The development of this Projector is a striking contribution by the Scophony Laboratories to modern requirements in entertainment.

**DEFINITION** The Scophony Supersonic System gives the highest possible degree of definition obtainable with present-day transmissions.

**LIGHT MODULATION** The principle of Optical Storage realized by the Scophony Supersonic Projectors makes it possible to project a great number of picture elements simultaneously.

**LIGHT SOURCE** Standard high intensity arc lamp.  
Ease and simplicity of operation akin to Motion Picture technique.  
The apparatus can be handled by any film projectionist.

No need to reduce auditorium lighting.

**VOLTAGE** Low operating voltages are used and no cathode ray tubes are employed.  
As simple to operate as the standard film projector.  
No structural alterations required.

- The only television company with actual *commercial* experience of successful installations in London theatres for over eight months up to the outbreak of war.
- Supersonic Television (under SCA patents).
- Skiatron\* Electron Opacity System (under SCA patents).
- The only television projectors known to be able to use standard carbon arc lamps as a light source.
- Scophony's scientists and engineers are constantly adding new inventions and new techniques for better performance which will be available for postwar improvement in SCA television projectors.
- Scophony inventions are being applied importantly to the needs of modern war and to help solve major problems of communications and intelligence.
- Applied to the needs of peace, these same Scophony inventions hold infinite promise not only in the field of Television but in many important industrial fields as well.

\*Trade Mark.

## Scophony Corporation of America

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### Evans' Evaluation

By WALTER EVANS

(Vice President, Westinghouse)

For months past much has been said, much copy has been written about the fuller life we are all going to lead in the post-war period by reason of wartime developments in radio and television. A good bit of what has been said is based on recognized facts and sound thinking, but a good bit more has resulted from the great popular appeal of the subject.

During the war the increase in production capacities of radio and television manufacturers in the United States has been enormous. The output in our own Company has been stepped up 51 times (not per cent).

But, great as has been this expansion, it is in engineering, development and research that the most spectacular gains have been made. It is here that the promises of the future of television are being fulfilled.

It is our belief that all of the technical answers are on hand for a usable and acceptable television system. This includes the probability of a reasonably priced receiver and a practical means of getting the shows across the country by means of radio links, or one of the more recently developed type of metal conductors. While the technical answers are here some of the other answers are not, but it is inconceivable that these problems are beyond the possibility of solution.

But all of these things will take a reasonable time after war orders have been filled. Most of the receiver manufacturers indicate they will bring out receiving sets similar to pre-war models. The improvements in television resulting from the knowledge gained in war research will be added only as they can be assimilated by the industry.

We will finish this war with a terrific amount of technique, know-how and facilities in the radio field, and we will put this new knowledge to work as quickly as possible in order that America will lead the post-war world in television.

### Cartoons For Tele

Hollywood—Animated cartoons will play an important role in television, according to a prominent film cartoon producer, whose name cannot be disclosed at present, but who is equipped to deliver cartoons for the video field. He has patents pending new and important improvements he has developed for the cartoons of tomorrow.

### Coast Film Producers Display Tele Interest

Los Angeles—Paramount, through its Television Productions studio W6XYZ, has been the busiest studio in the tele field. M-G-M has laid the ground work for its future tele activities by signing leading radio and assigning them to its screenplays. Culver City studio executives believe that radio creators who master the screen medium, will become the best creative minds in video.

### Martin on Coast

Charles Martin and William Stearns are among the M-G-M imports in radio and both have producer-writer-director contracts. George Wells, a veteran, is writing at M-G-M, while Nat G. Woolf, who sold the Culver City plant executives on the plan to import radio men, believes Norman Corwin will return to the studio's staff in the fall.

Columbia recently completed a survey of tele and believes it is necessary for the studio to become active in the video field at this time. However, the Gower Street plant will continue to watch developments in television. Maxwell Arnow, who made a close study of television before the war, is a member of Columbia's executive staff.

Warner Bros., 20th-Fox, Universal and RKO are active as far as tele is concerned, but all studios are watching developments in the video field.

### Name RCA Executives For Latin America Postwar

Fred A. Moore, since 1928 head of RCA's subsidiary company in Chile, Corporacion de Radio de Chile, has been appointed Regional Director for Latin America, it was announced by Jay D. Cook, Managing Director of RCA Victor's International Department.

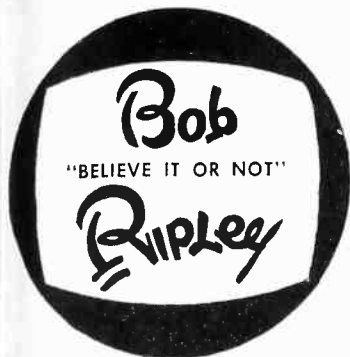
Mr. Moore, a native of New Jersey, became associated with RCA in Chile in 1923 following a residence in Spain, and later went to South America for the company. In 1928 he organized and became managing director of RCA's subsidiary company in Santiago, Chile.

Other appointments announced by Mr. Cook are: Carlos Touche as president of RCA Victor Argentina, Buenos Aires; L. A. Humphries as General manager of Corporacion de Radio Chile, Santiago; Harold R. Maag, general manager of RCA Victor Mexico, Mexico City.

### Named Assoc. Secretary

Los Angeles—Ben Goody has been appointed state-wide secretary of the West Coast Electronics Manufacturers Association, according to announcement from H. L. Hoffman, president of the Association and of the Hoffman Radio Corp. He will divide time between the San Francisco and Los Angeles councils.

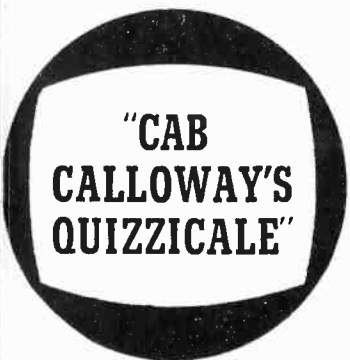
# IN TELEVISION THE NO. 1 BOOKING OFFICE IS FIRST AGAIN!



Television programs of "Believe It Or Not" cartoons, dramas, and movies taken by Ripley, commanded an unbelievable audience — 91% of all the sets available!



"The First Lady of Television" — currently starring in "Wednesdays at Nine It's Lever Bros. Time" (WABD-DuMont), recently rated the best of the agency shows!



Now available for television! Motion picture shorts of this program have been prepared and are ready for inspection.



Stars of stage, radio — and now Television, with appearances on WOR television shows over WABD-DuMont.

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# CONOVER COVER GIRLS



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## HARRY CONOVER

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# Scophony President Optimistic Re Theater-Tele Possibilities

By ARTHUR LEVEY

(President, Scophony Corp. of America)

There is unfortunately much dispute at present about the transition that Television must one day make from war to peace.

The issues and solutions are being obscured and may well cause confusion and create a most unfavorable impression among an expectant public.

I may be voicing the thoughts of many when I say that unless the Television industry recognizes the importance of reaching agreement in private instead of airing its disputes in public, its prestige and opportunities for postwar may be greatly impaired.



ARTHUR LEVEY

In the present television controversy, it appears to me that a middle course suitable to the American genius for engineering solution seems desirable.

I am quite certain that all the ill-tempered talk now going on

with respect to television standards will not stampede the FCC into making its decision prematurely, and I prefer to rely upon the good judgment and experience of that great and wise administrator, James Lawrence Fly, chairman of the FCC.

It should be significant to the motion picture industry, and particularly to thousands of theater owners throughout the United States, that of the myriad of interests in television today, only Scophony can fairly claim to have had actual commercial experience with its own supersonic large-screen television projectors installed in two leading London theaters with great success over a period of more than eight months up to the outbreak of war.

Scophony television installations proved such a remarkable boxoffice attraction that the important Odeon Circuit of Great Britain eagerly ordered sixty (60) theater installations in the metropolitan district of London. It therefore augurs well for the television future of those American major film companies (Paramount and 20th Century Fox) and General Precision Equipment Corporation, who decided after a careful survey of the television field to associate themselves with Scophony Corporation of America (SCA) in order to insure that hundreds of theaters controlled by these two huge corporations would be protected, in respect to television.

Moreover, recent new developments in carbon technique mark an immense advance toward making color television available in full size screens in motion picture theaters that install Scophony's supersonic television pro-

jectors which are the only projectors using a carbon arc lamp as a light source, and, showmen in the motion picture industry will realize what an amazing attraction this may prove to the boxoffice.

Stripped of vague talk, proper planning seems to us in Scophony to be the job of manufacturing in volume production a vastly improved model of our supersonic television projector commercially successful before the war, and to install and service such projectors in thousands of American motion picture theaters where the film projectionists within a few hours familiarize themselves with the Scophony method which utilize motion picture technique and a carbon arc lamp light source, precisely similar to current standard motion picture projector.

Scophony is presently interested in the use of its inventions in improved war devices which may not be revealed, but Scophony scientists and engineers are constantly adding ideas and new techniques for better performance which will be available for postwar improvements in television projectors for the motion picture exhibitors' great advantage.

The advent of Scophony's supersonic and skiatron television system confounds the prophets who said the whole future of television would be bound up in the cathode ray tube.

Scophony faces the future with confidence in its scientists and engineers and a determination to provide the finest television projectors not only for motion picture theaters but in varying models suitable for schools, churches, and the home.

By energetic development and proper planning now, SCA is building a company of really international dimensions for postwar television.

Scophony is proceeding with rapid development of its Supersonic and Skiatron Electron Opacity Systems under the direction of Dr. A. Rosenthal, Director of Research and Development for SCA.

As to the future, I am confident that a common ground between all the major film companies for an understanding in the domain of television may soon be reached, whereby the best brains in the motion picture industry will be enabled to concentrate upon the advancement of the television art and the coordination of activities to that of motion pictures.

Such a desirable result would prove a very substantial move toward stabilization of the television art and should eventually result in New York becoming the television center of the world.

## Tele As Police Aid

Practical use of tele as an aid in police detection was demonstrated in October of 1943 for the first time.

# THE HOUSE OF MARKS

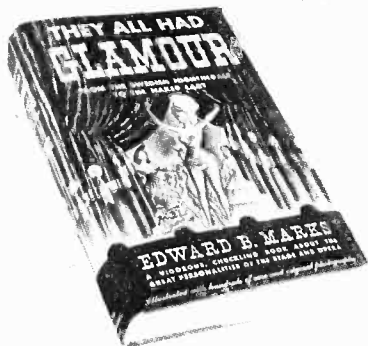
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# Is prewar television "good enough"?



2

2a

PREWAR COARSE-GRAIN

PROPOSED POSTWAR FINE-GRAIN BLACK & WHITE

PROPOSED POSTWAR FINE-GRAIN FULL COLOR

A progress report by the Columbia Broadcasting System . . .

# How engineers, advertisers, educators, editors

**EDUCATOR:** "...the prewar pictures tired the eyes quickly—or did mine, and they were, both because of small size and poor definition, very hard to pick up even in the middle distances, let alone the background.

"So I am prepared to hazard a guess that unless television makes immediate use of its possibilities for improvement, both in increased size of screen and better definition, and color reproduction, its future in the immediate post-war world will be much less rosy than some folks seem to think.

"The prospect of a larger screen and clear colored images becomes alluring. Television could take the Metropolitan Museum, or the flower show, to the nation. I don't think of it as a substitute for the theatre, but I do see enormous fields for it in visual education and pleasure, as the radio has been in musical. These fields would open only if the screen were larger, the images clearer, and color was added. Unless this is done, I fear I have no interest at all in television."

Walter Prichard Eaton  
Yale University  
New Haven, Connecticut

**ENGINEER:** "...in principle, my company feels most strongly that no standards should be adopted and that the public should not be permitted to increase substantially its investment in television receiving equipment until the result of all related research and development carried out during this war is made available and thoroughly analyzed.

"It is my company's belief that, after such analysis, standards should be set which will produce the very best television picture obtainable within practical limitations and without any regard whatsoever for prewar standards.

"It appears obviously unsound to allow a several hundred million dollar investment of the public's money in equipment other than that based upon the latest design information and development in existence."

Howard Hughes  
Hughes Productions  
Hollywood, California

**ADVERTISING EXECUTIVE:** "I am glad you had the courage to speak out with regard to the difficulties and contradictions that are inherent in Television.

"Up to now, the published comments of the people who know better, have been building up a fool's paradise in far too many minds."

William Revdel  
Newell-Emmett Company  
New York City

**BANKER:** "...I feel that without question the proper course is to develop and market only the most advanced products that the stimulus of war has accelerated. Certainly I much prefer to wait a year, two years or three years rather than have any interest in poorer facilities that might more promptly be available.

"The number of receiving sets in the hands of the public today is a negligible investment to be discarded...and the same applies relatively to the investments of manufacturers and broadcasters, as I see it, at least in comparison to the investment that ultimately will be needed to do the job right.

"True, this policy imposes an immediate penalty on certain big companies who have been out in front in this field, but after all, that is only the penalty of leadership and one which, in the long run, I think will be more than recompensed by the following of the program which you sponsor."

Walter H. Johnson, Jr. Vice President  
The Marine Midland Trust Company  
New York City

**FCC CHAIRMAN:** "...The highest developments which our television technicians are capable of producing should be made available to the public so soon as may be feasible, consistent with the over-all economic picture.

"At the same time it would be foolhardy to lock down future television service to the prewar levels. Wartime research has been very productive.

"The public interest is paramount. American families should be given the benefit of the many technological improvements created in the laboratories in the stress of war. There should be no bottling up of such improvements by artificial restrictions for the sake of temporary profits. And there should be no locking of doors against current research and development."

Chairman James Lawrence Fly  
Federal Communications Commission  
Washington, D. C.

**INDUSTRIAL DESIGNER:** "This presentation on 'The Crossroads of Television' is both intelligent and a courageous thing for Columbia to have done.

"It seems to me that there is no question but that the full possibilities of television should be exploited at once, without delay.

"In plugging for the utmost progress television will merely be following the precedent set by any number of progressive manufacturers who have scrapped plant equipment and products whenever something better was available. It is my opinion—not that I know anything about it—that any losses incurred will be made up ten times over by increased profits from a more satisfactory technique."

Walter Dorwin Teague  
New York City

**CARTOONIST:** "...to me it is unthinkable that so magnificent a stride in television as is now prophesied could possibly be held up because of the relatively small investments in primitive plants."

Jay N. Darling  
Register and Tribune  
Des Moines, Iowa

**ENGINEER:** "Relatively poor definition is acceptable while the wonder of television remains, but for the habitual viewing of television programs by a large, general audience, the definition must be such that the eye is not conscious of the line structure. This means technically that the number of lines must again be increased beyond what has been so far considered as standard—just as the present standard itself was an increase above earlier experimental values.

"In turn, this increase in definition requires a higher frequency in the radio spectrum, to a region that was largely unexplored territory before the war, but is now familiar ground to many engineers.

"With the possibility of such improved service in sight, it is evident that provisions should be made for carrying it out, as soon as possible after television broadcasting is resumed and before too many of the public have invested in television receivers that are doomed to become obsolete."

Alan Hazeltine  
Maplewood, New Jersey

**ADVERTISER:** "As to my opinion...although we are interested in television and currently surveying it with a view to possible sponsorship we do not have any vested interest in it at the present time. Perhaps this gives us a greater degree of objectivity than is the case with interests who are currently active.

"Anyway, for what value it may be to you my opinion is that you have made a completely effective and persuasive case, and I would vote that way."

Stuart Peabody  
Director of Advertising  
The Borden Company  
New York City

**EDUCATOR:** "To throw into the open, for frank discussion and decision by all factors most concerned, the whole question of whether the public is to have improved television after the war, and how soon it can be perfected, is sound and enlightened policy. And thus to air the whole question while there is still adequate time to evolve a common course which will best serve the public interest is so far-sighted and unusual as to be almost unprecedented in American business."

Donald K. David  
Dean, Graduate School of  
Business Administration  
Harvard University  
Boston, Massachusetts

**EDITOR:** "...The form of television which you describe as possible is obviously one that all parties at interest should support. Nothing less would constitute either complete honesty toward the market or the best face for the product."

Ben Hibbs, Editor  
The Saturday Evening Post  
Philadelphia, Pennsylvania



# Officials answer the CBS question:

**ENGINEER:** "... my belief is that the better choice to make would be one that would permit the use of the new advances in this field to be used at an early date as possible after the war ..."

As to the cost of scrapping present equipment, I am sure that from the consumer standpoint, i.e., purchasers of sets, it could well be absorbed since these sets doubtless were purchased by people who could well afford such a loss. The manufacturers who pioneered to be penalized would apparently be penalized, but I believe the final penalty for all would be considerably greater if the use of advanced ideas were delayed."

H. B. Dirks  
Dean of Engineering  
Michigan State College  
of Agriculture and Applied Science  
East Lansing, Michigan

**BROADCASTER:** "Congratulations for taking the bit your teeth on the television matter."

The brochure certainly sets forth the situation in a straightforward manner and anybody in his right senses who has anything to do with the development of television must know that it is right."

Walter J. Damm, President  
Station WTMJ  
Milwaukee, Wisconsin

**PHYSICIST:** "Color adds so much to the informative and esthetic value of a picture that everything should be done to make it possible for television to adopt color broadcasting soon after the war. This will help to prevent fixation of equipment at the black and white stage, which would be an undesirable condition because the basis and method of color television have already been well worked out."

To be effective, color television needs to employ wider frequency bands than those now used. It would, therefore, be desirable for engineers concerned in the development to know worldwide the available bands will be and where they are to be located in the broadcasting spectrum."

Selig Hecht  
Professor of Biophysics  
Columbia University  
New York City

**INDUSTRIALIST:** "I would like to see the manufacturers and broadcasters go ahead with the better grade pictures as soon as possible and let the parties, including the public, write off the present investment. This may be tough to ask, but the total net loss will probably be less than that incurred by any delaying program."

Alfred C. Marshall, President  
The Detroit Edison Company  
Detroit, Michigan

**ADVERTISING EXECUTIVE:** "I am thoroughly in agreement with the conclusions of CBS that the short-range difficulties should not be permitted to stand in the way of delivering to the public the most effective form of television. It seems to me that temporary delay, cost or inconvenience are of no consequence in comparison to the long-range advantages."

J. D. Tarcher  
J. D. Tarcher & Company  
New York City

**RADIO DISTRIBUTOR:** "It would be a sad mistake to saddle on the art any serious inefficiencies of the present assigned bands purely with the purpose of obviating obsolescence of a few million dollars of equipment owned by broadcasters and the public. That investment was made in the knowledge that it was experimental, and the public has had ample warning to that effect right from the beginning. Such television sets as have been bought by the public were purchased by people who wanted the thrill of partaking in the early developments of a new art and most likely expected their investment to be anything but permanent."

"It is really high time that the public were informed truthfully and in understandable language regarding the television situation."

Ben Gross  
Gross Distributors, Inc.  
New York City

**COMMODORE:** "Now is the time for the different radio corporations to collaborate and explore these possibilities. I believe the Federal Communications Commission, the Navy and the War Department would be more than glad to hold such meetings."

"With the marvelous developments which have already been made in electronics, I have absolutely no doubt in believing that these same electrical engineers will be able to perfect for public use the remarkable interpretation of color television as you have shown me in your pamphlet."

"Yes, Mr. Kesten, NOW is the time for such preliminary explorations!"

"The capital loss to those approximate seven thousand individuals who purchased prewar television sets ranging from \$150.00 to \$600.00, and the investments which the broadcasting companies have made already, are small as compared to the possibilities of such a postwar development."

Commodore Ernest Lee Jahncke  
USNR (Ret.)  
Bureau of Ships  
New Orleans, Louisiana

**MANUFACTURER:** "Of course, there can be only one answer—provide the best, regardless of the expense involved. Any industry, any single plant, which does not ruthlessly scrap old methods when better methods are available is already moribund."

Sterling Morton  
Chicago, Illinois

**ENGINEER:** "Your conclusion that public acceptance of television will require much better picture definition than possible inside the present standards, plus color, deserves great weight."

"I am in complete agreement with the conclusions given."

"Television must have a channel width over two times that provided for by the present standards."

"If this requirement is to be met, there is no future for television on frequency assignments below some boundary frequency which is certainly above 100 megacycles. The claim made by some engineers that frequencies above 100 megacycles may be unsuitable does not overcome the inherent obstacles to the use of frequencies below 100 megacycles."

"The Columbia Broadcasting System is to be commended for a completely realistic approach to a subject which has been the occasion for more wishful thinking and crystal-ball gazing than the rest of the radio art has enjoyed during its entire history."

C. M. Jansky, Jr.  
Jansky & Bailey  
Washington, D. C.

**EDUCATOR:** "I have, of course, been familiar with the controversy going on in the radio world over the television question you raise."

"I am entirely in accord with Columbia's side of the controversy. I believe it would be a great mistake, and altogether contrary to all American tradition, to accept permanently anything less than the best, technically, that we can get."

Fremont Rider  
Wesleyan University  
Middletown, Connecticut

**INDUSTRIAL DESIGNER:** "When I first saw television pictures, I was completely taken back by the fact that they were not in color. It had never occurred to me that they would be anything else."

"Half of the effectiveness and conviction of immediate transmission is lost if the picture lacks the realism of color."

"The advance in black and white transmission that you depict in the brochure is certainly an imperative improvement—perhaps that must be the step to full color. Particularly if the same megacycle necessary for this step can be used eventually for color application. And also a television program might be vastly enhanced and a certain visual monotony avoided by an intelligent alternation of color and black and white presentations."

Henry Dreyfuss  
New York City

**ECONOMIST:** "... There will be some hardships, of course, if you go ahead with the newer developments, but it seems to me they should be accepted as inevitable and as less arduous and costly than would be the development later if improvements were ignored now."

Alfred P. Haake  
Park Ridge, Illinois

(more on next page)

**EDUCATOR:** "Both as a representative of the potential television audience and as a professional person in the field of adult education I find the logic of your argument indisputable."

"It seems to me that the issue is between those who favor short-term advantage in preference to long-term values of tremendous importance to the future of television. The situation is somewhat comparable to that which has developed in the manufacture of typewriters. Although we now have an improved keyboard with demonstrated advantages in economy of time and ease of operation, the investment in the so-called standard typewriter effectively prevents needed improvements. We should not allow this sort of thing to happen in the development of television."

Paul H. Sheats  
"New Tools for Learning"  
New York City

**JOURNALIST:** "...It would seem to us in general that if such striking improvements are to be available in the near future, it would be most economical for industry to put them into popular use at the earliest possible moment."

"Obviously, less loss would be taken now than might be necessary after the popular use of television has developed further."

Mr. Grant M. Hyde, Director  
School of Journalism  
The University of Wisconsin  
Madison, Wisconsin

**ADVERTISING EXECUTIVE:** "It is indeed heartening to see a business take into consideration moral aspects as well as those which are purely business. I might add that this is to be expected of the Columbia Broadcasting System — for throughout its career it has been a leader in all major policies which were for improvement in radio broadcasting. It is also fitting and proper that the Columbia Broadcasting System should take this advance step in the field of television."

"It is a courageous attitude and one which I am sure will win many friends (as well as some enemies, temporarily) for the Columbia Broadcasting System."

Walter J. Neff, President  
Neff-Rogow, Inc.  
New York City

**BROADCASTER:** "...Certainly, if prejudice and personal interest could be removed...every substantial broadcaster in the country would concur in your recommendations and conclusions for the good of the whole development."

"The section devoted to the Public should be

placed in the homes of all listeners. Then, they would have substantial evidence that Columbia is truly representing their interests in the progress of the American broadcasting system."

"My congratulations to you and Columbia for this splendid and courageous contribution to the Radio Industry and to the Public."

John Shepard, 3rd  
Chairman of the Board  
The Yankee Network  
Boston, Massachusetts

**ADVERTISING EXECUTIVE:** "As a matter of opinion and policy, it would seem to me to be far better to have twenty thousand resentful users and a few obsolete broadcasting stations than to start television out with two strikes on it by doing what is obviously the wrong thing in order to oblige a few."

"It would seem to me that it would be manifestly unfair to the American public and to the broadcasting industry as a whole to offer anything but the best and the most recent improvements, regardless of whom it may hurt. For obviously, everyone would benefit in the end through following the path of progress and giving the best reproduction possible."

William S. Walker, President  
Walker & Downing  
Pittsburgh, Pennsylvania

**MOTION PICTURE PRODUCER:** "I feel as you do, that it would be a mistake to set up television in any way that would prevent it from competing with the quality that we know will be possible in color film."

"I hope you are successful in your campaign that the highest standards of quality will be paramount factors in the plans of all postwar expansion."

"I find your booklet most interesting and would like to say it's my belief that color will play a role of far greater importance in postwar activities than it has heretofore."

Walt Disney  
Walt Disney Productions  
Burbank, Cal.

**LAWYER:** "...startling, interesting and commendably frank. It is an honest statement of a problem on which parties interested who are likely to know most about it, would ordinarily hedge. Also, in its wider implications it states a business problem the answer to which is of general application. Indirectly the report really poses the fundamentals of democracy."

"Fortunately, we live under an economic system where no one dictates the policy of

everyone. Some no doubt will try to retard war television; others will try postwar television; others will try neither or both. Those who guess wrong will have to pay for it. Those who guess right will reap the benefits."

Arthur Garfield  
Hays, St. John, Abramson & Schuman  
New York City

**RADIO EXECUTIVE:** "...it makes a lot of sense."

"My reaction, for whatever it is worth, is that you are absolutely right that prewar television equipment and methods are obsolete right now, and that a relatively short delay after the war would be required to complete the development work necessary for a greatly improved television service."

"It seems to me it would be insane for the broadcasting industry, the FCC, and the public not to insist on taking fullest possible advantage of wartime improvements before widespread distribution and sale of television receivers."

James L.  
Free & Peters,  
Chicago, Ill.

**PSYCHOLOGIST:** "I consider that the present interruption of production presented a golden opportunity for the kind of change-over which you suggest."

"One may be sure that all previous equipment, both for manufacture and for broadcasting, has deteriorated considerably over period of inactivity."

Samuel W. Fernber  
The Psychological Laboratory and Clinic  
University of Pennsylvania  
Philadelphia, Pennsylvania

**RADIO EXECUTIVE:** "I'm sure you know I'm an engineer, but I have carefully digested CBS material, the letters and editorials in the Times, and a great deal of the stuff carried the press on this whole television controversy."

"I'm thoroughly convinced that, in the interest of the American concept of radio, the CBS plan is sound and looking way ahead and maybe that's why some of the people are 'agin' it."

Morris S. Novak  
Station WNYC  
New York City

**NOTE:** To the distinguished authors of these comments—our apologies for fragmentary quotation. The interested reader—we will gladly send any of these comments in full, upon responsible request.

**This is CBS . . .  
the Columbia Broadcasting System**



# Licks Development of Tele To Postwar Economic Plans

By HARRY R. LUBCKE

(Director of Television, W6XAO, Hollywood)

on by both industry and the alike to create a going television industry may almost be considered future peace insurance. Since the new industry has been slated by considerable national economists as most promising to give post-war employment and to prevent post-war depression, its inauguration has more extraordinary importance. Then, be many of the returning soldiers come home with a new skill learned on the battle fronts, television will be a natural career field for thousands of men anxious to continue their work in the field of electronics.



HARRY R. LUBCKE

oth by post-war planners and those who will work with the industry, the standards now in use are for commercial television. At the meetings of the Radio Technical Planning Board, held frequently since the beginning of the year, industry leaders and manufacturers of television receiver have affirmed the fact that existing standards of television transmission now allow full opportunity for growth in technical excellence not now possible. Admitted by all concerned at the meetings is the fact that the future of television, dependent upon the mass production of receiver

sets, is the next important step required to launch television into its proper place in the commercial sphere of entertainment mediums.

Of course, not since we at Don Lee began experimenting with television on December 23, 1931, when W6XAO first went on the air in Southern California, have we felt that television would ever arrive at a point where we could lay down our tools and say "this is it." We know that that day will never arrive—that the future is going to bring new developments, improvements, perfections and changes as long as television is a part of our means of communication. With others working with the Radio Technical Planning Board, I look forward to some of these changes within the next decade—the natural result of the use of television in the immediate future. Throughout the industry now questions concerning some of these changes are circulating. Those of us who are acquainted with current standards of television are cognizant that sometime in the future the use of existing standards is going to take us to the threshold of a major change—the introduction of color, stereophonic sound and stereoscopic images into sight-sound transmission. Just as experimentation in talking and colored pictures began in the first decade of really important motion picture production, so new developments for television are already in the imagination of the television industry. But the point of beginning is the existing standards—those that are now a fact, a proven, tested base upon which a gigantic industry can be built and will be built in the near future.

## Movie Producer Has Made 39 Tele Shorts

Los Angeles—Patrick Michael Cunningham Prods., has made 35 tele shorts since its inception in 1939. The company has also completed several series of serials such as "Tom Sawyer," "Huckleberry Finn," "Sagebrush," "The Cowboy" and "Album of Memories." Cunningham studio, known as "The 8," houses 28 departments, most of them experimentally staffed with technicians from major film studios. Cunningham recently produced the television Western, "The Valley Ride." He has temporarily suspended live action to develop a new technique for the use of telecine film. William Massen, Marjorie Gateson and John Brown are among the film makers who have worked in Cunningham productions.

**New Coast Office**  
Announcement has just been made by the National Person Radio and Phonograph Association, New York City, of the opening of a Coast office.

## Theater Men Getting Television Minded

Television is the No. 1 topic of conversation among motion picture exhibitors throughout the nation, Tom Connors, film distribution chief of 20th Century-Fox told members of the trade press last week. Connors recently returned from a tour of key centers. Connors said that Fox had no plans to produce tele films at present, but looked forward to the day when television could be "harnessed to the benefit of all interested in the industry." He left no doubt that the industry is watching television developments constantly.

### Solons Visit Labs.

Princeton, N. J.—Developments in radio and electronics of post-war importance were shown at RCA Laboratories here recently to Senators and Representatives who are members of the Interstate and Foreign Commerce Committees of Congress, which handle Federal legislation pertaining to communications and transportation.

# Tele Production Important

By NORMAN D. WATERS

(Founder American Television Society)

Right now there is an ideal opportunity for all those who will be concerned with the future of television programming, to learn how to saddle the wild horse that is television, and make the most of it. Very little has been done along the lines of commercial programming, which will be so vital to the future development of television. It is significant that some of the country's leading agencies, as well as some of the far-sighted smaller ones, are now studying the medium and exploring the possibilities of television commercials for clients in a wide variety of fields.

It is truly a difficult task to put on television productions, working on the small budgets that are provided today, in view of the very limited audience. However, we can all add to our fund of knowledge with each program put on the air, and gradually develop a pool of experience from which future advertisers can benefit. It is comparatively simple and safe

to put together shows that follow the established formulas, but we take our hats off to those who have the courage, the ability and the time to produce commercial shows that really go off into the deep end of experimentation. Some will set new standards for television performances, and if even a few outstanding ideas come from the experimental work advertisers are doing today, it will be worth all the thrills and heart-throbs that programming involves.

At the same time, remember that we can also learn a great deal from the productions that turn out to be poor shows. It is just as important for us to learn what *not* to do as *what* to do! No one knows very many of the answers today, but television needs more "inquiring minds" that are willing to take a chance, in the hope of finding some of the answers to the immense problems that television imposes upon the advertising agency.

## Tele In Reading?

Reading—Prospects of television service extension to this city was reviewed last week with the City Council reserving space in an upper floor of the Mt. Penn Summit Hotel, newly renovated and leased this month for five years to a private tenant for hotel and restaurant purposes, for installation of television equipment.

## G. E. Honored

The American Television Society notified General Electric last June that it was to be presented with the Society's plaque for "the greatest contribution to television of the year," and similarly informed NBC that it would receive the award for "the greatest contribution to the use of television as a public service."

Serving the industry with intelligent radio production. Now prepared to serve agencies and sponsors with sound television ideas, expertly produced.

frederic w. **ZIV** company  
485 Madison Ave. 2436 Reading Rd.  
New York Cincinnati, Ohio



**THE MUSIC COVER GIRL OF TODAY**



**JOAN BROOKS**  
The TELEVISION GIRL of TOMORROW

**Blue's Tele Stand**

By MARK WOODS  
(President, Blue Network)

The Blue Network currently is studying all phases of television, both in relation to present telecasting and engineering plans for the future. In all probability no detailed outline of the Blue's plans, insofar as television is concerned, will be released until studies are completed.

In view of the war and the consequent freezing of material essential to the construction of television stations and receiving sets, "it is impossible to do more than plan for the future. In our opinion these plans, particularly insofar as programming is concerned, must remain flexible. No one can predict accurately what conditions will be when the war is won. It is equally impossible to predict accurately how these conditions will be met.



MARK WOODS

One thing is certain. Television offers the greatest educational, entertaining, and advertising medium ever developed by man. The Blue Network intends to participate actively in the development and use of that medium. We are filing for construction permits and licenses in cities where we own and operate key stations. At the same time we are encouraging our affiliates to do likewise.

**First Tele Network**

The first television network was put into service on January 12, 1940, when the General Electric relay station and television transmitter W2XB began rebroadcasting New York City television programs to the Albany-Schenectady-Troy Area. On Easter Sunday engineers established a new record in long-distance reception of a regular television network program. Atop Whiteface Mountain in upper New York State a program was received from New York City, 250 miles away, through the G. E. station W2XB, in Schenectady.

**"Lighthouse" Relays**

A radically new form of "lighthouse" radio relay station developed by RCA will make relaying of television programs a relatively simple matter, according to Ralph R. Beal, RCA Research Director. He envisages that these unattended relay stations located 20 to 50 miles apart will not only link television stations into national networks but will open up a new era in international communications, through development of trunk lines over such vast areas as Russia and China.

Projection Television Forecast

As Postwar Emerson Innovations

By BENJAMIN ABRAHAMS  
(President, Emerson Radio & Phonograph Co.)

Projection television, a new method for broadcasting images from a table model instrument to motion picture screen proportions on the wall of a living room, is a postwar certainty.

The television instrument, planned by Emerson engineers, approximately 18 inches wide and 14 inches high, will be a complete radio and television unit employing a three inch cathode ray tube. The television image will be enlarged and projected to 15 by 20 inch proportions on a motion picture screen, by means of a lens system made of plastics. The bril-

liance will equal that of home made available to the public fraction of the cost of conventional television receivers when civilian production becomes possible, show far toward building mass television audiences which are essential support of broadcasting operation.

On Jan. 16, 1930, Television pictures were transmitted by RCA W2XBS at 411 Fifth Avenue shown on six-foot screen at Proctor's 59th Street Theater.

**The Sign of the Best in Television Entertainment**



FOR the past five months there has been a star-studded Storm show every Wednesday evening at 8:15 on WABD New York, presenting such outstanding personalities as Danton Walker, Annabella, Jan Bart, Mady Christians, Jack Dempsey, Mickey Walker, Dell O'Dell and dozens of others.

The following clients and organizations have appeared or are appearing on television under our direction: Tintex, Harvey's Sherry, Click Magazine, A.W.V.S., Casual Clothes, Inc., Real Story Magazine, U. S. Army Ordnance, Alfred Dunhill of London, American Red Cross, Fat Salvage Campaign and Park & Tilford Cosmetics.

**CHARLES M. STORM CO., INC.**  
Advertising

50 EAST 42nd STREET, NEW YORK 17, N. Y.

**WILLIAM GERNANTT**

PRODUCTION

OF COURSE... *We're In Television!*

**NCAC** as always, stands ready to take advantage of every opportunity to broaden its service in the interest of its artists, and to offer its commercial clients a complete coverage of all fields.

*I*n Television as in Radio, the Theatre, the Concert Stage, Motion Picture, Private Entertainment and on the Lecture Platform, NCAC will be among the first in the field with the best in entertainment.

*S*taffed by experts, our Television Department offers complete production service for this, the most sensational of all entertainment mediums.

*Address all inquiries to*

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**National Concert and Artists Corporation**

DANIEL S. TUTHILL, *Vice President and Director*

711 FIFTH AVENUE, NEW YORK CITY 22, N. Y.

# WILLIAM ESTY AND COMPANY

INC.

RADIO  
and  
TELEVISION

New York — Hollywood



## JOHN B. KENNEDY

WJZ-BLUE  
Network

MGM

'News of the Day'

(U. S. and Canada)

TELEVISION?? YOU BET!

400 Madison Ave., N. Y. C.

# Ambitious Tele Production Schedule, W6XAO, Los Angeles

Los Angeles—W6XAO, Thomas S. Lee's television station operated by the Don Lee Broadcasting System, is located on Mount Lee, in the heart of Hollywood. The \$200,000 copper-sheathed studios stand 1700 feet above Hollywood, with the 300 foot tower a beacon that can be seen for miles beyond Los Angeles county.

### Lubcke Heads Tele

Work on W6XAO began in November 1930, when Harry R. Lubcke, electronics genius, was appointed director of television by the late Don Lee, founder of the Don Lee Broadcasting System, to outline and set-up the West Coast's first television station. Thirteen months later, on December 23, 1931, W6XAO went on the air. At that time, the television studios were located in downtown Los Angeles, the move to the permanent location on Mount Lee in Hollywood being accomplished in 1940.

Almost as much interest in the physical properties of the W6XAO studios as in television itself is evinced by Hollywood visitors. The two story-building contains one television stage 60 feet by 100 feet, another 25 feet by 40 feet, in addition to monitor rooms, transmitter room, make-up rooms, lounge viewing rooms, performers' lounge, office suites, experimental laboratories and scene storage rooms. The studio is shielded with one-ounce copper sheeting on all four sides and the roof, with more than 22,600 square feet of copper sheets utilized for the sheathing. The copper was used to eliminate noises from the stages.

### Outdoor Tele Setting

Another important unit of the W6XAO studios is the swimming pool set in the lawn approaching the entrance to the main building. The pool, 25 feet by 60 feet, is another stage for televising aquatic events, and has been the scene of remote telecasts in the special event and fashion reporting phases of W6XAO programming.

Before the war, W6XAO's prime program feature was in the special event and spot news coverage field.

By filming floods, fires, earthquakes, and by taking the W6XAO remote unit to planned special events, such as aquatic events, fights, football and baseball games, circuses, parades and Hollywood Bowl celebrations, W6XAO presented many exclusive news features to its audience of lookers, living within a radius of 65 miles of Hollywood.

### Program Planning

Concerning W6XAO productions, the program log shows almost every type of presentation. Highest in interest and achievement, of course, are the remote pick ups and special event broadcasts, made simultaneously or recorded on film for release later in the program schedule. However, studio presentations, especially "how to do it" programs, have become the "duration" standard, and again W6XAO has established a tradition invaluable to those looking toward the inaugural of commercial television. When the home front defense program was at its height, W6XAO cooperated by showing how to extinguish fire bombs, how to give first aid, how to preserve materials needed for wartime production, how blood donating is accomplished and what happened to the plasma after it was sent to the battle front, how commandos got ready for action, how scrap metal was collected and converted, and how men, women and children could find their places in the war program.

### Using Films For Shows

Currently W6XAO presents about four films on each broadcast, with a talent program making up fifty per cent of each production. Every program is themed to the war, with the Office of War Information supplying many of the directives by which W6XAO makes its contribution to wartime activity in Southern California.

Staff members at W6XAO, headed by Lubcke include John A. Stewart, program director; Ted Driscoll, stage manager; Marjorie Campbell, film editor; Harold Jury, assistant to Lubcke.



## LON CLARK

"Nick Carter"

## TELEVISION??

You Bet!

## CHICK VINCENT

PRODUCER - DIRECTOR

"Charlie Chan"

## NBC

DIRECTOR

"Pepper Young's Family"

## NBC

TELEVISION

# ?

## Measuring A.M. and F.M. Today

## Television Tomorrow



THE PULSE OF NEW YORK, Inc.

500 FIFTH AVENUE  
NEW YORK 18, N. Y.





TELEVISION'S ★  
STAR ★ ★ ★ ★  
SPANGLED ★ ★  
SONGSTRESS ★

★ ★ ★ ★ ★ *Lucy Monroe*

Concert Management  
ARTHUR JUDSON, Inc.  
Division  
COLUMBIA CONCERTS Inc.  
113 West 57th Street, New York, N. Y.

# NOW and in the FUTURE

The requirements of music in television will be as ably supplied by BMI as are those of broadcasting today.

Broadcast Music, Inc., is of the broadcasters, by the broadcasters, and for the broadcasters.

# BMI

New York Chicago Hollywood

# ARTHUR HENLEY

Currently writing

"Johnny Morgan-Ballentine-Show-time"

CBS, Monday, 10:30 p.m.

and

"Hackensack Gossip"

scripts for

"Mary Small Revue"

Blue Net, Sunday, 5-5:30 p.m.

has

# I-D-E-A-S

for

# TELEVISION

# WHO'S WHO In TELEVISION

## DR. VLADIMIR K. ZWORYKIN

**A** PENNILESS Russian immigrant 24 years ago, Vladimir Kosma Zworykin used to sit in his favorite Second Avenue cafe in New York scribbling his conception of television on a tablecloth. Today this distinguished American by adoption, inventor of the iconoscope and kinescope—the television camera and screen—is associate research director of RCA Laboratories in Princeton, N. J.

Months of job hunting after his arrival preceded his landing of a post with Westinghouse Electric and Manufacturing Co. in Pittsburgh. While working in the Smoky City he continued his technical studies, which he had pursued at the Petrograd Institute of Technology and at the College of France in Paris, and received the degree of Doctor of Philosophy from the University of Pittsburgh. It was while with Westinghouse that he evolved the basic principles of the iconoscope—television's electric eye—and thereby hangs a tale.



The Iconoscope, His

The scene was a Westinghouse laboratory in 1924. Dr. Zworykin, even then a veteran in the science of electronics, had invited company officials to witness a demonstration. After operating a hand-made tele sender and receiver reposing on work benches at opposite sides of the laboratory, the scientist characteristically gave a sharp analysis of the difficulties ahead. By the time he had finished, his audience's enthusiasm had cooled to the temperature of Autumn in the little Russian town of Mourom, where Dr. Zworykin had passed his boyhood.

The year he joined RCA—1929—he demonstrated a noiseless television receiver, an epic in video history. Witnesses were members of the Institute of Radio Engineers assembled at Rochester, N. Y. At first Dr. Zworykin was director of the RCA Electronic Research Laboratory in Camden, N. J., and later he was promoted to his present post. In the meantime came a \$100,000 grant from David Sarnoff, RCA prexy, in support of the scientist's tele experimentation.

Holder of many awards for electronic achievements, Dr. Zworykin has also perfected the celebrated electron microscope, which is capable of magnification up to 100,000 diameters. In addition to the Rumford Medal awarded him in 1941 by the American Academy of Arts and Sciences, he was the recipient of the IRE's famed Morris Liebmann Memorial Prize. He has the honorary degree of Doctor of Science, bestowed in 1940 by the Brooklyn Polytechnical Institute.

### Named Senior Engineer

Los Angeles—William W. Wells has been appointed a senior engineer with the Hoffman Radio Corp., Los Angeles. He came west several years ago from Colonial Radio Corp. to be a dept. supervisor at Universal Microphone Co., Inglewood, and later with Marine Radio, Wilmington.

### "Alice in Wonderland"

Highlights in the fantasy of "Alice in Wonderland," impossible to produce on the stage, but easy for television, were featured in the production of the two-hour show by Russell Sage students before the cameras of WRGB, General Electric's television station in Schenectady recently.

**A**s an early pioneer in television programs we look forward to the development of this great new medium as an instrument for the public good. It is our sincere belief that *only* along such lines can this potentially powerful medium attain its maximum commercial possibilities.

## NORMAN D. WATERS & ASSOCIATES

Advertising

1140 BROADWAY, NEW YORK 1

# DICK GILBER

"The Singing Disc-Jockey"



SELLING 3 hours daily  
over WHN (50,000 w)

America's Most Powerful  
Independent Station

# PERSONNEL HEADQUARTERS

TELEVISION  
REGISTRY  
IS NOW FUNCTIONING

I intend to serve Television Agencies, Broadcasters, and individuals with the same peculiarly personalized service which for the past year I have been rendering to employers and those seeking occupational placement in A.M. and P.M. a distinctive service which has made this 25-year-old employment agency HEADQUARTERS for RADIO PERSONNEL.

We operate under N. Y. State laws. Fees, which are regulated by law, are paid by the individual accepting employment, and are lower than the contract fees of most talent bureaus and artists' representatives. There is no charge for registration.

I shall continue in Television to register only persons I can conscientiously recommend and promote.

FRANK McGRANN  
Radio Specialist

POSITION SECURING BUREAU, Inc.  
(Agency)  
331 Madison Ave., N. Y. C. MU. 2-6494

# PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS



Patrick Michael Cunning  
*Presents*  
OSA MASSEN  
IN  
"NOR ALL YOUR TEARS"

Episode # 10  
"SAGE BRUSH and OLEY"

STAGE 8

MINIATURE  
DEPARTMENT

STAGE 8 TELESERIALS  
"TOM SAWYER"  
"LITTLE WOMEN"  
"HICKLEBERRY FINN"  
"SAGE BRUSH AND OLEY"  
"TELETALES"  
"SPANISH LESSONS"  
TELEDIGEST

STAGE 8 TELEFEATURES  
OSA MASSEN  
In  
"DAUGHTER OF  
THE DEVIL"  
"UNTIL TOMORROW"  
"PETER GIBBS SIGNS OFF"  
"BEHIND THE NEWS"  
"ALBUM OF MEMORIES"

## THE HOLLYWOOD REPORTER

TODAY'S FILM NEWS TODAY

### CUNNING TELECAST SHOWS BIG DEVELOPMENT . . .

Telecast last night of the most ambitious television production presented thus far on the West Coast, by "Stage 8" crew of technicians and performers, which involved a 40-minute script and almost a dozen sets, is tangible evidence that acceptable fireside visual entertainment is much closer at hand than most people believe.

The "Nor All Your Tears" presented by Cunning via Don Lee's W6XAO, was done from a well turned script and used tricks of the movie makers well. Osa Massen, Stanley Brown and Marjorie Gateson headed a fine cast of lesser known players, all of whom gave polished performances.

The production was received with exceptional clearness and despite such handicaps as actors being forced to change costumes while reading lines as the cameras framed miniatures of the scenes was almost flawless in the technical aspects . . . Cuts and dissolves were managed as neatly as though they had been done on a Movieola beforehand. This technique has been developed by Producer-Director Cunning over a period of seven years . . . Shows promise of making future television productions popular with present motion picture patrons . . .

### TO THE TELEVISION INDUSTRY

We respectfully submit that after many years of constant work in very widely varied Teleproduction—we are prepared to install and gear into your post-war stations a completely new and economically practical system of production.

It has been our good fortune through the experimental years to have had the valued assistance of many of the more visionary key major motion picture studio technician-craftsmen.

We have "proved out" what we feel to be the only workable format for true Teleproduction — May we one day have the pleasure of demonstrating our technique to you?

STAGE 8—6530 SUNSET BLVD. IN HOLLYWOOD, CALIF.



# TELETOPICS TODAY

## Tele Ghosts Intrigue Ex-FCC Commissioner

"I saw a ghost last night. In fact, four of us were present in the darkened room during the seance and watched this ghost come and go repeatedly, over a two-hour period.

"It is ghosts like this one which are now haunting television engineers and driving them almost to distraction as they try to plan television reception for crowded cities," explained Dr. Orestes H. Caldwell, editor of Electronic Industries and former Federal Radio Commissioner, speaking before a group of 200 radio engineers recently at the Newark Athletic Club, Newark, N. J.

"The particular ghost which haunted us most persistently, came to us directly from the Waldorf-Astoria Hotel," continued Dr. Caldwell. "The Waldorf, I know, doesn't ordinarily harbor ghosts,—yet its great flat south wall presents an ideal reflecting surface for television waves coming from the transmitters on the Empire State and Chrysler towers.

"When these Waldorf-reflected waves are thrown back three or four city blocks, and strike our antenna on top of the Grand Central Palace they produce a second fainter television picture, overlying the main picture received by direct wave.

"But, because of the extra two millionths of a second required for the waves to travel the three blocks to the Waldorf and back, all figures in this secondary picture are shifted about half an inch to the right of those in the main picture.

"These spurious images, which television men call ghosts, sometimes become negative due to phase reversal, and they then appear as white-shrouded counterparts of the original figures.

"On some evenings we get a whole galaxy of these ghosts. In addition to the Waldorf ghost, other ghosts arrive from the Hotel Shelton, the Hotel Lexington, and other nearby structures. But all our ghostly visitors perform their ghostly gyrations with perfect precision, moving together like highly trained spooky Rockettes in a ghostly ballet.

"Improved antennas will eliminate these reflected images," Dr. Caldwell predicted, "and the postwar era will see television blossoming forth as a billion-dollar business, far surpassing any achievement to date by its kindred radio and electronic arts."

## Electronics Lecture

"Electrical Measurements of Nervous Activity" is the title of a paper being presented by Warren S. McCulloch, M.D., who is in charge of research at the Illinois Neuropsychiatric Institute, at the next meeting of The Radio Club of America, on Thursday evening, May 18th, 8 P. M., in Havemeyer Hall, Columbia University.

## Bright Prospects For Television In Merchandising Store Plans

Television as an important advertising medium has been predicted by Ira A. Hirschmann, vice president of Bloomingdale Bros., Inc., yesterday. Mr. Hirschmann pointed out that several newly manufactured items, currently tabbed as war secrets, will be marketed after the war and merchants, newspapers and broadcasters will have the job to inform the public about these products, as well as sell them. Hirschmann visualizes department stores utilizing television on an important scale.

This country's department stores, he added, have progressed with the country and visual salesmanship will provide a new dimension which will be beneficial both as a social force in further expansion and as an advertising medium. The advertisers will have to realize, when television comes into its own, that it will be up to them to prevent the new medium from becoming a cheap, shoddy venture.

## Crosley Radio Staffs View FM-Tele Movies

Cincinnati—Following the sources of the education meetings held during April at Crosley Square, a second series of conferences is being held for personnel of the broadcasting division of the Crosley Corporation. Meetings have been arranged by George C. Biggar, assistant to the vice-president in charge of employee relations for stations WLW, WSAI, WLWL. One meeting featured "On The Air" new Paramount produced Westinghouse sound picture which traced the history and development of broadcasting from its inception and demonstrates in a popular manner the principles of radio program transmission and "Sightseeing at Home" new General Electric sound picture produced in the GE television studios and telling the story of television simply and logically by demonstrating how a show is produced. How it is seen by the camera and how produced on home television receivers.

## G. E.'s Judy

Scanning the broadcast picture as radio editor of the New York newspaper, "PM," Judy Dupuy developed an interest in the video medium that landed her present job at WRGB, the General Electric television outlet in Schenectady, N. Y.



JUDY DUPUY

At the up-state sight-and-sound station, Judy is writing script, doing studio promotion and digging out facts for a survey on the outlet's experiments in tele broadcasting and program production. A former engineer and radio news broadcaster, she has brought a rich background to her GE investigations.

## KMBC Expansion Plans Include Tele and FM Depts.

Kansas City—Expansion plans for KMBC as recently announced by Arthur B. Church, president and principal owner of the station, now includes application to the FCC for an increase in power to 50,000 watts on 540 kc. In addition to the 50 kw application, KMBC is including plans for FM and television. It is the intention of Church to locate a 50 kw FM station some distance from Kansas City with satellite transmitters in the principal cities of the area.

KMBC's FM and television plans are pending on application from modification of license from development to commercial operation.

## W. E. Staff Changes

F. R. Lack, vice president in charge of Western Electric's Radio Division, announced the following organization changes: P. L. Palmerton, formerly radio merchandise manager, is advanced to the position of assistant manager of the Radio Division. D. C. Hickson, manager of the Division's office in Washington, D. C., is transferred to Headquarters in New York as staff assistant. J. W. Sprague, as Division comptroller, and H. N. Willets, commercial contract service manager, will also report to Mr. Lack.

## 20th Century Wonder

"Television is as great a forward stride in the field of communication as aviation has proved to be in the realm of transportation. Accordingly, the networking of television programs on a nationwide basis, when this can be achieved, will be one of the major services of the 20th century to the American people."—Niles Trammell, NBC.

## Washington Tele Plans

As soon after the war as materials become available, NBC will construct a television station in Washington, D. C., so that a service of sight-and-sound may be available in the nation's capital, and from the nation's capital to other cities when interconnection between stations is made available.

## Manufacturer Plans Tele Mike Production

By JAMES L. FOUCH

(President, Universal Microphone Company)

The microphone has demonstrated its place as a vital voice communication component during war. When victory is won, and these instruments are again available on the open market, besides the standard pre-war uses of the precision instrument, the question arises as to microphones for television purposes.

Most microphone manufacturers are of course, busy on research of the problem. But none of them so far have actually divulged actual plans.

However, the moot question appears at first glance to be whether the microphone should be conspicuous in the television image. I suspect the average broadcaster will warily and prominently display the studio microphone with big call letters emblazoned thereon.

There is an evident tendency on the part of artists to crowd close to the microphone for regular broadcast. They will conceivably continue to "mugg" the mike after television arrives. There is also the oldtime blues of "microphonitis," or stage fright on the part of new performers.

The microphone will play a dominant part for personal studio appearances, and for announcers, news commentators. But in dramatic broadcasts the microphone should be left out of the scene to more faithfully portray realism and naturalness of surroundings.

A good many engineers believe that a cleverly concealed microphone postwar days and television will be inevitable. It might take the form of a bare microphone swung on a boom similar to motion picture practice.

Then, too, it is probable that the type of microphone will be used where the performers are close and another for distant pickup. Where the televising is an outdoor affair, there again the microphone will have to be selected specifically for that purpose.

In many ways the film industry has already met and solved microphone problems somewhat closely allied to television. But in most of these cases the solutions have been entirely from the viewpoint of film studios with props or outdoor locations and mobile units where the problems do not necessarily coincide with those of postwar television.

So the two schools of thought predominate, that is, whether the microphones will be in plain view or hidden. There may also be two more schools, viz, whether previous standard models can be utilized or new adaptations necessary.

In the meantime, microphone manufacturers who are busy 100 per cent on war orders, and with civilian backlog into the millions, are reluctant to "jump the gun" on postwar plans until victory is won.

# Proposed Tele Links As Outlined By Bell Co

Alternative program of coaxial cable route for television transmission facilities was announced recently by the Bell Company. The routes, predicated on the availability of materials and demand for network hook-ups, is as follows:

- 45 New York-Washington.
- 46 New York-Boston.
- Washington-Charlotte.
- Chicago-Terre Haute-St. Louis.
- Los Angeles-Phoenix.
- Chicago-Toledo-Cleveland-Buffalo.
- Southern Transcontinental Route (a large part) Will include Charlotte-Columbia-Atlanta-Birmingham-Jackson-Dallas-El Paso-Tucson-Phoenix.
- 50 Southern Transcontinental (complete).
- Washington-Pittsburg-Cleveland.
- St. Louis-Memphis-New Orleans.
- Kansas City-Omaha.
- Des Moines-Minneapolis.
- Atlanta-Jacksonville-Miami.
- Los Angeles-San Francisco.

## W2XBS Opening

Television station W2XBS, operated by the National Broadcasting Company, at the New Amsterdam Theater, New York, opened for tests July 7, 1930, when the images whirled into space by the mechanical scanner.

### Video Vacation

When vacation time came to the staff of W6XYZ, video outlet of Television Productions, Inc., on the Paramount lot in Hollywood, the announcement was mailed to televiewers that the station would shut down from May 8 to 20. Next program, the video dial twisters in the movie capital were informed, would go on Wednesday, May 24. Which was a sure way of getting a holiday, considering.

## WOW, Omaha, Plans Midwest Tele Outlet

Omaha—Application for a television license in the name of Radio Station WOW, Inc., was filed with the Federal Communications Commission recently.

At the same time, President John J. Gillin, Jr., secured assurance from the National Broadcasting Company that WOW will be a charter member of NBC's midwest television network, specific commitments for which are already being made with a select group of broadcasting stations.

WOW's application seeks a television license on the No. 1 channel in the Omaha service area. If granted, this would place WOW in a favored position on the television dials of the postwar era—a position comparable with WOW's present status in the broadcast field on 590 kilocycles.

Gillin said the decision to enter the television field "at the earliest opportunity" has been the subject of intensive study for many months, both by WOW's engineering staff and its Board of Directors.

"The management of WOW has been aware of the imminence of television as a full-blown industry for more than two years," Gillin said. "Television is ready now. It was ready, or nearly so, when the war broke out. The war has hastened its development to a point where nearly all of the technical kinks have been ironed out and it's ready to go."

Gillin added that while there are still "financial, technological and social" problems to be ironed out, that he believed these obstacles would be hurdled quickly.

"WOW expects to have the first Omaha television station in operation within a year or two after the war is won," he added.

### Commercial Tele

Commercial operation of television began July 1, 1941, on a minimum schedule of 15 hours a week. NBC's station WNBT, New York, the first commercially licensed transmitter to go on the air, issued the first television rate card for advertisers, and instituted commercial service with four commercial sponsors.

## PUBLICITY

NO OTHER PUBLICITY ORGANIZATION HAS KEPT CLOSER TABS ON TELEVISION PROGRESS. WE ARE EQUIPPED TO HANDLE PUBLICITY AND PROMOTION ON ANY PHASE OF THE INDUSTRY.

DAVID O. ALBER ASSOCIATES

10 ROCKEFELLER PLAZA

Circle 6-9595

Branch Offices in Chicago, Boston, Hollywood

Television  
Is Important  
In The War Effort

Its Coming  
Possibilities

Are Tremendous

For Up-To-The-Minute

Tele Data

Consult

Pages 929-950

In The 1944

RADIO ANNUAL

**IT WON'T BE LONG NOW!**

**CARTOONS**

**AND**

**TELEVISION**

*It's just around the corner*



**A CARTOON SERIES THAT'LL  
KNOCK 'EM FOR A LOOP**



**WATCH THIS SPACE**



# Rate Increase in Tele Applications

(Continued from Page 5)

hostilities for reasons of material and manpower shortage

to bite off the biggest chunk of television is NBC, which already has two experimental stations in the New York area, one in that area, and has applications for six additional commercial stations in Washington, Los Angeles, San Francisco, Denver, and Cleveland. RCA also has applications pending for two experimental stations in the Camden, N. J., area, and a change in FCC rules would allow applicants for more than a commercial television license.

Howard Hughes, who seeks a license in San Mateo and Los Angeles, Calif.; Bamberger Broadcasting Co. for New York, Washington, Philadelphia; Philco Radio and Television, for New York and Washington; and Westinghouse, for Boston, Philadelphia and Pittsburgh.

Philco is the largest operator in experimental television today, with licenses for five stations in the Philadelphia area. It also operates WPTZ, a commercial station in Philadelphia and holds licenses for commercial stations in New York and Washington. Next on the current list is Balaban Entertainment Co., Paramount Pictures subsidiary in Chicago. B and K, now a commercial station KBKB, holds four experimental licenses in Chicago.

B. Du Mont Laboratories, WABD, commercial station in Newark, as well as experimental stations in Passaic, N. J., New York and Washington. Their application for a commercial station here is pending. Du Lee, with KTSL operating locally in Hollywood, operates several experimental stations in Los Angeles. General Electric, operating locally through WRGB, Schenectady, is also doing experimental work through two transmitters in the New York area. CBS operates one commercial and one experimental station in New York. Two experimental stations in Los Angeles are licensed to Vision Productions, Inc.

Most pending commercial applications are for locations in large cities. It is interesting to note that the applications for commercial licenses specify locations in 17 states and the District of Columbia. Five licenses for Washington, D. C., for New York, four for Los Angeles, three for Philadelphia, Detroit, San Francisco and two for Chicago. At the present time, there are commercial stations operating in Chicago (B and K, and Zenith) and three in New York (CBS, and Du Lee), one in Philadelphia (Philco) in Los Angeles (Don Lee), one in Milwaukee (The Milwaukee) and one in Schenectady.

is a list of all pending appli-

# TELE VIEW OF THE MONTH



Visual value of television in a wartime educational role is depicted in the above picture taken in the studios of W6XYZ in Hollywood. Scene depicts telecasting of an official "First Aid Class" by the American Red Cross.

ications for commercial stations, as of Monday of this week:

Michael Alfend, Truman L. Brown, Samuel I. Berger and Sidney J. Heiman, doing business as Alfco Company, St. Louis, Mo., Channel 4, 78,000-84,000 kc.; Earl C. Anthony, Inc., Los Angeles, Calif., Channel 6, 96,000-102,000 kc.; Bamberger Broadcasting Service, Inc., Washington, D. C., Channel 4, 78,000-84,000 kc.; Bamberger Broadcasting Service, Inc., New York, N. Y., Channel 6, 96,000-102,000 kc.; Bamberger Broadcasting Service, Inc., Philadelphia, Pa., Channel 7, 102,000-108,000 kc.

The Broadcasting Corp. of America, Riverside, Calif., Channel 3, 66,000-72,000 kc.; Capital Broadcasting Co., Washington, D. C., Channel 6, 96,000-102,000 kc.; Allen B. Du Mont Laboratories, Inc., Washington, D. C., Channel 1, 50,000-56,000 kc.; Havens and Martin, Inc., Richmond, Va., Channel 3, 66,000-72,000 kc.; Hughes Productions, Div. of Hughes Tool Co., Los Angeles, Calif., Channel 2, 60,000-66,000 kc.; same applicant, San Mateo County, Calif., Channel 2, 60,000-

66,000 kc.; International Detrola Corp., Detroit, Mich., Channel 2, 60,000-66,000 kc.

King Trendle Broadcasting Corp., Detroit, Mich., Channel 2, 60,000-66,000 kc.; KLZ Broadcasting Co., Denver, Colo., Channel 3, 66,000-72,000 kc.; Jacksonville Broadcasting Corp., Channel 1, 50,000-56,000 kc.; Lon Lee Broadcasting System, San Francisco, Calif., Channel 1, 50,000-56,000 kc.; Loyola University, New Orleans, La., not specified; Metropolitan Television, Inc., New York, N. Y., Channel 8, 162,000-168,000 kc.

National Broadcasting Co., Inc., Washington, D. C., Channel 2, 60,000-66,000 kc.; National Broadcasting Co., Inc., Los Angeles, Calif., Channel 3, 66,000-72,000 kc.; National Broadcasting Co., Inc., San Francisco, Calif., Channel 4, 78,000-84,000 kc.; National Broadcasting Co., Inc., Denver, Colo., Channel 2, 60,000-66,000 kc.; National Broadcasting Co., Inc., Chicago, Ill., Channel 1, 50,000-56,000 kc.; National Broadcasting Co., Inc., Cleveland, Ohio, Channel 1, 50,000-65,000 kc.; News Syndicate Co., Inc., New York,

# Consumer Saving Plan For Tele Set Buyers

(Continued from Page 5)

known that six banks have adopted the copyrighted Franklin Square plan at no charge to the users. They are: Merchants National Bank, Syracuse; Ninth Federal Savings & Loan Association, New York, N. Y.; Peninsula Bank, Lawrence-Cedarhurst, N. Y.; Industrial Trust Co., Providence, and Second National Bank, Paterson, N. J. Applying a modification of the same idea is the Dime Savings Bank of Brooklyn. An unknown number of savings and commercial institutions have also adopted similar plans.

Visual incentive to post-war purchasers of tele sets is the presence in the Franklin Square Bank lobby of an RCA video receiver, model No. TRK-120, which lists at \$450, when available. Of the 92 accounts in the Franklin Square National Bank specifically set aside for eye-and-ear equipment, 51 are saving \$1 a week; 24, \$2 a week, and 17, \$5 a week.

## AFM Tele Scale

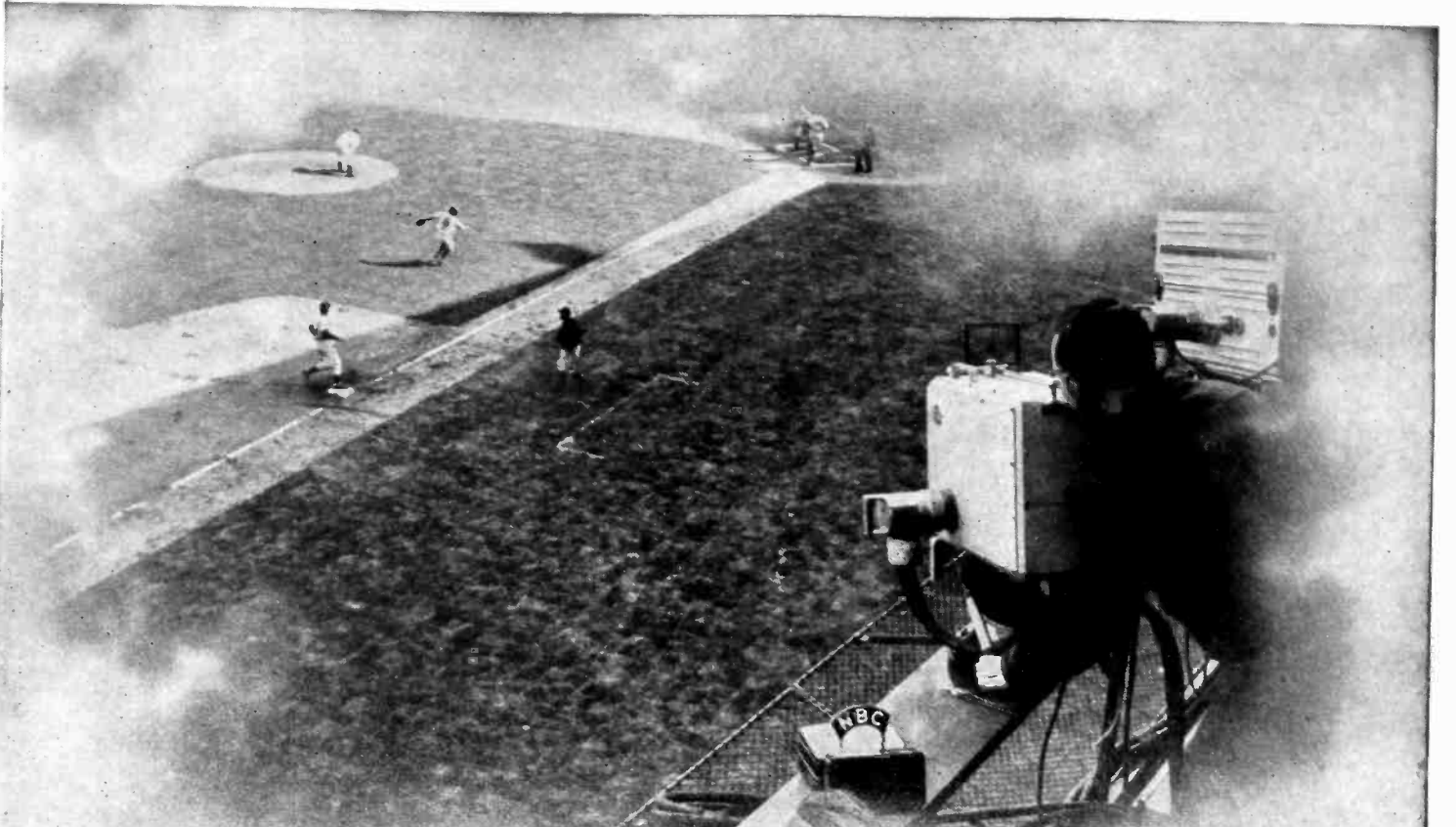
New musicians' scale for tele was reported in effect by the AFM on orders of James C. Petrillo, international president. Rates were announced, in September, as \$18 per man for broadcasts of one hour or fraction thereof and \$6 for similar rehearsal periods, with the leader's fee double these amounts—all services figured on a single-engagement scale.

## Farnsworth Expansion

Farnsworth Television and Radio Corporation was reported to have received WPB authorization for expanding its engineering, laboratory and manufacturing facilities at a cost of about \$250,000.

N. Y., Channel 11, 204,000-210,000 kc.; E. F. Pepper, Stockton, Calif., Channel 3, 66,000-72,000 kc.; Philco Radio and Television Corp., New York, N. Y., Channel 9, 180,000-186,000 kc.; Philco Radio and Television Corp., Washington, D. C., Channel 4, 78,000-84,000 kc.; WOW, Inc., Omaha, Nebr., Channel 1, 50,000-56,000 kc.; Stromberg-Carlson Co., Rochester, N. Y., Channel 1, 50,000-56,000 kc.; The Tower Realty Company, Baltimore, Md., Channel 4, 78,000-84,000 kc.; The Travelers Broadcasting Service Corp., Hartford, Conn., Channel 7, 102,000-108,000 kc.; Detroit Theater Corp., Detroit, Mich., Channel 4, 78,000-84,000 kc.; Louis Wasmer, Inc., Spokane, Wash., Channel 1, 50,000-56,000 kc.

WCAU, Broadcasting Co., Philadelphia, Pa., Channel 5, 84,000-90,000 kc.; Westinghouse Radio Stations, Inc., Boston, Channel 5, 84,000-90,000 kc.; Westinghouse Radio Stations, Inc., Philadelphia, Channel 7, 102,000-108,000 kc.; Westinghouse Radio Stations, Inc., Pittsburgh, Channel 1, 50,000-56,000 kc.; WGN, Inc., Chicago, Channel 4, 78,000-84,000 kc.; WKY Radio-Phone Co., Oklahoma City, Okla., Channel 1, 50,000-56,000 kc.



## NEW VISIONS for Tomorrow's World

● IT DOESN'T MATTER NOW whether clouds hide the sun, or whether evening shadows fall on the baseball diamond. If the fans in the grandstand see the game so can the modern television camera.

That was not always so; the pre-war television "eye" needed as much sunshine as it could get to illuminate the scene. The same was true of football—final quarters were occasionally "washed out" on the television screen.

But thanks to research, conducted at the RCA Laboratories, a new super-sensitive television camera, rivaling the human eye in its ability to see under

conditions of poor light is in prospect for the post-war world. Then, by television you will see every last-minute play of the ball game as clearly as if you were in the stands. Entertainment, sports, news events will pass before your eyes with every detail, every shadow faithfully reproduced.

Today, RCA's research facilities are devoted to providing the fighting forces of the United Nations with the best radio and electronic equipment available. Tomorrow, these same skills will continue to serve America in developing and creating new and finer peacetime products.



**RADIO CORPORATION OF AMERICA**  
RCA LABORATORIES • PRINCETON • NEW JERSEY

RCA  
leads the way in  
radio—television—  
electronics



TUNE IN! . . . RCA's great new show, 7:30-8:00 P.M. EWT, over the Blue Network, every Saturday ★ BUY WAR BONDS EVERY PAY DAY ★

## Invasion Plans Roll To Agency Execs

(Continued from Page 1)

roadcasters, who presided, said that many of the suggestions came from the present. At the top of the list was a request that all scripts be written so that a short break for important news could be inserted at the beginning of a scheduled program. It pointed out that it might be necessary to break into the body of a program with a flash; in the case of music or comedy the procedure would be easy, but that it might be a greater problem for producers of dramatic broadcasts. In all cases, he asked producers to keep contingencies in mind, and arrange for possible cuts during pre-hearsals.

He explained the CBS "beep" system, by which network stations are warned of an impending bulletin or program on the succeeding quarter-hour period. Three beeps (a high tone signal) will mean a bulletin is to follow and five beeps a news broadcast of longer duration has been arranged.

### Plans Explained

The manner in which the invasion was covered by CBS was explained by White, Major George Fielding and William L. Shirer. CBS analysts. Eliot analyzed military problems facing the allied forces in the invasion of the Continent. Shirer dealt with the propaganda techniques of the enemy. White was introduced as the gathering by William C. Gitlin, CBS vice-president in charge of sales. Vice-president Frank White, Paul Hollister, CBS vice-president in charge of advertising and promotion were among the CBS representatives at the luncheon meet-

ing executives attending included Robert Collins, N. W. Ayer & Co. Inc.; Tom Revere, Ted Bates, Walter Craig, Benton & Bowles, Bernard J. Prockter, The Biow Co.; Leonard T. Bush, Compton Advertising, Inc.; E. J. Fitzgerald, and G. Tormey, Dancer-Fitzgerald-Perle; Frederick E. Wakeman and K. Bakin, Foote, Cone & Belding; J. Schuebel, Duane Jones Co.; J. Katz, Joseph Katz Company; J. Ellis, Arthur Kudner, Inc.; Russell Johnston, McCann-Erickson, L. Shenfield and E. G. Sisson, J. Ryan & Lusk, Inc.; Morgan Sherman & Marquette, Inc.; J. K. Spencer, J. Walter Thompson; C. H. Paul Warwick, Warwick Advertising, Inc.; Wm. H. Weintraub, Wm. H. Weintraub, Inc., and Carlos E. Rico, Young & Rubicam, Inc. J. Ludlum of the Domestic Office of the Office of War Information attended.

## H Ups Tom Young

Thomas H. Young, formerly assistant director of Calkins & Hollister advertising agency, has been promoted to manager of the media department.

## Fly, Greta Palmer, Writer, Testify For Lea Committee

(Continued from Page 1)

record only after the two minority members of the committee—Representatives Louis E. Miller and Richard B. Wigglesworth—voted to overrule the Acting Chairman Ed. J. Hart. Chairman Lea and Representative Magnuson, the other two Democrats were not present.

### Interviews Radio Leaders

Miss Palmer said the main point which she was trying to settle in her article is whether it is true that Fly is "really the Frank Sinatra of the inner circle New Deal." Fly, she said, refused to cooperate with her. Commissioner Clifford J. Durr also refused, she said, after a four-hour conference.

Sources for the piece consisted mainly of editions of RADIO DAILY, Broadcasting and the NAB reports, Miss Palmer reported.

### Reads First Draft

Miller then asked that Miss Palmer read into the record the first draft of her article, at which point Hart ruled, as chairman, that the article was not admissible. The point at issue, he said, was not Miss Palmer's opinion of the FCC but rather whether Chairman Fly of the FCC had threatened the publication with reprisal in the event Miss Palmer's piece was published. Miller, referring to Fly's letter to Editor DeWitt Wallace of the "Reader's Digest," declared the piece should be read because of Fly's charge that it was based on "scandalous" material in the hearing record. Here Fly interjected that at the time he wrote the letter he did not know what was in the article—that he merely knew the sources from which it came. Miller challenged Hart's ruling and he and Wigglesworth carried the motion to admit the Palmer articles.

### Article Based on Hearing

The article itself follows generally the line of the hearings before the Cox committee, under Garey, repeating Garey's charges, and charging the FCC with unwarranted interference in the business of broadcasting, political favoritism, interference with the military, deception of Congress and other Garey charges.

### Fly Discloses Letter

Here Fly began his brief testimony, submitting a copy of his letter to Wallace written last December 29. The letter, in part reads as follows:

"I have been more than shocked recently to receive word that one of your writers Miss Greta Palmer, has been assigned the task of 'doing a job' on me.

"She has made it clear to me and to others that the writing which she is doing will be based upon 'information' and documents collected by the Cox committee. This committee has attained a nation-wide reputation as being the most notoriously unfair of all the so-called investigative committees that purport to do constructive work on behalf of the Congress. I am reluctant to believe that by treating with this one-sided subject

matter you would have the 'Reader's Digest' brought down to this lowest of levels.

"It is true that Miss Palmer offered to talk to me. However, you, she and the 'Reader's Digest' must bear in mind that it is quite impossible for me in the course of a few hours or even days to lay out before her the oral testimony, the voluminous documents, and the great bulk of evidence which eventually will be submitted by me and the Commission to utterly disprove every one of the serious and unfair assertions."

### Wallace Replies to Fly

Wallace replied a few days later that he did not know Miss Palmer planned to submit an article on the FCC. (Miss Palmer said later other editors of the "Reader's Digest" did know her plans). Wallace assured Fly that if he did approve an article on the FCC it would be fair. Fly's reply to Miss Palmer's article was brief. He stated that "my letter (to Wallace) was more prophetic, more validly founded than I could have anticipated." As for Miss Palmer's article, he said he simply reiterates the statements in the letter to Wallace. He

## Single Tele Licensees Now Allowed 5 Outlets

(Continued from Page 1)

stated that "in making grants of more than one television-station license to one concern, the Commission will give consideration to the development of a nation-wide television service, the geographic relation of the various proposed locations and the public need for the proposed service at such locations."

### Will Consider Working Control

The Commission made it plain also that it will not confine itself to instances of majority stock ownership alone, but will consider actual working control of the stations, however exercised.

NBC, Bamberger Broadcasting Co., Philco Radio and several other would-be large operators in television will all benefit from this change. It was feared that limitation to three stations would hinder development of nation-wide networks.

Under the new ruling, no more than one station serving the same service area will be licensed to one party.

It was charged also that Miss Palmer had been given access to secret testimony by Admirals Redman and Hooper, given Garey but not made public previously.

# PROGRAM THE HEADLINERS!

NBC  
RECORDED  
PROGRAMS



**119 OF RADIO'S FINEST STARS  
BRING YOU MYSTERY AT ITS BEST!**

No effort has been spared to do a superlative job of casting each and every production of *The Weird Circle* . . . to secure the very finest players available—those best able to do full justice to these classic tales of the master storytellers . . . Poe, de Maupassant, Hugo, Balzac, Hawthorne and others. 119 artists appeared in the first 39 programs alone—a galaxy of the brightest stars in radio! The series is 52 half-hours. Sponsors include auto service, brewers, cleaners, soft-drink bottlers, bakers, roofers, building-material firms, furniture, clothing and jewelry stores and tobacco manufacturers. Send for audition records today!

★ ★ ★  
Many other NBC Recorded Programs—  
5 minutes to half-hour.



**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER ONE 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.



## CHICAGO

By BILL IRVIN

**B**OB CARTER has been set by his agent, Vic Brown, for Evans Fur Company, 8:45-9:00 a.m., CWT, Mondays through Saturdays, over WMAQ, starting Monday, May 22. On May 5, Carter started over WCFL, 9:30-9:45 a.m., Mondays through Fridays, and 10:30-10:45 a.m. Sundays, also for Evans Fur Company. Carter is doing his character of "J. G." which made him so popular over WMCA, New York City.

Pat Burton, petite WBBM news writer, slipped out of the office one day last week to wed Private Bericher Frank at Chicago's City Hall. The bridegroom left for overseas duty the following day.

Twenty-five midwest future farmers of America, who with their leaders chose an all-expense-paid trip to Chicago as their rural youth award for superior achievement in farming and leadership, were guests of WLS last week-end.

F. Edmund Kasser is the new supervisor of announcers for the Blue Network's Central Division.

### Engineers Get Insight Into Post-War Electronics

(Continued from Page 1)

firm. Arranged for benefit of a group of 26 industrial engineers of the Philadelphia Electric Co., the institute, which began Tuesday, is scheduled to conclude its sessions tomorrow.

Among the many electronic devices demonstrated at Tuesday's first meeting were 15- and 100-kilowatt power generators, the spot gluer or "radio nail" gun and different types of electronic power heating.

Pioneering nature of the institute was stressed by David J. Finn, sales manager of RCA's industrial and sound department, in opening the sessions. "This new art, electronics in industry, and its applications," he said, "is as large and unlimited as your imagination cares to make it."

The visiting engineers were welcomed to the institute by Dr. Charles B. Jolliffe, chief engineer of RCA Victor. An appreciation of the opportunities offered by the electronics sessions was expressed by J. F. Gaskill, sales manager of the Philadelphia Electric Co.

Featured at tomorrow's meetings are demonstrations of plant broadcasting and communications systems for industry. Among the speakers are Dan D. Halpin, of RCA Victor, newly elected president of the American Television Society.

#### HAVE YOU A "SUMMER-REPLACEMENT" PROBLEM?

Let EDDIE MILLER, prominent and versatile baritone, submit for you his up-to-the-minute radio program—

#### "PUPILS ON PARADE"

Singing—Comedy—Instrumentalists  
Let the stars of tomorrow attract your radio audience TODAY!

Write—Phone—Wire

EDDIE MILLER

162 W. 54th St., N. Y. C.

CL. 6-3051

## MAIN STREET



● ● ● Bing Crosby, Bob Hope, Jimmy Fidler, Tom McAvity, Truman Bradley, Gene O'Brien, Claude Sweeten and Kim Gannon are among the participants in the annual Lakeside golf tournament. . . ● Karl Wyler,

## Los Angeles

KTSM, tall slender gaucho from the southern plains, is president of the El Paso Rotary club and active in every civic enterprise in his home town. . .

● Charles Smith, veteran talent agency representative, has joined RKO-Radio to handle radio affairs at the Gower Street studio. . . ● Portland's C. W. "Chuck" Meyers, major domo at KOIN, will be blazing new trails with his KOIN radio institute in June for Oregon teachers.

★ ★ ★

● ● ● Lee Little of KTUC, Tucson, is singing his own jingles to the tunes of new KTUC Sonovox station break records. . .

● Edwin L. Buckalew, Columbia Pacific station relations manager, in N. Y. at the general offices of CBS for attendance at Columbia Affiliate Advisory board meetings May 24-25 and a study of CBS departmental setups. . . ● Les Tremayne is the sleepest guy in town. He does the Drest Star Playhouse show five times a week and must leave his North Hollywood home at 5:30 a.m. to be in time for 6 a.m. rehearsals and the 7:45 a.m. show at NBC. . . ● Karen Holdt,

who was "Miss Sun Valley" and a member of the CBS and Paramount press departments, is now playing the title role in "The Amazing Jennifer Logan," a serial heard five times weekly over Don Lee-Mutual.

★ ★ ★

● ● ● Perry Botkin, who is the guitarist on the Bing Crosby and Fibber McGee and Molly shows, will head the orchestra on the Charlotte Greenwood program, which starts over NBC June 13. . . ● Paul Weston and his orchestra have been signed for Johnny Mercer's "Music Shop," which hits the airwaves June 12. . . ● Betty Bunn, of the KNX press department,

who was formerly with KIRO, Seattle, is spending her vacation in Duluth. She is all smiles these days, her brother, Reynold, who is serving with the infantry, having just been made a major in Corsica. . . ● Dennis Day en-

trained May 14 for Tucson to take the indoctrination course at the Tucson naval training station. . . ● Ed Yocum, KGHL, Billings, Mont., is enthusiastic about radio and Boss Campbell's herd of Herford beef cattle. He is also a commuter to Washington, D. C. and New York on NAB matters.

★ ★ ★

● ● ● A business romance that has won the admiration of members of Radio Row is that of the Douglas Aircraft Company and the Albert Essig advertising agency. Back in 1927, Donald Douglas and Essig started their association, and although from time to time large agencies have tried to win the account from Essig, their efforts have been fruitless. Essig is an authority on airplanes, did sketching in the Douglas plant and designed advertising trademarks for several aviation companies, although he now confines his activities to the Douglas account, insofar as airplane manufacturers are concerned.

★ ★ ★

● ● ● Bob Hope is chairman of the "Y" Youth Center campaign, which seeks to raise \$500,250 for establishment of recreation centers and outpost buildings in San Fernando Valley. Hal Bock is chairman of the publicity committee and fellow radio Boswells serving with him are Joe Alvin, Matt Barr, Lloyd Brownfield and Milt Samuel. . . ● Hal Gerard and Ge Ge Pearson, two of Hollywood's better known radio personalities,

have won a big Sunday morning audience with their 8 a.m. presentation of the dramatized funnies. This half-hour show, based on their own original, copyrighted idea, consists of an adaptation of several of the current Kings Feature strips. It is an elaborate dramatization, broadcast from a previously prepared script and enhanced with novel sound effects and music. Writer Dick Tait has also been made producer of "A Song Is Born," succeeding Tom Hargis, NBC staff producer, who is busy with other assignments.

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—Remember Pearl Harbor—

## SAN FRANCISCO

**T**HE Associated Broadcasters, owners and operators of station KSFO, have made application for use of a frequency of 43,100 kc. according to Royal V. Howard, director of engineering for the corporation and member of the RTPB, station which have coverage over an area of approximately 15,000 square miles. Associated have also made application to the FCC for television.

KSFO's new home decoration program, "Your House and Mine," broadcast every Thursday from 1:30 p.m., is proving very popular with Bay regionnaires. Emceed by M. of "Top of the Mark" fame, this show deals with every phase of homeing, special emphasis being placed on war-time problems and post-war planning.

Just how John Boylan writes five-times-a-week 15-minute dramatic serial, "The Amazing Jennifer Logan" heard over Don Lee network makes a fascinating story for embryo radio writers. Boylan doesn't wish to discourage, but warns that five weeks is not as easy as one, and such a project requires distance planning and a superior memory.

KPO-NBC has contributed \$300 to the Red Cross drive, in addition to amounts subscribed by individual employees. Larry Smith, KPO commentator, has accepted an invitation from KDYL, Salt Lake City, to participate in city's Fifth War Loan Drive June 1. Ensign Milton Seropan of the Maritime Commission, former KPO salesman, has been assigned sea duty.

### UP Opens New Bureau To Serve Kentucky Clients

(Continued from Page 1)

Pittsburgh, heads the new UP bureau.

UP also announces the addition to the invasion staff in Britain Charles Bernard, formerly of Wichita, Kansas "Beacon." He has been in England for two years, as a civilian employee of the Lockheed Overseas Corp.

### Baseball Broadcasts

Buck Canel, veteran sports commentator, will again describe today's baseball games for our Latin American neighbors through NBC International. Starting Monday, May 22, he broadcasts a 15-minute period of diamond news and dramatic re-enactments of the highlights of the day's games, seven days a week, at 6:45 p.m., EWT.



For SALES APPEAL  
For VOICE APPEAL

CALL

**JOHN NEAL**

Exclusive: Francis Kaye,  
65 Central Park West  
N. Y. C.  
TR. 7-4092

## Major-Owner Shifts Approved By FCC

(Continued from Page 1)

Ms. Gloria Dalton. Transfer of 17 1/2 shares of common stock, in accordance with a judgment rendered by the Superior Court of California is approved.

Control of KWKW, Pasadena, transferred with Commission approval to Southern California Broadcasting Co., to Marshall S. Neal, Paul H. G. E. T. Foley and Edwin Earl, in a limited partnership which shall be the official name of the former company.

Transfer of control of KIUL, Garden City, Kans., from the Garden City Broadcasting Co., (Homer A. Ellinger and Frank D. Conrad) to Frank D. Conrad individually, was also approved.

### WCLE Power Increase

WCLE, Cleveland, was granted a permit to change its frequency from 640 kilocycles, increase its power from 500 to 1,000 watts, change hours from daytime to limited hours (hours of WHKC), install directional antenna and move its transmitter and studio from Cleveland to Akron. At the same time, WHKC, Akron, owned by the same licensee was granted a permit to shift its frequency from 640 to the 610 band, increase its power from 500 to 1,000 watts, change its hours to unlimited and install directional antenna for night use.

WLS, Natchez, Miss., was permitted to shift from the 1,490 to the 1,440 band, contingent upon KALB changing to the 580 assignment. WSO, Henderson, Ky., was permitted to modify its construction permit to provide a daytime power boost from 50 to 500 watts.

WOW, State University, in Iowa City, was granted a construction permit for a new FM station, to operate on 70 kilocycles, one kilowatt unit.

Applications were received from NBC for new international broadcast facilities at Dixon, Calif.

### Asst. Hugh F. O. O'Neil

San Diego—Lieutenant Hugh F. O'Neil, Akron, Ohio pilot, and the assistant manager of WJW, Blue Island, in Cleveland and president of the executive committee of the Yankee Network, died when his plane crashed into the ocean off San Diego during a heavy wind storm.

A Navy blimp, a destroyer and a patrol flying boat tried to save him, but efforts were in vain.

## Amend ET-Identifying Rule; Once-Hourly Now, Says FCC

(Continued from Page 1)

carry announcements at the beginning and end, wherever it appears that the audience might be led to believe that the event described is occurring simultaneously with the broadcast. Section 3.407 of the FCC rules was amended to read as follows:

### Text As Amended

"(A)—No recorded program consisting of a speech, news event, news commentator, forum, panel discussion, special event, or any other recorded program in which the element of time is of special significance and a presentation of which would create, whether intentionally or otherwise, the impression or belief on the part of the radio audience that the event or the program being broadcast is in fact occurring simultaneously with the broadcast, shall be broadcast without an appropriate announcement being made at the beginning and conclusion of the broadcast that it is a recorded program. The identifying announcement shall accurately describe the type of mechanical records used.

### Criticism Invited

"(B)—Any other program consisting of a mechanical record or series of mechanical records need not be announced as provided in subsection (A), but the licensee shall not attempt affirmatively to create the impression that the program being so broadcast

consists of live talent. At least once each hour the licensee shall announce which of the programs other than those specified in subsection (A), presented during the previous hour, were broadcast by means of mechanical records."

The Commission is of the opinion that it will best conduce to the proper dispatch of business and to the ends of justice if all interested persons file statements or briefs showing why the proposal should not be adopted, or why it should not be adopted in the form proposed by this order, by June 16.

## Move in House To Report Electioneering Expenses

Washington Bureau, RADIO DAILY

Washington—Creation of a special five-man committee to report on the election expenses for the forthcoming campaign by House members and candidates for the House was proposed yesterday by Rep. Howard W. Smith, D., Va.

The committee would be set up to study all subscriptions and contributions, "including personal services, use of advertising space, radio time, office space, moving picture film," and office expenses.

### St. Louis Signs Barzin

Leon Barzin, conductor of the WQXR orchestra and musical director of the National Orchestral Association, has been engaged as conductor of the St. Louis Symphony for two weeks in January, 1945, during the absence of Valdimir Golschmann, permanent conductor of the orchestra.

### "Crax" Sponsors Goddard

Megowen-Educator Food Company, manufacturers of Crax, have purchased Don Goddard's 15-minute daily "News At Noon" program on WEAF for Tuesdays, Thursdays and Saturdays. This addition to their regular sponsorship of John Gambling, WOR, 7:15-8:00 a.m., puts Crax on two major New York stations. The Duane Jones Company is the agency.

## New Deals, Renewals For NBC-Recording

(Continued from Page 1)

"Bob" series by station KANS, Wichita, Kansas, and the same number by KYW, Phila.; 117 programs of "Carson Robison and His Buckaroos," by KARK, for Pitts-Turnbull Co.; 39 programs each of "The Name You Will Remember," by WKBW, Buffalo; and the same by KTMS, Santa Barbara; and "Through The Sports Glass," by WBML for a local department store.

### Renewals Listed

Renewals received include 39 programs on WMOB; WFBM, and KFRE; 26 programs on WGN. "Through the Sports Glass" was renewed on KGU, WPIC and KTUC.

# Featured Today at the Radio Executives Club Luncheon

more important facts on the

## "TELEVISION SEMINAR"

Club memberships and Seminar enrollments are pouring in. But in order to facilitate registration of new members a special table will be set up at today's luncheon. Members of the membership committee will be there to facilitate registration for non-members who wish to join. Another table will take care of the enrollment of all members not yet enrolled in the "Television Seminar" which opens tonight. Admission cards will be issued "on the spot."

**Also:** Annual report on REC activities from retiring officers.

**Also:** Installation of new REC officers for the coming year.

## HOTEL SHELTON

Lexington Avenue at 49th Street  
Gothic Lounge

Meetings begin promptly at 12:30 in the Gothic Lounge at Hotel Shelton. Earlier — for cocktails.

**W T B O**

Full Time

NBC Affiliated

Cumberland, Md.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— TEXAS —

**SAN ANTONIO**—Ray Hunt has been promoted to news chief at KONO. Bill Michaels, KABC manager, is proud of the fact his station comes on the air one hour earlier in the morning than any other local station. Leona Bender, women news editor of KMAC, is airing two quarter-hour programs per week from a special Air-WAC recruiting tent in the city to aid the recruitment program.

**FORT WORTH**—The Texas Motors, progressive local auto dealer, has signed for a year's contract for an extensive announcement sked over KGKO. **AUSTIN**—Barnes Nash and the newstaff of KTBC have made arrangements to stay on the air 24 hours daily when and if the Invasion comes.

— VIRGINIA —

**RICHMOND**—Acting on Paul Whiteman's suggestion, printed in Radio Daily, WRNL has launched a campaign for flowers for men in nearby Army and Navy hospitals. Holland Wilkinson, originator of WRVA's "Sunshine Hour," claims his wife beats all for celebrating anniversaries. Mrs. Richardson went to the hospital for an operation on her husband's 17th anniversary on the air, and came home in an ambulance on their 24th wedding anniversary.

— WASHINGTON —

**SEATTLE**—Majorie De Garmo, back from a combined business and pleasure trip to California, has again taken up her role as Marjorie Day on KIRO's "Housewives" program. Adene Latta, graduate home economist known as Judith Lane on KIRO's "Housewives" item, was featured guest recently in the "To Market" column of the Seattle "Times." **YAKIMA VALLEY**—John Roberts, KIT news editor, in addition to his regular duties, is now correspondent-photographer for The Spokesman Review, Spokane's leading daily.

catch the horse

by its tail

over WBYN

1430 on your dial

As soon as the track announces the winners, official up-to-the-minute results are broadcast over WBYN—exclusively from 12 to 6:30 daily—instantaneously spotted every few minutes.

— NEW YORK —

**NEW YORK**—Alan Courtney, emcee of the "1280 Club" and originator and conductor of the "Tolerance Through Music" programs heard over WOV, is now inviting the school bands of high schools and colleges in the metropolitan New York area to make guest appearances on the latter program. Arthur Lesser, former attache of the French Prime Ministry, and student of world affairs, will be heard over WNEW Tuesdays and Thursdays, effective today. Eileen Farrell, well-known soprano, with Santos Ortega as narrator, presents a "Treasury Salute" to Madame Schumann-Heink on WMCA May 22.

— PENNSYLVANIA —

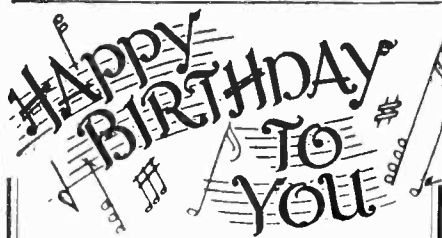
**PHILADELPHIA**—Harry McIlvaine, vet WCAU staff man, becomes daytime manager, replacing Carl Owen. Owen takes over seven times weekly "News Herald" program sponsored by Horn & Hardart, as replacement for Taylor Grant who leaves after nine years with WCAU. Grant will join WHN, New York shortly. Rupe Werling, WIBG production manager, will instruct radio writing and production at the Bessie V. Hicks School this summer. **PITTSBURGH**—WCAE program director, Clif Daniel, is spending a few days in Columbus, Ohio. **YORK**—WSBA will soon sponsor a "Sing For Victory" concert series in cooperation with industry under the direction of Louis Vyner conductor of the York orchestra and exec director of WSBA.

— TENNESSEE —

**MEMPHIS**—This city's largest department store, Goldsmith's, has given its largest radio contract to date to WHBQ, taking five half-hours weekly, midnight to 12:30 a.m.; the Alexander Griffin show on Mutual, five times a week; a quarter hour Sunday morning and spot announcements. **NASHVILLE**—A new husband-and-wife team has joined WLAC. They are Don Taylor, newscaster, and Connie Lee Taylor, singer and musician. The Taylors join WLAC after a stretch at KOAM, Pittsburgh, and WHB, Kansas City. Don was a feature writer with International News Service before going into radio.

— CALIFORNIA —

**LOS ANGELES**—George Washington Coffee, through Ruthrauff and



May 18

- Phil Alexander
- Al Charles
- William B. Maillefert
- Fred Berrens
- Joe Whelan
- Helen Hall
- Richard Marvin
- George Olsen
- Jack Mitchell
- Judith Rutherford
- Edward Everett Horton

Ryan, Inc., has placed an eight-weeks contract with KNX calling for a series of one-minute transcribed announcements. The contract is effective May 22. **SANTA BARBARA**—With the approval of the FCC, KTMS has begun miking a daily "Longshoremen's dispatch" Monday through Saturday. It's called "Attention Longshoremen." **SACRAMENTO**—After sponsoring Martin Agronsky three days weekly on KFBK for nearly a year, Butter Cream Bakers have now increased sponsorship of Agronsky to five days weekly and plan an intensive promotional campaign to sell Sunbeam and Butter Cream Bread.

— MASSACHUSETTS —

**BOSTON**—WORL's 920 Club observed one minute of silence on the air out of respect to the late Cardinal O'Connell.

WORL's newscaster, Joe Dineen, of the pall bearers at the funeral of Charlotte Bevins, new to radio, has the office staff of WCOP. New disc is Lucien Dumont.

— KANSAS —

**SALINA**—The "Home Hour" is the newly sponsored program on KSAL. Heard from 8 to 9, six mornings each week, it offers Salina area listeners with a press news bulletins, ration weather reports, and the time five minutes. Transcribed music in. Sponsor is Concordia Creamery. The program is emceed by Clark, program director and Lou Bireline is in charge of continuity for this item. Rich Glover Insurance Agency sponsored announcements about fire new

It happens May 28<sup>th</sup>

CLEVELAND'S FRIENDLY STATION

**WGAR**

MOVES TO

**1220**

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

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



# Gives Tele 'Green Light'

## Sterling Foresees RID Curtailment

Washington Bureau, **RADIO DAILY**  
 Washington—George E. Sterling, assistant chief engineer and head of the Radio Intelligence Division, yesterday resumed his testimony before the Lea committee. He spoke of RID activities in helping lost soldiers get their bearings, read into record several commendatory letters from military and civilian government officials, and spoke briefly  
 (Continued on Page 3)

## Installs Officers; Membership Growing

Radio Executives Club of New York held its final meeting of the season yesterday at the Hotel Shelton with installing officers rendering their report and newly elected officials being installed. Annette Joseph, treasurer, advised that as the 1943-44 season ended, the coffers held the sum of \$1,386.11. However outstanding bills were in the office and the Television Seminar will cost the REC \$1,500, she told the members. Archie Braun, Miss Joseph stated, had volunteered to  
 (Continued on Page 2)

## Sperry Corp. Radio Debut With Program Over WOR

Sperry Corp. made its debut as a radio client yesterday with Paul Taylor sponsored over WOR, 11-11 a.m. direct from London and subsequently may be picked up from fronts and other points of operation. Sperry concern in full  
 (Continued on Page 4)

## High Finance

When the Radio Executives Club treasurer yesterday told the membership that the organization actually had over \$1,300 in the till, the entire membership gasped en masse. Then the treasurer went on to say that the expenses of carrying the Television Seminar would be \$1,500 and everybody gighed wryly and looked around with an "I thought so," expression.

**Recognition**  
 Arnold Roston, art director of the Mutual Broadcasting System, has been presented the Award of Merit voted him at the 23rd Annual National Exhibition of Advertising Art conducted recently by the Art Directors Club of New York. Roston's entry, which the organization honored, was a booklet titled "Fresh Paint," issued as a feature of the network's publicity.

## FCC Seeks Program Data From Licensees

Distribution of network and on-network programs during April of last year and this year will be compiled by the FCC, it was revealed yesterday. The Commission has voted to request all licensees for information to permit comparison for the proportion, distribution and origin of net and non-net shows during a given week in April, 1943 and 1944. The Commission has held that the  
 (Continued on Page 7)

## Healy Denies Allegations Of Two Men Quitting OWI

Washington Bureau, **RADIO DAILY**  
 Washington—Charges by 2 resigned employes that he was withholding news from dissemination by foreign language broadcasters and newspapers were denied yesterday by George W. Healy, Jr., director of the OWI domestic branch. Their statements, carried  
 (Continued on Page 4)

# Ex-Broadcasters Open Station For Soldiers In India Sector

## Broadcasters Get Freon Gas Permits

Washington Bureau, **RADIO DAILY**  
 Washington—A score of broadcasters have been granted their applications for Freon gas in order to operate air-conditioning units for their studios, it was learned here yesterday. Support for their appeals by  
 (Continued on Page 7)

## Chairman Fly, Of The FCC, Endorses Development Of Television Now At Seminar Held By REC

## 'Make Work' Issue In AFM-WJJD Case

Chicago—At a War Labor Board hearing in Chicago, a "make work" issue was involved. The American Federation of Musicians, Local 10, maintained that radio station WJJD, Chicago, should employ approximately 10 additional men to work some "50 minutes to 25 hours per week (an average of 15 hours) at a minimum of \$75 per week, for work  
 (Continued on Page 7)

## Fly and Senator Wheeler On CBS For Morse Anni.

Two special programs will be heard on CBS next week, marking the 100th anniversary of the first telegram, with James L. Fly, chairman of the FCC speaking on the first program,  
 (Continued on Page 4)

## CBC Official Defends Policies Of Associates

Montreal, Que.—Owing to limited financial resources, it would always be the lot of Canadian Broadcasting Corporation to be a training ground, E. L. Bushnell, program supervisor  
 (Continued on Page 6)

Declaring that there was no question of the FCC maintaining a steady green light for commercial television, which was already fully authorized, Commission Chairman James L. Fly at the same time indicated the need for continuing eye-and-ear experimentation to members of the Radio Executives Club at the opening lecture last night of the organization's "Television Seminar" in New York.

A capacity audience estimated at 400 spectators filled Studio 6-A of NBC to listen to the first of the REC  
 (Continued on Page 5)

## Florida Tele Station Set By Radio Group

Jacksonville, Fla.—First television station in the southeast may be located in Jacksonville, Fla., if the application of the Jacksonville Broadcasting Company is approved by the FCC.

Announcement to this effect was made today by Robert R. Feagin, Secretary-Treasurer and General  
 (Continued on Page 5)

## Tom Mix Serial Show Gets New MBS Sponsor

Although Tom Mix, cowboy movie star died in an automobile accident in October, 1940, his memory is perpetuated in the radio serial, "The Ad-  
 (Continued on Page 3)

## CBC, Down Under

Montreal—The Australian Broadcasting Commission has completed a countrywide broadcast of two plays by Elsie Parke Godan, of Edmonton, Alberta. The plays, which were recorded by CBC, were obtained by Hon. T. C. Davis, Canadian high commissioner in Sydney, who plans to bring more of the same from Canada for rebroadcast in Australia.

(Continued on Page 6)



Vol. 27, No. 35 Fri., May 19, 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 #607.

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

## FINANCIAL

(Thursday, May 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 5/8	158 1/8	158 5/8	+ 5/8
CBS A	30 5/8	30 1/2	30 5/8	+ 1/4
CBS B	30 5/8	30 1/2	30 5/8	+ 1/4
Crosley Corp.	197 3/8	193 3/8	197 3/8	+ 5/8
Farnsworth T. & R.	12 1/2	12	12 1/4	+ 1/4
Gen. Electric	36	35 3/8	36	+ 1/4
Philco	29 7/8	29 1/2	29 7/8	+ 3/8
RCA Common	9 3/8	9	9 3/8	+ 1/4
RCA First Pfd	71 1/4	70 7/8	70 7/8	+ 1/8
Stewart-Warner	13 3/8	13 3/8	13 3/8	+ 1/8
Westinghouse	98 1/4	98	98 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	29	29	29	
Nat. Union Radio	4 1/4	4	4 1/4	+ 1/4

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	21 1/2	
WJR (Detroit)	33	

## 20 YEARS AGO TODAY

(May 19, 1924)

Signal honor was accorded WOR, the Bamberger station in Newark, recently when by special permission of Secretary of the Navy Wilbur, officials presented the naval air station at Lakehurst with its staff colors. Mrs. J. H. F. Turner of WOR went to Lakehurst with its staff colors. Mrs. J. H. F. Turner of WOR went to Lakehurst to make formal presentation of the silk standard to Commander Kline....Not yet a month old, the "Barn Dance," heard on WLS, Chicago, has hit a high in popularity.

WQAM MIAMI  
CBS AFFILIATE  
The Voice of Tropical America

Represented by John Blair & Co.

# Coming and Going

FRANK E. MULLEN, vice-president and general manager of NBC, has returned from a trip to the West Coast.

ELLIOTT STEWART, executive vice-president of WIBX, Columbia network outlet in Utica, N. Y., is back at the station after having visited briefly at network headquarters in New York.

LILLIAN KIRK, promotion director of WGR, Buffalo, leaves today for the upstate city following conferences this week at the headquarters of the Blue Network, which WGR joins on June 1.

TOM SLATER, the Mutual network's director of special features, has joined radio's executive contingent converging on Washington for the Fifth War Loan luncheon and meetings with Secretary Morgenthau.

FRANK S. LANE, station manager of WDEF, Blue Network outlet in Chattanooga, spent this week in New York, saw "Oklahoma" from a favorable vantage point and now is ready to make a week-end departure for Tennessee.

WALTER B. HAASE, program director of WDRC, Hartford outlet of CBS, in town yesterday for confabs at the offices of the network.

JUDITH C. WALLER, director of the public service department for the central division of NBC, is spending a few days in New York.

MARY JANE HIGBY, star of NBC's "A Girl Marries," is back from Hollywood where she conferred on a special radio deal.

EDWARD W. WOOD, JR., general sales manager of the Mutual network, leaves this evening for 10 days in Los Angeles, where he will confer with Don Lee officials.

LLOYD COULTER, vice-president and radio director of the McCann-Erickson advertising agency, is in Chicago, where he will be joined shortly by RUSS JOHNSTON, radio producer for M-E.

JOHN H. LEE, manager of WHAM, Rochester, N. Y., and J. W. KENNEDY, JR., sales manager of the station, visiting yesterday at the New York offices of their national representatives.

LESTER GOTTlieb, publicity director of Mutual, will spend today and Monday out of town, today in Baltimore, Monday in Boston.

"BING" SMITH, advertising manager of the Omaha "World-Herald," which operates KOWH in the Nebraska metropolis, was welcomed here yesterday at the local headquarters of the station's national reps.

HARRY B. LUBCKE, director of television for the Don Lee network, in New York to attend the meeting of Committee Three, Panel six, of the Radio Technical Planning Board.

BILL SCHROEDER, sales manager of WCAE, Pittsburgh, again greeting his many friends in Gotham.

HARRY BETTERIDGE, sales manager of WWJ, Detroit outlet of NBC, is in town. Conferred yesterday with his station's representatives here.

## REC Install Officers; Membership Growing

(Continued from Page 1)

audit the books sometime during June.

Beth Black, vice-president and in charge of committees, particularly thanked Linnea Nelson for her splendid work as head of the membership committee. Miss Black said that last October there were 198 members and 28 associate members. This figure has since risen to 528 members, of which 403 were regulars and the rest associates. Frank Silvernail, as head of the House Committee was also lauded for his work as was Marvin Kirsch for his efforts in lining up an impressive list of speakers. Outgoing president Grabhorn cited the opening of the season with such speakers as FCC Chairman Fly, followed by Paul Kesten, Mayor LaGuardia, Col. E. M. Kirby, Dr. Goldsmith and many others. Grabhorn said that the Red Cross luncheon resulted in two originals by Milton Caniff, of "Terry and the Pirates" fame, being auctioned for \$162 which was included in the Red Cross donation. Money raised at the Christmas party went to the relief societies of the Army and Navy.

New officials installed were: Warren Jennings, of the New York office of WLW, as president; Linnea Nelson of J. Walter Thompson, vice-president; Helen Thomas, of Spot Broadcasting, treasurer, and Claude Barrere, of NBC Radio Recording Division, secretary.

Jennings on taking his new office, paid tribute to Grabhorn and his administration and promised to maintain the momentum in the club's progress and make it a factor in the broadcasting industry.

## Travis Wells To Direct "North" Starting May 24

Beginning with the program of May 24, Travis Wells takes over direction of NBC's comedy-mystery, "Mr. and Mrs. North," (Wednesdays, 8:00 p.m., EWT) while S. James Andrews vacations on the West Coast. Program's is broadcast coast to coast.

## Donald Guest Of Mary Small

Peter Donald will be the guest star on the Mary Small Revue, Sunday, May 21, 1944, from 5:00-5:30 p.m. over the Blue Network.

**CKLW**  
BEST RADIO BUY in the DETROIT AREA  
5,000 WATTS DAY and NIGHT  
800 Kc.  
MUTUAL SYSTEM

## Radio In Baltimore

What's a listener cost you?

It's very easy to find out. First, you take a station coverage. All stations have coverage maps.

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

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

It's as simple as that.

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

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

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REE

# Sterling Predicts Curtailment Of RID In Testimony Before Lea Committee

# Tom Mix Serial Show Gets New Web Sponsor

(Continued from Page 1)

work of RID in locating submarine senders.

### Aids Army Air Corps

Questioned by Representative Louis Miller after presenting his statement Sterling declared that RID men were working on 24-hour shifts in Hawaii at the time of the attack on Pearl Harbor, and had cooperated with the Navy in a practice raid on the island only two weeks previously. There were no radio transmissions from the approaching Japanese planes, Sterling said. He added that his men were working on a new 24-hour schedule he had introduced only a few weeks earlier, but that they had not been alerted by the military.

Along with air patrol work, Sterling said, RID has furnished emergency bearings to 540 planes—many of which might otherwise have been lost.

When an Army bomber worth several hundred thousand dollars is conservatively estimated that the value of the planes which have been saved is \$8,000,000 which RID has saved throughout the entire course of the war, the commissioner said and added:

As far more important than the value of the planes are the human lives that were saved.

### Proud of Record

"I think that you will agree we may be justly proud of the success which we have had in this phase of RID's work. In view of the past record it is naturally with some regret that we are discontinuing this emergency service before our job is done. And it is evident to us that job is far from done because the requests for emergency bearings on lost aircraft continue to come in at an undiminished rate. However, the million dollar cut in the RID appropriation will force us substantially to curtail, or entirely eliminate, this emergency service, our plans for the replacement of the Radio Intelligence Division in order to make up the million dollar cut in the appropriation are not yet completed.

However, it is evident at this time that it will be necessary to close down the six Adcock direction-finding stations on the Hawaiian Islands. The remaining two will be completely inadequate to render emergency bearings to aircraft. It also appears that we may not have sufficient funds to maintain the East and West Coast direction-finder networks with a complete, adequate to render emergency service on a 24-hour basis as at present."

### Letter From General

A letter read into the record also came from Gen. Wm. L. Flood, commanding Seventh Army Air Corps in Hawaii. This letter is addressed to the Commission and is

dated May 15, 1943, and read as follows:

"In the past months numerous calls have been made upon the Federal Communications Commission radio facilities to obtain bearings and fixes upon lost airplanes. These bearings and fixes have proven accurate and most helpful. In one particular instance on March 5, 1943, the assistance rendered by the FCC resulted in the prompt locating and rescuing of the crew of a bomber forced to land at sea. On another occasion, March 19, 1943, bearings received from the FCC assisted in locating a plane which was in imminent danger of being forced to land at sea. Large-

ly as a result of these bearings this forced landing was averted.

"Other instances too numerous to mention have occurred in which the assistance given by the FCC has been of inestimable value. The facilities of the FCC have been, and still are, absolutely necessary to the successful operation of the Army's lost plane procedure in the Hawaiian area.

"I wish to commend the FCC and its men responsible for this assistance. It has been of great value and in numerous cases directly responsible for the saving of lives and valuable equipment."

There will be another session this morning.

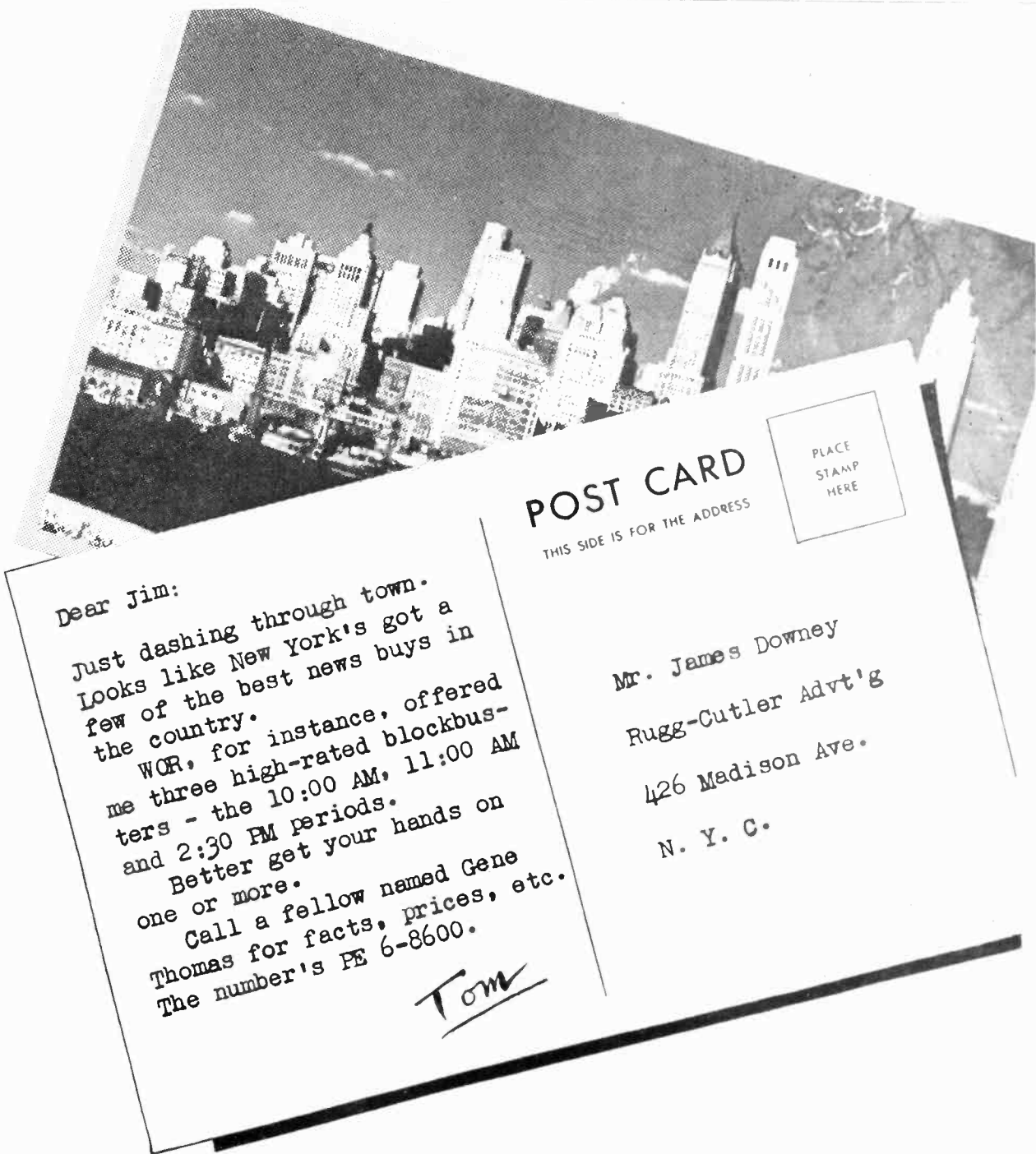
(Continued from Page 1)

ventures of Tom Mix," which returns to the air Monday, June 5, over 217 Mutual stations, under sponsorship of Ralston-Purina Company.

### To Originate at WGN

New series will originate in the studios of WGN, Chicago, with Joe "Curley" Bradley, cowboy singer and radio actor, in the title role of "Tom Mix" Program, which will be heard every Monday through Friday 5:30 to 5:45 p.m., will be sponsored on Wednesdays and Fridays until September 4, and which time show will go commercial five times a week.

"The Adventures of Tom Mix" first made its air debut 11 years ago. Present contract was placed through Gardner agency, St. Louis.



POST CARD

THIS SIDE IS FOR THE ADDRESS

PLACE STAMP HERE

Dear Jim:

Just dashing through town. Looks like New York's got a few of the best news buys in the country.

WCR, for instance, offered me three high-rated blockbusters - the 10:00 AM, 11:00 AM and 2:30 PM periods.

Better get your hands on one or more.

Call a fellow named Gene Thomas for facts, prices, etc. The number's PE 6-8600.

Tom

Mr. James Downey  
Rugg-Cutler Advt'g  
426 Madison Ave.  
N. Y. C.



# LOS ANGELES

By RALPH WILK

IT'S now Major Mark Finley with announcement this week of the former KHJ-Don Lee publicity director's promotion from captain in the United States Army. Finley, who is currently serving with the Intelligence division of the Army in England, has been in the British Isles since two years ago last April.

Inspired by their recent dude ranch sojourn in Nevada, Judd and Ted McMichael of the Merry Macs have written a novelty tune called "We Dude It!" which is to be published by the Merrywood Publishers.

Under Bill Goodwin's exclusive contract with Lever Bros. (Swan Soap), the announcer becomes the highest paid member of his profession. The arrangement becomes effective in August, when the Burns and Allen program will resume after the summer lay-off.

"Take It Or Leave It" travels eastward after the broadcast of Sunday, May 28. Current plans include one stop-over in Chicago for broadcasting of the June 4 Eversharp program, after which the troupe continues on to New York for a prolonged stay. Harry Spears, who has been producing the Hollywood originations at station KNX, will accompany the air-show east and continue as permanent producer of the program for the Biow Company. Phil Baker will be accompanied by Irmgaard Erick, who Sunday (7) became Mrs. Baker.

Ira Cook has been signed by Smith and Bull to handle the Slapsy Maxie's air show over KMPC Mondays through Saturdays, replacing Don Otis who is tied up with production duties.

Eddie Kaye, musical director of "Those We Love," composes original music in the mood of the script for each broadcast of the radio drama.

Ted Bliss, producer of the Silver Theater radio show, has returned from New York and taken over the directing reins from his assistant, Edna Best, former English stage and screen star.

## Fly and Senator Wheeler On CBS For Morse Anni.

(Continued from Page 1)

Tuesday 10:45-11 p.m., EWT, from Washington. Chairman Fly will discuss the history of electrical communication and the part communications play in war and will play in the post-war world.

At 11:15-11:30 a.m. on Wednesday, Senator Burton K. Wheeler and Rep. Alfred L. Bullwinkle, will be heard from the Rotunda of the Capitol. The programs are part of the Congressional observance of the anniversary of the first Washington to Baltimore telegram sent by Samuel Finley Breese Morse.

CBS programs "Second Husband" and the repeat of "Valiant Lady" will be cancelled, on Wednesday, May 24.

# MAIN STREET

WITH *Ol' Scoops' Daly*

## Unscrambled Wattnotes !!

● ● ● Chairman of the FCC James Lawrence Fly, has been invited to address the annual AFRA convention scheduled to be held in Cleveland August 26. . . . this the first time the organization has extended such an invitation. . . . no other outside speakers will be present. . . ● Ed East and Polly, added three new sponsors to their "Breakfast in Bedlam." ● Russ Hodge of WOL, Washington, a busy man, has invented a scheme to get recreation after dark, since he gets no opportunity to play in the daytime. . . . Russ is credited with devising a badminton outfit, good any time. . . . by the simple expedient of dousing the badminton set in the backyard with a can of luminous paint, ground lines and all. . . ● WBT, Charlotte, Program Director Charlie Crutchfield, claims he has discovered a completely new voice, named Martha Miller, whom he guarantees is that rare biz, a femme commentator that's positively "listenable." ● Suggestion is being made to Secretary Morgenthau that the Irving Caesar-Gerald Marks tune, "I've Got A Date With A Bond," has all the necessary ingredients to stand up as the theme song of The Fifth War Loan Drive starting next month. . . ● Gil Martyn, Kellogg news commentator, heads for the Coast soon, with a stopover in Denver to visit the hospital. . . ● Nat Debin has resigned as professional manager of American Music Co. to take the reins as manager of the George Auld orchestra.

★ ★ ★

● ● ● Schoolchildren of New York City, selected on a proportional basis from public and parochial schools with the co-op of local education authorities, will form the audience at Carnegie Hall this Sunday. . . . when the Philharmonic-Symphony broadcasts a Young People's Concert via the usual WABC-CBS network. . . . only adults in the hall will be teachers accompanying the various groups. . . ● Tom Howard's answer to his stooges' disparaging remarks about his age and white hair, was, "snow on the roof is no indication that there's no fire in the house!" . . . ● And Jack Haley tells about a friend who put 15 cents into the cigarette machine and hit the jackpot. . . . winning a tobacco plantation in Virginny. . . ● Cass Daley, who has appeared on the Bob Burns NBC show for several weeks, will continue as guest this coming week, her irrepressible songs and chatter finding a radio market with the listeners. . . ● Olga Coehlo, "Ambassador of Song" from South America is returning to her homeland in Brazil for an extended radio and concert tour. . . . the gifted soprano and guitarist, has been here four years, during which time she was heard often on U. S. airwaves. . . . she will return in the Fall. . . ● Norman Corwin has written the commentary and does the narration for the film, "People's Avengers," reported as the first documentary film about Russian guerillas.

★ ★ ★

● ● ● When "G. I. Joe" goes on the air in the China-Burma-India theater of war, the U. S. Army Forces station VU2ZY, is backed by a staff once active in broadcasting circles at home here. . . . station is in New Delhi, of 50 watts power and the soldier radio team operating the outlet includes: Lieut. Robert L. Black, of Standpoint, Idaho, formerly with KIT and KMO, Yakima, Washington. . . . Pic. William Stulla, of Los Angeles, announcer and producer, has been heard on the Rudy Vallee hour and other shows originating on the Coast; Pvt. Eskil E. Holt, San Diego, was an engineer with KGB, in that city. . . . and Pvt. Charles E. "Chuck" Whittier, of Wilkes-Barre, sports announcer for N. W. Ayer & Son, who used to do announcing for Atlantic Refining Co. baseball and other sports over WBRE and WBAX both in Wilkes-Barre. . . . some transcribed programs come through, as heard here on the networks. . . . otherwise the boys do a good job of putting on their own shows. For further details see story on page one of this issue.

— Remember Pearl Harbor —

## Healy Denies Charge Of Men Quitting

(Continued from Page 1)

in the press yesterday, are wrong foundation, Healy said. He denied he is "unmindful or indifferent to the needs of any of our citizens for information."

Healy declared that "their" that I imposed unreasonable restrictions on their activities as employees, also is untrue. The only instruction which I have ever issued affecting the foreign language section of the domestic branch of OWI erected a safeguard to insure that material sent by the section is checked for accuracy by the news bureau's general desk in the same manner as is sent to English language public Maintenance of this safeguard required that Mr. Poulos and his prepare their material first in English, have it checked for accuracy by the general news desk and then it translated for release to the foreign language press and radio. . . . out this procedure neither the nature of material being seminated in a score of language the section. Without this precaution we could not be sure that the views were not being substituted straight and simple information in leases going to foreign language newspapers and radio stations in the United States.

**Alleges Employment "Pressure"**  
"Poulos resigned after objecting to this safeguard, and after seeking successfully to pressure me into employing one of his and Mr. Olson's friends," Healy said.

"Mr. Olson," he added, "resigned after we did not follow Mr. Poulos' recommendation that Mr. Olson should be his successor as acting chief of the section. Their departure would not prevent the domestic branch of OWI from discharging its responsibilities to the foreign language press and radio to the full extent of authority and appropriation.

"Mr. Achilles N. Sakell, who has been employed by OWI since its organization, is the new chief of the foreign language section of the domestic branch. Mr. Sakell is on record as approving the safeguard which Mr. Poulos was unwilling to accept. Mr. Sakell already is working with the foreign language specialists who have been processing copy for the foreign language press and radio many months."

## Sperry Corp. Radio Debut With Program Over W

(Continued from Page 1)

war production will make recording of the broadcasts for their employees. Manning's talks will tie up with the efforts of the war workers. Agency on the account is Young & Rubicam.

Manning is an American and was formerly with CBS. His background includes considerable travel abroad and he has taken part in bombing raids as a combat correspondent.

★ AGENCY NEWSCAST ★

Tele Seminar  
Hears FCC Chairman

(Continued from Page 1)

of 15 weekly sight-and-sound films Niles Trammell, president of NBC, and Dr. Alfred N. Gold, vice-chairman of the Radio Planning Board, also spoke. Dr. Grabhorn, chairman of the committee, presided.

**Sees Steady Development**  
Improvements developed in engineering standards will be developed accordingly. Wartime progress in two years, he observed, is as much progress as in the preceding. He went on to say that research information may be declassified and made available by the military.

Under wartime restrictions of materials by the WPB, the FCC asserted that materials will be available for research and experimentation. During this very period, he said, is our best and easiest time to make the art.

He talked today of freezing television he queried. Why talk about building expanding construction? "Now our brains out with a flood of air? I think we've been doing much talking on this subject," he said in answer to his own question.

**Recommendations Prepared**

The RTPB has two recommendations in the making. Fly stated—one somewhat improved system of black-and-white tele and another for colored sight-and-sound service, which may include color and higher resolution. Provision has been made for a continuation of experimentation. The tele panel—numbered in the Planning Board yesterday in its report to the members of the PB, he later told a representative of RADIO DAILY.

Availability of large-scale tele, possible in the upper range of the frequencies shall not be foregone today, he indicated. Television does present a problem essentially engineering in character, he said. Just as the administrator shall appoint the engineer, he continued, so the engineer shall not take the place of the administrator. He said that it is interesting to observe the great corps of experts on television in the industry and on large with one newspaper editor-writer who knows at just what agencies ghosts appear.

**RCA Position Favorable**

Coming in mind that television is authorized to move ahead completely, and omitting other generalizations, the FCC chairman said the question of speed and development is one to be decided by companies themselves. RCA, with many resources and patents, he said, is in the best position to pace and project the outcome. Here is indeed the great responsibility, he pointed out.

He thinks that the long-range industry of the manufacturer must ultimately conform to that of the broadcaster, he said, cautioning against a

**ROBERT E. TUTTLE** has been elected vice-president of Geyer, Cornell & Newell, Inc., and will serve as account executive for Nash Motors in Detroit. It has been announced by B. B. Geyer, president of the agency. Tuttle was formerly vice-president of MacFarland Aveyard & Co., Chicago. He previously was vice-president of McCann-Erickson, Inc., where he handled the Ford Motor Company account, and also was account executive on Plymouth Motors for Advertisers, Inc. in Detroit.

**HENRY STAMPLEMAN**, formerly of Warwick & Legler, Inc., is now a member of the Victor M. Ratner Company.

**NORTHWEST ADVERTISING AGENCY**, Seattle, has purchased a number of daily five-minute schedules on WHBQ, Memphis, for Gardner Nursery and Radio Print Shop.

**AMERICAN MARKETING ASSOCIATION** has set June 8 and 9 as the date for its national convention, which will be held at the Benjamin Franklin Hotel in Philadelphia.

He decried the editorials in support of freezing standards when there were only 7,000 receivers in circulation. "I do think," he added, "that in no way should anyone delay television and its great service to the public." No one will do this wilfully, he thought.

Television is here to stay," Fly concluded. "There must be no faltering, no lack of confidence. We can move in only one direction."

**Television Ready—Trammell**

Television will be ready for immediate introduction right across the United States, declared Trammell in his address of welcome, reiterating the NBC video position, the instant that the all-important object of winning the war is achieved, and men and materials become available.

Post-war place of tele as an employment medium, the network president pointed out, will be at the top of the new industries that will create jobs for men and women and capital. This will be all the more true, he added, because television, unlike many other new post-war products and services that have been talked about, does not come under the head of a technological improvement. He explained.

**Expects Aid to Employment**

It is not just a better form of product or a better way of doing a thing that has been done before. It is something totally new and unique and original. It will not displace or replace anything else. It will grow on new soil where nothing ever grew before." In sum, he stated, "It will add to employment without subtracting from it."

Reasons for the importance of sight-and-sound broadcasting to radio and ad execs was indicated by Trammell. As the first reason, he observed that if either of these chooses to remain

**FREDERIC KAMMANN** has resigned as a vice-president of Fuller & Smith & Ross to become Cincinnati manager for Roy S. Durstine, Inc.

**RAYMOND REEVES** has joined the New York staff of the J. Walter Thompson Company. Reeves, who for seven years was research director of J. Walter Thompson's San Francisco office, has been with the U. S. Department of Commerce since June, 1941, as regional business consultant for the seven western states.

**HUDSON PULP AND PAPER CORPORATION**, through Duane Jones Company, will sponsor Henry Gladstone on WOR's 10:00-10:15 a.m. news spot beginning June 5th. The program will publicize Hudson paper napkins, the firm's entire line of household paper products. Duane Jones Company is the agency.

**MINNESOTA MINING AND MANUFACTURING COMPANY** has appointed Batten, Barton, Durstine & Osborn, Minneapolis to handle all of the company's advertising, effective July 1st.

ignorant about television, the chances are, in a few more years, he is not going to be a radio or advertising executive any more.

**Merchandising Value of Tele**

"Department stores, which for the most part have never been big users of sound broadcasting," the speaker asserted, "will in my opinion find television a medium made to order for their advertising requirements. Since most stores are interested in advertising in the retail trading area of only one city, the television station which does not happen to be affiliated with a network will be at no disadvantage in competition with network stations for this important category of television commercial business."

Accomplishments and aims of NBC tele were described at length by Trammell. Some 125 advertisers, he noted, have already made their eye-and-ear debuts over the web's New York outlet, including department stores, banks, insurance companies and manufacturers of food products, clothing, automobiles, gasoline, cosmetics, soaps and watches.

**Dr. Goldsmith Heard**

Broadcasters must assume a major role in television development, stressed Dr. Goldsmith, who briefly introduced the radio execs' sight-and-sound seminar. There will be a group of collaborating industries, he pointed out, such as the motion picture producers, who may be called upon to provide transcribed programs on film or perhaps even live-talent package shows.

"The prospects seem bright," he said previously, "and, granted wisdom and reasonable unity within the radio and affiliated industries and sympathetic encouragement and wise guidance in governmental quarters, there appears no major cloud upon the television horizon."

Florida Tele Station  
Set By Radio Group

(Continued from Page 1)

Manager of the Jacksonville Broadcasting Corporation, operators of radio station WPDQ, 5,000 watt outlet for the Mutual network in Jacksonville, Florida. Other officers of the Corporation include James R. Stockton, president and director, and Linton D. Baggs, vice-president, director and majority stockholders in the Corporation.

The FCC has already received the Corporation's application, dated May 1, 1944, to establish a television broadcasting station in Jacksonville. The application, the first to be made in this section of the country, will be placed in the Commission's Pending File, for action after the war, when current restrictions on television equipment will be lifted.

**Cost Estimated at \$250,000**

It is estimated that the new station will cost approximately \$250,000 and will be a unit of the Jacksonville Broadcasting Corporation, provided application is acted upon favorably by the FCC.

Mr. Feagin, who also will be general manager of the proposed station, said the construction probably will not begin until after the war.

The application requests the first television channel, a peak power of 4,000 watts for the video transmitter and 2,000 watts for the audio FM transmitter.

Ex-Broadcasters Open  
Radio Station In India

(Continued from Page 1)

planned and produced with straight G. I. performers.

Among the persons who contribute to the success of the station's productions are: Pfc. William Stulla, former announcer and producer of the Rudy Vallee hour; Pvt. Eskil E. Holt, former engineer with KGB, San Diego; Pvt. Charles L. Whittier, former announcer for the N. W. Ayer agency; Lt. Robert Black, formerly with KIT-KMO in Yakima and Tacoma, Washington; Major Henry Jackson, former executive with the Chicago offices of the National Broadcasting Corp.; S/Sgt. John Carlin, formerly with WFIL, Philadelphia; Yeoman First Class Bob McCoy, former NBC Chicago announcer; S/Sgt. Don Sherrer, formerly with KNX, Los Angeles.

VU2ZY rebroadcasts transcribed programs of the feature shows heard every day back home, Burns and Allen, Kay Kyser, Aldrich Family, Bob Hope, Bing Crosby, Jack Benny, Charlie McCarthy and Jimmy Durante, among numerous others.

Porteous To Spot Sales

Roy C. Porteous, former assistant to Patrick J. Kelly, NBC supervisor of announcers, has been made assistant sales promotion manager of the National Spot Sales Department, William C. Roux, assistant manager of the department, announced yesterday.

## PROGRAM REVIEWS

## HENRY GLADSTONE

WOR-Mutual, Tues., May 16,  
10-10:15 a.m., EWT

"Documentary Report: Naples"

Correspondent: Seymour Korman

For further reports, as the story goes, read your newspaper. We might add to that. If you want more about that newspaper story, more than meets the eye, listen to the Henry Gladstone News program. The correspondents who shortwave their messages to Gladstone know what the American listening public wants.

Seymour Korman, Mutual's correspondent in Naples, is whom we're talking about here. His brief, but descriptive report made us feel as though we were standing at his side. His interviews, one with an Army cook, another with an Army diver, should have increased the confidence and faith the American people already have in the fighting men. He managed both interviewees with quick humor and assurance.

One thing in particular, a matter of interest to sound effects men, was revealed in this documentary broadcast. Korman mentioned the fact that several huge trucks were en route to the front, which, from the clear sound of gunfire, seemed very close indeed. Korman must have taken his mike very close to the passing trucks, because the motors could be heard very clearly...and sounded unlike the truck effects technicians reproduce for synthetic productions.

## CBC Official Defends Policies Of Associates

(Continued from Page 1)

of CBC, told the House of Commons committee investigating radio.

Speaking about the "unfortunate loss" of several CBC officials to more remunerative posts, he said: "I am afraid that it will always be the lot of the CBC to be a training ground for young, able and highly-qualified persons who move on to other remunerative positions in their chosen profession. I am not complaining about the salaries paid by the CBC, for there has been great improvement in the last few years. The fact is that there is a limit to our financial resources." He replied to criticism which he said had been levelled at various phases of the CBC effort. He said it was with "considerable disquietude" he heard reports questioning the accuracy, responsibility and integrity of the corporation's news bulletins.

He said he suggested a careful examination of all the facts would convince anybody "that subject to the limitations imposed by the frailties common to the human race and the limitation of time, the CBC is providing its shareholders with a news service that is unbiased and impartial—a service that is as factual and objective as any being broadcast in the world today."

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Keynotes

Smart money is on the recording companies to win out against Petrillo in the WLB disk decision due any edition....Peter De Rose and Aaron Copland have been commissioned to compose short instrumental works for presentation by Paul Whiteman on the Blue net....Ray Henderson has gone back into the publishing business with Lew Brown under the firm name of Brown-Henderson, with Buddy De Sylva remaining in Hollywood for his picture chores....Robbins Artists Bureau is flirting with bandleader Lee Castle....Chet Gierlach, B B D & O music staffer, is doing the score for the projected Broadway musical, "Speak of the Devil"....Benny Goodman has been signed to do a weekly broadcast to servicemen via the Army overseas web.

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BMI has bought the D. Appleton-Century music catalog....Boosey and Hawkes, standard publishers, are going into the popular field....All of which seems to indicate a current trend of pop publishers entering the standard business, and vice versa, resulting in a desirable merger of interests....Lyn "CBS" Murray may do some of his conducting al fresco this Summer at New York's Lewisohn Stadium....A new war song, titled "Say-Pop (Send Your Guide Book to Me)," is being introduced in England. Tune is written by Gregory Franzell, Irving Rifkin and Charlie Alicoate and bears the imprint of Lloyd's Music Publishing Co. in Gotham.

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Carl Fischer is rumored to be contracting for the publication of the famed Joseph Schillinger system of musical composition and arranging in a two- or three-volume set. Schillinger, who died about a year ago, employed mathematics to generalize the principles underlying the physics of sound—harmony, melody, counterpoint. The late musical wizard maintained that, with a knowledge of all the physical properties of rhythm, sound and instrumental combinations, all that was needed was good judgment in selection of the right material for the desired emotional effect. Schillinger's students included George Gershwin, Oscar Levant, Benny Goodman, Glenn Miller, Lyn Murray and Paul Lavalle.

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"The March of Time" will present three songs by Frank Loesser and Hy Zaret Thursday from "About Face," the GI revue, which will premiere the next day at Camp Shanks in New York State. Sponsored by the Army's Special Services Division, the camp show will blueprint the way for productions to be staged by enlisted men throughout the world....Hoagy Carmichael will soon audition for the feature role in a radio variety program, which will contain a story line, according to the Consolidated Radio Artists agency, producer of the new opus....Broadcast producers will find a lot of valuable musical reference material in music publisher Edward B. Mark's informative new volume, "They All Had Glamour"....Percy Faith, Canadian-born conductor and composer, who is subbing for Andre Kostelanetz on the Coca-Cola program, says: "Those who can't carry a tune are the best music lovers."

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Macklin Marrow, who last organized the OWI's music branch, has been named music director of RCA Victor's Red Seal rep, and Lou Martin, writer, arranger and musician formerly with the Blue and NBC, has come in as pop recording chief....Jack Mills, who for the past quarter century has been publishing such romantic tunes as "Stardust" and "Dinah," reports the arrival of romance on his own doorstep via the engagement of his daughter Helen to Lt. William Alpert, AAF, a former Dartmouth undergrad....Jane Peck, eye-filling assistant drummer of Benton & Bowles, and Bob Bagar, New York "World-Telegram" music critic, have written a torchy ballad, which Witmark is waiting to look at as soon as Bob gets around to showing the lead sheet.

## NEW BUSINESS

WAPI, Birmingham, Ala.: Colgate Palmolive-Peet Company, Jersey City, N. J. (Colgate Dental Cream), six one-minute ET announcements weekly, through Ted Bates, Inc., New York; Ex-Lax, Inc., Brooklyn, N. Y. (Lax), five one-minute ET announcements weekly, 14 weeks, through Joseph Katz Company, New Brunswick, N. J.; Johnson & Johnson, New Brunswick, N. J. (Baby Powder), station break announcements weekly, 13 weeks, through Young & Rubicam, Inc., New York; Lambert Pharmacy Company, St. Louis (Listerine Powder), six station break announcements weekly, 52 weeks, through Lambert & Feasley, Inc., New York; Lever Bros. Company, Cambridge, Mass. (Rinso), six one-minute ET announcements weekly, 52 weeks, through Ruthrauff & Ryan, Inc., New York; Rit Products Corp., Chicago (Rit Dyes) seven one-minute ET announcements weekly, 14 station break announcements weekly, 21 weeks, through Earle L. Gign & Co., Chicago; Interstate Laboratories, Inc., Louisville (Oculin Vitawine Tonic), one quarter-hour program weekly, 52 weeks, through L. W. Roush Company, Louisville, Kentucky.

Plough Sales Company, Memphis, Tenn. (Penetro Nose Drops and St. Joseph Aspirin), 12 station break announcements weekly, 26 weeks, through Lake - Spiro - Shurman, Memphis, Tenn.; Southern Bell Telephone and Telegraph Co., Atlanta, five station break announcements weekly, 28 weeks, through Tucker Wayne & Co., Atlanta; Cosby-Hodges Milling Co., Birmingham (White Tulip Flour) participation WAPI Model Electric Kitchen 13 weeks, through Silver & Dorr Co., Inc., Birmingham; Swift & Co., Chicago (Allsweet Margarine), participation WAPI Model Electric Kitchen, 26 weeks, through J. Walther Thompson Co., Chicago; P. Duff Sons, Inc., Pittsburgh (Duff's Ready-to-Bake Mixes), participation WAPI Model Electric Kitchen, 13 weeks, through W. Earl Bothwell Advertising Agency; Griffin Manufacturing Company, Inc., Brooklyn (Griffin Shiny Polish), six quarter-hour programs weekly, 52 weeks, through Bernheim, Castleman & Pierce, New York; Dr. L. D. LeGear Medicine Co., St. Louis (Livestock and Poultry Remedies), three quarter-hour programs weekly, five weeks, through Simmonds & Simmonds, Inc., Chicago; Lydia E. Pinkham Medicine Company, Lynn, Mass. (Vegetable Compound), five quarter-hour programs weekly, 13 weeks, through Erwin, Wasey & Co., Inc., New York; The Hubing Company, Keokuk, Iowa (Quick Elastic Starch) six quarter-hour programs weekly, 13 weeks, through Ralph Moore, Inc., St. Louis.

### Richards Returns To WJR

Detroit—G. A. "Dick" Richards, president of station WJR, has returned to Detroit after spending the winter in California.



Make Work' Issue AFM-WJJD Case

WOMEN IN RADIO

By MILDRED O'NEILL

NOT so very long ago a radio engineer would have scoffed at the suggestion that he hire a femme assistant. Today there are women technicians throughout the United States and beyond. This is just one phase of broadcasting heretofore in the hands of men only that has been invaded by the fair sex which is ably and confidently doing a wonderful job. There are now women engineers, women announcers, radio saleswomen, women in administrative posts formerly held by men, women in sound effects . . . and more generally known, successful women producers and commentators.



Ever present has been the feminine desire to be on the "inside" of radio. Of course women have always more or less exercised a control over radio in the role of listeners. Their fan letters, their station calls and their purchases of advertised products have had this effect. But when war came to us and the long arm of selective service reached out to our men, the real chance came. Radio challenged woman's ability to take over man's work and received a gallant response.



The NAB roll call of women who have gone into the control rooms and transmitters of broadcast stations reaches from Alaska to Florida. It being our intention to write of whom and where, our only course is to dig into the time-worn hat and pick at random. Carol Gust forsook dental assisting to handle the controls of WKBH, La Crosse. Alice Kilmartin is Carol's sidekick. They were both trained by the chief engineer. . . . First woman added to the technical staff of WBEN, Buffalo, is Nellie Bordonaro, shifted from the office to controls. . . . Nell Grover has been control operator at KARK, Little Rock, for almost a year. . . . WIBX, Utica, has Betty Cushing Griffin behind the glass where she was transferred from programming and production. . . . Control room staffers at WWDC, Washington, D. C. are Rosita Cardinale, Mrs. J. M. Whitman and Pauline Lilly. . . . Louise D. Carl of KINY, Juneau, Alaska, handles all announcing, spins records, rides gain on short wave and handles sound effects. Her only license is a marriage license to Station Manager Walter R. Carl.



Our first choice for woman of the week in radio is Dorothy Kemble, continuity acceptance manager of the Blue Network. Hers is the last word on what may and may not be broadcast over the Blue. Good taste must be a very important feature of her decisions. The Script Routing Department and Literary Rights also come under Miss Kemble's jurisdiction. . . . New York, scene of her successful career, claims her as a native daughter. Educated in Westchester preparatory school and at Columbia University where she studied playwriting, psychology, short story writing and novels, her star guided her to NBC in 1937 as assistant to Janet MacRorie, then head of Continuity Acceptance. When the Blue was set up as an individual network she became air editor. Jobs with the National Better Business Bureau and the advertising investigating bureau of McFadden Publications preceded NBC. . . . Miss Kemble is president of the Zonta Club of New York and a member of the Town Hall Club, Inc. Radio and literary people find her a refreshing hostess. Equally she enjoys the theater, golf, and her Connecticut farm which raises as its only live stock . . . a spoiled puppy!



Cupid's Parade. . . Isabel Janet Goldthwaite (CBS Research) is engaged to Lieutenant Noyes Cornell Dockendorff, U.S.N.R. . . . Erma Hartley (KLO, Ogden) engaged to her Air Corps Lieutenant. . . . Helen O'Neill (CBS Communications) recently became engaged to Pfc. George Francis Collins of the U. S. Army Medical Corps. . . . Una Mae Babin (WNOE, New Orleans) became the bride of Murray Antoine, U. S. Army. . . . Naomi Clavens (WOR Publicity) will take that step with singer Phillip Marans. . . . Ronnie O'Rourke (CBS Accounting) is now Mrs. John J. Kenedy. The groom is a U. S. Air Corps Sergeant. . . . June 1 or thereabouts is the date set for middle-ailing of WNEO's continuity editor Evelyn Ford. . . . Gwen Donaghy (Mutual) has just announced her engagement to Staff Sergeant Edward L. Skarren.

FCC Seeks Program Data From Licensees

(Continued from Page 1)

multiple ownership rule does not apply in the cases of WMFR, High Point, N. C., and WGBG, Greensboro. Four applications for new stations have been received—two standard and two tele. The applications for standard stations came from the Consolidated Broadcasting Corporation, Ponce, Porto Rico, and the Seneca Broadcasting Corp., Rochester, N. Y. both seek power of 250-watts unlimited—the former for the 1,420 band and the latter for the 1,240 band. The tele applications are from United Detroit Theaters Corporation, Detroit and radio station WOW, Omaha. The former seeks assignment on Channel Number 4, the latter on Channel 1.

The Commission was also asked yesterday to approve the transfer of control of WFGP, Atlantic City, N. J., from Pauline Bachmeister, Ezra Bell, Allen B. Blankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rump, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene, (Congressman from New Jersey nominated Tuesday as Democratic Senatorial candidate), John C. Woulfe, Samuel Sabaroff and A. Harry Zoog to John J. Laux, Richard Teitlebaum, Myer Wiesenthal, Alex Teitelbaum, Louis Berkman, Jack N. Berkman, Charles Swaringen, Joseph Troesch, and John Merdian. The deal involves the sale of 29 1/4 shares of stock at \$300—or \$83,775. Purchasers have also applied for license in Akron and Erie, Pa.

The Commission also announced yesterday adoption of a decision and order granting consent to voluntary assignment of license of station KDRO, Sedalia, Mo., from Albert S. and Robert A. Drohlich, doing business as Drohlich Brothers, to Milton J. Hinlein.

Broadcasters Get Freon Gas Permits

(Continued from Page 1)

OWI was apparently the thing that turned the trick for them, in view of the extreme shortage of the refrigerant.

Almost no appeals are being granted, with pix theaters out in the cold through the month of June at least—and probably for the whole Summer, Freon Administrator Frank Millham revealed yesterday that his appeal for Freon for civilian comfort cooling had been cut down yesterday morning at a WPB meeting by five-sixths.

From 20 to 25 broadcasters have appealed, Millham said, and he believed all had been granted relief. He does not believe there are any other appeals from broadcasters before him. In view of yesterday's action, it is unlikely that any more appeals will be granted for many weeks to come, if at all this Summer.

Continued from Page 1)

big done by other men on the according to evidence introduced William J. Friedman, counsel for WJJD, that work is now being done by other musicians receiving about \$10 an hour pay for work being done in their spare time.

The union did not introduce any evidence, relying on general statements made by its counsel, David Friedman, before the panel of the board resolved into one—"made work" should be ended under the present management.

AM Seeks Pancake Turners The union in its demands states record playing be recognized as a distinct function and that certain members should be hired exclusively for that purpose, in addition to the present staff of 10 musicians. Musicians at WJJD went on strike in defiance of labor's "no strike" pledge April 13, following refusal by the union of the union's demands, remaining at work May 3 after the War Relocation Authority in Washington, D. C., ordered them back on May 1 in a decision which requested them to follow the orderly procedure set by the government for the disposition of labor disputes in war time."

Katz Asks Postponement In a hearing, Katz, attorney for Musicians' Union, maintaining he had not received sufficient evidence to prepare his case, asked the panel for a postponement. The request was refused.

The panel was composed of John E. Witewater, Wis., attorney and former as a public member John J. O'Connell, Chicago, representing Labor, and Arthur O. Lampland, St. Paul, executive of the Lampland Paper Company, St. Paul, representing industry.

Atlass Testifies In the course of his testimony, John Atlass, president of WJJD, testified that under the union's plan musicians now employed to make instruments and turn records for approximately 15 hours out of a maximum 25 hours stipulated. Testimony brought out by Friedman, counsel for WJJD, attested to the fact that record-turners need not be qualified as professional musicians and that on some stations recordings are done by technicians, and not by announcers. In his summary of the case, Friedman forewarned the possibilities of a precedent established in all fields, in which "make work" management's part, could reduce the number of men to be employed.

Will Accept WLB Decision The union is willing to abide by the determination of the case by the War Relocation Authority process," Atlass said.

## LOS ANGELES

By RALPH WILK

IT'S now Major Mark Finley with announcement this week of the former KHJ-Don Lee publicity director's promotion from captain in the United States Army. Finley, who is currently serving with the Intelligence division of the Army in England, has been in the British Isles since two years ago last April.

Inspired by their recent dude ranch sojourn in Nevada, Judd and Ted McMichael of the Merry Macs have written a novelty tune called "We Dude It!" which is to be published by the Merrywood Publishers.

Under Bill Goodwin's exclusive contract with Lever Bros. (Swan Soap), the announcer becomes the highest paid member of his profession. The arrangement becomes effective in August, when the Burns and Allen program will resume after the summer lay-off.

"Take It Or Leave It" travels eastward after the broadcast of Sunday, May 28. Current plans include one stop-over in Chicago for broadcasting of the June 4 Eversharp program, after which the troupe continues on to New York for a prolonged stay. Harry Spears, who has been producing the Hollywood originations at station KNX, will accompany the air-show east and continue as permanent producer of the program for the Biow Company. Phil Baker will be accompanied by Irmgaard Erick, who Sunday (7) became Mrs. Baker.

Ira Cook has been signed by Smith and Bull to handle the Slapsy Maxie's air show over KMPC Mondays through Saturdays, replacing Don Otis who is tied up with production duties.

Eddie Kaye, musical director of "Those We Love," composes original music in the mood of the script for each broadcast of the radio drama.

Ted Bliss, producer of the Silver Theater radio show, has returned from New York and taken over the directing reins from his assistant, Edna Best, former English stage and screen star.

Fly and Senator Wheeler  
On CBS For Morse Anni.

(Continued from Page 1)

Tuesday 10:45-11 p.m., EWT, from Washington. Chairman Fly will discuss the history of electrical communication and the part communications play in war and will play in the post-war world.

At 11:15-11:30 a.m. on Wednesday, Senator Burton K. Wheeler and Rep. Alfred L. Bullwinkle, will be heard from the Rotunda of the Capitol. The programs are part of the Congressional observance of the anniversary of the first Washington to Baltimore telegram sent by Samuel Finley Breese Morse.

CBS programs "Second Husband" and the repeat of "Valiant Lady" will be cancelled, on Wednesday, May 24.

# MAIN STREET

WITH *Ol' Scoops Daily*

## Unscrambled Wattnotes !!

● ● ● Chairman of the FCC James Lawrence Fly, has been invited to address the annual AFRA convention scheduled to be held in Cleveland August 26. . . . this the first time the organization has extended such an invitation. . . . no other outside speakers will be present. . . ● Ed East and Polly, added three new sponsors to their "Breakfast in Bedlam." ● Russ Hodge of WOL, Washington, a busy man, has invented a scheme to get recreation after dark, since he gets no opportunity to play in the daytime. . . . Russ is credited with devising a badminton outfit, good any time. . . . by the simple expedient of dousing the badminton set in the backyard with a can of luminous paint, ground lines and all. . . ● WBT, Charlotte, Program Director Charlie Crutchfield, claims he has discovered a completely new voice, named Martha Miller, whom he guarantees is that rare biz. a femme commentator that's positively "listenable." ● Suggestion is being made to Secretary Morgenthau that the Irving Caesar-Gerald Marks tune, "I've Got A Date With A Bond," has all the necessary ingredients to stand up as the theme song of The Fifth War Loan Drive starting next month. . . ● Gil Martyn, Kellogg news commentator, heads for the Coast soon, with a stopover in Denver to visit the hospital. . . ● Nat Debin has resigned as professional manager of American Music Co. to take the reins as manager of the George Auld orchestra.

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● ● ● Schoolchildren of New York City, selected on a proportional basis from public and parochial schools with the co-op of local education authorities, will form the audience at Carnegie Hall this Sunday. . . . when the Philharmonic-Symphony broadcasts a Young People's Concert via the usual WABC-CBS network. . . . only adults in the hall will be teachers accompanying the various groups. . . ● Tom Howard's answer to his stooges' disparaging remarks about his age and white hair, was, "snow on the roof is no indication that there's no fire in the house!" . . . ● And Jack Haley tells about a friend who put 15 cents into the cigarette machine and hit the jackpot. . . . winning a tobacco plantation in Virginny. . . ● Cass Daley, who has appeared on the Bob Burns NBC show for several weeks, will continue as guest this coming week, her irrepressible songs and chatter finding a radio market with the listeners. . . ● Olga Coehlo, "Ambassador of Song" from South America is returning to her homeland in Brazil for an extended radio and concert tour. . . . the gifted soprano and guitarist, has been here four years, during which time she was heard often on U. S. airwaves. . . . she will return in the Fall. . . ● Norman Corwin has written the commentary and does the narration for the film, "People's Avengers," reported as the first documentary film about Russian guerillas.

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● ● ● When "G. I. Joe" goes on the air in the China-Burma-India theater of war, the U. S. Army Forces station VUZZY, is backed by a staff once active in broadcasting circles at home here. . . . station is in New Delhi, of 50 watts power and the soldier radio team operating the outlet includes: Lieut. Robert L. Black, of Standpoint, Idaho, formerly with KIT and KMO, Yakima, Washington. . . . Pfc. William Stulla, of Los Angeles, announcer and producer, has been heard on the Rudy Vallee hour and other shows originating on the Coast; Pvt. Eskil E. Holt, San Diego, was an engineer with KGB, in that city. . . . and Pvt. Charles E. "Chuck" Whittier, of Wilkes-Barre, sports announcer for N. W. Ayer & Son, who used to do announcing for Atlantic Refining Co. baseball and other sports over WBRE and WBAX both in Wilkes-Barre. . . . some transcribed programs come through, as heard here on the networks. . . . otherwise the boys do a good job of putting on their own shows. For further details see story on page one of this issue.

— Remember Pearl Harbor —

Healy Denies Charges  
Of Men Quitting OWI

(Continued from Page 1)

in the press yesterday, are without foundation, Healy said. He denied he is "unmindful or indifferent to the needs of any of our citizens for information."

Healy declared that "their criticism that I imposed unreasonable restrictions on their activities as employees of OWI also is untrue. The only instruction which I have ever issued affecting the foreign language section of the domestic branch of OWI erected a safeguard to insure that material sent by the section is checked for accuracy by the news bureau's general news desk in the same manner as is material sent to English language publications. Maintenance of this safeguard required that Mr. Poulos and his associates prepare their material first in English, have it checked for accuracy by the general news desk and then have it translated for release to the foreign language press and radio. Without this procedure neither the chief of the news bureau nor I could be sure of the nature of material being disseminated in a score of languages to the section. Without this precaution we could not be sure that persons whose views were not being substituted by straight and simple information in English, were going to foreign language newspapers and radio stations within the United States.

## Alleges Employment "Pressure"

"Poulos resigned after objecting to this safeguard, and after seeking unsuccessfully to pressure me into employing one of his and Mr. Olson's friends," Healy said.

"Mr. Olson," he added, "resigned after we did not follow Mr. Poulos' recommendation that Mr. Olson should be his successor as acting chief of the section. Their departure would not prevent the domestic branch of OWI from discharging its responsibilities to the foreign language press and radio to the full extent of its authority and appropriation.

"Mr. Achilles N. Sakell, who has been employed by OWI since its inception, is the new chief of the domestic branch. Mr. Sakell is on record as approving the safeguard which Mr. Poulos was unwilling to accept. Mr. Sakell already is working with the foreign language specialists who have been processing copy for the foreign language press and radio for many months."

Sperry Corp. Radio Debut  
With Program Over WC

(Continued from Page 1)

war production will make recording of the broadcasts for their employees. Manning's talks will tie up with the efforts of the war workers. Agency on the account is Young & Rubicam.

Manning is an American and was formerly with CBS. His background includes considerable travel abroad and he has taken part in bombing raids as a combat correspondent.

# Tele Seminar Hears FCC Chairman

(Continued from Page 1)

of 15 weekly sight-and-sound programs. Niles Trammell, president of NBC, and Dr. Alfred N. Gold, vice-chairman of the Radio Council Planning Board, also spoke. B. Grabhorn, chairman of the tele committee, presided.

**Sees Steady Development**  
"Improvements develop," said the engineering standards will be developed accordingly." Wartime progress in two years, he observed, is as much progress as in the years preceding. He went on: "As it develops, research information may be declassified and made available by the military."

Despite wartime restrictions of critical materials by the WPB, the FCC asserted that materials will be available for research and experimentation. During this very period, he said, is our best and easiest time to advance the art.

Why talk today of freezing television, he queried. "Why talk about halting expanding construction? Why slow our brains out with a flood of air? I think we've been doing much talking on this subject," he said in answer to his own question.

**Recommendations Prepared**  
The RTPB has two recommendations on the making. Fly stated—one somewhat improved system of black-and-white tele and another for advanced sight-and-sound service, which may include color and higher frequencies. Provision has been made for a continuation of experimentation. The tele panel—numbered by the Planning Board yesterday—led its report to the members of the RTPB, he later told a representative of RADIO DAILY.

Feasibility of large-scale tele, possibly color, in the upper range of the frequencies shall not be foregone today, he indicated. "Television standards present a problem essentially engineering in character," he said. Just as the administrator shall appoint the engineer, he continued, so the engineer shall not take the place of the administrator. He remarked that it is interesting to observe the great corps of experts on the subject—in the industry and on the stage—with one newspaper editor-writer who knows at just what agencies ghosts appear.

**RCA Position Favorable**  
Being in mind that television is authorized to move ahead completely, and omitting other general limitations, the FCC chairman said the question of speed and development is one to be decided by companies themselves. RCA, he said, has many resources and patents, and is in the best position to set the pace and project the outcome. "There is indeed the great responsibility," he pointed out.

To think that the long-range interests of the manufacturer must ultimately conform to that of the broadcaster," he said, cautioning against a

## ★ AGENCY NEWSCAST ★

**ROBERT E. TUTTLE** has been elected vice-president of Geyer, Cornell & Newell, Inc., and will serve as account executive for Nash Motors in Detroit, it has been announced by B. B. Geyer, president of the agency. Tuttle was formerly vice-president of MacFarland Aveyard & Co., Chicago. He previously was vice-president of McCann-Erickson, Inc., where he handled the Ford Motor Company account, and also was account executive on Plymouth Motors for Advertisers, Inc. in Detroit.

**HENRY STAMPLEMAN**, formerly of Warwick & Legler, Inc., is now a member of the Victor M. Ratner Company.

**NORTHWEST ADVERTISING AGENCY**, Seattle, has purchased a number of daily five-minute schedules on WHBQ, Memphis, for Gardner Nursery and Radio Print Shop.

**AMERICAN MARKETING ASSOCIATION** has set June 8 and 9 as the date for its national convention, which will be held at the Benjamin Franklin Hotel in Philadelphia.

He decried the editorials in support of freezing standards when there were only 7,000 receivers in circulation. "I do think," he added, "that in no way should anyone delay television and its great service to the public." No one will do this wilfully, he thought.

"Television is here to stay," Fly concluded. "There must be no faltering, no lack of confidence. We can move in only one direction."

### Television Ready—Trammell

Television will be ready for immediate introduction right across the United States, declared Trammell in his address of welcome, reiterating the NBC video position, the instant that the all-important object of winning the war is achieved, and men and materials become available.

Post-war place of tele as an employment medium, the network president pointed out, will be at the top of the new industries that will create jobs for men and women and capital. This will be all the more true, he added, because television, unlike many other new post-war products and services that have been talked about, does not come under the head of a technological improvement. He explained:

### Expects Aid to Employment

"It is not just a better form of product or a better way of doing a thing that has been done before. It is something totally new and unique and original. It will not displace or replace anything else. It will grow on new soil where nothing ever grew before." In sum, he stated, "It will add to employment without subtracting from it."

Reasons for the importance of sight-and-sound broadcasting to radio and ad execs was indicated by Trammell. As the first reason, he observed that if either of these chooses to remain

**FREDERIC KAMMANN** has resigned as a vice-president of Fuller & Smith & Ross to become Cincinnati manager for Roy S. Durstine, Inc.

**RAYMOND REEVES** has joined the New York staff of the J. Walter Thompson Company. Reeves, who for seven years was research director of J. Walter Thompson's San Francisco office, has been with the U. S. Department of Commerce since June, 1941, as regional business consultant for the seven western states.

**HUDSON PULP AND PAPER CORPORATION**, through Duane Jones Company, will sponsor Henry Gladstone on WOR's 10:00-10:15 a.m. news spot beginning June 5th. The program will publicize Hudson paper napkins, the firm's entire line of household paper products. Duane Jones Company is the agency.

**MINNESOTA MINING AND MANUFACTURING COMPANY** has appointed Batten, Barton, Durstine & Osborn, Minneapolis to handle all of the company's advertising, effective July 1st.

ignorant about television, the chances are, in a few more years, he is not going to be a radio or advertising executive any more.

### Merchandising Value of Tele

"Department stores, which for the most part have never been big users of sound broadcasting," the speaker asserted, "will in my opinion find television a medium made to order for their advertising requirements. Since most stores are interested in advertising in the retail trading area of only one city, the television station which does not happen to be affiliated with a network will be at no disadvantage in competition with network stations for this important category of television commercial business."

Accomplishments and aims of NBC tele were described at length by Trammell. Some 125 advertisers, he noted, have already made their eye-and-ear debuts over the web's New York outlet, including department stores, banks, insurance companies and manufacturers of food products, clothing, automobiles, gasoline, cosmetics, soaps and watches.

### Dr. Goldsmith Heard

Broadcasters must assume a major role in television development, stressed Dr. Goldsmith, who briefly introduced the radio execs' sight-and-sound seminar. There will be a group of collaborating industries, he pointed out, such as the motion picture producers, who may be called upon to provide transcribed programs on film or perhaps even live-talent package shows.

"The prospects seem bright," he said previously, and, granted wisdom and reasonable unity within the radio and affiliated industries and sympathetic encouragement and wise guidance in governmental quarters, there appears no major cloud upon the television horizon."

# Florida Tele Station Set By Radio Group

(Continued from Page 1)

Manager of the Jacksonville Broadcasting Corporation, operators of radio station WPDQ, 5,000 watt outlet for the Mutual network in Jacksonville, Florida. Other officers of the Corporation include James R. Stockton, president and director, and Linton D. Baggs, vice-president, director and majority stockholders in the Corporation.

The FCC has already received the Corporation's application, dated May 1, 1944, to establish a television broadcasting station in Jacksonville. The application, the first to be made in this section of the country, will be placed in the Commission's Pending file, for action after the war, when current restrictions on television equipment will be lifted.

### Cost Estimated at \$250,000

It is estimated that the new station will cost approximately \$250,000 and will be a unit of the Jacksonville Broadcasting Corporation, provided application is acted upon favorably by the FCC.

Mr. Feagin, who also will be general manager of the proposed station, said the construction probably will not begin until after the war.

The application requests the first television channel, a peak power of 4,000 watts for the video transmitter and 2,000 watts for the audio FM transmitter.

# Ex-Broadcasters Open Radio Station In India

(Continued from Page 1)

planned and produced with straight G. I. performers.

Among the persons who contribute to the success of the station's productions are: Pfc. William Stulla, former announcer and producer of the Rudy Vallee hour; Pvt. Eskil E. Holt, former engineer with KGB, San Diego; Pvt. Charles L. Whittier, former announcer for the N. W. Ayer agency; Lt. Robert Black, formerly with KIT-KMO in Yakima and Tacoma, Washington; Major Henry Jackson, former executive with the Chicago offices of the National Broadcasting Corp.; S/Sgt. John Carlin, formerly with WFIL, Philadelphia; Yeoman First Class Bob McCoy, former NBC Chicago announcer; S/Sgt. Don Sherrer, formerly with KNX, Los Angeles.

VU2ZY rebroadcasts transcribed programs of the feature shows heard every day back home, Burns and Allen, Kay Kyser, Aldrich Family, Bob Hope, Bing Crosby, Jack Benny, Charlie McCarthy and Jimmy Durante, among numerous others.

### Porteous To Spot Sales

Roy C. Porteous, former assistant to Patrick J. Kelly, NBC supervisor of announcers, has been made assistant sales promotion manager of the National Spot Sales Department, Wilbur C. Roux, assistant manager of the department, announced yesterday.



## PROGRAM REVIEWS

## HENRY GLADSTONE

WOR-Mutual, Tues., May 16,  
10-10:15 a.m., EWT

"Documentary Report: Naples"

Correspondent: Seymour Korman

For further reports, as the story goes, read your newspaper. We might add to that. If you want more about that newspaper story, more than meets the eye, listen to the Henry Gladstone News program. The correspondents who shortwave their messages to Gladstone know what the American listening public wants.

Seymour Korman, Mutual's correspondent in Naples, is whom we're talking about here. His brief, but descriptive report made us feel as though we were standing at his side. His interviews, one with an Army cook, another with an Army diver, should have increased the confidence and faith the American people already have in the fighting men. He managed both interviewees with quick humor and assurance.

One thing in particular, a matter of interest to sound effects men, was revealed in this documentary broadcast. Korman mentioned the fact that several huge trucks were en route to the front, which, from the clear sound of gunfire, seemed very close indeed. Korman must have taken his mike very close to the passing trucks, because the motors could be heard very clearly...and sounded unlike the truck effects technicians reproduce for synthetic productions.

## CBC Official Defends Policies Of Associates

(Continued from Page 1)

of CBC, told the House of Commons committee investigating radio.

Speaking about the "unfortunate loss" of several CBC officials to more remunerative posts, he said: "I am afraid that it will always be the lot of the CBC to be a training ground for young, able and highly-qualified persons who move on to other remunerative positions in their chosen profession. I am not complaining about the salaries paid by the CBC, for there has been great improvement in the last few years. The fact is that there is a limit to our financial resources." He replied to criticism which he said had been levelled at various phases of the CBC effort. He said it was with "considerable disquietude" he heard reports questioning the accuracy, responsibility and integrity of the corporation's news bulletins.

He said he suggested a careful examination of all the facts would convince anybody "that subject to the limitations imposed by the frailties common to the human race and the limitation of time, the CBC is providing its shareholders with a news service that is unbiased and impartial—a service that is as factual and objective as any being broadcast in the world today."

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

## Keynotes

Smart money is on the recording companies to win out against Petrillo in the WLB disk decision due any edition....Peter De Rose and Aaron Copland have been commissioned to compose short instrumental works for presentation by Paul Whiteman on the Blue net....Ray Henderson has gone back into the publishing business with Lew Brown under the firm name of Brown-Henderson, with Buddy De Sylva remaining in Hollywood for his picture chores....Robbins Artists Bureau is flirting with bandleader Lee Castle....Chet Gierlach, B B D & O music staffer, is doing the score for the projected Broadway musical, "Speak of the Devil"....Benny Goodman has been signed to do a weekly broadcast to servicemen via the Army overseas web.

★ ★ ★

BMI has bought the D. Appleton-Century music catalog....Boosey and Hawkes, standard publishers, are going into the popular field....All of which seems to indicate a current trend of pop publishers entering the standard business, and vice versa, resulting in a desirable merger of interests....Lyn "CBS" Murray may do some of his conducting al fresco this Summer at New York's Lewisohn Stadium....A new war song, titled "Say-Pop (Send Your Guide Book to Me)," is being introduced in England. Tune is written by Gregory Franzell, Irving Rifkin and Charlie Alicoate and bears the imprint of Lloyd's Music Publishing Co. in Gotham.

★ ★ ★

Carl Fischer is rumored to be contracting for the publication of the famed Joseph Schillinger system of musical composition and arranging in a two- or three-volume set. Schillinger, who died about a year ago, employed mathematics to generalize the principles underlying the physics of sound—harmony, melody, counterpoint. The late musical wizard maintained that, with a knowledge of all the physical properties of rhythm, sound and instrumental combinations, all that was needed was good judgment in selection of the right material for the desired emotional effect. Schillinger's students included George Gershwin, Oscar Levant, Benny Goodman, Glenn Miller, Lyn Murray and Paul Lavalle.

★ ★ ★

"The March of Time" will present three songs by Frank Loesser and Hy Zaret Thursday from "About Face," the GI revue, which will premiere the next day at Camp Shanks in New York State. Sponsored by the Army's Special Services Division, the camp show will blueprint the way for productions to be staged by enlisted men throughout the world....Hoagy Carmichael will soon audition for the feature role in a radio variety program, which will contain a story line, according to the Consolidated Radio Artists agency, producer of the new opus....Broadcast producers will find a lot of valuable musical reference material in music publisher Edward B. Mark's informative new volume, "They All Had Glamour"....Percy Faith, Canadian-born conductor and composer, who is subbing for Andre Kostelanetz on the Coca-Cola program, says: "Those who can't carry a tune are the best music lovers."

★ ★ ★

Macklin Marrow, who last organized the OWI's music branch, has been named music director of RCA Victor's Red Seal rep, and Lou Martin, writer, arranger and musician formerly with the Blue and NBC, has come in as pop recording chief....Jack Mills, who for the past quarter century has been publishing such romantic tunes as "Stardust" and "Dinah," reports the arrival of romance on his own doorstep via the engagement of his daughter Helen to Lt. William Alpert, AAF, a former Dartmouth undergrad....Jane Peck, eye-filling assistant drummer of Benton & Bowles, and Bob Bagar, New York "World-Telegram" music critic, have written a torchy ballad, which Witmark is waiting to look at as soon as Bob gets around to showing the lead sheet.

## NEW BUSINESS

WAPI, Birmingham, Ala.: C... Palmolive-Peet Company, Jers... (Colgate Dental Cream), six... ute ET announcements weel... weeks, through Ted Bates, Inc... York; Ex-Lax, Inc., Brooklyn... Lax), five one-minute ET ann... ments weekly, 14 weeks, t... Joseph Katz Company, New... Johnson & Johnson, New Brut... New Jersey (Baby Powder),... station break announcements v... 13 weeks, through Young & Ru... Inc., New York; Lambert Pha... Company, St. Louis (Listerine... Powder), six station break ann... ments weekly, 52 weeks, t... Lambert & Feasley, Inc., New... Lever Bros. Company, Cam... (Rinso), six one-minute E... nouncements weekly, 52... through Ruthrauff & Ryan, Inc... York; Rit Products Corp., C... (Rit Dyes) seven one-minute E... 14 station break announce... weekly, 21 weeks, through Earle... gin & Co., Chicago; Interstate L... tories, Inc., Louisville (Oculi... Vitawine Tonic), one quarter... program weekly, 52 weeks, th... L. W. Roush Company, Loui... Kentucky.

Plough Sales Company, Men... (Penetro Nose Drops and St. J... Aspirin), 12 station break anno... ments weekly, 26 weeks, th... Lake - Spiro - Shurman, Merr... Southern Bell Telephone and... graph Co., Atlanta, five station... announcements weekly, 28 w... through Tucker Wayne & Co., Atl... Cosby-Hodges Milling Co., Birn... ham (White Tulip Flour) parti... tion WAPI Model Electric Kit... 13 weeks, through Silver & D... Co., Inc., Birmingham; Swift &... Chicago (Allsweet Margarine), p... cipation WAPI Model Electric... chen, 26 weeks, through J. W... Thompson Co., Chicago; P. Du... Sons, Inc., Pittsburgh (Duff's Re... to-Bake Mixes), participation W... Model Electric Kitchen, 13 w... through W. Earl Bothwell Adverti... Agency; Griffin Manufacturing C... pany, Inc., Brooklyn (Griffin S... Polish), six quarter-hour progr... weekly, 52 weeks, through Berm... ham, Castleman & Pierce, New Y... Dr. L. D. LeGear Medicine Co... Louis (Livestock and Poultry Re... dies), three quarter-hour progr... weekly, five weeks, through S... monds & Simmonds, Inc., Chic... Lydia E. Pinkham Medicine Compa... Lynn, Mass. (Vegetable Compound... five quarter-hour programs weel... 13 weeks, through Erwin, Wasey... Co., Inc., New York; The Hubbe... Company, Keokuk, Iowa (Quick El... tic Starch) six quarter-hour progr... weekly, 13 weeks, through Ral... Moore, Inc., St. Louis.

## Richards Returns To WJ

Detroit—G. A. "Dick" Richards, president of station WJR, has returned to Detroit after spending the winter in California.

WOMEN IN RADIO

By MILDRED O'NEILL

NOT so very long ago a radio engineer would have scoffed at the suggestion that he hire a femme assistant. Today there are women technicians throughout the United States and beyond. This is just one phase of broadcasting heretofore in the hands of men only that has been invaded by the fair sex which is ably and confidently doing a wonderful job. There are now women engineers, women announcers, radio saleswomen, women in administrative posts formerly held by men, women in sound effects . . . and more generally known, successful women producers and commentators.



Ever present has been the feminine desire to be on the "inside" of radio. Of course women have always more or less exercised a control over radio in the role of listeners. Their fan letters, their station calls and their purchases of advertised products have had this effect. But when war came to us and the long arm of selective service reached out to our men, the real chance came. Radio challenged woman's ability to take over man's work and received a gallant response.



The NAB roll call of women who have gone into the control rooms and transmitters of broadcast stations reaches from Alaska to Florida. It being our intention to write of whom and where, our only course is to dig into the time-worn hat and pick at random. Carol Gust forsook dental assisting to handle the controls of WKBH, La Crosse. Alice Kilmartin is Carol's sidekick. They were both trained by the chief engineer. . . . First woman added to the technical staff of WBEN, Buffalo, is Nellie Bordonaro, shifted from the office to controls. . . . Nell Grover has been control operator at KARK, Little Rock, for almost a year. . . . WIBX, Utica, has Betty Cushing Griffin behind the glass where she was transferred from programming and production. . . . Control room staffers at WWDC, Washington, D. C. are Rosita Cardinale, Mrs. J. M. Whitman and Pauline Lilly. . . . Louise D. Carl of KINY, Juneau, Alaska, handles all announcing, spins records, rides gain on short wave and handles sound effects. Her only license is a marriage license to Station Manager Walter R. Carl.



Our first choice for woman of the week in radio is Dorothy Kemble, continuity acceptance manager of the Blue Network. Hers is the last word on what may and may not be broadcast over the Blue. Good taste must be a very important feature of her decisions. The Script Routing Department and Literary Rights also come under Miss Kemble's jurisdiction. . . . New York, scene of her successful career, claims her as a native daughter. Educated in Westchester preparatory school and at Columbia University where she studied playwriting, psychology, short story writing and novels, her star guided her to NBC in 1937 as assistant to Janet MacRorie, then head of Continuity Acceptance. When the Blue was set up as an individual network she became air editor. Jobs with the National Better Business Bureau and the advertising investigating bureau of McFadden Publications preceded NBC. . . . Miss Kemble is president of the Zonta Club of New York and a member of the Town Hall Club, Inc. Radio and literary people find her a refreshing hostess. Equally she enjoys the theater, golf, and her Connecticut farm which raises as its only live stock . . . a spoiled puppy!



Cupid's Parade. . . Isabel Janet Goldthwaite (CBS Research) is engaged to Lieutenant Noyes Cornell Dockendorff, U.S.N.R. . . . Erma Hartley (KLO, Ogden) engaged to her Air Corps Lieutenant. . . . Helen O'Neill (CBS Communications) recently became engaged to Pfc. George Francis Collins of the U. S. Army Medical Corps. . . . Una Mae Babin (WNOE, New Orleans) became the bride of Murray Antoine, U. S. Army. . . . Naomi Clavens (WOR Publicity) will take that step with singer Phillip Marans. . . . Ronnie O'Rourke (CBS Accounting) is now Mrs. John J. Kenedy. The groom is a U. S. Air Corps Sergeant. . . . June 1 or thereabouts is the date set for middle-ailing of WNEO's continuity editor Evelyn Ford. . . . Gwen Donaghy (Mutual) has just announced her engagement to Staff Sergeant Edward L. Skarren.

FCC Seeks Program Data From Licensees

(Continued from Page 1)

multiple ownership rule does not apply in the cases of WMFR, High Point, N. C., and WGBG, Greensboro. Four applications for new stations have been received—two standard and two tele. The applications for standard stations came from the Consolidated Broadcasting Corporation, Ponce, Porto Rico, and the Seneca Broadcasting Corp., Rochester, N. Y. both seek power of 250-watts unlimited—the former for the 1,420 band and the latter for the 1,240 band. The tele applications are from United Detroit Theaters Corporation, Detroit and radio station WOW, Omaha. The former seeks assignment on Channel Number 4, the latter on Channel 1.

The Commission was also asked yesterday to approve the transfer of control of WFPG, Atlantic City, N. J., from Pauline Bachmeister, Ezra Bell, Allen B. Blankfield, James Cullen, Richard Endicott, Francis P. Gandy, Charles Harp, Leroy Keller, E. E. Kohn, Sam Morris, John McCann, Adrian Phillips, Dr. Sylvanus Reese, Charles E. Rupp, Louis St. John, Dr. Levi M. Walker, Arthur C. Walker, Elmer H. Wene. (Congressman from New Jersey nominated Tuesday as Democratic Senatorial candidate), John C. Woulfe, Samuel Sabaroff and A. Harry Zoog to John J. Laux, Richard Teitlebaum, Myer Wiesen-thal, Alex Teitelbaum, Louis Berkman, Jack N. Berkman, Charles Swaringen, Joseph Troesch, and John Merdian. The deal involves the sale of 29 1/4 shares of stock at \$300—or \$83,775. Purchasers have also applied for license in Akron and Erie, Pa.

The Commission also announced yesterday adoption of a decision and order granting consent to voluntary assignment of license of station KDRO, Sedalia, Mo., from Albert S. and Robert A. Drohlich, doing business as Drohlich Brothers, to Milton J. Hinlein.

Broadcasters Get Freon Gas Permits

(Continued from Page 1)

OWI was apparently the thing that turned the trick for them, in view of the extreme shortage of the refrigerant.

Almost no appeals are being granted, with pix theaters out in the cold through the month of June at least—and probably for the whole Summer, Freon Administrator Frank Millham revealed yesterday that his appeal for Freon for civilian comfort cooling had been cut down yesterday morning at a WPB meeting by five-sixths.

From 20 to 25 broadcasters have appealed, Millham said, and he believed all had been granted relief. He does not believe there are any other appeals from broadcasters before him. In view of yesterday's action, it is unlikely that any more appeals will be granted for many weeks to come, if at all this Summer.

'Make Work' Issue AFM-WJJD Case

(Continued from Page 1)

ing done by other men on the . . . according to evidence introduced William J. Friedman, counsel for . . . that work is now being done . . . for musicians receiving about . . . an hour pay for work being . . . their spare time.

union did not introduce any . . . es, relying on general state- . . . made by its counsel, David . . . issue before the panel of the . . . board resolved into one— . . . "made work" should be en- . . . d under the present man- . . . shortage

FM Seeks Pancake Turners . . . union in its demands states . . . ord playing be recognized as . . . sct function and that certain . . . mbers should be hired exclu- . . . y for that purpose, in addition . . . represent staff of 10 musicians. . . . mens at WJJD went on strike in . . . n of labor's "no strike" pledge . . . l 13, following refusal by the . . . of the union's demands, re- . . . to work May 3 after the War . . . Board in Washington, D. C., . . . them back on May 1 in a . . . te which requested them to . . . the orderly procedure set by . . . vernment for the disposition . . . disputes in war time."

Katz Asks Postponement . . . hearing, Katz, attorney for . . . sicians' Union, maintaining . . . had not received sufficient . . . tice to prepare his case, asked . . . pel for a postponement. The . . . was refused.

panel was composed of John . . . Whitewater, Wis., attorney and . . . n as a public member John . . . the Grain Processors Union, . . . Chicago, representing Labor, . . . thur O. Lampland, St. Paul, . . . xecutive of the Lampland . . . Company, St. Paul, repre- . . . industry.

Atlass Testifies . . . e course of his testimony, . . . Atlas, president of WJJD, . . . e out that under the union's . . . ra, musicians now employed to . . . truments and turn records . . . pproximately 15 hours out of . . . mimum 25 hours stipulated.

ony brought out by Fried- . . . unsel for WJJD, attested to . . . that record-turners need not . . . fied as professional musicians . . . t on some stations record- . . . is done by technicians, and . . . s by announcers. In his sum- . . . of the case, Friedman fore- . . . thominous possibilities of a pre- . . . eing established in all fields, . . . nent in which "make work" . . . ans of the union, without re- . . . sion management's part, could . . . the number of men to be . . . d.

Will Accept WLB Decision . . . are willing to abide by the . . . termination of the case by . . . ca process," Atlass said.

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — CALIFORNIA —

**SACRAMENTO**—Fred MacPherson, KFBK announcer, is the father of a baby girl. . . **SANTA BARBARA**—KTMS is now airing two weekly remote broadcasts from El Encanto Hotel featuring the piano music of Frank Englemen, popular local musician. Program is sponsored by Welch & Ryce, funeral directors. . . **STOCKTON**—A split second news tie-up whereby local theaters will flash first invasion news to their audiences through a tie-up with KWG, has been worked out by Ray Dady, city manager of Fox West Coast Theaters, and George Ross, KWG manager. . . **BAKERSFIELD**—The Student's Congress of Kern County presented a 15-minute show over KERN in observance of "Public School's Week."

## — CONNECTICUT —

**HARTFORD**—Prof. John Dollard, research associate in social anthropology at Yale University, spoke on the subject of fear and courage in battle on the "Yale Interprets the News" program over WTIC. . . WDRC is now prepared for D Day as regarding prayers by leading clergymen. Educational Director Sterling V. Couch has made arrangements with six local clergy to give one-minute prayers during the initial invasion day. The prayers will not be interrupted even if the news break comes early in the A.M.

## — NEW JERSEY —

**PATERSON**—WPAT is among the 41 radio stations throughout the country, and among the three in the entire metropolitan area, listed in the U. S. Treasury Department's recently issued "Fifth War Loan Campaign Book" for "Successful War Bonds Promotion Ideas Used By Radio Stations From Coast-to-Coast During the Fourth War Loan Drive."

## PICTURE OF THE WEEK



Chicago Board of Education Photo

Potential Sinatras joined with a miniature Ginny Simms in a rendition of a kindergarten song, "Nibbelty-Nibbelty-Nib," at a radio class clinic of the Chicago Board of Education's station WBEZ recently. The kindergartners are Dickie Lou Nazell, Robert Segebrecht and Solly Benjamin appearing on the "Student Talent Parade."

## — NORTH CAROLINA —

**CHARLOTTE**—Lillian W. Whitley has joined the staff of WBT as secretary to Bill Carley, director of promotion and publicity. . . Haskel Porcher was the announcer and Roy Madary was the Town Crier when the "America's Town Meeting of the Air" program originated from Charlotte recently. . . **GOLDSBORO**—Bobby Lyons (Mrs. Henry Leff), announcer and femcee on her G. I. Wives show, left for San Francisco last week to join her husband Corporal Henry Leff, AAF. Bobby was formerly with WFNC, Fayetteville.

## — OHIO —

**CINCINNATI**—Bill Robbins, formerly an announcer with WCKY, is now a corporal and an instructor in judo at the Aberdeen Proving

Grounds. . . Jimmy Scribner, genial blackface comedian and star of WKRC's one-man show "The Johnson Family" is visiting the land of cotton. . . **TOLEDO**—The Toledo Blade has filed an application with the FCC for permission to construct a new high-frequency modulation broadcast station, to be operated on 44,500 kilocycles with a covering of 8,400 square miles. . . **COLUMBUS**—Jack Kelley, with the sales staff of WCOL for several years, has been appointed station manager.

## — OKLAHOMA —

**OKLAHOMA CITY**—O. L. (Ted) Taylor, new owner of KTOK, Blue affiliate, was recently greeted by an informal reception in the executive offices of the station. The entire staff was present except a skeleton

of announcers and engineers who remained at the mikes. Bob Enoch, manager, emceed the occasion. . . off-the-air half-hour programs by wire for men in Borden's General Hospital at Chickasha, are sked once with special talent and dedications by boys under supervision of Venida staff organist.

## — SOUTH CAROLINA —

**COLUMBIA**—Warren Hites, chief announcer at WIS, succeeding Jack Peterson, who goes to Indianapolis. . . Scott Helt, WIS engineer, is back on the job after spending two months as a member of Major Edwin Armstrong's staff at W2XMN, Alpine, New Jersey. . . motionals for the Blue Network "Breakfast Club" have hit a new high in this city. Five hundred applications were sent to Columbians. . . pictures were made of the government S. C. listening to the BC, a busy shop scene with the radio tuning the program. . . yes, WCOS is fully intent on winning a bond for its efforts toward promoting the program here.

## — CANADA —

**ONTARIO**—Jim Van Kuren is the new newscaster for the "Everybody's News" program sponsored by Graham-Paige. The new voice heard in place of Art Stinson, who is away on sick leave, belongs to Art Turnbull, latest addition to CKLW's announcer staff. . . Max Pratt, CKLW traffic manager, out of commission for the past three weeks with a troublesome appendix, is back at his desk, minus the appendix. . . John McDon, station's program director, has contracted scarlet fever.

## Wrigley Adds 5 Stations To Three CBS Programs

Wm. Wrigley Jr. Company added five stations to the network of its three Columbia programs "America in the Air," "American Women," and "The First Line." The new stations are WNNY-Waterbury, N. Y.; WLBC-Muncie, Ind.; WH Hopkinsville, Ky.; WPAD-Paducah and WJLS-Beckley, W. Va.

Since Pearl Harbor, Wrigley consistent Columbia advertiser since 1928, has devoted its programs to war effort. The programs are:

"America in the Air," presented Doublemint Gum, now carried on 130 CBS outlets, Sundays, 6:30 to 7:30 p.m., EWT. J. Walter Thompson Company handles the account.

Both "American Women" and "The First Line," presented by Spearhead Gum, have increased their network to 129 stations. The former, is heard Mondays through Fridays, 5:45-6:30 p.m., EWT. The latter is broadcast Thursdays, 10:00-10:30 p.m., EWT. Arthur Meyerhoff & Company is agency for "American Women" and "The First Line."

**HAPPY BIRTHDAY TO YOU**

May 19

Paul Brenner	Keith Field
Frank Capra	Rudolf Friml, Jr.
Barbara Maurel	Mary Young
Marion Spiro	Lillian Gordoni
Peggy Byrne	Marinus Koster

May 20

Vet Boswell	Harold Stein
Patricia Dunlap	L. B. Wilson
Patricia Ellis	Robert Hansen
Gael Patricia Gander	

May 21

Leonard Stokes	Florence Hirsh
Frank Cooper	Arthur Kemp
Dennis Day	Lucille Manners
Horace Heidt	Robert Montgomery



# Craven V.-P. Of Cowles

## Character-Shift Plan Set For Chi. Serials

Chicago—Long heralded as the craze of the daytime serial, Chicago today will boast a new departure in programming of that type when characters now heard in one drama will be shifted interchangeably to as many as two of the other dramas authored by Irna Phillips on NBC. The idea of multiple appearances of a single character a long cherished dream of Miss Phillips, will be made possible for the first time on a large scale through the return to NBC on June 5 on "Woman in White." The program will join three other shows  
(Continued on Page 5)

## Ruggles Replaces Smith With "Iced Coffee Time"

When Kate Smith bows out of her 11 p.m., EWT, CBS spot for her summer vacation, Charles Ruggles will be the summer replacement beginning June 16, as master of ceremonies of the "Maxwell House Iced Coffee Time" for the period of 13 weeks, it was announced. Appearing with Ruggles as regulars throughout the summer will be Carlos Rami-  
(Continued on Page 6)

## Proposes Symphony Orch. For Canadian Network

Montreal—A national orchestra, band and repertory company operating under the aegis of the Canadian Broadcasting Corporation was suggested at a session of the Canadian House of Commons Radio committee. G. G. Hansell suggested that the CBC should have its own national  
(Continued on Page 6)

### Duffy's Award

Hollywood—Not to be outdone by the Academy of Motion Picture Arts and Sciences, Ed "Archie" Gardner will institute a "Duffy's Tavern Award" when Paul Lukas, Academy award winner, visits the Blue Network show tomorrow night. Archie's co-workers on the program will comprise the committee making the award.

## Radio Officials Plan 5th War Loan Drive

Washington Bureau, RADIO DAILY  
Washington—Plans for radio's role in the Fifth War Loan were discussed at a luncheon meeting with Secretary of the Treasury Henry Morgenthau, Jr., here last Friday when topflight radio executives met with Treasury officials and representatives of OWI. Ted R. Gamble, National War Finance director, and Thomas H. Lane, Treasury radio head and OWI radio department executives were present. The OWI representation included  
(Continued on Page 5)

## Carlson To Direct Sales For Du Mont Organization

Paul E. Carlson has been named to direct the merchandising of Du Mont post-war electronic and television products. Leonard F. Cramer, vice-president of Allen B. Du Mont Labo-  
(Continued on Page 2)

## Retiring FCC Member To Stay In East, With Iowa Group Buying WHOM; Station Deals Show Increase

### Leigh Reports FBI's Locate Axis Station

Dr. Robert E. Leigh, head of the FCC's Foreign Broadcast Intelligence Service, Friday gave the Lea committee a detailed report on the functions and accomplishments of the FBIS. Dr. Leigh's lengthy statement dealt with FBIS monitoring activities, news beats, United Nations radio listening activities, propaganda analysis and other services of the agency. There were almost no interruptions  
(Continued on Page 3)

## Oboler and Robson Pool Talents For 5th War Loan

Arch Oboler and Bill Robson, producers, will pool their talents in the interest of the Fifth War Loan and will produce four half-hour shows which have been titled, "Four For the  
(Continued on Page 5)

## Raymond Rubicam Resigns Young & Rubicam Office

Raymond Rubicam, chairman of the board of Young & Rubicam, Inc. has tendered his resignation, effective July 1. He will remain with the agency as  
(Continued on Page 6)

Des Moines—T. A. M. Craven is retiring as a member of the Federal Communications Commission to become a vice-president of the Iowa Broadcasting Company (The Cowles group), Gardner Cowles, president of IBC announced on Friday. "We are delighted," Craven said, "We regard him as one of the top authorities in every phase of radio, frequency modulation, and television. Mr. Craven will continue to make his home in the East but will devote his full time to the ex-  
(Continued on Page 6)

## Special Tele Course For CBS Technicians

Course of instruction in the operation of studio and transmitter television equipment, will be jointly sponsored by CBS and the local of its technician's union. Course is being opened at the suggestion of Mason R.  
(Continued on Page 5)

## Fly Television Stand Commended By Du Mont

Sequel to the speech of FCC Commissioner James L. Fly at the opening lecture of the New York radio execs' video seminar was the statement made Friday by Allen B. Du  
(Continued on Page 3)

## ★ THE WEEK IN RADIO ★

### Fly Straddles Video Issue

By BEN KAUFMAN

**S**IDE-STEPPING the video controversy concerning standards, FCC Chairman James L. Fly last week reiterated the official view that commercial television was already fully authorized, in a speech to members of the Radio Executives Club of New York at the opening symposium of the organization's "Television Seminar." At the same time he indicated the need for continuing eye-and-ear experimentation. Question of speed and degree of

movement of tele, the FCC chief observed, was one to be decided by the companies themselves. RCA, with its many resources and patents, he noted, was in the best position to set the pace and project the outcome. Cautioning against a false start, he declared that the long-range interests of the manufacturer must ultimately conform to that of the broadcaster. Network tele moved closer to realization with the announcement from  
(Continued on Page 3)

### King Customer

"The Customer Is King" is the subject of an address to be delivered on Wednesday at the celebrity-forum luncheon of the advertising Club of New York by Harvey J. Campbell, president of the Detroit Board of Commerce. The club has announced that the last of its forum luncheons will be held June 14 and will honor the 100th anniversary of the YMCA.

### Topical

"The Fourth Term" is the subject chosen for discussion on the "American Forum of the Air" which will be broadcast over Mutual tomorrow from 9:30-10:15 p.m. A panel of five Senators will be asked to speculate on the very vital theme of whether President Franklin D. Roosevelt will be a candidate for reelection to a fourth term in the White House.



Vol. 27, No. 36 Mon., May 22, 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. Meser-eau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Man-aging 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**

(May 19)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 3/4	158 5/8	158 3/4	+ 1/8
CBS A	31	30 7/8	31	+ 3/8
Crosley Corp.	20	19 7/8	19 7/8	.....
Farnsworth T. & R.	12 1/2	12 1/8	12 3/8	+ 1/8
Gen. Electric	35 7/8	35 5/8	35 3/4	- 1/4
Philco	30	29 3/4	29 3/4	- 1/8
RCA Common	9 1/2	9 1/4	9 3/8	.....
RCA First Pfd	72 1/2	71 1/2	72 1/2	+ 1 5/8
Stewart-Warner	13 3/8	13 3/8	13 3/8	.....
Westinghouse	98 3/4	98 1/2	98 3/4	+ 1/2
Zenith Radio	37 1/4	37 1/4	37 1/4	+ 3/4

**NEW YORK CURB EXCHANGE**

Nat. Union Radio	4 1/4	4 1/8	4 1/8	- 1/8
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**OVER THE COUNTER**

	Bid	Asked
WCAO (Baltimore)	21 1/2	.....
WJR (Detroit)	33	.....

**20 YEARS AGO TODAY**

(May 22, 1924)

A fact not generally known by the listening audience is that all transmitting station and code operators of the radio world are required to be identified by call letters. This is so, that radio communications can be traced and messages sent back and forth. WJZ's four announcers—Thomas H. Cowan, Milton J. Cross, J. Lewis Reed and George H. Fren-ger—are known respectively as ACN, AJN, ALN, AFN.

**Coming and Going**

**KEITH KIGGINS**, vice-president of the Blue Network in charge of stations, has returned from a business trip to the Middle West.

**ROYAL ARCH GUNNISON**, commentator on Mutual, is expected back today from Washington, D. C.

**JOHN T. MURPHY**, of the NBC station relations department, returns today from a visit to WIOD, Miami, and other affiliated stations of the South-east.

**FREDERIC W. ZIV** has arrived from Cincinnati to discuss new Fall productions with John L. Sinn, vice-president in charge of the New York offices.

**SAM MORSE**, WOR-Mutual engineer, is back from Baltimore, where on Friday he served on the "Double or Nothing" broadcast which honored his great-grandfather, Samuel F. B. Morse, inventor of the telegraph.

**GRACE MOORE**, soprano, and **MAJ. ANDRE BARUCH**, former CBS announcer, were in Wash- ington on Saturday to participate in the "Vis- iting Hour" program, which originated at Walter Reed Hospital.

**HELEN TRAUBEL**, dramatic soprano, is in Hollywood and will be heard tonight on the Great Artists Series of the "Telephone Hour" over NBC.

**CHARLES A. SMITHGALL, JR.**, general manager of WAGA, Blue Network affiliate in Atlanta, is back at his Georgia offices following a short trip to New York.

**CLYDE F. COOMBS**, general manager of KARM, CBS affiliate in Fresno, Calif., is in New York for several days of conferences at network head- quarters.

**ALFRED H. MORTON**, president of the National Concert and Artists Corp., who has been at the Hollywood office of the organization for several months, is now in San Francisco on the first leg of his journey back to New York. He expects to reach here about June 1.

**MARTIN STARR**, radio director of United Ar- tists, is in Chicago to help prepare the program setup on several radio programs which Jane Powell, 14-year-old star of "Song of the Open Road" will do during her brief stay in the Windy City.

**JAMES D. CARPENTER**, vice-president and station manager of WKBB, Dubuque, who spent a goodly portion of last week in our midst, left for Iowa on the 3:30 train Friday afternoon.

**JOAN BROOKS**, singing star on the Columbia network, has left town for personal appearances in Worcester and Springfield, Mass. This will be followed by a tour of camps and hospitals in the Carolinas.

**G. O. SHEPARD**, general manager of WAYS, Chattanooga, left over the week-end for the home offices. He was in Gotham last week on station business.

**WILLIAM L. SHIRER**, CBS news analyst who was in Washington last week conferring with Government officials, has returned to the home in New York.

**Carlson To Direct Sales For Du Mont Organization**

(Continued from Page 1)  
ratories, Inc., announced Friday. Carl- son is a former RCA Victor executive and is widely known in the mer- chandising field.

**Joins Coast Company**

Los Angeles—William J. Green is a new senior engineer with the Hoff- man Radio Corp., Los Angeles. He was with the Radiobar Company for six years. When Radiobar was merged with Philco, he was with their Phila- delphia factory five years more.

**Coast Radio Institute**

Hollywood—The second annual Ra- dio Institute, conducted in cooperation with the National Broadcasting Com- pany by the University of California at Los Angeles, will open here June 26 and is scheduled for a six weeks' summer session.

**'Success Stories' Sponsored By Hudnut Co., on WOR**

"Success Stories," a new program sponsored by the Richard Hudnut Salon, has signed for time on station WOR from 3:15 to 3:30 p.m. Tuesday and Thursdays, starting Tuesday, May 23rd. Ann Delafield, director of the Richard Hudnut Salon and Du Barry Success School, and Martha Deane, well-known to WOR audiences, will be featured on the program. Kenyon and Eckhardt, Inc. is the agency.

**New Nashville Station**

Nashville—Tennessee Broadcasters, a partnership composed of E. E. Mur- rey, Tony Sudekum, Harben Daniel and J. B. Fuqua, has filed an applica- tion for a new station to operate on 1,240 kc. in Nashville. In their appli- cation, Tennessee Broadcasters pro- pose to provide a full-time outlet for Mutual Network programs in Nash- ville.



**WALTER COMPTON**

**BACKGROUND FOR NEWS**

add **KALE** to his sponsor list



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

**Is Your Baltimore Radio Dollar Working Efficiently**

What are you getting for your money? Here's the 3-way test of your Balti- more radio dollar:

1. Coverage... find out how many radio homes you're getting in the Balti- more trading area.
2. Then check how many of those people are listening to the station you use at the time you use it.
3. Then divide the num- ber of actual listeners by the cost of your program.

You'll know then how hard your dollar is pro- ducing. All the facts prove that there is one station that delivers more lis- teners-per-dollar-spent than any other.

That's W-I-T-H... and the facts are all down in black and white. Like to see them?



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

**TOM TINSLEY, President**

**REPRESENTED BY HEADLEY-R**



**CBS AFFILIATE**

Represented by John Blair & Co.

# Fly Television Stand Aided By Du Mont

(Continued from Page 1)

Mr. Du Mont, president of Television Broadcasters Association, Inc. Du Mont said the remarks of Mr. James Lawrence Fly delivered at the first session of the 'Television Seminar' collected by the Radio Executives Club of New York indicate that the Federal Communications Commission is showing excellent foresight in its attitude toward television.

"I agree wholeheartedly with the FCC chairman that, when the war ends the television industry should be ready to provide the best practical television picture, and I am confident this will be the case.

"Mr. Fly's forthrightness is to be commended. Progressiveness and not stagnation is, and will always be, the chief of the nation's television broadcasters. When hostilities cease and the doors to a national television service are swung open, television images of excellence pictorial quality and adequate size will, I am confident, be ready for a nation anxious to see and accept this new and wonderful medium."

# THE WEEK IN RADIO

Fly Straddles Video Issue

(Continued from Page 1)

Washington that FCC regulations had been amended to permit licensing of five sight-and-sound stations to the same applicant. Former limit was three. This change was in line with the demand of Niles Trammell, NBC prexy, that the number be raised as a means of facilitating development of look-and-listen webs.

Opening of the 15-week video seminar of the REC coincided with the debut of TELEVISION DAILY. Publication of the new tele newspaper, offspring of RADIO DAILY, was announced as a monthly supplement to the parent sheet for the duration. Another first to scan the tele horizon was the reported number-one application for a sight-and-sound outlet in the Southeast by the Jacksonville (Fla.) Broadcasting Company.

Recapitulation by RADIO DAILY of tele stations and applications for licenses reflected a spurt in video activity. With nine commercial and 26 experimental tele outlets already operating, the FCC was faced with an additional seven applications for experimental stations and 43 requests for commercial licenses.

Direct video transmission to a distance of 100 miles and more was revealed as the expected range of a new tele transmitter site now being developed by W6XYZ, experimental eye-and-ear outlet of Television Productions, Inc., Paramount Pictures' subsidiary in Hollywood. Operation from the new location atop Mt. Wilson, 5,730 feet above Los Angeles, was reportedly planned before the year ended to serve nearly half the population of the State of California. Disclosure was made by Klaus Landsberg, director of television and general manager of the sight-and-sound station in the movie capital.

Consumer savings for post-war buying of tele sets and other home appliances became known as a number of banks throughout the Nation accumulated deposits under a purchase-club plan originated by the Franklin Square (N. Y.) National Bank.

**News Shorts:** Greta Palmer, freelance writer preparing an article on the FCC for "Reader's Digest," read into the record of the Lea committee a first draft of the forthcoming maga-

zine piece, which Commission Chairman James L. Fly termed "a Cox committee article, not a Lea committee article." . . . Replacement of FCC Commissioner T. A. M. Craven, reputedly the staunchest friend of the webs and the NAB, was definitely set, according to word from the White House. Craven, who wrote FDR last month that he did not intend to seek reappointment, was announced to be heading for a post with the Cowles brothers, publishers and broadcasters, on the termination of his office in another month and a half.

A price ceiling for radio tubes was ordered by the OPA in an effort to kill off the black market with price levels of March, 1942. . . . George E. Sterling, assistant chief engineer of the FCC and head of the agency's Radio Intelligence Division, predicted the curtailment of RID was work because of the impending million-dollar slash in appropriations for the ether sleuths, in testimony before the Lea committee. . . . The FCC ruled that musical transcriptions did not have to be identified as such more than once an hour.

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

# Leigh Reports FBI's Locate Axis Station

(Continued from Page 1)

with committee attorneys scheduled to question Dr. Leigh at a later meeting of the committee. Date for the next session has not yet been set.

**Locate German Station**

In his statement Dr. Leigh revealed, a new high in Axis gall. Radio station "DEBUNK" has been definitely located in Germany, although its announcers mischievously claim to be broadcasting in this country. It specializes in daily propaganda programs slanted for midwesterners.

Dr. Leigh reported that FBIS was monitoring the station one night in early June, 1942, and picked up the following announcement: "before we continue the program tonight, we would like to inform you that the Federal Communications Commission has renewed our license and given us a new wave length, commencing June 15."

A short time later the station went off the air temporarily, declaring that it was in difficulty with the FCC because of a news broadcast. When "DEBUNK" returned to the air after a few days, it announced that its difficulties with the FCC had been straightened out, that it was operating on FCC license No. 382, and that the FCC had awarded the station a gold medal.

**IF YOU HAVE AN AUDIENCE SELL IT!**

Sales-able stations find national representation by Weed & Company means more sales. If you want your own story to get across to top time buyers, consider adding this line to your letterheads: "Nationally represented by Weed & Company."

**WEED AND COMPANY**  
STATION REPRESENTATIVES

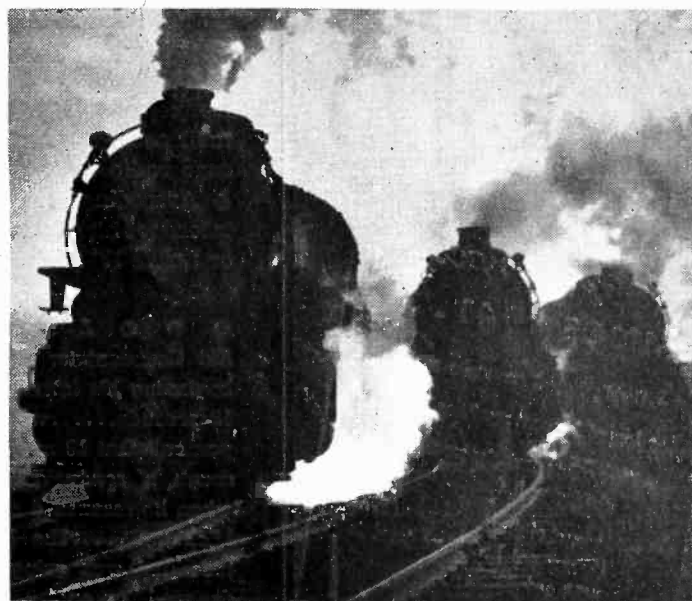
BOSTON • CHICAGO  
SAN FRANCISCO • HOLLYWOOD

## New Blue Sustainer

"The Morey Amsterdam Show," a Consolidated Radio Artists production, will bow in over the Blue Network as a sustainer on or about June 1st, it has been announced. The variety format, which stars the noted comedian Morey Amsterdam, will also feature Patsy Garrett, Phil Hanna, Joseph Rines and his orchestra. Hi Cooper, radio director of CRA will co-script the show with Amsterdam.

## Dave Levy Commissioned

Dave Levy, director-producer of "We The People," on CBS for Young & Rubicam, has been commissioned a Lieut. (j.g.) in the U. S. Navy, and reports today in Washington at the Bureau of Aeronautics.



## THE POWER OF 3...

Radio-wise buyers get all three—coverage, programs, and rate—when they pick WDRC for spot announcement schedules. Connect in Connecticut by using WDRC!



BASIC CBS  
Connecticut's  
Pioneer  
Broadcaster



# LOS ANGELES

By RALPH WILK

**W.** BERT SCOTT, secretary to Jack Benny, and his wife, Ann Klem, former New York stage actress now active in pictures, have returned from a tour of the Northwest and Canada as members of Benny's party, who made the trip to aid Canada's sixth war loan drive.

Frank Barker, lyric tenor whose name is so like that of another famous tenor, Frank Parker, appeared on the Horace Heidt jobs-for-servicemen show and received an employment offer from the Last Frontier Hotel, in Las Vegas, Nevada, 20 minutes after making his appeal.

Producer Don Bernard, of the "Blondie" and "Life of Riley" airshows, this week moved into his new 10-acre walnut ranch estate at Northridge, Calif., a few miles outside of Hollywood. Bernard's first renovation was the installation of a complete recording unit so that he may make special transcriptions of his radio shows at home as they come over the air.

Charlie McCarthy wants it made known that the little old maid—with ideas—who is soon to debut with him and Edgar Bergen is not his sister! Her family tree, whispers Charlie, dates from the marriage of a blighted chestnut to a scrub pine.

# MAIN STREET



## Loop-Notes

● ● ● Radio row is still talking about Ed Kobak's talk before the Chicago Federated Advertising Club last week. . . . The Blue's executive

### Chicago

vice-president impressed the radio and advertising fraternity hereabouts as an after-luncheon spieler of no mean ability. . . . Speaking off the cuff, without benefit of script,

Kobak was alternately humorous and serious. . . . He kidded himself and his colleagues and the Blue. . . . and in so doing got in about 185 plugs for his net. . . . In relating how the Blue got started he said they made a lot of guys vice-presidents in lieu of bigger salaries. . . . and nodded toward E. R. Borroff (Blue's Central Division v.-p.), who was at the speaker's table. . . . "Ed Borroff here is one of those who was given a title and he doesn't know any more about being a vice-president than I do" . . . . Kobak said that when he and Mark Woods took over the Blue from NBC about all it had was speeches. . . . When somebody wanted to make a speech the Blue got it. . . . Now, a couple of years later, the net has about everything but comedians. . . . After Club prexy Glen Miller's facetious introductory remarks, Kobak said he thought he had found somebody to bolster the Blue's comedy ranks. . . . All of which probably inspired some wag to coin what was being passed around as the Blue's new slogan: "Kobak the Attack!"



● ● ● Spotted at the speakers' table were Glenn Synder, WLS general manager; George Crane of Advertising Age, and Bill Menne of Crowell-Collier. . . ● Genial Caesar Petrillo, WBBM's music director, has penned a new ditty called "Thankful," due for a WBBM-CBS airing shortly. . . . Caesar, brother of the better known James C., has several other numbers to his credit, including "Jim," "Keep That Smile," "We'll Never Know," "Jim Went Away" and "Sergeant, Can You Spare a Girl?" . . . ● Xavier Cugat and his Mutual network troupe will be in Chicago May 26 for an Oriental theater date and their coast-to-coast airing May 31. . . ● Happy Jack Turner, a Chicago radio standby for 10 these many years, is moving to Denver. ● According to reports reaching here from the Coast, Phil Baker will interrupt his Hollywood-to-New York trek to do his June 4 "Take It or Leave It" from this metropolis.



● ● ● Al Hattis, the Kid Commentator on WJJD's Saturday morning Kid Commentator program, had just finished his commentating and was beginning his interview with the girl guest when the mike went dead—for 10 seconds. . . . which prompted one of his fans to crack: "Al, why don't you call that 10 seconds the 'Pause That Refreshes!'" . . . ● Russ Davis, rough 'n' ready WBBM mikeman, turned up a hero one Saturday recently when he rescued a small boy from a chilly death in the icy waters of Lake Michigan. . . . The lad fell off the pier at Jarvis Avenue on the North Side and was going down for the third time when Russ jumped in and dragged him out. . . ● Proudest papa in the NBC studios is Harry Gilman, Carnation Contented producer. Harry's daughter, Toni, has a leading role in the musical, "Follow the Boys," starring Gertrude Niesen.



● ● ● With her husband and radio partner, Scotty, in the hospital where he parted company with a refractory appendix, Lulu Belle will be a singleton on the National Barn Dance for a spell, as she was back in the days before Scott (Scotty) Wiseman, wooed and won the hill country belle. . . ● Another Chicago radioite who recently sojourned in the hospital is Michael Romano, the barrister and former assistant state's attorney turned thespian. . . . Mike, who sent many notorious Chicago criminals to prison during his career as a Cook County prosecutor, is, ironically, playing the role of Allen Hayes, a reformed crook, in NBC's "Road of Life" daytimer!

— Remember Pearl Harbor —



AVAILABLE

TO A SPONSOR WHO HAS A PRODUCT FOR YOUNG AND GROWN UP KIDDIES AND WANTS A HIGH T. C. SUNDAY MORNING CROSSLEY . . . RADIO'S MOST NOVEL TESTED AND PROVEN SHOW . . . THE DRAMATIZED FUNNIES, HAL GERARD AND GE GE PEARSON AS UNCLE GE AND AUNT GE GE BRING TO LIFE YOUR FAVORITE FUNNY PAPER CHARACTERS IN A HILARIOUS ADVENTUROUS EXCITING ADAPTATION OF THE CURRENT COMIC STRIPS ENHANCED WITH UNIQUE SOUND EFFECTS AND MUSIC COMBINED INTO A WELL ROUNDED HALF HOUR OF SOLID ENTERTAINMENT.

WM. MORRIS AGENCY

SPONSORED IN HOLLYWOOD BY THE LOS ANGELES EXAMINER



# DON'T PASS UP ALASKA!

Amazing Record SINCE 1941 . . .

- ★ World's highest per capita earnings.
- ★ Largest American population increase.
- ★ More college graduates per capita than Washington, D. C.
- ★ 94 percent of all radios between Alaska Highway and Kodiak are tuned to KINY and KTKN.

## KINY ★ KTKN

JUNEAU KETCHIKAN

EDWIN A. KRAFT, OWNER

SALES OFFICE: 708 AMERICAN BUILDING SEATTLE, 4 WASHINGTON



## Craven Cowles V.-P. Group Buys WHOM

(Continued from Page 1)

pansion of our companies in these new broadcasting developments. We have entered into a contract, subject to the approval of the FCC to purchase all the stock of radio station WHOM, Jersey City, which has studios in Jersey City and New York City. We hope to develop WHOM into one of the better stations of its area, and later on also to develop both a frequency modulation station and a television outlet in that area.

"On his retirement as a member of the Commission next month, Commander Craven will be elected a vice-president of each of our radio companies."

With plenty of available cash around, broadcasting stations continue to be a highly saleable commodity, with various deals reported around the country, some already consummated but subject to FCC approval. Most definite deal closed late last week and to be forwarded to the FCC for an okay is that of the invasion of the East by the Cowles interests from the Middle West. This involves the purchase by the Iowa Broadcasting Co. headed by Gardner Cowles, Jr. of WHOM, Jersey City, with offices and studios in New York.

WHOM of 1,000 watts power daytime and 500 watts night, operates on a frequency of 1,480 kc. and was sold to Cowles for around \$400,000. Paul F. Harron and Joseph Lang, president and general manager respectively were equal partners in the outlet. Station is a pioneer in foreign language broadcasting and has a large Polish-American audience among other listeners. It was established in 1928 and several small wattages were combined for the wave length. Harron is also president of WIBG, Philadelphia. WHOM is licensed to the corporate name of New Jersey Broadcasting Corp. Understood the station has pending an FM application.

### Cowles Network in Offing

Coincidental with the Cowles interests coming East, are reports of a Cowles regional network in that territory or possibly larger. Deal for WHOM calls for the staff personnel to continue at the station for at least three years.

Joe Lang, under whose guidance WHOM has developed into one of the nation's most successful language stations, is undecided as to whether or not he will remain with the station under the new ownership. Lang has several offers under consideration.

Sale of WHOM to Midwest broadcasters follows upon the Yankee Network buy in 1943 by William O'Neil of Akron, owner of WJW, now in

## FRANK DUNNE

FREE LANCE  
ANNOUNCER AND ACTOR

Call Radio Registry

MGM, READER'S DIGEST, FAMOUS JURY TRIALS, TRUE DETECTIVE MYSTERIES, GROVE LABORATORIES, and WHITE OWLS.

# ★ PROMOTION ★

### War Council Brochure

With a large economical brochure, designed to complement the purpose behind it, and to be found in its pages, the War Advertising Council, with the aid of Lennen & Mitchell, has produced the most provocative story this department has been seen on its desk in many moons. That story is called "It's Time For Total War On Food Waste!" The cover gives the months during which this campaign should be waged and the inside pages go on to describe the "problem," the "job," "what's been done," "what's to be done," etcetera, breaking the campaign down into copy ideas, advertising layouts, local mobilization plans, plus the role Radio is expected to play during the ensuing months.

This campaign guide, dealing with food conservation, is being distributed to members of the Association of National Advertisers, American Association of Advertising Agencies, Grocery Manufacturers Assoc., American Gas Assoc., Edison Electric Institute, Advertising Federation of America, the Pacific Advertising Assoc., and the Direct Mail Advertising Association. Additional information on this campaign, as well as the farm labor and food processing plant phases of the program, may be secured from the War Advertising Council.

### Breakfast Club Bonus

Breakfast Club fans will have an opportunity to share in the winning of some 2,113 awards between now and midnight May 28, it was announced by Don McNeill, emcee of the popular Blue Network early-morning program. The Breakfast Club is broadcast Mondays through Saturdays from 9 to 10 a.m., EWT.

First, second and third prizes of a \$1,000 war bond, a \$500 war bond and a \$100 war bond, respectively, will go to the listeners who, in 25 words or less, tell why they best like the fun-provoking show.

McNeill explained that the contest is a feature of the formation of a Breakfast Club organization. Since the close of the charter membership drive on April 18, McNeill and his entire

Cleveland where it was moved and more recently WELI, New Haven, to the same group. WELI was sold by Arde Bulova.

In process of negotiation but not confirmed by spokesmen for Bulova, is the deal on for sale of WPEN, Philadelphia to the "Bulletin," in that city. Outlet operates with 5,000 watts power on a frequency of 950 kc. and it is understood that the proposed deal will keep the present staff on the job. Philadelphia "Bulletin," is owned by Robert McLean.

Bulova also owns Boston stations and of course WNEW in New York, also WOV in the same city. WOV is in process of a possible sale, with application for transfer having been sent to the FCC some time ago. Whether this will go through or not is up to the FCC.

### Unique Demonstration

A demonstration of radio news and analysis of the KNX News Bureau was held last week in the auditorium of the Manual Arts high school in Los Angeles for the Southern California Social Science Association. The audience, composed of teachers of social science from the city and county schools, witnessed a complete demonstration of how a newscast and a news analysis are prepared and broadcast.

Equipment from the station was set up on the stage and the news came in via telephone connections with the Hollywood studios, serviced by facilities of UP, AP, INS and CBS short-wave. Chet Huntley, CBS news analyst, and Clinton Jones, managing editor of the station's news bureau, occupied desks on the stage. Microphones enabled the audience to hear the conversation between the two as to which phase of the news was assigned to the broadcast, and the general discussion which goes with preparing a newscast and analysis. Then, Bob Anderson, CBS newscaster, delivered a five-minute newscast, which was followed by a 10-minute news analysis.

The entire program was under the supervision of Fox Case, director of public relations, news and special events for the CBS' Pacific net.

### KOY, Time And Aspirins

Most recent promotion stunt for KOY-Phoenix is associated with the state's recent change back to War time, three months after changing to standard time. Program schedule for time change shows picture of "His Excellency the Governor of Arizona," with the succulent phrase added: "... He did it." The schedule also has attached a small transparent envelope containing two aspirins with the caption: "You've shared our headaches, now share our aspirin!" Promotion piece has been mailed to agencies and accounts involved in the time change.

cast have been sorting and tabulating approximately 900,000 requests to join the group.

### Raymond Rubicam Resigns Young & Rubicam Office

(Continued from Page 1)

a director for an indefinite period in advisory capacity before becoming inactive. No announcement was made by Rubicam as to his future plans.

Sigurd S. Larmon, president of Y. & R. becomes chief executive of the agency whose radio billings total in the millions.

Understood that Rubicam will dispose of his holdings in the agency which he founded in 1923, and they will be made available to members of the organization over a period of time. Regarding his future, Rubicam stated that while he knew definitely the fields in which he wanted to work later on, he had "deliberately made no immediate plans."

## Proposes Symphony For Canadian Network

(Continued from Page 1)

symphony. E. L. Bushnell, supervisor of programs of the CBC said, "The economic factors to be considered as well as the decision taken as to where a national orchestra would be located. There was a fact that a roundup of 60 of Canada's best musicians might be in destruction of orchestra organizations already established."

However, Mr. Bushnell said the British Broadcasting Corporation S. networks had their own symphony and he was of the opinion that some day should have not a national orchestra, but a national band and repertory company.

### Ruggles Replaces Smith With "Iced Coffee Time"

(Continued from Page 1)

rez, Latin American baritone Williams Brothers, negro quartet Carmen Dragon and his orchestra and Cass Daley, who has been scheduled to appear on seven of the 13 programs. The variety format will also provide for the guest appearance of Hollywood screen personalities, first of whom will be Diana Lynn of the mount. Repeat broadcast of the day program will be aired at 8 p.m., PWT. Agency for the spot is Benton & Bowles, Inc. As yet, has no sponsor plans for the half of the Kate Smith hour, 8 p.m. for the summer schedule.

### Stroboscopes Available

Inglewood, Calif.—The Universal Microphone Co. has issued a free literature of the Stroboscope. Designed to work at 33-1/3 and 78 RPM, with a light of 25, 50 or 60 cycles, Stroboscope is a recognized method of determining the exact turn speed for transcription of phonograph record reproduction with pitch and tempo.

## ANNOUNCERS

YOUR BREAK IN RADIO

IF YOU'VE DONE SPORTSCASTS  
OR THINK YOU CAN DO THEM

IF YOU'VE DONE NEWS  
OR THINK YOU CAN DO IT—

HERE'S YOUR OPPORTUNITY TO  
BECOME AN

"IMPORTANT NAME"

ON A NEW YORK  
INDEPENDENT RADIO STATION

SHOOT US A LINE GIVING US  
YOUR RADIO BACKGROUND

BOX 836 — RADIO DAILY  
1501 Broadway, New York 18, N. Y.



**AGENCIES**

**WARD DUNNE** has been assigned to a new position in charge of research at Kenyon and Eckhardt Inc. Frank Palmer is now in charge of all time buying at Kenyon Eckhardt Inc. Mrs. Alice McCaffrey formerly of Pedlar, Ryan and partners is the staff as radio commercial writer.

**MEAD** has rejoined the radio department of Benton & Bowles, Inc., immediately, according to statement from Clarence B. Gossett, president of the agency. For three years Mead was in the department of William Esty & Company. Prior to that, he spent five years editing scripts in Benton & Bowles radio department.

**DESMOND** has been added to the creative department on the staff of Rill Associates.


**ADVERTISING CLUB OF NEW YORK** will hold its last celebrity luncheon of the season on Monday. The session will be featured by a program marking the 100th anniversary of the YMCA.

**KNELL-EMMETT COMPANY** has been named to place the advertising of the American Lead Pencil Company of Hoboken, N. J. Appointment becomes effective July 1.

**CITIES IN WHICH C. E. Hooper** has set up continuing measurements of radio listening during the past few weeks include: South Bend, Ind., Toledo and Wichita.

**BENRUS WATCH COMPANY** is expanding its advertising campaign to strengthen the markets in which demand for Benrus watches has increased. Latest addition to the Benrus schedule is Philadelphia's WCAU. Other centers are on the Benrus list, some of which will be added immediately.

**GOING OVER THE HURDLE RADIO**



12 to 6:30 daily **1430** on your dial

**EXCLUSIVELY ON WBYN**

Racing information from the tracks WHILE RACES ARE ON! It's part of the instantaneous program on the Minute Station WBYN.

**COAST-TO-COAST**

—FLORIDA—

**MIAMI**—Recently WQAM furnished its public address system for use of radio and newsmen, candidates and their workers. This was installed in the office of Carl Holmer, Jr., Dade county registrar. WIOD's public address system was used to bring returns of the election to the large number of persons at the main floor of the Dade County Courthouse. The two men responsible for the fine production job were Fred Mizer, manager of WQAM and James LeGate, general manager of WIOD.

—CALIFORNIA—

**OAKLAND**—American Express Company through the Caples Company of New York, has renewed its schedule on KROW for 13 additional weeks. The announcements promote American Express Money Order service. . . . **FRESNO**—Al Brown, announcer, formerly of KSRO's sub-station in Vallejo, has joined KMJ's staff.

**SANTA BARBARA**—Don Roberts, KTMS staff announcer, is conducting weekly interviews with the wrestling fraternity to publicize the local matches being staged in the city's Mission Arena.

—NORTH CAROLINA—

**CHARLOTTE**—Sports Announcer Lee Kirby and News Editor Jack Knell were selected by the men of Morris Field (local army air base) as the men they'd like most to hear during a series of news conferences arranged as part of an educational program. Kirby and Knell discussed news and how it is gathered for radio, participated in a new quiz as "the experts" . . . **ASHEVILLE**—H. C. Gobel has been named continuity editor of WWNC, replacing C. M. Ward, Jr., who leaves to enter the service. Gobel recently received an honorable discharge from the Army, and prior to that was writer for WOPI.

—COLORADO—

**DENVER**—Colorado Milling Company has bought a quarter-hour spot six days a week on KMYR. The program is called "The Pikes Peak Pantry Party," and features Duke & Mickey Melody piano and organ team, the voice of Ed McCurdy and the commentary by Beverly Dale. Agency is Ed Hunter Advertising . . . Dave Bacall, former CBS organist, currently stationed at a nearby Army post, recently performed on KLZ's Victory Theater program . . . The Morey Mercantile Company has asked a five-minute newscast on KOA Mondays through Saturdays for 52 weeks. Agency is Gray and Company.

—CONNECTICUT—

**HARTFORD**—Ralph Kanna, WNBC program director, has submitted a plan to the Hartford war finance committee for the sales of War Bonds and Stamps which has won wide enthusiasm and will be put into action at once. The plan is to sponsor a series of block dances all over the city under the banner "outdoor dime a dance hall" with the dancers obliged to purchase a ten cent War Stamp for the privilege of dancing in the hall. . . . Femcee Ruth Provan of the "Women's Radio Bazaar" over WTIC, had Mildred Bersten of Stockholm, Sweden, as guest.

—PENNSYLVANIA—

**PHILADELPHIA**—Besse Howard is back at the WCAU mike, after a sojourn to the Middle East for the Red Cross the past year. . . . Ray Walton, former WIBG announcer, teaches trainees how to shoot big guns at Fort Sill, Oklahoma and also does a daily 15-minute newscast for the men stationed there. . . . Walter Burger, of the WFIL engineering staff, is at Jefferson Hospital where he will undergo a major operation. . . . **PITTSBURGH**—Carol McVay of the WCAE accounting staff is visiting her sister in Port Arthur, Texas.

—NEW YORK—

**ROCHESTER**—When Bill Despard, WHEC staff announcer and newscaster, entered the Strong Memorial Hospital for an operation recently, it was at the advice of a Marine Corps officer who interviewed Despard when he applied for a commission in that service. . . . **KINGSTON**—WKNY was on the job to cover all angles of the special occasion when Kingston paid honor to one of its sons, Major Gen. Frederick L. Anderson, commander of the 8th Air Force, and also deputy commander in chief of all American aviation in Great Britain.

—MASSACHUSETTS—

**BOSTON**—E. B. Badger & Son, contractors, are now sponsoring a sports and news program every Monday through Wednesday on WNAC. . . . George W. Slade, WBZ publicity manager, has been named the radio member of the Junior Town Meeting League nominating committee for 1945. . . . In cooperation with the Boston U Radio Institute, WCOP is presenting a new series of programs entitled "Les We Forget—One Nation Indivisible" . . . **WORCESTER**—Arrangements were concluded this week between WTAG and the BBC for the Worcester station to air a news commentary weekly by J. B. McGeachy, BBC newsman, direct from London.

—NEW YORK—

**NEW YORK**—With addition of the Reuters News Agency, worldwide news service, to the AP and UP services it already has, the WHN newsroom now is able to present to its listeners not only all the news, but is enabled to do so more quickly than any station which lacks on-the-spot correspondents. . . . American-born Mrs. Manorama Modak, who married an Indian and lives most of the time in India, will guest on Adelaide Hawley's program tomorrow. . . . Jan Papnek, Czechoslovakian Minister Plenipotentiary, will guest on Henry Milo's "Cavalcade of United Nations," program over WINS shortly.

**NEW BUSINESS**

**WOV**, New York: Personal Finance Co., Chicago, Ill. (Loan Company), through Al Paul Lefton Agency, New York, one minute ET, 78 times; Roman Prince Macaroni, Lowell, Mass. (Macaroni), through Van Dolen, Givaudan & Masseck, New York, 15-minute programs, 212 times; Clean-O Chemical Co., New York (Cleaner), through 20th Century Advertising Co., New York, 10-minute programs, 156 times; Metro-Goldwyn-Mayer (Motion Pictures), through Donahue & Coe, New York, one-minute anns., 31 times; Bulova Watch Co., New York (Watches), through Biow Advertising Co., New York, half-min. anns., 7,436 times; Ivel, Inc., New York (Furs), through Leslie Advertising Agency, New York, 15-minute programs, 312 times; Admiracion Shampoo, Jersey City, N. J. (Shampoo), through Charles Dallas Reach, Newark, N. J., one-minute ET, 234 times.

Ivel, Inc. (Furs), through Leslie Advertising Agency, New York, half-minute anns., 3,120 times; Gift Craft, Chicago, Ill. (Games), through Fremont Agency Advertising Co., Chicago, Ill., 15-minute programs, 56 times; University Opticians, New York (Opticians), 10-minute programs, 78 times, direct; Andy Lotshaw Co., Chicago, Ill. (Body Rub), through Arthur Meyerhoff & Co., Chicago, Ill., 10-minute programs, 18 times; Colonial Trust Co., New York (Bank), half-minute anns., 234 times, direct; Sunrise Drive In Theater, Valley Stream, N. Y. (Theater), through Furman & Feiner, New York, one-minute anns., 65 times; Paramount Pictures, New York, through Buchanan & Co., New York, half-min. anns., thirteen times.

**Flamm Joins Theater Firm**

Donald Flamm has become officer and director of the Belasco Productions, Inc. The new organization has just purchased the Belasco Theater and Flamm will devote his time to theater productions.

*Buying Time*  
IS ONLY  
*Half the Picture*

The other, and most important half, is buying time on the RIGHT STATION . . . the station that will do the biggest job for you!

In Baltimore, it's

**WCBM**

BALTIMORE'S Blue Network Outlet

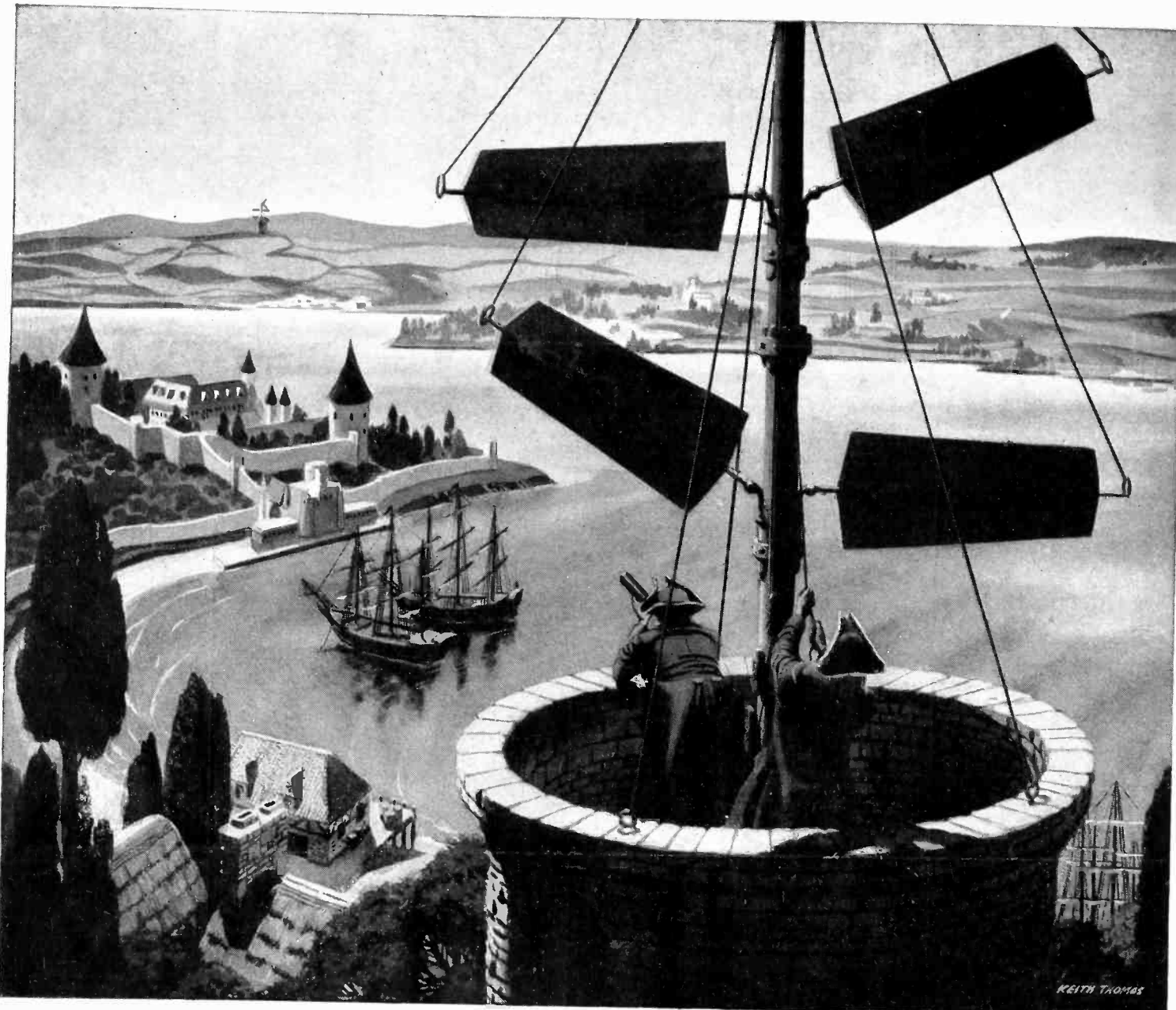
JOHN ELMER President GEORGE ROEDER Gen. Mgr.

FREE & PETERS, Inc. Nat'l Representatives



May 22

James Farrell Harry Ritz  
James L. Fouch H. Ward Wilson  
Sidney Gerson Maybelle Alberti



*History of Communications Number Six of a Series*

## COMMUNICATION BY SEMAPHORE



The Semaphore, as a means of communication, met first commercial acceptance in France under the authority of Napoleon in 1792. Restricted by "line of sight" and low power eye pieces, excessive numbers of relay stations, as pictured above, were required for "directional broadcasting" over rough terrain. Weather conditions, too, were a handicap. Because of the code used and its necessary translation, delays and errors were continually encountered.

Today, in the era of applied electronics, Universal microphones are being used to expedite messages on every battle front in the service of the Allies. Universal is proud of its contribution in the electronic voice communications and its every effort to our ultimate Victory.

*Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U. S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.*

**UNIVERSAL MICROPHONE COMPANY**  
INGLEWOOD, CALIFORNIA



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

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO 27, NO. 37

NEW YORK, N. Y., TUESDAY, MAY 23, 1944

TEN CENTS

## Big Post-War Set Market

### Radio Bill Ready For Senate ICC Today

Washington Bureau, RADIO DAILY  
Washington—The Senate Interstate Commerce Committee will be presented this morning, in executive session, with a bill providing for alteration and expansion of the present Communications Act. Written on the occasion provided by S-814—the Wheeler bill introduced last year, the current draft differs widely from that bill. A major effect of it  
(Continued on Page 6)

### Forest Tele Station Looms In Mexico City

Mexico City—Backed by American support what is described as the first commercial television station is slated to begin broadcasting from this capital at an early date. Permission to operate such a station was formally requested of the Mexican Ministry of National Economy by John Mitchell, representative of the De Forest Laboratories, of Los Angeles, California.  
Following Dr. De Forest's decision  
(Continued on Page 2)

### TV and FM On Agenda of CBS Affiliates Meet

A discussion of television and FM included in the agenda of the meeting of the CBS Affiliates Advisory Board which will be held at network headquarters in New York City on May 24 and 25.  
The meeting will be the first of the newly-elected 1944 members  
(Continued on Page 5)

### World Premiere

Arton Gould's "Symphony on Making Tunes," commissioned by the M.C.A. for its 100th anniversary this year, will be given its world premiere by the New York Philharmonic-Symphony under the direction of Vladimir Golschmann, Sunday, June 4, on CBS from 3:00 to 3:30 p.m., EWT. The work is dedicated to "freedom-loving youth who are fighting for liberty."

### Lucky Strike!

Wilkes-Barre, Pa.—As a sequel to recent newspaper strike when advertisers turned to radio, WBRE, finds itself with a number of new commercial accounts, Al Baltimore, station manager reports. Theaters, department stores, drug trade, and even a paint factory discovered the pulling power of radio as a media.

### WMCA Direct Cover For Sedition Trials

Effective today, WMCA, New York, will cover the sedition trials in Washington via special lines with Dr. Frank Kingdon reporting the proceedings twice daily, according to Nathan Straus, president of the station. Negotiations for the wire has been underway for the past week and choice of reporter-commentator fell upon Dr. Kingdon, who will be heard at 1:15 p.m. during the court recess and at 6:45 p.m. after the close of the trial day.

### Gracie Fields Signed As McCarthy Replacement

Standard Brands for Chase & Sanborn Hour has signed Gracie Fields as the summer replacement for the Edgar Bergen (Charlie McCarthy) program on NBC Sundays 8-8:30 p.m., EWT, beginning with the June 11, show. The English comedienne will be heard along with guest stars, the  
(Continued on Page 2)

## RMA Head Tells Canadians Of Radio War-Contributions

### Mutual Network Analyst Receives Purple Heart

Larry Meier, correspondent for Mutual network, was yesterday awarded the Order of the Purple Heart in London. Meier received the decoration as a result of taking part in the famed Dieppe raid in 1942 with English commandos and American rangers and was wounded in the action.

### Both Philco And Westinghouse Execs. Forecast Market For 25,000,000 Receivers After The War

### Eight Texas Outlets Joining Blue Web

Eight Texas stations will join the Blue Network beginning June 1, all of them to be supplementary outlets to the network's Southwestern Group. Addition of the Texas stations will bring the total number of affiliates on the web to 191. All but one of the stations are of 250 watts power and operating full time.

New affiliates are: KRBC, Abilene,  
(Continued on Page 6)

### AFM-WJJD Stalemate Following WLB Meeting

Chicago—Unable to reach an agreement in the contract negotiations with the American Federation of Musicians, Local 10, following a meeting Friday, Ralph L. Atlass, president of WJJD, said the issue of the dispute  
(Continued on Page 7)

### Discuss Large-Scale Tele For Theaters At RCA Meet

Camden, N. J.—Plans for distribution of sound and projection equipment, including large-scale theater television, were under discussion at  
(Continued on Page 7)

All major companies manufacturing radio equipment either some time in the past or currently during the war-time rush to supply military needs, will be ready to again put out receiving sets on a large scale as soon after the war as the necessary materials are made available. This will be an effort to fill the huge demand piled up by obsolescence and lack of sets available for civilian use. Over the week-end both Philco and Westinghouse revealed plans to do their share toward supplying a possible  
(Continued on Page 7)

### Davis Warns Industry On 'D-Day' References

Washington Bureau, RADIO DAILY  
Washington — Advertisers were urged not to make commercial use of D-Day or the forthcoming European invasion in an appeal here the past week-end by Elmer Davis, director of the OWI. Davis said in part: "Because of the deep psychological and emotional impact this tremendous  
(Continued on Page 2)

### Used Car Advertising Banned By WFIL Head

Philadelphia—Ban on used-car advertising over WFIL, Blue net outlet in this city, becomes effective next Monday, it became known yesterday;  
(Continued on Page 7)

### SOS-Bouquet

An urgent appeal for a copy of the 1944 Radio Annual to replace one lost when flood waters of the North Fork River destroyed the offices and studios of WJAG, Norfolk, Neb., was received yesterday from Manager Art Thomas of the station. Thomas said he found the Radio Annual indispensable in conducting the business of the station.

(Continued on Page 6)





Vol. 27, No. 37 Tues., May 23, 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

(Monday May 22)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	158 <sup>7</sup> / <sub>8</sub>	158 <sup>3</sup> / <sub>4</sub>	158 <sup>7</sup> / <sub>8</sub>	+ 1/8
CBS A	31 <sup>5</sup> / <sub>8</sub>	31 <sup>1</sup> / <sub>2</sub>	31 <sup>5</sup> / <sub>8</sub>	+ 1/2
Crosley Corp.	19	18 <sup>7</sup> / <sub>8</sub>	18 <sup>7</sup> / <sub>8</sub>	- 3/8
Farnsworth T. & R.	12 <sup>1</sup> / <sub>2</sub>	12 <sup>3</sup> / <sub>8</sub>	12 <sup>3</sup> / <sub>8</sub>	.....
Gen. Electric	35 <sup>7</sup> / <sub>8</sub>	35 <sup>3</sup> / <sub>4</sub>	35 <sup>7</sup> / <sub>8</sub>	.....
Philco	29 <sup>7</sup> / <sub>8</sub>	29 <sup>5</sup> / <sub>8</sub>	29 <sup>3</sup> / <sub>4</sub>	.....
RCA Common	9 <sup>1</sup> / <sub>4</sub>	9	9 <sup>1</sup> / <sub>8</sub>	- 1/8
RCA First Pfd.	72 <sup>1</sup> / <sub>2</sub>	72 <sup>1</sup> / <sub>2</sub>	72 <sup>1</sup> / <sub>2</sub>	.....
Stewart-Warner	13 <sup>7</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>	13 <sup>3</sup> / <sub>4</sub>	.....
Westinghouse	99 <sup>1</sup> / <sub>4</sub>	99 <sup>3</sup> / <sub>4</sub>	99 <sup>1</sup> / <sub>4</sub>	+ 1/2
Zenith Radio	37 <sup>3</sup> / <sub>8</sub>	37	37	- 3/8

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	28 <sup>1</sup> / <sub>2</sub>	28 <sup>1</sup> / <sub>2</sub>	28 <sup>1</sup> / <sub>2</sub>	- 1/2
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### Crown Princess To Be On WPAT

New Jersey—Juliana, Crown Princess of the Netherlands, will be heard in an exclusive broadcast over station WPAT, May 24th at 12:35 a.m. She will speak on "The Netherlands, Present and Post-War."

## 20 YEARS AGO TODAY

(May 23, 1924)

Radio listeners in a dozen widely scattered cities throughout the United States will hear the entire proceedings of both the Republican and Democratic conventions next month. The Telephone Company has arranged to connect its two stations WEAf and WCAP by special wires to outlets at these points. This is the first time in radio history that such a tie-up has been effected.

### FOR WOMEN ONLY

Prosperous independent regional station in Pennsylvania needs experienced woman copy writer to take charge of continuity department. Send full particulars first letter to Box 837, Radio Daily, 1501 Broadway, New York 18, N. Y.

## Coming and Going

E. S. WHITLOCK, station manager of WRNL, Blue Network outlet in Richmond, has arrived from Virginia for conferences at Rockefeller Center.

EARL W. WINGER, co-owner and general manager of WDDO, Columbia network affiliate in Chattanooga, Tenn., and CARTER M. PARHAM, commercial manager of the station, are visiting briefly in New York.

JOHN M. RIVERS, president and station manager of WCSC, CBS outlet in Charleston, S. C., is here to attend the Spring meeting of the CBS affiliates' advisory board which will be held tomorrow and Thursday.

GLEN G. GRISWOLD, national advertising manager of KFEQ, St. Joseph, Mo., was a caller yesterday at the New York office of the station's national representatives.

WILLIAM A. SCHUDT, JR., Eastern division manager of the CBS station relations department, is back from a short trip to the network's affiliates in Buffalo, Rochester, Syracuse and Watertown.

MANIE SACKS, manager of artists and repertoire for CRC, is in Hollywood on business. Expected back next week.

LESTER GOTTLIEB, publicity director of Mutual, and CHRIS CROSS, assistant publicity head, have left on business trips, the former to Chicago, the latter to Boston.

KENNETH O. TINKHAM, station manager and production director of KMTR, Los Angeles, is here from the West Coast to receive, on behalf of the station, the fire prevention award of the National Board of Fire Underwriters.

LEO O. RICKETTS, manager of KFBF, Sacramento, Cal., and ROBERT A. STREET, national sales manager of the McClatchy Broadcasting Company have completed a trip through Northern California on promotion business.

WENDELL B. CAMPBELL, 2nd, sales manager of KMOX, CBS-owned outlet in St. Louis, is spending a few days in Gotham for confabs at network headquarters.

CHARLES GODWIN, assistant director of station relations for the Mutual network, is back from a business trip to Mississippi. He has been away about two weeks.

C. L. MCCARTHY, general manager and sales director of KQW, CBS station in San Jose, Cal., in New York this week on station and network business.

### Gracie Fields Signed As McCarthy Replacement

(Continued from Page 1)

program originating in Hollywood as usual. Miss Fields is now en route to the Coast to confer on the details of the format. She will however do comedy, songs and serious dialogue during course of the series.

Prior to the summer run Miss Fields will be heard on the special Bakers Show, one time shot on the network, June 4, which will include Bing Crosby, Bob Hope, etc. as already announced. J. Walter Thompson Co. is the agency.

### De Forest Tele Station Looms In Mexico City

(Continued from Page 1)

to shift the scene of his activities to Mexico City, Mitchell told reporters in this city that the proposed station will be only one of a series of similar projects to be founded here. Another, he added, will be a laboratory designed to convert Mexico into "an international center of electronic investigations."

### Davis Cautions Advertisers On "D-Day" References

(Continued from Page 1)

ous effort will have on the people of America, most of whom will have a relative or friend participating, we ask that there be no exploitation of D-Day or the actual invasion.

"In our opinion the greatest service that all media can do for the American public is to retain as much operating normalcy as is possible. We are particularly anxious that this grim military operation not be made into a reason why for home front measures. The news of the invasion will speak for itself."

### Closed Circuit Talk Re General Mills Shows

Proposed revision in the radio programs sponsored by General Mills, Inc. over NBC 2-3 p.m., Mondays through Fridays, will be discussed on a special closed circuit talk to NBC affiliates today, from 1:15 to 1:30 p.m., EWT.

The closed circuit talks will originate in Chicago.

### Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



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

## It's 4 to 1

### In Baltimore

There are five radio stations in Baltimore. Up until recently you could pick any one on "traditional" time buying methods.

But there's a brass tack method of buying that shrewd time buyers apply these days.

Power isn't the secret of a good radio time buy. Neither is popularity and it isn't cost alone.

It's a combination of all three that intelligent advertisers insist on knowing today.

If you have a job to do in the important city of Baltimore . . . we'd like to stack our combination of power, popularity and cost against any facts you have.

If you like cold steel thinking, we'd be glad to show you the W-I-T-H picture.



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

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



*\*See Latest Surveys! Check Availabilities!*

*National Representatives (Outside N. Y. Area)  
Spot Sales, Inc.*

**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"**

# First PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

# First PRESENT

All surveys agree WRC leads morning, afternoon and night.

# First FUTURE

Washington will have the first NBC television station to be constructed after the war.

**But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923**

**WRC Washington**

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander. . . !

● ● ● We tuned in last week on the Connee Boswell Blue Net program and got quite a kick out of the rapid-fire comedy routine delivered by Jack Pepper. . . . next day we met Jack in Doug Storer's office and the comic told us of a "great coincidence" . . . well, we've seen and heard coincidences before but we think the one he told us, bears repetition here. . . . currently co-starred with Pepper on the Loew's State in Gotham, is Peggy Fears. . . . each hadn't seen the other since 1926 when they appeared in a High School dramatic play in their home town of Dallas. . . . what Pepper didn't tell us is that Ginger Rogers, the star of the picture, "Lady In The Dark," the screen attraction at the same theater, is also a native of Dallas and formerly was "Mrs. Jack Pepper" . . . so you see, items like this don't happen only "in the movies" or in a soapera. . . . ● Irene Winston, radiolite, has turned novelist with her first effort, being "galleyed" by Random House. . . . ● It's a baby girl for the Walter Kinsellas. . . . ● George Hamilton's sweet-swing combination, currently featured atop the Starlight Roof of the Waldorf-Astoria Hotel, will be heard via the MBS. . . . the first orchestra to broadcast from this famous hostelry in the past year and half. . . . ● Pvt. Frank Loesser will hold the distinction of being the only composer with two songs featured on the forthcoming NBC Cavalcade of America program, "Sing A War Song," which will be heard next Monday nite. . . . the two songs (of the six to be played) which Loesser composed are, "Praise The Lord and Pass the Ammunition," and "What Do We Do In The Infantry?"



● ● ● He's a big Irish kid who never grew up. . . . but his boyish charm seems to grow as time goes by. . . . who else but the one and only Morton Downey. . . . with the courage to try something new, the Coca-Cola thrush, brought his songs to a finicky public at the hitherto unheard of time of 3 p.m. and his sponsors beamed. . . . last week we tried unsuccessfully to get a table at the Waldorf where he opened. . . . Sunday, Downey stopped the "Hall of Fame" show and tomorrow nite, he'll duplicate the feat when he guestrills on Eddie Cantor's program. . . . ● Bill Gargan, heard last Sunday on "Green Valley, USA," the acting debut of his son, Barry, who will do the "Spider" role in "The Milky Way," which Bill himself portrayed on the screen. . . . ● When Dunninger appears as guest artist on Patsy Kelly's "Palmolive Party," via NBChannels, June 10th, it will mark the mental wizard's initial appearance at any but a Blue Net "Mike."



● ● ● En route to Camp Endicott, whence the "Vox Pop" CBS show was to emanate last week, Warren Hull, spending a few hours in Providence, noted an elderly lady mowing her front lawn. . . . taking off his coat and explaining that he "needed the exercise," Warren finished the job. . . . but had to accept the dollar (despite his protests) which she offered. . . . ● Colonel N. Jay Boots, who was a flyer with the U. S. Army Air Corps in World War I and currently is president of the company sponsoring the Eddie Dowling program, will MBSalute the builders of planes at the North American Aviation plant. . . . Colonel Boots was a classmate of General "Ike" Eisenhower and graduated with the "Invasion Boss" from West Point. . . . ● Josephine Houston will CBSerenade for the second successive week on the "Broadway Matinee" program, Thursday at 4 p.m. ● About two weeks ago, we mentioned the fact that Chaplain Hjalmer Hanson, director of the Bluejacket Choir at Gt. Lakes N.T.S. was to be transferred. . . . if and when the Chaplain leaves, we think a lad named Don Large, currently taking Boot Training at this same Naval Training Station, who was conductor-arranger for 10 years for the Don Large Chorus at WJR, might prove a capable successor.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

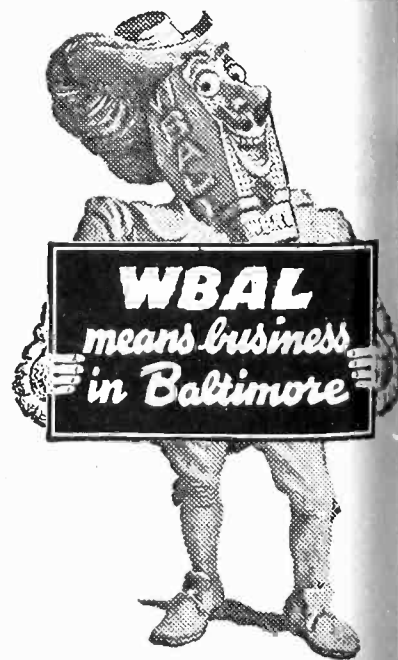
HOWARD M. KEEFE has joined Chicago office of the CBS work sales department, it was announced by W. Donald Roberts, western sales manager. Mr. Keefe formerly was the Crowell-Collier Publishing Company as western advertising manager of American Magazine, replaces Dudley Faust, who repatriated at Quantico, Va., on May 25 as Second Lieutenant in the Marines. Charlie Lyon, NBC Chicago announcer, cast as Charlie Lyon, radio reporter, is interviewing members of the studio audience.

Attending the daily sessions of murder trial of Bejhta Schultz as latest touch of realism in the current episodes of the NBC serial, "Tod Children."

The Quaker Oats Company, Chicago, have presented four Blue Net work affiliates with award certificates in recognition of an outstanding promotional job the stations did on Terry and the Pirates "Victory Jim Contest." The stations are KX Houston, Texas; WJBO, Baton Rouge, La.; KWTO, Springfield, Mo. KFBI, Wichita, Kans. Honorary mention citations went to WKI Dubuque, Iowa; WCBS, Springfield, Ill.; KXEL, Waterloo, Iowa; WF Youngstown, Ohio; WOWO, Wayne, Ind., and KTKC, Visalia, Calif.

The Stineway Symphonic hour night hour of recorded music sponsored by the Stineway Drug Store marked its 1,000th broadcast on May 20. Annotator for the program Allen Earle, who presents background material free of technical verbiage.

Merritt R. Schoenfeld, assistant general manager of the Blue Net work's central division will speak "Radio—Its Past, Present and Future" on Thursday, May 25 before the Central Lions Club of Chicago.



Edward Petry & Co., National Representative



AGENCIES

JAM J ENRIGHT assistant motion director of the New Times who died last Friday buried today in Calvary following a requiem mass at church of St John the Baptist well known in the advertising field is survived by his wife (Hallenback) Enright's children Ruth Jean and

WOOD has joined McCann, Inc. as that agency's director in their Chicago office over the duties of James who is now with the U. S. Wood for the last seven years creative and producer for the Jam Handy organization both movies and slide films. His headquarters in Detroit formerly he was a member of NBC's staff as writer, producer and fund man. He has made an in-depth study of television. William will continue as assistant director and producer.

EACEN RIGGIO, for many years associated with Lord & Thomas and Lord & Ryan has resigned from his agency to join the copy department of Dancer Fitzgerald & Brown New York

and FM On Agenda CBS Affiliates Meet

Continued from Page 11  
ward Those expected to attend: C. T. Lucy of WRVA, Richmond, Va., chairman; Clyde F. of KARM, Fresno, Calif.; Church of KMBC, Kansas City; Franklin M. Doolittle of Hartford, Conn.; Leo Fitz of WJR, Detroit, Mich.; I. R. of WKBW, Buffalo, New York; W. Rembert of KRFD, Dallas; John M. Rivers of WCSC, Columbia, S. C.; and W. H. Summer of WJL, New Orleans, La.

by Lewis Hosts Western Radio Women

Lewis, Coordinator of Hospitality for the NAB, will be the hostess for some 20 radio women today at the Radio Women's Club where they will be honored guests at a luncheon. The radio women are in the West to take part in the National Teachers Assn. conference. The guests to be entertained include Mrs. Marion Miller, manager of KROX, Sacramento; Margaret Stoddard, Regional Director, Listener Activity, Cedar Rapids, Iowa; Mrs. Nellie Kemson, president, Iowa Congress of Teachers; Mrs. Frances Elder, Educational Director, Pacific Network; and Mrs. Dick, President of the Radio Women of Middle Tennessee.

The Story of a Local Store That Made Good in an Un-local Way



Here is a story of a local store that made good in an un-local way. It's the Morris B. Sachs clothing store and it's doing business at its stand some 10 miles from Chicago's loop. So what do they do!

Since 1934, Morris B. Sachs has been sponsoring an Amateur Hour over WENR.

And once again this station (often misnamed merely a "Chicago" station) proves how it has tentacles that reach out far from the Loop—not only ten miles as in the case of Morris B. Sachs, but to the

upper reaches of Wisconsin and well down into Indiana.

So powerful is its voice and its results that Morris B. Sachs' store has used no other advertising medium since 1934.

Details of this one operation—and dozens more like it are yours for the asking—details that will prove to you in no uncertain terms that WENR gets results—not only in Chicago, not only in Cook County, Illinois, but in no less than four states—in no less than One-Tenth of the Nation.

It's yours for the broadcasting!

ONE STORE... BUT IT TELLS TO THE FOLK OF ...  
  
ONE-TENTH OF THE NATION... over **WENR**  
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 • PITTSBURGH

## Galvin Tells Canada Of Radio's War-Effort

(Continued from Page 1)

ported Mr. Galvin. In the U. S. civilian production of \$250,000,000 in 1940 increased to military production of \$4,000,000,000 in 1944, a 16-fold increase.

"Every divisional group in the military services, from the smallest handful of foxholes to the largest central command of the U. S. Army and Navy, is now served with two-way radio communication. These split-second accomplishments of gigantic aerial fleet assaults would not be possible without two-way radio communication.

"Industry cannot go through an effort such as this and come out the same industry after the war that it was before," said Mr. Galvin. He declared that the public should be told they are going to get improved radio after the war—not fantastic radio. "There are going to be improved tubes, components, circuit modifications, but the fundamentals of radio will be the same.

### Electronic Secrets

"Much of the public expectancy is confused in misunderstanding of the application of new electronic discoveries. Our real important discoveries have been made in connection with our electronic secret devices outside of communications. These discoveries have broad application in transportation, industrial plants and medicine, but the public has looked upon these mysterious discoveries as being directly applicable to new radio models when they are issued, not knowing what the discoveries are, nor really what to expect," he said.

Mr. Galvin suggested that electronic applications will revolutionize land, air and sea navigation. "Aviation travel will be made safe under all types of weather conditions," he declared.

### Comments on Tele

The long view concerning television, Mr. Galvin termed "very encouraging, and some day we will have industry as big or bigger than radio.

"Television is a reality at this time. The question is should it be accepted on its present basis or wait for a better? There is cause for further study in television but in the light of what we have resolved technically so far, no one should say television will not be sufficiently complete for proper post-war commercial exploitation—both by the manufacturer and the broadcaster," declared Mr. Galvin.

Personally, he saw no prospect of resumed civilian radio set production in the U. S. before early in 1945 and even this was predicated on completion of the European war in 1944.

## Farrell In Swarthout Spot

Summer substitute for the Gladys Swarthout spot in the "Family Hour" will be the young dramatic soprano, Eileen Farrell, beginning Sunday, May 28, over CBS from 5-5:15 p.m., EWT.

## PROGRAM REVIEWS

### "SWING SHIFT FROLICS"

Sustainer  
Blue-WJZ, 1:30-2 p.m., EWT  
Writer: Vincent Dempsey  
Producers: George Scheck and  
Lou Dahlman

If producers are looking for some very interesting talent, they might cock an ear for the entertainment heard over the Blue's "Swing Shift Frolics." However, the chief purpose of this program is to stimulate morale among the nation's war workers. This it accomplishes very neatly by conducting a contest in which these war workers throughout the United States may participate, providing, of course, their talents merit network attention. Two winners are chosen each week and presented with Blue Network contracts. Incidentally, we might mention that for the first time in the history of radio, this talent is auditioned in movie theaters before it reaches the airwaves, and then judged again for the finals. This is accomplished through the courtesy of Skouras Brothers.

The format of this amateur program is unlike most others in that it projects something more than the entertainment value the contestants have to offer. We refer to the human-interest continuity with which Vincent Dempsey enriches it. Before each contestant goes into his act, the listening audience hears a thumbnail biography in the cross-conversation between the contestant and Johnny Olson, whose lively emceeing on this item gives it buoyancy.

This program has still another interesting feature, rare on the amateur programs, having the contestants voice their talents from whatever city they happen to be engaged in war work. This particular airing gave us talent from New York and Detroit. The two persons to be credited with this innovation are George

### "FITCH BAND WAGON"

WEAF-NBC, Sunday, May 20,  
7:30-8 p.m.  
Starring

Dave Rubinoff, Violinist  
And Les Brown's Orchestra  
Tom Reddy, master of Ceremonies;  
Ward Byron, writer-producer.

Dave Rubinoff, the violinist, became Rubinoff the comedian on Sunday night's "Fitch Band Wagon" show on NBC, and revealed an accented personality that holds promise of placing the famous fiddler in line for a comedy-talking-musical show.

Rubinoff's violin rendition of "Intermezzo" and his variations on "Pistol Packin' Mama" were sparkling samples of his musical artistry, but the real highlight was his wordy exchange with Tom Reddy the show's able master of ceremonies. The Russian's enthusiasm and dialect was electrifying. He proved conclusively he could speak, read script, and embellish his wordage with an ad lib touch which brought laugh provoking results.

Les Brown, the clarinetist who first rose to fame as director of "Duke's Blue Devils," gave an excellent account of himself and his orchestra as supporting talent on the Rubinoff show. Brown's distinctive arrangement of "Holiday For Strings" was the best of his instrumental routine. The half-hour show, however, was a walkaway for Rubinoff, his violin, and his vocabulary.

Scheck and Lou Dahlman, whose work on the home front deserves a citation.

Like all contest programs, this one too has a couple of judges. Frank Parker, tenor, and Ray Knight, production manager of the Blue Network, presided. However, two different judges are brought to the mike each week.

## Cohen Leaving For Europe To Direct 'Absie' Activity

Washington Bureau, RADIO DAILY

Washington — Philip H. Cohen, former chief of the radio bureau, will leave soon for London to become director of OWI's powerful new American Broadcasting Station in Europe (ABSIE), which went on the air for the first time April 30.

In directing the psychological warfare activities of ABSIE, Cohen will work in close cooperation with the military. The American station is now broadcasting eight and a half hours daily in six different languages but its output is expected to be greatly increased when the European liberation armies start their march.

ABSIE will send messages to the underground. It will relay instructions from General Eisenhower's headquarters, and it will be coordinated with BBC in the dissemination of general news and information to support the armed forces.

Cohen, 33, is a veteran in "govern-

## Eight Texas Outlets Joining Blue Network

(Continued from Page 1)

250 watts, 1,450 kilocycles, Howard Barrett, manager; KGKL, San Angelo, 250 watts, 1,400 kilocycles, Lewis Seibert, manager, KBST, Big Spring, 100 watts, 1,490 kilocycles, Jack Wallace, manager; KPLT, Paris, 250 watts, 1,490 kilocycles, Patt McDonald, manager; KFRO, Longview, 1,000 watts, 1,370 kilocycles, James Curtis, manager; KCMC, Texarkana, 250 watts, 1,450 kilocycles, Frank Myers, manager; KRLH, Midland, 250 watts, 1,230 kilocycles, J. M. McDonald, manager; KFYO, Lubbock, 250 watts, 1,340 kilocycles, DeWitt Landis, manager.

ment' radio and is widely known in the commercial network and agency field. He resigned as chief of the Domestic Radio Bureau recently, expecting to enter the military service, but was convinced he could serve his country effectively by joining the overseas branch of OWI.

## New Radio Bill R For Senate ICC T

(Continued from Page 1)

will be to strengthen the FCC learned here yesterday.

The bill is expected to bear approval of Senators Burton K. Wheeler and Charles McNary, chairman of the committee, a place H. White, Jr. White, told RADIO DAILY yesterday has not yet seen the bill. Wheeler will place before the committee today. He did work drafting which led to this bill discussed the general outline Wheeler about 10 days ago.

White apparently was surprised to receive notice of this morning, not having known definitely a final draft of the bill had been completed. He had had some objection to the draft he saw earlier month, although he added that he "liked" it.

Both White and Wheeler were decided as to how much of the networks would care for. "I probably like it, with some modifications," Wheeler said, without conviction. "They'll like some in it and object to others—how of the latter I don't know," he said.

### Network Rules Embodied

Asked whether any member of the FCC had been consulted during the drafting of the bill, Wheeler this morning, Wheeler explained that the Commission had been consulted at any length.

"The bill does strengthen the mission, and it writes in—without modifications—the network rules," Wheeler said. He told RADIO DAILY that it represents on many points a compromise between his view of those of Senator White. He predicted as to how the full committee would receive the bill, all argument and disagreement of the committee is a foregone conclusion.

Even if the bill is passed by the committee, swift passage through the Senate is not to be looked for all this term. Passage by the Senate is almost an impossibility this year although a small group of members may try to push it through. The earliest delay is likely to come in the House Committee on Interstate and Foreign Commerce—among notable attainments speed in consideration of new legislation never been listed.

## Blue Net Appoints Kaye

Frances E. Kaye, free lance, has been appointed director of public relations for the Blue Network's national war workers program homefront morale. And Mildred Sell, former assistant to Charles Tomlin, has been made assistant program manager of the show. The coast program is produced by George Scheck and Lou Dahlman.

# M-VJJD Stalemate Follows WLB Meet

(Continued from Page 1)

station and the union, the War Labor Board, may change. Counsel for William Friedman, in a case before a regional WLB in Chicago last week, stated that the Union's "make demands were a threat to the American industrial system. The union is asking that the station be closed to the number of AFM employees, and that it differentiate between instrument-play employees and AFM members would turn records exclusively. As to the latter point that Friedman said the panel: "the 'quota' is an illegal principle, an immoral principle, that you have to employ whether you need him or not." Present at Friday's meeting were: David Katz, Earl Bauman, vice-president, and Edward A. ... recording secretary, all of ... and Mr. Atlans, Mr. ... and Art Harre, commercial manager, all officials of station

# Gemau Talks Shows Oboler And Borson

Bureau, RADIO DAILY ... Two of radio's outstanding writer-producers, William ... and Arch Oboler, met with Secretary Morgenthau, ... series of four radio plays for the Fifth" the Treasury ... radio presentation ... to the coming Fifth War

Dramatic Series" characterized by R. Gamble, national director of War Finance Division, as toughest, hardest-hitting war ... to the American ... depict the conflicts of ... between this nation and its enemy. ... top performers of radio ... the series will be of ... 750 already have ... programs.



- May 23
- |                   |
|-------------------|
| James Gleason     |
| Hal R. Makelim    |
| Frank McHugh      |
| Artie Shaw        |
| Maurine Ward      |
| Lindsay MacHarrie |

# Manufacturing Execs. Expect Heavy Post-War Set Market

(Continued from Page 1)

25,000,000 receiving sets for which a demand exists now and will grow by the end of 1944.

According to Larry E. Gubb, chairman of the board of the Philco Corp. in an address delivered on Friday before the Bond Club of Philadelphia, the new sets will be greatly improved since, "the present war has caused a vast acceleration of research and development work in radio and ultra high frequencies—so much so that our technicians tell us that 10 or 15 years of research work have been compressed into 30 months since Pearl Harbor." Much of the work being done now is of secret nature and what exact effect the research will have cannot now be told.

Gubb stated that in addition to normal replacement demand for radio sets, FM will become increasingly important. The greatest application of all for electronics is television, he said, and pointed out that even before the war, tele was far advanced. "The rate at which television will grow in the next few years is somewhat a matter of conjecture," Grubb continued. "Unquestionably television," Gubb concluded, "and I can see no reason why, when the standards are set, television should not demonstrate as great and as romantic a story of growth as radio."

Westinghouse Electric and Mfg. Co. which discontinued the making of

home receiving sets in 1928, plans to re-enter the field as soon as war conditions permit, Walter Evans, vice-president of the company's radio division, revealed late last week. Evans saw some 50,000,000 sets in use at the beginning of the war showing signs of wear and tear and the requirements of the public will place demands on the industry far above pre-war levels. Westinghouse he said, is now turning out 51 times the radio equipment it produced in the pre-war days.

Standard sets, FM, including phonograph combinations and home television equipment will be manufactured, Evans stated, all to include new developments learned through wartime research. Evans also pointed out that Westinghouse holds many basic patents and was one of the first manufacturers of home receiving sets. This followed on the heels of the company's pioneer broadcasting station KDKA which got under way in Pittsburgh in 1920.

Evans believes that the prospects for high quality in post-war television transmission and reception are excellent, because many basic principles of television are similar to those used in modern military devices. Westinghouse Radio Stations, Inc., which operates standard outlets have already applied to the FCC for three television licenses after the war.

# Used Car Advertising Banned By WFIL Head

(Continued from Page 1)

decision to delete the used-car business from the station's books marks the first blanket cancellation of a commercial type in the history of the outlet. In announcing the order, Roger W. Clipp, president of the station, said:

"Some months ago WFIL was happy to accept the advertising of used-car merchants, considering it emergency business in the public interest. But from that time to this, the business has so grown as to make an auction block of broadcast station facilities.

"In deference to our listeners, we are stopping the highest-prices-offered marathon on WFIL. We regret the necessity of this cancellation action, and, to those accounts which have been curtailed, we explain that our doors are only temporarily closed. They will be open for business once more when the buying and selling of used cars ceases to be a hapless race and returns to the principles of healthy business competition."

# RPC Publicizes Via Spots

Republic Pictures Corporation has contracted through the New York office of the Donahue & Coe Agency for transcribed spot announcements to publicize late movie releases over stations KROW, Oakland and KNX, Los Angeles.

# Web Officials And Press Honor Clergy at Luncheon

Officials of NBC, press and clergy gathered at the Warwick Hotel, New York, yesterday at a luncheon honoring Father Timothy Mulvey of Washington, D. C., who authored a series of six dramatic programs heard on Catholic Hour over NBC.

Dr. James Norman Angell, public service director of NBC, characterized the series as highly successful and "epochal" in-as-much as it was the first time that religious programs have been dramatized successfully in radio. Frank Mullen, exec. vice-president of the network, spoke of the 14 years association of the network with the National Council of Catholic Men in the presentation of programs, and complimented the organization on the high quality of their programs.

Edward J. Heffron, executive secretary of the National Council of Catholic Men, presided at the luncheon. Among others who were heard were Dr. Max Jordan, religious director of NBC, and Very Rev. W. A. Robbins of Buffalo.

# Long Sets New Survey Plan

Chicago—Not satisfied with present radio survey methods, the W. E. Long Company has instituted their own continuous telephone survey in Baltimore, Maryland. It is now entering its third month of operations, and will be expanded to other key cities.

# Communistic Charge Against CBC Denied

Montreal—Canadian Parliamentary charges that a subtle move might be in the making to infiltrate communistic doctrine in Canada through Canadian Broadcasting Corporation employees were denied at a meeting of the Radio committee by E. L. Bushnell, CBC program director.

Rev. E. G. Hansell (S. C. MacLeod) quoted passages from a pamphlet entitled "Help" compiled by John J. Fitzgerald, president of a group which called itself the Atlantic Charter committee of Blind River, Ont.

**Lambert Named**

Printed in Sault St. Marie, Ont. the pamphlet said that exponents of communism were making inroads into broadcasting in Canada and named R. S. Lambert of the CBC talks department in Toronto as a prominent leftist associated with broadcasting. The pamphlet said the CBC was "honeycombed with communism."

Mr. Hansell, after reading extracts from the pamphlet, said "personally I think an attempt is being made to sell Canada and our democratic way of life over to communism and I am not going to stand by without a protest."

Mr. Bushnell described Fitzgerald as a "fanatic" who had the idea the CBC was loaded with Communists and would not be told otherwise.

Dr. Augustin Frigon acting general manager of the CBC, said that scrupulous attempts were made to insure that all sides were represented in broadcasts.

# Discuss Large-Scale Tele For Theaters At RCA Meet

(Continued from Page 1)

a series of meetings concluded here over the week-end by representatives of RCA's theater equipment section and the RCA Service Co.

Situation on parts and tubes was thoroughly analyzed, and it was agreed that the outlook, due to easing of some restrictions by the WPB, is for a definite improvement in the immediate future. The picture is fairly good on tubes generally, it was reported, but it is recognized that a few types will remain critically short for some time due to military needs. Tube type substitutions have been made wherever possible in such cases to ease the situation.

**Participants Listed**

Participants in the conferences included: W. L. Jones, vice-president and general manager of the RCA Service Co.; Edward C. Cahill, manager of the company's industrial and sound department; David J. Finn, sales manager of the latter department; Barton Kreuzer, manager of the theater equipment section; Homer B. Snook and John F. O'Brien, sales manager and assistant sales manager, respectively, of the theater equipment section; Charles Underhill, and William V. Courtney.



# First PAST

21 years of continuous leadership. Programs, public service, alertness . . . and of course . . . advertiser's preference.

# First PRESENT

All surveys agree WRC leads morning, afternoon and night.

# First FUTURE

Washington will have the first NBC television station to be constructed after the war.

**But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923**

**WRC Washington**

# MAIN STREET

WITH *Ol' Scoops Daily*

## Memos of an Innocent Bystander. . . !

● ● ● We tuned in last week on the Connee Boswell Blue Net program and got quite a kick out of the rapid-fire comedy routine delivered by Jack Pepper. . . . next day we met Jack in Doug Storer's office and the comic told us of a "great coincidence" . . . well, we've seen and heard coincidences before but we think the one he told us, bears repetition here. . . . currently co-starred with Pepper on the Loew's State in Gotham, is Peggy Fears. . . . each hadn't seen the other since 1926 when they appeared in a High School dramatic play in their home town of Dallas. . . . what Pepper didn't tell us is that Ginger Rogers, the star of the picture, "Lady In The Dark," the screen attraction at the same theater, is also a native of Dallas and formerly was "Mrs. Jack Pepper" . . . so you see, items like this don't happen only "in the movies" or in a soapera. . . ● Irene Winston, radiolite, has turned novelist with her first effort, being "galleyed" by Random House. . . ● It's a baby girl for the Walter Kinsellas. . . ● George Hamilton's sweet-swing combination, currently featured atop the Starlight Roof of the Waldorf-Astoria Hotel, will be heard via the MBS. . . . the first orchestra to broadcast from this famous hostelry in the past year and half. . . ● Pvt. Frank Loesser will hold the distinction of being the only composer with two songs featured on the forthcoming NBC Cavalcade of America program, "Sing A War Song," which will be heard next Monday nite. . . . the two songs (of the six to be played) which Loesser composed are, "Praise The Lord and Pass the Ammunition," and "What Do We Do In The Infantry?"



● ● ● He's a big Irish kid who never grew up. . . . but his boyish charm seems to grow as time goes by. . . . who else but the one and only Morton Downey. . . . with the courage to try something new, the Coca-Cola thrush, brought his songs to a finicky public at the hitherto unheard of time of 3 p.m. and his sponsors beamed. . . . last week we tried unsuccessfully to get a table at the Waldorf where he opened. . . . Sunday, Downey stopped the "Hall of Fame" show and tomorrow nite, he'll duplicate the feat when he guestrills on Eddie Cantor's program. . . ● Bill Gargan, heard last Sunday on "Green Valley, USA," the acting debut of his son, Barry, who will do the "Spider" role in "The Milky Way," which Bill himself portrayed on the screen. . . ● When Dunninger appears as guest artist on Patsy Kelly's "Palmolive Party," via NBChannels, June 10th, it will mark the mental wizard's initial appearance at any but a Blue Net "Mike."



● ● ● En route to Camp Endicott, whence the "Vox Pop" CBS show was to emanate last week, Warren Hull, spending a few hours in Providence, noted an elderly lady mowing her front lawn. . . . taking off his coat and explaining that he "needed the exercise," Warren finished the job. . . . but had to accept the dollar (despite his protests) which she offered. . . ● Colonel N. Jay Boots, who was a flyer with the U. S. Army Air Corps in World War 1 and currently is president of the company sponsoring the Eddie Dowling program, will MBSalute the builders of planes at the North American Aviation plant. . . . Colonel Boots was a classmate of General "Ike" Eisenhower and graduated with the "Invasion Boss" from West Point. . . ● Josephine Houston will CBSerenade for the second successive week on the "Broadway Matinee" program, Thursday at 4 p.m. ● About two weeks ago, we mentioned the fact that Chaplain Hjalmer Hanson, director of the Bluejacket Choir at Gt. Lakes N.T.S. was to be transferred. . . . if and when the Chaplain leaves, we think a lad named Don Large, currently taking Boot Training at this same Naval Training Station, who was conductor-arranger for 10 years for the Don Large Chorus at WJR, might prove a capable successor.



— Remember Pearl Harbor —

# CHICAGO

By BILL IRVIN

HOWARD M. KEEFE has joined Chicago office of the CBS work sales department, it was announced by W. Donald Roberts, western sales manager. Mr. Keefe formerly was the Crowell-Collier Publishing Company as western advertising manager of American Magazine. replaces Dudley Faust, who reported at Quantico, Va., on May 25 as Second Lieutenant in the Marines.

Charlie Lyon, NBC Chicago announcer, cast as Charlie Lyon, radio reporter, is interviewing members of the studio audience.

Attending the daily sessions of murder trial of Bejhta Schultz as latest touch of realism in the current episodes of the NBC serial, "Today Children."

The Quaker Oats Company, Chicago, have presented four Blue Net work affiliates with award certificates in recognition of an outstanding promotional job the stations did on Terry and the Pirates "Victory Jim Contest." The stations are KXY Houston, Texas; WJBO, Baton Rouge, La.; KWTO, Springfield, Mo. a KFBI, Wichita, Kans. Honorary mention citations went to WKF Dubuque, Iowa; WCBS, Springfield Ill.; KXEL, Waterloo, Iowa; WFM Youngstown, Ohio; WOWO, Ft. Wayne, Ind., and KTKC, Visalia, Calif.

The Stineway Symphonic hour, night hour of recorded music sponsored by the Stineway Drug Store marked its 1,000th broadcast on May 20. Annotator for the program, Allen Earle, who presents background material free of technical verbiage.

Merritt R. Schoenfeld, assistant general manager of the Blue Net network's central division will speak on "Radio—Its Past, Present and Future" on Thursday, May 25 before the Central Lions Club of Chicago.



Edward Petry & Co., National Representative

# AGENCIES

WILLIAM J. ENRIGHT, assistant promotion director of the New York Times, who died last Friday, was buried today in Calvary cemetery, following a requiem mass in the Church of St. John the Baptist. Enright, well-known in the advertising agency field, is survived by his wife, Carol (Hallenback) Enright, and three children: Ruth, Jean and Donald.

W. WOOD has joined McCann-Erickson, Inc. as that agency's director of radio in their Chicago office. He takes over the duties of James H. Bell who is now with the U. S. Army. Wood, for the last seven years, has done creative and production work for the Jam Handy organization in both movies and slide films. His present headquarters are in Detroit. Previously he was a member of NBC's Chicago staff as writer, producer and general fund man. He has made an extensive study of television. William Wood will continue as assistant director and producer.

FRANK N. RIGGIO, for many years associated with Lord & Thomas and Buff & Ryan, has resigned from that agency to join the copy department of Dancer-Fitzgerald-Bantock New York.

## Band FM On Agenda of CBS Affiliates Meet

(Continued from Page 1)

board. Those expected to attend are: C. T. Lucy of WRVA, Richmond, Va., chairman; Clyde F. Smith of KARM, Fresno, Calif.; W. B. Church of KMBC, Kansas City, Mo.; Franklin M. Doolittle of WJRT, Hartford, Conn.; Leo Fitzgibbon of WJR, Detroit, Mich.; I. R. Perry of WKBW, Buffalo, New York; W. Rembert of KRLD, Dallas, Texas; John M. Rivers of WCSC, Columbia, S. C.; and W. H. Summerfield of WWL, New Orleans, La.

## Gray Lewis Hosts Western Radio Women

Gray Lewis, Coordinator of Listener Activity for the NAB, will be the hostess for some 20 radio women today at the Town Hall Club where the women will be honored guests at a luncheon. The radio women are in from the West to take part in the Parents-Teachers Assn. confer-

ence. The guests to be entertained by Lewis are: Mrs. Marion Milligan of KROX, Sacramento; Margaret Stoddard, Regional Director of Listener Activity, Cedar Rapids, Iowa; Mrs. Nellie Kenison, president, Iowa Congress of Parents and Teachers; Mrs. Frances Wilder, Educational Director of the Pacific Network, and Mrs. M. Lawick, President of the Radio Club of Middle Tennessee.

# The Story of a Local Store That Made Good in an Un-local Way



Here is a story of a local store that made good in an un-local way. It's the Morris B. Sachs clothing store and it's doing business at its stand some 10 miles from Chicago's loop. So what do they do!

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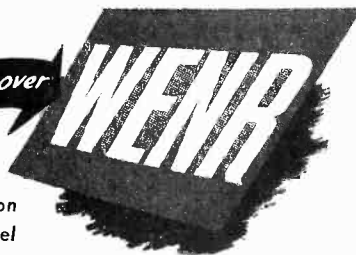
Details of this one operation—and dozens more like it are yours for the asking—details that will prove to you in no uncertain terms that WENR gets results—not only in Chicago, not only in Cook County, Illinois, but in no less than four states—in no less than One-Tenth of the Nation.

It's yours for the broadcasting!

ONE STORE...BUT IT TELLS TO THE FOLK OF ...



ONE-TENTH OF THE NATION...over



Chicago's Basic Blue Network Station  
890 kc.—50,000 watts—clear channel

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(Continued from Page 1)

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Mr. Galvin suggested that electronic applications will revolutionize land, air and sea navigation. "Aviation travel will be made safe under all types of weather conditions," he declared.

### Comments on Tele

The long view concerning television, Mr. Galvin termed "very encouraging, and some day we will have industry as big or bigger than radio.

"Television is a reality at this time. The question is should it be accepted on its present basis or wait for a better? There is cause for further study in television but in the light of what we have resolved technically so far, no one should say television will not be sufficiently complete for proper post-war commercial exploitation—both by the manufacturer and the broadcaster," declared Mr. Galvin.

Personally, he saw no prospect of resumed civilian radio set production in the U. S. before early in 1945 and even this was predicated on completion of the European war in 1944.

### Farrell In Swarthout Spot

Summer substitute for the Gladys Swarthout spot in the "Family Hour" will be the young dramatic soprano, Eileen Farrell, beginning Sunday, May 28, over CBS from 5-5:15 p.m., EWT.

## PROGRAM REVIEWS

### "SWING SHIFT FROLICS"

Sustainer  
Blue-WJZ, 1:30-2 p.m., EWT  
Writer: Vincent Dempsey  
Producers: George Scheck and Lou Dahlman

If producers are looking for some very interesting talent, they might cock an ear for the entertainment heard over the Blue's "Swing Shift Frolics." However, the chief purpose of this program is to stimulate morale among the nation's war workers. This it accomplishes very neatly by conducting a contest in which these war workers throughout the United States may participate, providing, of course, their talents merit network attention. Two winners are chosen each week and presented with Blue Network contracts. Incidentally, we might mention that for the first time in the history of radio, this talent is auditioned in movie theaters before it reaches the airwaves, and then judged again for the finals. This is accomplished through the courtesy of Skouras Brothers.

The format of this amateur program is unlike most others in that it projects something more than the entertainment value the contestants have to offer. We refer to the human-interest continuity with which Vincent Dempsey enriches it. Before each contestant goes into his act, the listening audience hears a thumbnail biography in the cross-conversation between the contestant and Johnny Olson, whose lively eecing on this item gives it buoyancy.

This program has still another interesting feature, rare on the amateur programs, having the contestants voice their talents from whatever city they happen to be engaged in war work. This particular airing gave us talent from New York and Detroit. The two persons to be credited with this innovation are George

### "FITCH BAND WAGON"

WEAF-NBC, Sunday, May 20,  
7:30-8 p.m.

Starring  
Dave Rubinoff, Violinist  
And Les Brown's Orchestra  
Tom Reddy, master of Cermonies;  
Ward Byron, writer-producer.

Dave Rubinoff, the violinist, became Rubinoff the comedian on Sunday night's "Fitch Band Wagon" show on NBC, and revealed an accented personality that holds promise of placing the famous fiddler in line for a comedy-talking-musical show.

Rubinoff's violin rendition of "Intermezzo" and his variations on "Pistol Packin' Mama" were sparkling samples of his musical artistry, but the real highlight was his wordy exchange with Tom Reddy the show's able master of ceremonies. The Russian's enthusiasm and dialect was electrifying. He proved conclusively he could speak, read script, and embellish his wordage with an ad lib touch which brought laugh provoking results.

Les Brown, the clarinetist who first rose to fame as director of "Duke's Blue Devils," gave an excellent account of himself and his orchestra as supporting talent on the Rubinoff show. Brown's distinctive arrangement of "Holiday For Strings" was the best of his instrumental routine. The half-hour show, however, was a walkaway for Rubinoff, his violin, and his vocabulary.

Scheck and Lou Dahlman, whose work on the home front deserves a citation.

Like all contest programs, this one too has a couple of judges. Frank Parker, tenor, and Ray Knight, production manager of the Blue Network, presided. However, two different judges are brought to the mike each week.

### Cohen Leaving For Europe To Direct 'Absie' Activity

Washington Bureau, RADIO DAILY

Washington — Philip H. Cohen, former chief of the radio bureau, will leave soon for London to become director of OWI's powerful new American Broadcasting Station in Europe (ABSIE), which went on the air for the first time April 30.

In directing the psychological warfare activities of ABSIE, Cohen will work in close cooperation with the military. The American station is now broadcasting eight and a half hours daily in six different languages but its output is expected to be greatly increased when the European liberation armies start their march.

ABSIE will send messages to the underground. It will relay instructions from General Eisenhower's headquarters, and it will be coordinated with BBC in the dissemination of general news and information to support the armed forces.

Cohen, 33, is a veteran in "govern-

### Eight Texas Outlets Joining Blue Network

(Continued from Page 1)

250 watts, 1,450 kilocycles, Howard Barrett, manager; KGKL, San Angelo, 250 watts, 1,400 kilocycles, Lewis Seibert, manager, KBST, Big Spring, 100 watts, 1,490 kilocycles, Jack Wallace, manager; KPLT, Paris, 250 watts, 1,490 kilocycles, Patt McDonald, manager; KFRO, Longview, 1,000 watts, 1,370 kilocycles, James Curtis, manager; KCMC, Texarkana, 250 watts, 1,450 kilocycles, Frank Myers, manager; KRLH, Midland, 250 watts, 1,230 kilocycles, J. M. McDonald, manager; KFYO, Lubbock, 250 watts, 1,340 kilocycles, DeWitt Landis, manager.

ment" radio and is widely known in the commercial network and agency field. He resigned as chief of the Domestic Radio Bureau recently, expecting to enter the military service, but was convinced he could serve his country effectively by joining the overseas branch of OWI.

## New Radio Bill R For Senate ICC T

(Continued from Page 1)

will be to strengthen the FCC learned here yesterday.

The bill is expected to bear approval of Senators Burton K. Wheeler will place before the committee today. He did work drafting which led to this bill discussed the general outline Wheeler about 10 days ago.

White apparently was surprised to receive notice of this morning, not having known definitely a final draft of the bill had been completed. He had had some objection to the draft he saw earlier month, although he added that it contained "much that I liked."

Both White and Wheeler were decided as to how much of the networks would care for. "I probably like it, with some modifications," Wheeler said, without conviction. "They'll like some in it and object to others—how of the latter I don't know," said.

### Network Rules Embodied

Asked whether any member of the FCC had been consulted during the drafting of the bill he will place before the committee this morning, Wheeler explained that the Commission had been consulted at any length.

"The bill does strengthen the mission, and it writes in—without modifications—the network rules," Wheeler said. He told RADIO that it represents on many points a compromise between his view of those of Senator White. He predicted as to how the full committee would receive the bill, all argument and disagreement of the committee is a foregone conclusion.

Even if the bill is passed by the committee, swift passage through the Senate is not to be looked for all this term. Passage by the House is almost an impossibility this year, although a small group of members may try to push it through. The earliest delay is likely to come in the House Committee on Interstate and Foreign Commerce—among notable attainments speed in consideration of new legislation never been listed.

### Blue Net Appoints Kaye

Frances E. Kaye, free lance, has been appointed director of public relations for the Blue Network's national war workers program homefront morale. And Mildred Sell, former assistant to Charles Martin, has been made assistant program manager of the show. The coast program is produced by George Scheck and Lou Dahlman.



# MWJJD Stalemate Follows WLB Meet

# Manufacturing Execs. Expect Heavy Post-War Set Market

# Communitic Charge Against CBC Denied

Continued from Page 1)

the station and the union, before the War Labor Board, way changed. Counsel for the station, William Friedman, in a case before a regional board in Chicago last week argued that the Union's "make demands were a threat to the American industrial system. It is asking that the station employ 20 the number of AFM it employs, and that it dif- ference between instrument-play- ers and AFM members should turn records exclusively. As to the latter point that told the panel: "the 'quota' an illegal principle, an im- principle, that you have to em- phasize whether you need him or y him whether he earns his 'not.'" Present at Friday's meeting were: David Katz, Carl Bauman, vice-presi- chairman, and Edward A. recording secretary, all of local 10, and Mr. Atlass, Mr. and Art Harre, commer- mager, all officials of station

25,000,000 receiving sets for which a demand exists now and will grow by the end of 1944.

According to Larry E. Gubb, chair- man of the board of the Philco Corp. in an address delivered on Friday before the Bond Club of Philadelphia, the new sets will be greatly improved since, "the present war has caused a vast acceleration of research and development work in radio and ultra high frequencies—so much so that our technicians tell us that 10 or 15 years of research work have been compressed into 30 months since Pearl Harbor." Much of the work being done now is of secret nature and what exact effect the research will have cannot now be told.

Gubb stated that in addition to normal replacement demand for radio sets, FM will become increasingly important. The greatest application of all for electronics is television, he said, and pointed out that even before the war, tele was far advanced. "The rate at which television will grow in the next few years is somewhat a matter of conjecture," Grubb con- tinued. "Unquestionably television," Gubb concluded, "and I can see no reason why, when the standards are set, television should not demon- strate as great and as romantic a story of growth as radio."

Westinghouse Electric and Mfg. Co. which discontinued the making of

home receiving sets in 1928, plans to re-enter the field as soon as war conditions permit, Walter Evans, vice- president of the company's radio di- vision, revealed late last week. Evans saw some 50,000,000 sets in use at the beginning of the war showing signs of wear and tear and the require- ments of the public will place de- mands on the industry far above pre-war levels. Westinghouse he said, is now turning out 51 times the radio equipment it produced in the pre-war days.

Standard sets, FM, including pho- nograph combinations and home tele- vision equipment will be manufac- tured, Evans stated, all to include new developments learned through wartime research. Evans also pointed out that Westinghouse holds many basic patents and was one of the first manufacturers of home receiv- ing sets. This followed on the heels of the company's pioneer broadcast- ing station KDKA which got under way in Pittsburgh in 1920.

Evans believes that the prospects for high quality in post-war television transmission and reception are ex- cellent, because many basic prin- ciples of television are similar to those used in modern military devices. Westinghouse Radio Stations, Inc., which operates standard outlets have already applied to the FCC for three television licenses after the war.

Montreal—Canadian Parilamentary charges that a subtle move might be in the making to infiltrate communis- tic doctrine in Canada through Cana- dian Broadcasting Corporation em- ployees were denied at a meeting of the Radio committee by E. L. Bush- nell, CBC program director.

Rev. E. G. Hansell (S. C. MacLeod) quoted passages from a pamphlet en- titled "Help" compiled by John J. Fitzgerald, president of a group which called itself the Atlantic Charter com- mittee of Blind River, Ont.

### Lambert Named

Printed in Sault St. Marie, Ont. the pamphlet said that exponents of com- munist were making inroads into broadcasting in Canada and named R. S. Lambert of the CBC talks de- partment in Toronto as a prominent leftist associated with broadcasting. The pamphlet said the CBC was "honeycombed with communism."

Mr. Hansell, after reading extracts from the pamphlet, said "personally I think an attempt is being made to sell Canada and our democratic way of life over to communism and I am not going to stand by without a protest."

Mr. Bushnell described Fitzgerald as a "fanatic" who had the idea the CBC was loaded with Communists and would not be told otherwise.

Dr. Augustin Frigon acting general manager of the CBC, said that scrupu- lous attempts were made to insure that all sides were represented in broadcasts.

# Morgenstau Talks Shows Oboler And Borson

Washington Bureau, RADIO DAILY  
Station—Two of radio's out- standing writer-producers, William Morgenstau and Arch Oboler, met with Secretary Morgenstau, a series of four radio plays "War for the Fifth" the Treas- urer ranking radio presentation for the coming Fifth War

"Dramatic Series" character- ized R. Gamble, national di- rector of the War Finance Division, as the most, hardest-hitting war series yet told to the American people will depict the conflicts of arms between this nation and its enemy. Among the top performers of ra- dio, the series will be of- fered at 750 stations; 750 already have the programs.

# Used Car Advertising Banned By WFIL Head

(Continued from Page 1)

decision to delete the used-car busi- ness from the station's books marks the first blanket cancellation of a commercial type in the history of the outlet. In announcing the order, Roger W. Clipp, president of the station, said:

"Some months ago WFIL was happy to accept the advertising of used-car merchants, considering it emergency business in the public interest. But from that time to this, the business has so grown as to make an auction block of broadcast station facilities.

"In deference to our listeners, we are stopping the highest-prices-offered marathon on WFIL. We regret the necessity of this cancellation action, and, to those accounts which have been curtailed, we explain that our doors are only temporarily closed. They will be open for business once more when the buying and selling of used cars ceases to be a hapless race and returns to the principles of healthy business competition."

# RPC Publicizes Via Spots

Republic Pictures Corporation has contracted through the New York office of the Donahue & Coe Agency for transcribed spot announcements to publicize late movie releases over stations KROW, Oakland and KNX, Los Angeles.

# Web Officials And Press Honor Clergy at Luncheon

Officials of NBC, press and clergy gathered at the Warwick Hotel, New York, yesterday at a luncheon hono- ring Father Timothy Mulvey of Wash- ington, D. C., who authored a series of six dramatic programs heard on Catholic Hour over NBC.

Dr. James Norman Angell, public service director of NBC, character- ized the series as highly successful and "epochal" in-as-much as it was the first time that religious programs have been dramatized successfully in radio. Frank Mullen, exec. vice-presi- dent of the network, spoke of the 14 years association of the network with the National Council of Catholic Men in the presentation of programs, and complimented the organization on the high quality of their programs.

Edward J. Heffron, executive secre- tary of the National Council of Cath- olic Men, presided at the luncheon. Among others who were heard were Dr. Max Jordan, religious director of NBC, and Very Rev. W. A. Robbins of Buffalo.

# Long Sets New Survey Plan

Chicago—Not satisfied with present radio survey methods, the W. E. Long Company has instituted their own continuous telephone survey in Bal- timore, Maryland. It is now entering its third month of operations, and will be expanded to other key cities.

# Discuss Large-Scale Tele For Theaters At RCA Meet

(Continued from Page 1)

a series of meetings concluded here over the week-end by representa- tives of RCA's theater equipment sec- tion and the RCA Service Co.

Situation on parts and tubes was thoroughly analyzed, and it was agreed that the outlook, due to eas- ing of some restrictions by the WPB, is for a definite improvement in the immediate future. The picture is fairly good on tubes generally, it was reported, but it is recognized that a few types will remain critically short for some time due to military needs. Tube type substitutions have been made wherever possible in such cases to ease the situation.

### Participants Listed

Participants in the conferences in- cluded: W. L. Jones, vice-president and general manager of the RCA Ser- vice Co.; Edward C. Cahill, manager of the company's industrial and sound department; David J. Finn, sales man- ager of the latter department; Barton Kreuzer, manager of the theater equipment section; Homer B. Snook and John F. O'Brien, sales manager and assistant sales manager, respec- tively, of the theater equipment sec- tion; Charles Underhill, and William V. Courtney.



May 23

- |         |                   |
|---------|-------------------|
| Stevens | James Gleason     |
| Connell | Hal R. Makelim    |
| Miller  | Frank McHugh      |
| Arclay  | Artie Shaw        |
| Sh      | Maurine Ward      |
| Ken     | Lindsay MacHarrie |

# COAST-TO-COAST

## —INDIANA—

**F**ORT WAYNE—Guesting at the Westinghouse stations WOWO-WGL were El Henry, publicity director of the Chicago division of the Blue Network, and Rosanne Stevens, ex WOWO'r, who was formerly with Ozzie Nelson's orchestra. . . . The WOWO "Famous Hoosier Hop" family will take time off from its Blue Network broadcasts this week to present a road performance before the students of Kendallville High School at Kendallville. . . . Employees of WOWO-WGL were very pleasantly surprised last week when a pound of Deerwood Coffee was included with their weekly pay check. It was presented to them through the courtesy of the Bluffton Grocery Company, one of the sponsors of "Modern Home Forum."

## —KENTUCKY—

**L**OUISVILLE—Mary Ruth Branson, new to radio, has taken over the reception desk at WINN. . . . Dave Dodd and Dick Russell of the WINN engineering staff, have just passed their examinations and received their first class operator's license. . . . Bess Lyman, continuity editor of this station, has taken on additional duties as director of publicity. . . . Newest participating sponsor on "Stepping Along With Frances Ferguson" over WINN is Swift's, thrice weekly. The 23-weeks' contract for Bland Lard was placed through J. Walter Thompson of Chicago.

## —MASSACHUSETTS—

**B**OSTON—Alice Santti, commercial traffic manager for WEEI and assistant to Kingsley Horton, sales manager of the station, is being promoted to the New York office. She will have charge of the clearance department for Radio Sales, Inc., the CBS spot sales department. . . . Recent guestings on WCOP's "Girls About Town" program featured publicist Helen Hoerle, Victor Borge and Xavier Cugat. . . . **WORCESTER**—Quabaug Rubber Company of North Brookfield has purchased a series of "Treasury Song" programs on WTAG for the Fifth War Loan Drive.

## —SOUTH CAROLINA—

**C**OLUMBIA—WIS covered the recent city election by sending its own reporters to every polling booth in town and getting reports direct from each ward as the votes were counted. The result: WIS gave its own unofficial election final 30 minutes ahead of the official final, and the two

reports tallied to a vote. . . . WIS has underway a new "Notebook for Women" series, running now under the direction of Meta Miller two times each week, later to be extended to five times per. Program is designed to report the state's news concerning South Carolina women.

## —MISSOURI—

**S**T. LOUIS Execs of KMOX have been "on the move" lately; Arthur J. Casey, public relations director, talked on "Radio, Facsimile, Television In the Post-War," before the Peoria Advertising and Selling Club. . . . Vernon Fish, youthful veteran of the engineering staff of KXOK, has been inducted into the Navy. He was replaced by Roy W. Haile. . . . Radio gives St. Louis baseball fans an opportunity to criticize and question the handling of the two local major league ball teams, through the appearance of the teams' managers on KSD's program "The News In Sports."

## —COLORADO—

**D**ENVER—The Colorado Milling and Elevator Company is sponsoring a program over KLZ titled "Pikes Peak Johnny" three times per week. The program features recorded hillbilly and western music. The program is broadcast in the interest of Pikes Peak Flour and the contract was placed through Ed. M. Hunter ad agency.

## —CALIFORNIA—

**L**OS ANGELES—Claude Sweeten directing the KFI orchestra and two young Southern California singers are featured on the "Hollywood Bowl Auditions" program on KFI Saturday night. . . . **OAKLAND**—Eunice Mays Boys, popular mystery story writer, appeared on KROW as a guest on the California Writers' Club "Round Table" program. . . . **BAKERSFIELD**—Leon Payne, the "Blind Troubadour" of KERN, whose program is heard Monday through Friday, continues to receive fan mail from all parts of the San Joaquin Valley, commenting on the young singer's original lyrics, music and poetry aired on many of his shows.

every week in 11 Maine dailies and 19 weeklies!  
**WGAN**

"Maine's Voice of Friendly Service"

At least a half million newspaper readers in WGAN's listening area (the rich, hustling Portland market and that of 14 Maine counties and 1 New Hampshire county) get a chuckle each week from this series of hard-to-miss ads—designed to publicize sponsors' programs and attract still more responsive listeners to Northern New England's most productive, most wide-awake station.

**STATION** **WGAN** **PORTLAND**  
MAINE

**5000** Watts  
**560** Kilocycles

Columbia Hotel, Portland, Maine  
CBS Member Station National Representative: PAUL H. RAYMER CO.

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

**ready...** all afternoon to transmit official race-track results—every few minutes while races are in progress.

**set...** your dial to 1430 and explore the "Minute Station's" newer, faster way of spotting war news, sports flashes.

**go...** all out for music while you work, while you relax—continuous programs pleasantly arranged—all day.

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 38

NEW YORK, N. Y., WEDNESDAY MAY 24, 1944

TEN CENTS

## Revised W-W Bill Read

### Queries Networks Their FM Policies

Washington Bureau, RADIO DAILY  
Washington—The FCC yesterday queried all national and regional networks regarding their policy on network FM. Full replies outlining network policies and further plans are expected for in an attempt by the commission to determine how closely the program line will adhere to the program line of AM stations.

This survey was inspired by the recent NBC and CBS contracts with AFRA. Since January both networks have reached understanding with AFRA.

### Invasion Coverage Seen Wide Exploitation

and subsequent invasion coverage will be brought to CBS and listeners through the use of 15 correspondents stationed in strategic battle areas, plus a host of nearly a score of other talented newsmen standing by in Washington. In addition a full complement of analysts and commentators will be on hand in the New York newsroom of the network to provide expert commentary.

### Raymond Spots Sold To Quality Bakers

Eight one-minute programs of "Quality Bakers of America" sold at a price of \$15,000, was announced by Ray Green, general manager of the Kermit-Raymond Radio Program. The series include the talents of Madriguera, John Reed King, and others.

### Veteran

Col. N. Jay Boots, one of the distinguished members of the Army Air Corps in World War I, will be featured speaker on Eddie Dowling's "Wide Horizons" over WOR-TV on Sunday, May 28, 4 to 5 p. m. Col. Boots, a classmate of General Dwight Eisenhower at West Point, will be interviewed by Mrs. Jones, prominent aviation writer.

### Birthday

"America's Town Meeting of the Air" will observe its ninth birthday tomorrow night when the Blue Network program originates from Town Hall in New York City. George V. Denny, Jr., founder and producer, will be moderator of the anniversary program. The discussion will be "Will Wage Incentives Eliminate the Conflict between Labor and Management?"

### AFRA Nixes 30% Raise For Chicago Spielers

Chicago—Refusal by the American Federation of Radio Artists to accept a flat 30 per cent increase for staff announcers, because the offer "wasn't in the terms and language of Class A contracts," further beclouded the issues involved in the dispute between AFRA and six Class B Chicago stations on which a hearing was begun Monday before a War Labor Board.

### Heatter Renewed For 3 Yrs; \$1,000,000 Contract Deal

Gabriel Heatter, WOR-Mutual news commentator, has been re-signed by his three sponsors, Barbasol, Forhan's and Kremel for a period of three years effective January 1, 1945, with a non-cancellable clause, covering the first year of broadcasting, it was announced yesterday.

### OWI Sets 'Invasion' Schedule As 'D-Day' Advertiser Guide

### West Coast Writers Guild Seeks Tele Artist Workshop

Los Angeles—Radio Writers Guild members have recommended to Hollywood Guilds' Television committee that an actual television program be instituted to serve as a workshop and that a laboratory class for professionals be established at one of the studios.

### Ban On News-Broadcast Sponsorship As Well As Other Drastic Changes Are Proposed To Senate ICC

### CBS Tele Planning Revealed By Kesten

Dual video transmission is planned by CBS for the post-war period, the network disclosed yesterday.

Operation contemplates the addition of a one-kilowatt experimental television transmitter to broadcast on frequencies above 400 mc., as compared with the continuation of tele broadcasting from a 40-kilowatt transmitter on present frequency of 60-66 mc. Both transmitters will be located in the spire of the Chrysler Building.

### Blue Web Sets Up Sked For 5th War Loan Drive

Impetus to radio's part in the Fifth War Loan Drive was evident yesterday as the Blue Network set its plans for the coming campaign. Kickoff on Monday, June 12, opening day of the drive.

### Standards-Allocations Tele Seminar Subject

Post-war television standards and allocation of channels will be the subject of the second weekly session of the "Television Seminar" to be held in New York.

Washington Bureau, RADIO DAILY

Washington—A complete ban on commercial news broadcasts, analyses and commentaries was proposed to the Senate Interstate Commerce Committee yesterday in a complete revision of S. 814—the White-Wheeler Bill—presented the committee by Chairman Burton K. Wheeler, D., Mont. The proposed bill also would prohibit advertising on news broadcasts.

### Seek Tele Licenses For Ohio Stations

Columbus, O.—Having just received approval from the Federal Communications Commission to shift WCLE, now in Cleveland, to Akron, changing its call letters to WHKK, the United Broadcasting Co. has applied to the FCC for television licenses for its three stations, the others being WHK, Cleveland, and WHKC, Columbus.

### Dunninger Sets "Tryout" With Singer-Orchestra

In connection with possible changes in the format of the Dunninger show on the Blue Network, a special program not broadcast, was given at the New York studios.

### Mrs. FDR To Speak

Mrs. Franklin D. Roosevelt will be among the guests at the tenth anniversary program of Mary Margaret McBride which will be broadcast from Madison Square Garden, New York, on NBC, Wednesday, May 31, 1 to 1:30 p. m. The First Lady will be heard in a recruitment appeal for WACS, WAVES, SPARS, Women's Marines and Nurses.





# Coming and Going

Vol. 27, No. 38 Wed., May 24, 1944 Price 10 Cts.

JOHN W. ALICATE : : : 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. Alicate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicate, 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

(Tuesday, May 23)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	158 7/8	158 3/4	158 7/8	
CBS A	32 3/8	31 5/8	32 3/8	+ 3/4
CBS B	31 5/8	31 1/8	31 5/8	+ 3/8
Crosley Corp.	18 7/8	18 7/8	18 7/8	
Farnsworth T. & R.	12 3/8	12 1/4	12 3/8	
Gen. Electric	36	35 3/4	35 3/4	
Philco	29 3/4	29 3/4	29 3/4	
RCA Common	9 1/4	9 1/8	9 1/4	+ 1/8
RCA First Pfd.	73	73	73	+ 5/8
Stewart-Warner	13 3/4	13 5/8	13 3/4	
Westinghouse	99 1/4	98 3/4	98 3/4	- 1/2
Zenith-Radio	37 1/8	37	37	

NEW YORK CURB EXCHANGE			
	Bid	Asked	
Nat. Union Radio	4	4	- 1/8

OVER THE COUNTER			
	Bid	Asked	
Stromberg-Carlson	13 7/8	14 7/8	
WCAO (Baltimore)	22		
WJR (Detroit)	32 1/2		

## 20 YEARS AGO TODAY

(May 24, 1924)

The second annual radio shorthand contest being aired today over local airwaves is open to anyone capable of receiving dictation of the broadcasters as well as those attending the Shorthand Teachers' Association meeting at the Hotel Pennsylvania... It is reported that vacuum tubes are now being built in sizes heretofore undreamed of.

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

CLYDE F. COOMBS, general manager of KARM, CBS affiliate in Fresno, and I. R. LOUNSBERRY, executive vice-president of WKBW, Buffalo, N. Y., are here in the van of the station executives converging on New York for the meeting of the network's Affiliates Advisory Board.

TED PATRICK, advertising writer, has returned from London, where he completed for the OWI a confidential propaganda assignment keyed to the imminent invasion. Patrick, who for 15 years was associate director of Young & Rubicam's copy department, will join Compton Advertising, Inc., on June 5, as director of print copy.

DR. WALTER W. VAN KIRK, NBC's religious reporter and speaker on the network's program, "Religion in the News," is back in New York following a tour which took him to Kansas City and Atlanta.

EDDY HOWARD and the members of his band are in Chicago for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network. The show will originate at the U. S. Navy Bureau of Yards and Docks.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned outlet in Washington, D. C., is spending a few days in New York.

CHARLES CARR and C. C. CONNER, of the Aluminum Company of America, Pittsburgh, also A. L. BILLINGSLEY, president of Fuller & Smith & Ross, and E. N. ANDREW, vice-president of the agency, have arrived in Gotham for special meetings.

JOHN H. LEE, manager of WHAM, and J. W. KENNEDY, JR., sales manager of the station, have returned to Rochester after having been in New York for a few days on station and network business.

OLGA COELHO, Brazilian soprano-guitarist, off by plane for a South American radio and concert tour. She will broadcast a series of three weekly programs from Radio El Mundo in Buenos Aires.

SOL BALSAM, former foreign correspondent and news analyst for WLIB, leaving for Grossinger's, Ferndale, where he will work on his book, understood to be a satire on the radio industry. He'll return around the end of the Summer.

F. C. EICHMEY, station manager of KGLO, Columbia network affiliate in Mason City, Iowa, a caller this week at the offices of the web.

PAUL RICKENBACKER, manager of the talent bureau of Young & Rubicam, is back in New York after having spent three months on the West Coast.

ROBERT A. KELLEY, assistant manager of WCAX, Burlington, Vt., is here for conferences at the New York offices of the station's national representatives and at CBS offices.

FAIR TAYLOR, publicity director of Don Lee-Mutual, is back on the West Coast following a business trip which took her to New York, Chicago, Portland and Seattle.

MRS. ROYAL MILLER, station manager of KOY, CBS affiliate in Sacramento, Calif., is visiting briefly in New York.

### Dunninger Sets "Tryout" With Singer-Orchestra

(Continued from Page 1)

Ritz Theater before an invited audience for the purpose of recording it for study and audience reaction to the presentation.

Benay Venuta, singer and John Gart orchestra were heard as part of the program. Show was more or less one of a series of auditions and changes, one of which may be decided upon by the sponsor.

### Kermit-Raymond Spots Sold To Quality Bakers

(Continued from Page 1)

Patricia Gilmore and Hank Sylvern. Sponsor plans nationwide distribution of spots with individual master being made for each of the participating bakers instead of the usual procedure of an open end disc.

### Arnold Returns To NBC In Script Division Post

Wade Arnold, newly appointed assistant manager of NBC's script division, returns to NBC after an absence of seven years. He joined the NBC press department in 1929 but moved over to the script division when he scripted "The Campus," one of the earliest of the weekly half-hour dramas on the air. There he remained for eight years, then, in 1937, returned to his alma mater as assistant to the president and instructor in English, speech and radio writing.

### West Coast Writers Guild Seeks Tele Artist Workshop

(Continued from Page 1)

local universities. Robert E. Lee has been selected as the RWG third delegate to the Hollywood Guilds' Television committee, of which Michael Kanin, screen writer, is chairman. Other RWG representatives are Ashmead Scott and Milton Merlin.

★ ★ ★ ★ ★

1480 Kilocycles Full Time Operation

# WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios; 29 West 57th Street, New York City

★ ★ ★ ★ ★

## BALTIMORE

There are 5 radio stations in Baltimore. You can choose any one. Set yourself the standard of

- Coverage
- Popularity
- Cost-per-listener

... and buying radio time in Baltimore to make your radio dollar work more efficiently is easy!

No matter how you slice it... W-I-T-H the independent... is the Baltimore buy in radio.

And we have the facts to prove it. Glad to show them to you any time.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R...

# Web Invasion Cover Sees Wide Exploitation

(Continued from Page 1)

Interpret the news and move-  
ment. It is estimated that some  
18,000 words per day are already  
being through this newsroom, trans-  
lated from various languages, edited  
and sent out over the web.  
In a trade angle, CBS has made  
able biographies and photos of  
leading foreign correspondents.  
The CBS staff includes Edward R.  
Murrow, and a staff of seven crack  
reporters; Farnsworth Fowle who  
is based at Salerno is now with the  
Allied troops in the Naples area;  
Archie Hottel, is also in Italy at present;  
George Moorad, is now heard  
from Ankara and Cairo and a year  
ago as with General MacArthur; the  
London staff however is most im-  
portant and includes Charles Col-  
lingwood, formerly in Africa; Larry  
Keston and Bill Downs, both ex-  
perienced in Russia, having covered the  
Russian Capital during the dark days;  
Archie Hottel, also with Murrow, is  
former German prisoner, and Gene  
Hildebrand, newest member of the London  
staff, a former CBS technician of  
the New York Field Engineering

## Many Heard Regularly

From other European points, CBS  
reporters heard regularly now  
from Winston Burdett, from Africa;  
Edward K. Smith, at Berne, and  
Archie Fleming is in Russia. In the  
Pacific area, CBS has Bill Dunn re-  
porting on the Japs and Webley Ed-  
wards is at GHQ in Honolulu. Paul  
Hill, director of news broadcasts  
for the network is supervising the  
coordination of the work of the cor-  
respondents and their wordage.  
In addition to its regular AP, UP,  
and OWI wire services, the New  
York newsroom of CBS has recently  
added a Reuter (British) service  
to further extend its coverage of the

# Standards-Allocations Tele Seminar Subject

(Continued from Page 1)

held tomorrow evening in studio 6-A  
of NBC, New York, for members of  
the metropolitan Radio Executives  
Club. About 450 members have regis-  
tered for the course up to now.

Discussion of tele wave lengths will  
feature Dr. Charles B. Jolliffe, chief  
engineer of RCA Victor and chair-  
man of panel two (frequency alloca-  
tion) of the Radio Technical Planning  
Board, and David B. Smith, director  
of research of Philco Corp. and chair-  
man of Panel Six (television) of the  
RTPB.

Of particular video interest is the  
fact that the tele panel's findings,  
now nearing completion, will even-  
tually go to the panel on frequency  
allocation, which has been termed the  
"compromise" panel, because it will  
make a choice between the wave  
lengths requested and those available.

# Blue Web Sets Up Sked For 5th War Loan Drive

(Continued from Page 1)

drive, will have every program on the  
Blue and WJZ, the net's key outlet  
in New York, carrying a plug for the  
campaign, with a special half-hour  
show scheduled to be aired at 4 p.m.,  
EWT. For the period of the Fifth  
War Loan, a quarter-hour dramatic  
show will be broadcast every Friday  
at 1:45 p.m. Another special show will  
wind up the drive Friday, July 7,  
from 11:30 p.m. to midnight.

Highlight of the Blue's part in the  
campaign, which will include many  
special programs and spots, will be  
"Bonds Away," an hour-length show  
to be presented Saturday, June 24,  
bond day on the web, at 2 p.m. Feat-  
ured will be pickups from Valley  
Forge, Pearl Harbor and Hollywood.

# Heatter Renewed For 3 Yrs; \$1,000,000 Contract Deal

(Continued from Page 1)

Heatter, now in his eleventh year of  
broadcasting, will receive approxi-  
mately \$1,000,000 under terms of his  
new contract. Erwin, Wasey agency  
handled the deal for the sponsors.  
Commentator is heard Mondays  
through Fridays from 9 to 9:15 p.m.,  
EWT, and Sundays from 8:45 to 9  
p.m., on Mutual.

# In Kansas City



# the Swing is to WHB

WANT A BOUQUET for being smart? Then buy  
WHB! Phone us for availabilities if you're considering  
spot programs or announcements in this booming market.  
"Your Mutual Friend" is Kansas City's Dominant Daytime  
Station...delivering the "most listeners per dollar" through-  
out the western half of Missouri and the eastern third  
of Kansas. For availabilities, call

## DON DAVIS

KANSAS CITY — Scarritt Building — Harrison 1161  
NEW YORK CITY — 507 Fifth Avenue — Vanderbilt 6-2550  
CHICAGO — 333 North Michigan Blvd. — Central 7980  
HOLLYWOOD — 5855 Hollywood Blvd. — Hollywood 6211

## KEY STATION for the KANSAS STATE NETWORK

Kansas City • Wichita • Salina • Great Bend • Emporia  
Missouri Kansas Kansas Kansas Kansas



For stations in the nation  
equal KOA's Dominance:

88% Dealer Preference

Listener Loyalty

Out of 10 Top Programs

50,000 Watt Power

Nationwide Coverage

**KOA** FIRST IN DENVER  
50,000 WATTS  
850 KC

NATIONALLY BY SPOT SALES

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

MONTHS: FEBRUARY-MARCH, 1944—KANSAS CITY

### HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 14,677

	Station A	Station B	Station C	Station D	WHB	Station E
MORNING INDEX MONDAY THRU FRI. 8-12 A.M.	6.8	8.6	30.5	18.0	29.9	4.4
AFTERNOON INDEX MONDAY THRU FRI. 12-6 P.M.	12.2	6.5	20.2	31.9	25.2	2.9

**LOS ANGELES**

By RALPH WILK

**DOLLO HUNTER**, formerly of the production department at KFI-KECA, and a recent medical discharge from the Navy, is back on staff at KFI-KECA. Hunter was a Lieutenant (j.g.) with the amphibious forces and saw active duty in several European theaters. Hunter is the third of KFI-KECA staff men to return. First was Bill Davidson, staff announcer, and the second, Jimmy McKibben, staff writer.

The screenplay of Al Pearce's new picture, "Fun Valley," is rapidly being completed by Manny Seff and will be rolling out at Republic studios within a few weeks. Before the final script is ready, Jack Hasty, gag man and writer of the Pearce Sunday show on the Blue Network, will be called in to write special material on Pearce for the completed screenplay.

Bill Goodwin, who announces the Burns and Allen Tuesday night show, would like to know whodunit—the fan who sent him a much needed alarm clock by Red Arrow delivery and set the alarm to go off a few minutes after he received it. Goodwin would like to say thanks anyhow!

Bob Burns, radio's "Arkansas Traveler," is lining up a heavy schedule of Marine service camps to play this summer. Burns was a Marine Corps sharpshooter in the AEF in World War I. In fact, he was the champion sharpshooter of the entire expeditionary force!

Mrs. Les Tremayne, wife of the radio actor, is sporting a diamond studded spinning wheel lapel clip—a gift from her husband on their fourth wedding anniversary. Les, popular lead of "Star Playhouse," thoughtfully remembered that spinning is the little lady's prize-hobby.

**Fire Board's 1943 Award Of \$500 Goes To KMTR**

KMTR of Los Angeles will be awarded \$500 by the National Board of Fire Insurance Underwriters for being the outstanding station to contribute to fire prevention for the year 1943, it has been announced. Station Manager Kenneth O. Tinkham will accept the prize for the station at the NBFIU's 78th annual meeting to be held at the Waldorf-Astoria Hotel, tomorrow. Tinkham announced that the money will be turned over to the American Gold Star Mothers organization as a donation from the station.



For SALES APPEAL  
For VOICE APPEAL

CALL

**JOHN NEAL**

Exclusive: Frances Kaye,  
65 Central Park West  
N. Y. C.  
TR. 7-4092

**MAIN STREET**



**Reporter At Large . . . !**

● ● ● Early last week, we received a rather bulky envelope from Howard E. Pill, president of Station WSFA, Montgomery, Alabama. . . . this morning was the first chance we had to peruse the contents and therefore hasten to agree regarding the noble idea upon which is based a radio program, which to us sounds like a "natural." Writes Prexy Pill; quote:—we're giving this idea for free except for a small royalty fee that we turn over in toto to the American Red Cross; unquote:—the 15-minute program, called "Your Letter From Home," is designed to "bring Home Town News on a regular schedule to every Yank hailing from that locality served by a particular station. . . . we think it's one of the most progressive steps toward the building and maintaining of Morale, we've ever heard and you'll do yourself, your listeners and our boys a great service by writing to Howard E. Pill for further details. . . . Hence this RADIOKAY Mr. Pill and to execs. at KVFD, Ft. Dodge, Iowa, KGER, Long Beach, Cal., WTCM, Traverse City, Mich., WSAZ, Huntington, W. Va. and KTSM, El Paso, Tex. who have followed suit. . . . We want to add, for the record, that WHCU, Ithaca, New York, had started airing such a program even before the idea struck execs. at WSFA. . . . we therefore salute WHCU too and urge that other stations adopt or add similar "morale-boosting" programs to their program logs.



● ● ● Jack Pepper will probably take his clownings to CBS within a fortnight. . . ● When Johnny Mercer's "Music Shop," replaces Fred Waring's Orchestra, June 12, for NBChesterfield Cig-gies, the vocal department will be taken care of by Jo Stafford. ● Dale Carnegie's "Little Known Facts about Well-Known People," MBSponsored by Lee Hats, has been renewed for an additional 26 weeks. . . ● Vincent Lopez, who predicted that "Mairzy Doats," would sell over a million copies, now gazes into the crystal and oracles the opinion that the new "be-true-to-your-sweetheart-song, "Don't Change Horses," written by the same trio, Hoffman, Drake and Livingston, will be the hit of 1944. . . . (could be). . . ● Ron Gamble, formerly announcer on the "Ford Sunday Evening Hour," is now a U. S. Army Lieutenant, stationed at Kelly Field, Texas. ● Betty Jane Tyler, regular on the Blue Net's "Land of the Lost," has been WABCast in Thursday's "Death Valley Days." . . ● Mills Bros. make their Gotham Nite Club debut Thursday when they open at the Zanzibar.



● ● ● Nat Abramson, in charge of WORemote programs, has lined up an imposing array of top-flight Orchestras including Duke Ellington (Hurricane), Harry James (Astor Roof), George Hamilton (Waldorf-Astoria), Glen Gray (Pennsylvania, Count Basie (Lincoln), Frankie Carle (New Yorker), Vincent Lopez (Tatt), with Cugat following Hamilton into the Waldorf, end of next month (the latter going into the Palmer House in Chicago), Dean Hudson succeeding Basie, Lawrence Welk succeeding Art Kassel at the Edison and Bob Strong's aggregation opening at Glen Island Casino, tomorrow. . . ● When Paul Winchell stepped into a pinch-hitting role for Joe E. Lewis Monday nite at the Copacabana, my host, Monte Proser, liked his emceeing so well that he was hired on the spot. . . ● Bernard Dudley has been classified 2A. . . . as an announcer he's A1. . . ● Arthur Henley is writing the material for the new half-hour quiz show which Lee Segall will audition for Ray Knight next week. . . ● Beatrice Kay, singing comedienne, will be seen in a dramatic role in the forthcoming 20th Century-Fox flicker, "Billy Rose's Diamond Horse-Shoe." . . ● Dick Roffman, director of Radio and promotion for Hillman Magazines, has been given a citation by the Superintendent of the U. S. Maritime Service Training Station in recognition of his work assisting the AGVA provide entertainment at that Brooklyn Base every Monday Nite.



—Remember Pearl Harbor—

**WILMINGTON DELAWARE**

**W**

**D**

**E**

**L**

**1150 KC**

**NBC Basic Network Station**

**5000**

**WATTS DAY & NIGHT**

*Sales Representative*  
**PAUL H. RAYMER**



# OWI Issues Invasion Radio Schedule As "D-Day" Guide For Broadcasters

(Continued from Page 1)

Radio Bureau. Letter from Bureau, contains an important statement of "official OWI information policy" relative to the invasion, as formulated by Elmer Davis, director. It pointed out however that the best service all media can do is to operate as much as possible as normalcy as possible.

The schedule itself is for the assistance of advertisers who may wish to place their commercials and substitute government war messages, and to preserve the double purpose of suggesting suitable material and avoiding indiscriminate broadcasting of any single theme in a manner which might be resented by the listeners.

A typical list of 10 subjects for a broadcasting week is provided and listed as follows: Careless Talk, War Bonds, V-Mail, WAVES, Travel, Red Cross Nurses, Stick to your War Job, Merchant Marine and Women in the War.

### Industry Letter

William's letter to the radio industry reads as follows:

Many advertisers and agencies have asked the Radio Bureau for guidance in the handling of their programs on the day of invasion and during the period immediately following. Some have suggested cancelling all commercial announcements; others have offered to cancel commercials and substitute OWI war information messages in their place. It is to be hoped that this letter with its several attachments will be of assistance in providing answers to problems which must always be individual to every advertiser.

In general, as Elmer Davis has announced, it is our opinion that the best service all media can do for the American public is to retain as much as possible as normalcy as is possible.

This means, in radio, that whatever else is done, we hope most earnestly that all programs will continue to observe unbroken cooperation with the several Radio Bureau

operating plans, particularly the Network Allocation Plan and the Special Assignments Plan.

"In the matter of cancelling commercials for government messages, the Radio Bureau can obviously do no more than take a neutral position. The government war information program has much to gain from such a substitution—but at the same time has something to lose too. For millions of American parents and families, the crisis period of invasion will be a time of grave anxiety. They will—and properly—resent any radio message which can be interpreted as exploiting the military situation no matter how patriotic or worthwhile the subject treated. This possibility can be eliminated only if radio program originators bear strongly in mind that the mood of the American people during the period of crisis will call for the most painstakingly careful and intelligent approach.

"Mr. Davis has stated the official OWI information policy as follows:

"The Allied invasion of Europe will represent the greatest military effort in history. It is a deadly serious business, the outcome of which will alter the destiny of the world.

"Obviously it will also be the greatest news story ever told, and in order that it can be told, we and our Allies have set up complete facilities for its coverage through all news channels of information.

"It is certain that these channels will be continuously filled with complete and intensive invasion information.

"Because of the deep psychological and emotional impact this tremendous effort will have on the people of America, most of whom will have a relative or friend participating, we ask that there be no exploitation of D-Day or the actual invasion.

"In our opinion the greatest ser-

vice that all media can do for the American people is to retain as much operating normalcy as is possible. We are particularly anxious that this grim military operation not be made into a 'reason why' for home front measures. The news of the invasion will speak for itself."

"In line with this policy, I should like to request again, that all radio advertisers and agencies cooperating with the Radio Bureau of OWI adhere to their scheduled allocations.

"It may well be, however, that some advertisers will feel that for their particular programs cancellation of commercials and substitution of war information messages will be desirable. To assist such advertisers, and in the hope of avoiding the indiscriminate broadcasting of war information announcements, we have worked up a special schedule which is enclosed herewith, together with special Fact Sheets giving background material for use in preparing such messages.

"Please let me say again that this schedule represents nothing more than a suggestion from the Radio

(Continued on Page 7)

# AFRA Nixes 30% Raise For Chicago Spielers

(Continued from Page 1)

panel at the Stevens Hotel in Chicago.

The dispute went to the WLB when representatives of the six stations—WJJD, WAIT, WIND, WAAF, WCFL, and WGES—refused demands made by AFRA on the ground that they involved principles of "pay within pay" and were not economically sound for Class B stations. AFRA is asking (1) extra pay for announcers on certain types of programs above their base pay, (2) a wage increase, (3) a discharge clause and (4) a vacation clause.

Following Monday's hearing, the stations agreed on the 30 per cent increase for staff announcers and made their offer at the first WLB session yesterday. When it was rejected by AFRA, Meyer Kestenbaum of Hart, Schaffner, and Marx, WLB panel chairman, suggested an adjournment so that station representatives and AFRA could get together and clarify some of the issues involved.

Witnesses called to testify by William Friedman, counsel for the stations, and Mortimer Becker, of Jaffe and Jaffe, national counselors for AFRA, included Ray Jones, recording secretary, Chicago chapter of AFRA; R. J. Scott of Schwimmer and Scott.



"I tell the WFDF Flint News Reporter how I got my decorations, will you tell him how you got yours?"

**CHATTANOOGA**

IS THE HEART OF A POWER EMPIRE SERVED BY

**WDOD**

**CBS**

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.

**PROGRAM THE HEADLINERS!**

NBC RECORDED PROGRAMS

"TIME OUT" for Fun and Music

★ Combining superb musical talent, pleasant banter and expert production. Two series of 52 quarter-hours each—Series I with Allen Prescott, Felix Knight and Ted Steele's Novatones; Series II with Ted Steele and Grace Albert . . . each with unique lead-in to local commercials. Outstanding sales record for a wide variety of products. Many advertisers have repeated for longer series. Write for details today.

★ ★ ★ Many other NBC Recorded Programs—5 minutes to half-hour.

National Broadcasting Co. **NBC** RADIO-RECORDING DIVISION

AMERICA'S NUMBER ONE SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill. Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.

# Revised W-W Bill Read

## Asks 5-Man Board; Includes Rotating Chairmanship

(Continued from Page 1)

would remove protection for clear channel stations, sets up a new five-man commission with the chairmanship rotated, incorporates in a modified form the FCC's chain broadcasting rules, limits the power of standard broadcast stations to 50,000, prohibits dual ownership of stations in a single area and limits overall ownership of similar types (i. e. AM, FM or Tele) stations to six in each category.

General effect of the bill is to strengthen greatly the position of the FCC as a regulatory body. The bill writes into law many Commission policies not hitherto sanctioned by law. Strong safeguards against program control are included, as well as a ban on discrimination by the Commission against applicants on the basis of the type of business they are engaged in. This latter was obviously designed to assure newspapers freedom to broadcast.

### Meet Again Friday

Yesterday's meeting was merely introductory, with copies of the revised bill passed out to the committee members. They will meet Friday again to discuss the portions of the bill on which it is believed there will be no great controversy. Next Wednesday they will meet again to review the "controversial" points—mainly, it is believed, the ban on sponsored news broadcasts and the breaking down of clear channels.

### Commission's Structure

The new five-man Commission would be broken into two sections, a division of public communications and a division of private communications, with the chairman to serve ex officio on both. The chairmen is voted by the members—no individual to service two terms consecutively. No party shall have more than two members on a division. Chairmen for each division shall be elected with the Commission chairman not to chair either division. No member may serve upon the same division more than two years in a five-year period.

All routine matters and most operating problems shall be handled by the appropriate division alone—the Division of Public Communications in the case of broadcasting. The whole Commission shall have jurisdiction in questions of frequency assignment, emergency communications, amateur broadcasts, procedural rules of the Commission, personnel of the Commission or in cases where division authority is not clearly apparent.

Present Commissioners would serve out their terms and either be reappointed or replaced as now. After two years, however, their appointments would be made for periods of a year, then two years, then three years, then four years and, finally, after five years, for a full five-year

term. This would be the regular appointment term thereafter.

### Covers Political Broadcasts

Although nothing in the bill obliges a broadcaster to permit use of his station for political campaigns, it provides that if he does permit such use it shall meet certain obligations heretofore not included in law: "A. When any licensee permits any person who is a legally qualified candidate for public office in a primary, general or other election to use a broadcast station, or permits any person to use a broadcast station in support of any such candidate, to use such broadcast station in opposition to any such candidate or candidates, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station."

### Specification Complete

The whole purpose of equal opportunity is carefully spelled out in the new bill. It is provided, for instance, that during a campaign no discussion for or against any candidate may be permitted except by a legally qualified candidate for the same office, by a person designated in writing by such candidate or by a regularly organized political party whose candidate or candidates' names appear on the ballot. Similarly equal time must be afforded for discussion of both sides of public questions to be voted upon, as well as personalities. No political broadcasting shall be permitted for the period of a full day prior to a local, state or national election and throughout election day.

"The term, equal opportunities, as used herein," the bill says, "means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations, if any, used by the original speaker, and in the case of network organizations, identical stations connected for simultaneous broadcast and identical time for any recorded rebroadcasts. The decision of the licensee in all these respects shall be prima facie evidence that the conditions of this section have been met."

### Equal Time Allotments

The bill provides also that equal time must be provided for discussions of both sides of public questions not on a ballot, although there is no compulsion that any time be permitted for such discussion, prior to any political broadcast or broadcasts on public questions. It is provided that broadcasters must be furnished full information on the speaker, his subject, the capacity in which he appears, how the time was made available and—if bought—by whom paid for, and whether the speaker is to be paid. All this must be announced. In the case, however, of one-minute spots for or against candidates or questions on the ballot, it is necessary only to announce whether the time

is free or paid and if paid who purchased the time.

### News Program Credits

Another section provides that "all news items and discussions of current events broadcast by any radio broadcast station shall be identified as to source, and all editorial or interpretative comments concerning such items or events shall be identified as such. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause an appropriate announcement to be made both at the beginning and at the end of such broadcast in sufficient detail to inform the audience concerning the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. When editorial or other comment is expressed, the announcements shall also give the following information concerning the speaker (1) the capacity in which he appears, that is, whether on his own account or as the representative, advocate, or employee of another; (2) how the time for the broadcast was made available and, if paid for, by whom; and (3) whether or not, and if so from whom, consideration for his services is being paid or promised.

"(B) No broadcast referred to in sub-section (A) shall be made in such manner or with the use of such sound effects or other devices as to mislead the public as to the source of the material."

### Tightens FCC Practices

The bill would tighten all FCC procedure practices, spelling out far more definitely Commission authority in regard to license bans. It permits cease and desist orders to stations breaking its licensing rules, after which revocation action could be taken, with, however, the right of appeal.

It provides also for an annual FCC report to Congress, to include full details and history on all Commission personnel as well as annual legislative recommendations.

### Covers Networks

On the chain broadcasting question, it rules against net contracts "under which the station is prevented or hindered from or penalized for broadcasting the program of any other network organization on time otherwise available for that purpose, including time optioned but upon which no notice of exercise has been given; or which prevents or hinders another station serving substantially the same area from broadcasting the networks programs not taken by the former station or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization, or

"Which provides, by original term, provisions for renewal, or other that the station will broadcast the programs of the network organization for a period longer than three years; or

"Which gives any network organi-

## Strengthened F Would Be Result Of Enactment

zation an option upon periods of which are unspecified or, which one of more network organization options upon specified periods of totalling more than 50 per cent of total number of hours for which station is licensed to operate or total of more than two hours in consecutive three-hour period of operations which can be exercised notice to the station of less than days; or

"Which prevents the station rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, unable or contrary to the public interest, or from substituting a program of outstanding local or national importance for any offered by the work; or

### Power Limited

"Under which the network fixes attempts to fix or control the time charged by the station for the same broadcast time for other than the work's programs."

In regard to station power, the bill provides that "no broadcast station operating in the amplitude modulation broadcast band shall be granted a license to operate with power in excess of 50,000 watts, and in granting of instruments of authorization for such stations no station's wave signal shall be protected for signal intensity of less than 500 millivolts per meter 50 per centum of time, based on measurements made during the second hour after sunrise for all seasons of the year."

## CRA In Radio Production Field With 'Package Shows'

Expansion of Consolidated Radio Artists, Inc., activities to include production and selling of "package shows" for radio has been announced by Charles E. Green, president of CRA as an artist bureau has become active in the management and booking of radio artists for personal appearances.

### SMPE Talks Tele Tonight

The role played by films in television will be scrutinized by the Society of Motion Picture Engineers at a meeting which will be held tonight in the Hotel Pennsylvania. The session represents the third successive SMPE huddle on the subject.

### "T. Or C." At Benefit Show

Ralph Edwards and the "Truth and Consequences" group will participate tonight in the Madison Square Garden benefit for underprivileged children.

# Week Tele Licenses For Ohio Stations

(Continued from Page 1)

I. K. Carpenter, vice-president and general manager of United Broadcasting Co., said that applications have also been filed for frequency modulation broadcasting licenses for WHK and WHKC, and that an application will be filed for CI.

## Kilocycle Shift Planned

When WCLE moves from Cleveland to Akron, it will shift from 610 to 660 kilocycles, double its power to 1,000 watts, and will operate limited by using directional antenna. WPHI, Columbus, will move from 610 kilocycles, and will also double its power to 1,000 watts, going from limited to full-time operation with a directional antenna. WPHI will operate until about 1 a.m. The changes are expected to be completed by Sept. 15. All three stations will be affiliated with Mutual Broadcasting System.

Mutual programs were formerly broadcast in Akron by WJW, which has moved its operations to Cleveland.

## Du Mont Sets Tele Guests

Among the television guest artists appearing Sunday evening on WABD, the first video outlet in New York, is Claire Luce—not to be confused with the Congresswoman—and also Byron de Prorok, French ethnologist.

Mrs. Luce, who recently returned from London where she organized training units for the troops, will give a profile of Dr. Lee De Forest in Jay Strong's tele production, "The Megacycles." Doug Allen, proprietor of the visual "Thrills and Spills from Everywhere," will interview Byron de Prorok on the subject "Bridges Under the Sea."



## Spectral Static

Easing of raw materials, as indicated by the recently released second annual report of the Combined Raw Materials Board, is expected to lead to gradual resumption of television-set production once the Axis begins to fold in the European war. . . . That visionary Broadway columnist, who has predicted that video receivers won't be made until the war ends on all fronts, because of the resulting drain on Bond money and the like, seems to be off the beam. . . . Military television, though reportedly developed and in use by our troops, is still a hush-hush proposition. . . . It's high time that some of the companies, making high-sounding tele plans, got away from generalities and got down to specific cases.



Look for Du Mont to come up with a new cathode-ray tube, which is said to be tops in reception. . . . Philco is planning to dust off some of its advanced eye-and-ear equipment. . . . Commander Bill Eddy, USN, former head of the Balaban & Katz sight-and-sound station in Chicago and now commanding officer of naval radio training there, is filling out his day by writing a book on tele. . . . A new quarterly publication of video opinion, titled "Television," has made an informal bow under the editorship of Richard W. Hubbell, with able editorial assists from Thomas R. Kennedy, Jr., of "The New York Times," and J. Raymond Hutchinson, of the OWI's visual instruction department.



To reduce the amount of aspirin required for consideration of its findings, the television panel—number six—of the Radio Technical Planning Board has just issued a substantial portion of its final report to all members of the Board. With some of the panel's committees still due to submit recommendations, the full report is slated to be completed by July, as previously forecast by your reporter. Expectation now is that the RTPB will submit its advice to the FCC when the leaves begin to fall, with new regulations by the Commission anticipated by the first of the year. Though changes will be made, no startling switch in standards is presently contemplated.



Acquisition of WHOM, independent New York radio station, by the Cowles brothers, Iowa broadcasters and publishers, brings with it the outlet's FM license. With the Cowles group eyeing tele for its semi-monthly picture mag, "Look," this deal may ease the way for another video setup in Gotham and, possibly, a long-range plan by the Midwest organization for a look-and-listen web. . . . The Outlet Co., biggest department store in Providence and operator of WJAR, NBC affiliate, is thinking of a tele station. . . . Wade Advertising Agency, in the Windy City, is mulling a tele trek eastward for a show over Du Mont in behalf of Alka Seltzer. . . . Norman D. Waters & Associates, one of the first ad agencies to design special video programs, returns to the spectrum in July via WABD, the Du Mont outlet in Gotham, after an absence of a couple of years.



Drive-in theater tele is a post-war possibility for film exhibitors. . . . Columbia Pictures will soon be looking for a tele representative. . . . Bill Schaefer, secretary to movie producer Jack L. Warner, was observed at Du Mont the other night collaring Irwin Shane, video package-show operator, for a confab. . . . Is Warner's seeking a look-and-listen license for a station to be located on the studio lot in Burbank? . . . Newspaper interest in the visual broadcast medium continues to gather momentum, with Dale McFeatters, of Scripps-Howard's Pittsburgh "Press," in Gotham for a sight-and-sound survey. . . . Ben Feiner, Jr., emcee of the CBS tele quiz is this pillar's choice for a video version of Bob Benchley. . . . Senator Ford, of the airwaves' "Can You Top This?" doesn't think that tele will take the place of the old-fashioned keyhole.

# OWI's 'D-Day' Sked To Guide Advertisers

(Continued from Page 5)

Bureau. It is intended simply as a help to advertisers who wish to substitute OWI messages for commercials. It does not supersede the regular OWI allocation schedule. If you have an allocation scheduled for any particular day during the invasion period, our urgent request is that you adhere to that allocation. If you wish to do more, then the attached schedule should be followed in selecting an additional subject or subjects.

"You will note that in suggesting copy in the enclosed Fact Sheets, we have attempted to stay away from tie-ins with the invasion to avoid the possibility of exploitation mentioned above. We are particularly anxious that this general copy approach be followed.

"I would appreciate being advised at your convenience whether or not you plan to carry special messages during the invasion period in place of, or in addition to, regular commercial announcements."

## New Firm To Emphasize Special Television Effects

Special effects for television are named in an elaborate list of functions of the newly formed Tele-Montage Corp. and Tele-Montage Laboratories, Inc., New York. Organization of the two corporations is designed to take over the series of devices, inventions and techniques comprising the Lawrence Levey system of tele-montage production, according to Alexander Mencher, patent attorney and president of both companies.

Included in the list of officers of the two corporations is Hiram Motherwell, former editor of "Stage" magazine and a member of the information division of the Committee for Economic Development.



Oklahoma has been among the nation's most sales-active states for months and months, and WKY is listened to by more people in Oklahoma than is any other station.



EVERYTHING - FROM "A TO Z"

pleasant listening

pleasant to tune in "1430" and keep dial there. Always in on goings-on. The "Minute Station" spots News, Sports, Racing—intermittently all day long.

Listening to "Choochoo Baby" or Tchaikovsky but never missing important up-to-the-minute information on anything—That's 1430!

WBYN



# CBS Tele Planning Revealed By Kesten

(Continued from Page 1)

New York, site of the present transmitter for WCBW, Columbia's commercial sight-and-sound station.

### Orders New Transmitter

Order for the experimental eye-and-ear transmitter has reportedly been placed with and accepted by the General Electric Co. for delivery after the war. The web, which has placed an order, also with GE, for the 40-kilowatt transmitter, expressed the hope that both transmitters could be installed simultaneously. GE does not believe this possible, the net stated, due to the developmental work and techniques involved.

Placement of the order for the experimental one-kilowatt video plant, said to be the first of its kind in electronic development, is subject to the web's obtaining an experimental license from the FCC for ultra-high frequency operation and also subject to mutual agreement with GE on specifications and cost.

In accepting the order Dr. Walter R. G. Baker, vice-president of General Electric, said that the development work would necessarily have to wait "until such time as certain tools and techniques now restricted by the military services are declassified."

### Kesten Outlines Plans

Paul W. Kesten, executive vice-president of CBS, indicated that the company thus proposes, for at least a brief interval after the war, to broadcast the present and the higher-frequency quality of tele pictures simultaneously. "It is our hope," he said, "to demonstrate so clearly the advantages of finer television images that we will accelerate their general adoption in FCC standards and in set manufacture.

"We are willing to assume the expense of double transmission," Kesten continued, "if we can thereby save broadcasters in general from the burden of the greatly increased cost of such double operation. More important, still," he added, "we hope thereby to save the public from any large investment in sets, which might become obsolete overnight."

Application was being made to the War Production Board, CBS pointed out, for the release of necessary materials to permit the earliest possible start of work on the new experimental transmitter, coincident with the tapering off of war needs. It was noted by the network that, in a talk delivered last Thursday, FCC Chairman James L. Fly indicated that the WPB might look with favor on the release of materials for developmental engineering, as distinct from standard or commercial operation.

## FRANK DUNNE

FREE LANCE ANNOUNCER AND ACTOR

Call Radio Registry

MGM. READER'S DIGEST, FAMOUS JURY TRIALS, TRUE DETECTIVE MYSTERIES, GROVE LABORATORIES, and WHITE OWLS.

# COAST-TO-COAST

### CALIFORNIA

**LOS ANGELES**—Roy Deane is the new production supervisor of Hoffman Radio Corporation. Deane has spent a good part of his life in electrical, automotive and radio circles and entered radio several years ago as foreman and superintendent with the former Grigsby-Grunow Company. . . . **OAKLAND**—John K. Chapel, chief of the news bureau at KROW, is the proud father of a boy to be named Ivan Nicolai the Third. . . . **BAKERSFIELD**—Guest columnist on the "Women's Page" with Editor Lucille Moses recently was a former Bakersfield girl, Cherry Burd, now a Power's model in New York.

### NORTH CAROLINA

**CHARLOTTE**—Program Director Charles Crutchfield has been appointed to the publicity committee of the 15th Annual Industrial Safety Conference of N. C. . . . **ASHEVILLE**—Eileen Beard, former WWNC staff member, has returned to the Asheville station as an assistant to commercial manager Jimmy Hagan. . . . **GREENSBORO**—Margie Dunaway, woman's editor of WBIG, is now heard five mornings a week, Monday through Friday, in the increasingly popular Women Today, an informative program on what the woman of today is interested in.

### NEBRASKA

**OMAHA**—In cooperation with the schools of this city, KOWH is carrying a weekly program, "We March With Faith," which is aired every Wednesday evening. A recent survey made by the schools showed that opening programs are being heard by 27,000 listeners in 9,795 homes and that later the programs are discussed in 3,996 homes as well as in 824 classrooms. . . . **NORTH PLATTE**—"KODY" day was observed at the North Platte Service Personnel canteen recently with the staff of the station. Proceedings were under supervision of Bill Wiseman, Al Larson and Soren Munkhof of WOW and John Alexander and his KODY staff.

### MISSOURI

**ST. LOUIS**—Susie "The Gal From the Hills," whose singing and yodeling have made her a favorite with the Mutual net and KWK listeners of the Shady Valley Folks program, received a pretty dress the other day from a fan—yes, the dress did fit, despite the fact the fan never had

seen Susie. . . . The KCMO orchestra consists of eight pieces: four violins, a piano, guitar, bass and clarinet, and is under the direction of Jack Wendover, KCMO's musical director. Music is arranged by Ted Dreher, the pianist. Narrator for the prog is Dal Stallard.

### CONNECTICUT

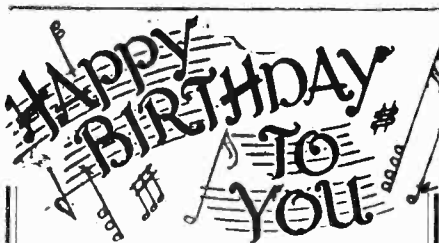
**HARTFORD**—Program manager Walter Haase and commercial manager William F. Malo of WDRC attended the first of the television seminars which are being sponsored by the Radio Exec Club. They plan to attend the entire series. . . . Howards Cleaners, sponsors of the WNBC Racing Roundup aired nightly, has notified the program's announcer, Milt Berkowitz, to urge customers "to please stay away for at least a week" until the concern catches up with its current business. . . . Lt. Alice Eleanor L. Carlson of the Army Nurse Corps, now home on sick leave from her post in the China-Burma-India theater of war, was interviewed over WTIC's "Connecticut Men and Women in the War" by Jane Dillon.

### ILLINOIS

**ROCKFORD**—Newcomers to the staff of WROK: Wendel Porter, formerly with WRJN, Racine, Wis., joined the program department as an announcer; Dorothy Bowne, former member of the program staff at KROD, El Paso, has been added to the sales and script staff; Helene Kimberley Chekouras, former staff pianist, has returned as a member of the program department. . . . WROK observed its first anniversary on May 17th as an affiliate of the Blue Network. Station received a salute from Don McNeill on the "Breakfast Club."

### COLORADO

**DENVER**—Walter B. Price has joined the KLZ news staff. . . . Joe O'Neill, tenor, is newest member of the KLZ "Budget Brigade" cast. . . . Lord Halifax, British Ambassador to the U. S., was a Denver visitor recently and KLZ transcribed his talk at a huge luncheon given in his honor. Transcription was used later for a broadcast. . . . KOA will record for delayed broadcast the same day, the address of Lowell Thomas at commencement exercises of his Alma Mater, the U of Denver, on Saturday evening, June 10.



May 24

Rachel Carlay      Dwight Latham  
Wilbur Hatch      Bill Bouchey

## Program Director Available

Radio Writer, Producer, Director with excellent background, executive and organizational abilities and progressive program ideas.

Fully qualified to render valuable service to Large Independent Station. Details of background and qualifications supplied on request.

Write—RADIO DAILY  
Box 838, 1501 BROADWAY  
NEW YORK 18, N. Y.

# FCC Queries Networks On Their FM Policies

(Continued from Page 1)

affiliates permitting FM stations to carry the network shows without cost, provide the AM station under the same ownership carries the show. Since July, the CBS contract has provided also for the network to have a station on television stations which might be licensed to its affiliates, the affiliates and the network to have first option on each other's program. Commission policy calls for a "distinct and separate" service as a condition of licensing an FM transmitter to an operator. Of the 51 FM stations in operation, 32 are licensed to standard broadcasters.

Also of interest in connection with this survey is the fact that the FM net, the American Network, is believed to have exclusive contracts for its affiliates. Although this would violate the spirit of the Commission's chain broadcast rules, the rules apply only to standard broadcast stations and there is now a move to prevent American Network from signing exclusive contracts similar to those standard broadcast stations signed prior to last summer.

The bill put before the Senate Interstate Commerce Committee yesterday by Senator Wheeler would, however, prohibit FM or television stations from signing such contracts with affiliates. It outlines the changes in spirit, with some slight changes, but does not specify whether these rules apply only to AM stations. On the other hand, all broadcast stations are included.

Although the bill contains a strong ban of Commission censorship and control of program content, it declares specifically that the Commission may consider "the public interest" in deciding questions of licensing. This is interpreted here to provide sufficient grounds for the FCC to enforce its policy of demanding that different type transmitters be licensed to a single person or corporation provide separate program services.

for

# SMN

it's

# WHN

DIAL—1050  
50,000 WATTS

\* SPORTS · MUSIC · NEWS

# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



27, NO. 39

NEW YORK, N. Y., THURSDAY, MAY 25, 1944

TEN CENTS

## Industry Studies New Bill

### Telecasts Tele Boom Will Follow Victory

Washington Bureau, RADIO DAILY  
Washington—Television and other elements of the radio art will provide millions of jobs for American citizens, Senator Burton K. Wheeler, said, declared yesterday during his address on the occasion of the 10th anniversary of the sending of the first telegraph message. A plaque commemorating this event and honoring Samuel Morse was unveiled in the Capitol.

Speaking on the future of communications, Wheeler spoke of the changes made possible through development of the telegraph, radio

(Continued on Page 6)

### George H. Payne Elected Vice-President Of Tele Co.

Washington Bureau, RADIO DAILY  
Washington—George Henry Payne, former member of the FCC and political advisor to the late President Theodore Roosevelt, has been named vice-president and director of the new Telecommunications company in New York. The Finch Company has entered both in the television and radio fields.

### Kyser To Vacation, Phil Harris Will Replace

Kyser, "the ol' professor," will be on eight weeks vacation starting July 5, and Phil Harris will step in as musical director of the "College of Musical Knowledge" during his absence. Kyser's "Vacation" will be a trip overseas during which he will entertain the armed forces.

### 'Nitwit' For Duffy's

"Nitwit Court" has been announced by Young & Rubicam agency to be the summer replacement of "Duffy's Tavern" beginning Tuesday evening, July 4th, at 9 p.m., EWT. Ransom Sherman will head the show which will originate from Hollywood over the Blue Network. Sponsors are Sal Mexica and Minit Rub.

### Donors

William J. Thomas, Jr., publicity head of Young & Rubicam, and Mike Boscia, also in that department, unwittingly found themselves blood donors when they escorted Kate Smith to the Red Cross Blood Bank on 2 East 37th Street early this week. Both boys expected to be onlookers, but Kate had ideas of her own. As the result, each of the agency execs., is minus a pint.

### Multiple Ownership Rule Hits Crosley

Washington Bureau, RADIO DAILY  
Washington—With the Cincinnati "Enquirer" reported to be interested in purchasing WSAI the Crosley Corporation was yesterday denied its petition to be relieved of compliance with the FCC's multiple-ownership rule. This was the first out-and-out denial of relief since the rule went into effect. The Crosley Corporation

(Continued on Page 7)

### RKO Sets 177 Blue Outlets On 'Hollywood Star Time'

Hollywood — "Hollywood Star Time" program broadcast direct from the dining room of the stars on the RKO lot, will become a coast-to-coast feature over 177 stations of the Blue Network starting Monday, May 29. The 15-minute show will be heard Monday through Friday at 12:15 p.m.,

(Continued on Page 2)

## Peruvian Broadcaster In N. Y. For American Radio Survey

### Ex-Agency Associates Form New Adv. Agency

New advertising agency is being formed by four recently resigned officials of Pedlar, Ryan & Lusk, the new firm to be known as Doherty, Clifford & Shenfield, Inc. Clients to be served by the agency as well as additional personnel and location of

(Continued on Page 2)

### See Passage In Present Form Unlikely; Widespread Opposition Expressed To Sponsored-News Broadcast Ban

### Capital Reaction Seen To Newest Radio Bill

Washington Bureau, RADIO DAILY  
Washington—Washington reaction to the revised S-814 presented the Senate Interstate Commerce Committee, Tuesday was mixed, with most industry sources believing that elimination of a few specific points would make the bill extremely satisfactory. Members of the committee were not yet ready to comment at length, al-

(Continued on Page 6)

### Kolynos Spot Program On 75 Latin Amer. Outlets

Kolynos Co. for its toothpaste, already a large advertiser in Latin American radio, on June 1, launches a spot program on 75 stations in 17 South American countries. The program is "Apprendamos Ingles,"

(Continued on Page 5)

### CBS Affiliate Board Opens Sessions Today

Meeting of the CBS Affiliates Advisory Board opens its sessions today in New York. In town for the opening confab are: C. T. Lucy, WRVA,

(Continued on Page 4)

Industry reaction to the proposed revision of the White-Wheeler Bill appears to be a consensus that the measure will not be passed during the current session of the Congress, and, that the provisions if made into law would eventually hurt the smaller station rather than the large one. This was held to be particularly true of the ban on sponsored news programs.

Small outlets, it was indicated depend considerably on sale of news as well as the listeners they serve who

(Continued on Page 6)

### G. E. Executive Views Tele Development

Periodic modification of television standards was indicated yesterday as a solution to the current video controversy by Paul L. Chamberlain, sales manager of General Electric's transmitter division.

"Post-war television need not be handicapped by freezing the present standards nor need it be delayed by

(Continued on Page 7)

### Hampden To Be Starred In WOR Dramatic Series

Walter Hampden, star of the legitimate stage, will be presented in a series of comedy-mystery programs entitled "The Adventures of Leonidas"

(Continued on Page 2)

### Talent Program

Marjorie Morrow, head of the Warner Brothers talent bureau in the East, was the first guest of honor on a new program series, "How Would You Like a Screen Test," inaugurated over WNEW, New York, Tuesday at 4:45 p.m. Paula Stone prepares the program, which is designed to bring forth worthy but undiscovered talent.



Vol. 27, No. 39 Thurs., May 25, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545, Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

## FINANCIAL

(Wednesday, May 24)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	158 7/8	158 3/4	158 7/8	...
BBS A	32 3/4	32 1/2	32 3/4	+ 3/8
BBS B	32	31 1/2	32	+ 3/8
Crosley Corp.	19	19	19	+ 1/8
Farnsworth T. & R.	12 5/8	12 1/8	12 1/4	- 1/8
Gen. Electric	36	35 3/4	36	+ 1/4
Philco	30 1/8	29 3/4	30	+ 1/4
RCA Common	9 1/4	9	9 1/4	...
RCA First Pfd.	73	73	73	...
Stewart-Warner	13 3/4	13 1/2	13 1/2	- 1/4
Westinghouse	100 1/4	99	100	+ 1 1/4
Zenith Radio	38	37 1/4	38	+ 1 1/4

OVER THE COUNTER			
	Bid	Asked	
WCAO (Baltimore)	22	...	...
WJR (Detroit)	33 1/2	...	...

## 20 YEARS AGO TODAY

(May 25, 1924)

Major J. Andrew White, famous sports announcer, will return to the ringside this summer and bring to boxing fans his colorful word pictures of the season's bouts... Jimmie Johnson is scheduled to be Major White's featured guest on the next "Sports Alliance" program over WJZ... A. H. Van Doran, motor camping expert, will start a weekly series of "tips for motor campers" over local airwaves.

WQAM MIAMI  
CBS AFFILIATE  
The Voice of Tropical America  
Represented by John Blair & Co.

# Coming and Going

DAVID M. KIMEL, commercial manager of WLAW, Columbia network affiliate in Lawrence, Mass., is in New York for conferences at network headquarters and with the national representatives of the station.

ROBERT T. MASON, president and general manager of WMRN, Marion, Ohio, on a trip this week to Washington, D. C. MADGE COOPER, women's editor, and BOB MORRISON, chief engineer, are back from Columbus, where they attended the recent Institute for Education by Radio.

JOHN B. REYNOLDS, station manager of WKWK, CBS outlet in Wheeling, West Va., was a caller this week at the office of the network.

BEATRICE KAY, vocalist, will arrive tomorrow in Louisville, Ky., for an engagement of one week at the Louisville Theater.

L. S. MITCHELL is here from Tampa. He's the station manager of WDAE. Visited yesterday with his national representatives.

MURRAY GRABHORN, manager of Blue Network spot sales, and FRED BECKER, of Blue spot sales in Hollywood, are expected in town today from Washington, D. C.

KENNETH O. TINKHAM, station manager and production director of KMTR, Los Angeles, who has been in New York to accept an award presented by the National Board of Fire Underwriters, leaves tomorrow for the West Coast with stopovers scheduled at Rochester, N. Y., and Chicago.

C. W. MYERS, president and station manager of KOIN, Portland, Ore., has left town following a few days in Gotham. KOIN is an outlet of CBS.

GUY LOMBARDO and the members of his band are in Boston, where they start an engagement today at the RKO Theater.

PHIL KEENAN, general manager of Hillman Periodicals, has returned to New York after a week in Kansas City to attend a distributors convention.

## Ex-Agency Associates Form New Adv. Agency

(Continued from Page 1)  
offices will be announced at an early date.

Officers of the concern are: Lawrence L. Shenfield, president; Arthur Cobb, Jr. and Francis J. Doherty, vice-presidents; and Donald K. Clifford, vice-president and treasurer. Shenfield was vice-president in charge of radio when he left Pedlar, Ryan and Lusk; Doherty was creative vice-president; Clifford also had been with the agency a long time, 19 years and Cobb was secretary and treasurer of PR&L when he resigned. All have had long experience in the advertising business.

Unofficially, it is understood that national accounts of importance would be in the fold of the new concern shortly.

## Tele Press Club Elects

The board of governors of the Television Press Club of New York, at its first semi-annual election of officers held Tuesday, named Richard W. Hubbell chairman of the scribes' organization. Ben Kaufman, tele columnist of RADIO DAILY, was chosen vice-chairman, and Wanda Marvin, video reporter for "The Billboard," secretary.

## Hampden To Be Starred In WOR Dramatic Series

(Continued from Page 1)  
"Witherall," on WOR starting Sunday, June 4. Alfred J. McCosker, president of WOR, announced yesterday. New series will be based on the novels in which Leonidas Witherall is the chief character. Program will be heard 9 to 9:30 p.m., each Sunday.

## RKO Sets 177 Blue Outlets On 'Hollywood Star Time'

(Continued from Page 1)  
PWT; and will be heard in the East at 3:15 p.m., EWT. Ned E. Depinet, RKO president, stated that the program's 20-week try-out on 20 stations elicited such intense interest that it has been decided to enlarge the station list to the present Blue hookup.

## Franklin To South Pacific As Representative Of OWI

Allen Franklin, Mutual network producer and announcer just released from the Army with a medical discharge, has joined the OWI and will leave shortly for the South Pacific theater of war as senior field representative for the agency.

**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.

# How To Get More For Your Baltimore Radio Dollar

First, you toss out the old sleight-of-hand method of buying time. You stick to facts. And that's easy to do today.

Let's look at **power**. Power alone is no basis for buying time. What good are a lot of people if they don't listen.

**Popularity** alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

**Cost** alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at **all three**.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!



TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED





## *A DOUBLE-HEADER* *means PULLING POWER*

**C**ombined together, the two great New York markets reached by WOY, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOY dominates metropolitan New York's Italian-speaking audience with a Pulse rating as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOY covers more radio homes than any other New York Independent station... at less than one-half the cost of the next ranking station.

WORLDWIDE COMMUNICATIONS, INC. NEW YORK, N. Y.  
1954-1955 NATIONAL AUDIENCE SURVEY



## SAN FRANCISCO

FIVE new half-hour dramatic and musical shows, broadcast every night and news analysis by Henry J. Taylor are features of the KGO schedule changes started recently. . . Henry Orbach, newly appointed news director of KGO, is reorganizing KGO news coverage. New set-up will be completed toward the latter part of June.

KYA has been awarded the 1944 George Foster Peabody award for the local station contributing the most outstanding public service to the community it serves. Award was made for the program "Calling Longshoremen," which daily informs over 8,000 longshoremen where and at what times they should report for work.

KYA newsroom chief Bill Brown has taken the added chore of a nightly "Sports Page of the Air." Several other new sportscasts are heard in the San Francisco area. . . daily race results over KJBS; baseball games over KLX and KROW; a nightly KGO sport program conducted by Bill Guyman.

Swift & Co.'s ice cream division inaugurates a radio advertising campaign in the Bay area June 1 with a series of twice daily announcements over KQW. Spots feature the Musical Song Birds. Contract is for eight weeks with one of the spots being heard each week during station's "Pot Luck Party" variety show.

KGO manager Don Searle tossed a luncheon party for the press to introduce the station's new publicity director, Bob Laws, who is a former reporter with the San Francisco News. Luncheon was held at the Redwood Room of the Cliff Hotel. Guests included Milton Samuel, Blue web Pacific Coast press chief; Tom Foster of Shopping News; Ed Murphy of the Examiner; trade paper reps Larry Smith, E. J. Murphy, and Bob Hall.

### CBS Affiliate Board Opens Sessions Today

(Continued from Page 1)

Richmond, Va., chairman; Arthur B. Church, KMBC, Kansas City Mo.; Franklin M. Doolittle, WDRG, Hartford, Conn.; Leo Fitzpatrick, WJR, Detroit, Mich., and C. W. Rembert, KRLD, Dallas, Texas. The ninth member of the Board, W. H. Summerville of WWL, New Orleans, La., is expected for tomorrow's session. Other members arrived in New York earlier in the week.

Presumed that invasion coverage and television planning will come in for a good part of the meeting.

# WTBO

Full Time  
NBC Affiliated  
Cumberland, Md.

# MAIN STREET



### Sunkist Sidelights!

● ● ● Don Searle, who left Omaha 18 months ago to become manager of KGO, San Francisco, is thoroughly sold on the Bay area and has

#### Los Angeles

bought property near Mt. Tamalpais, in Marin county. He has also become the "Duncan Hines" of San Francisco and is an authority on the leading eateries of his city. . . ● Bing Crosby, defending champion, Bob Hope and Sam Hayes are among the radio golfers who have been defeated in the current tournament at the Lakeside club, and who will follow the final rounds from the sidelines. . . ● Danny Danker, vice-prexy of J. Walter Thompson, and Mrs. Danker were host and hostess at the Masquers club to 300 officers and men of the AAF, now stationed at Santa Monica. . . ● Charles Martin is now a producer-writer-director at the M-G-M studio, which is only a few blocks from RKO-Pathé, where Dore Schary, at one time a radio writer, is producing "Double Furlough," Charles' original story, for Vanguard.

★ ★ ★

● ● ● Jim McPherson, KOA, Denver, is called "Sheriff" for short. He was a member of the AEF in the last war, but is fighting this one in the manager's office in Denver. . . ● Frances Scully is one of the busiest gals on the Coast. In addition to writing "Speaking of Glamour," a column which is published in 52 papers, she is writing and broadcasting seven shows weekly. . . ● Stanley Prager, who created the role of "Private Glinka" in "Eve of St. Mark" on Broadway and who also plays the same part in the film version, is a brother of Manny Prager, of the Foote, Cone and Belding office. . . ● The boys are still talking about the cocktail party that Douglas Aircraft tossed for "the Vine Street Vigilantes." Ned Crawford, former actor, now with the press department at Douglas, coined the name to describe a group of station and agency men.

★ ★ ★

● ● ● T'other day the temperature shot skyward at NBC. The innocent cause of the heatwave was shapely Joan Barton, who sings on "Hollywood Star Time." She wore a shapely bathing suit while being photographed, for a layout for "Pic." . . ● Lew Frost of NBC is the fair-haired boy among network golfers, having shot an 86 when teamed with Sid Strotz, who made the trip around the fairways with a 93. Frost and Strotz opposed Don Thornburgh and Arch Morton of CBS. Thornburgh registered a 92 and Morton 90. . . ● The boys are still praising Bob Hope for his good sportsmanship in making an impromptu appearance on "People Are Funny." Irvin Atkins, assistant director on "People," saw Bob at the NBC parking lot and it occurred to him that Bob could be of much aid on a certain gag.

★ ★ ★

● ● ● Hal Bock, Jean Meredith, Homer Canfield, Eve Stanley, Fair Taylor, Lloyd Brownfield, Lynn Randle, Joe Alvin, Denny Shane and Peggy Wood were among the members of the radio colony who attended the Matrix dinner tossed by the Theta Sigma Phi sorority, which is an honorary journalistic organization. . . ● Hal "Gildersleeve" Peary is celebrating his 15th wedding anniversary and his 15th year in radio. . . ● A few years ago, Sam Taylor of Warner Bros. radio department, escorted three then unknowns to a motion picture exhibitors banquet at Earl Carroll's. The "unknowns" answered to the names of Alexis Smith, Nancy Coleman and Donna Reed, who are all doing nicely in the films, thank you. . . ● Ray Noble, Dick Powell and Constance Moore, who have whipped up a 30-minute musical show package, did a live audition May 17. It is understood that Lockheed is interested in the show.

★ ★ ★

— Remember Pearl Harbor —

## CHICAGO

By BILL IRVIN

THREE of radio's top flight dramatic stars, Sara Jane Wells, Ken Griffin, and Muriel Bremner, will be heard in the principal roles of "Man in White" when that Irna Phillips serial returns to the air via WLS on Monday, June 5.

John Harrington will do his weekly news broadcasts from Springfield, Illinois, tomorrow. He will go to Springfield to emcee the "E" award ceremonies at the John W. Harrington Company, maker of Link Training.

One hundred cadet nurses were inducted into the U. S. cadet nurse corps in ceremonies held at the WLS (Chicago) studios in conjunction with a nationwide broadcast on NBC on May 13 from 3:30 to 4:00 P.M. The Chicago induction was conducted by Col. Don D. Hilldrup, who was not broadcast.

W. F. McLaughlin and Co. (McLaughlin House Coffee), through Sherman, Keefe, Ellis, will expand sponsorship of the WMAQ musical program, "Supper Interlude," from three-a-week to one-a-week June 5 and in addition to present Clifton Utley in a 10-minute, six-a-week commentary starting June 5, it has been announced by O. W. Morton, manager of the NBC Chicago division local and spot sales department. Contract for "Supper Interlude" is for 13 weeks. The show, a quarter-hour program with Joseph Gallicchio and his string ensemble, aired daily 6:30 to 6:45 p.m., on CWT, will be heard Monday through Saturdays, 8:35 to 8:45 a.m. CWT and will immediately follow five-minute news period sponsored by Wilson and Company, Inc., for Sandwich Spread and Ideal Dog Food through United States Advertising Corp. The Wilson newscast formerly was presented from 8:40 to 8:45 a.m. CWT, but was rescheduled to precede Utley, thereby providing a logical rearrangement of both news and commentary.

### Leigh Resumes Testimony In Lea Com. Hearings

Washington Bureau, RADIO DAILY

Washington—Dr. Robert E. Leigh, chief of the FCC's Foreign Broadcast Intelligence Service, will be the witness as the Lea committee investigation of the FCC is resumed this morning. Dr. Leigh entered an initial statement of FBIS last week and will be questioned this morning by committee members and staff.

### Repeat Corwin Drama

A repeat performance of Norman Corwin's "Untitled" the dramatic history of the average American soldier, with Fredric March in the role of the narrator, will be presented as a special Memorial Day program on CBS on Tuesday, May 30th, 10:10:30 p.m.

**PROGRAM REVIEWS**

**"HERE'S TO YOUTH"**

Sustaining

WABC-WEAF, Sat., 1-1:30 p.m., EWT

Writer: Frank Wells

Producer: Arnold Marquis

Narrator: Bob Hope

Bob Hope stepped out of his customary spotlight last Saturday to appear as narrator-counselor in one of the public service series entitled "Here's To Youth." Hope was a good choice for this special occasion. He appealed to the youth of America—their stock of their flightiness, to the fact that the home front is also part of the world conflict. However, the occasion would have carried more weight if the writer had provided a script to complement the serious message. The result was that Hope, as mediator, had to carry the brunt of the burden, while most of the program was handled mechanically.

When parents are busily engaged in their factories, neglected youth falls prey to easily nourished vices, the day reiterates. The various phases of juvenile delinquency which flourish in America today were enumerated—young kids smoking in theaters, premature youth leaving school to earn the "easy money," promiscuity among servicemen with early teen-aged girls, the embryonic stages of gangsterism among the underprivileged and anti-Semitism as it exists not only among the hoodlums.

The play didn't disclose anything we didn't know. But through Hope's narration, it attempted to hand down a solution. The solution recommended was that everybody in the community cooperate to help overcome the evils that beset our youth. Well, that's more easily said than done. It would seem that Hope was the subterfuge for writing a more compact and provocative script. The play would have performed its public service had the author put Hope's words into the action of the play to show dramatically the exact cause of juvenile delinquency. In so doing, you automatically point up the administrable causes. However, let's hope "Here's To Youth" tries again for youth's sake.

**Peruvian Broadcaster In N. Y.  
For American Radio Survey**

(Continued from Page 1)

American Affairs in New York, where he will remain for the next few months to conduct various surveys for the eight Lima stations which he represents.

There are approximately a half million receiving sets in Peru, Cruzalegui revealed, the majority of which are American manufactured. Due to the shortage of critical replacement parts for the transmitters, the stations, which formerly operated on a 24-hour-day schedule, have had to slice the production time to a 13- to 14-hour average, he pointed out. He added that this was another pertinent reason for his presence here in the United States.

**No Crossleys There**

Peru's station managers have no way of determining the popularity of a program, since they have no survey systems, he said. However, station managers are able to learn about the public's reaction to various programs from the general comment which usually reaches the newspapers. The most popular American programs short-waved to Peru are the symphony concerts, he said, adding that Stokowski and Toscanini are the favorite conductors. Of the United States stations that are listened to by

Peruvians, the most popular is KGEL, the shortwave in San Francisco.

In discussing the commercial aspects of Peru's stations, Cruzalegui pointed out that all stations are independently operated. However, the Coordinator of Inter-American Affairs has access to these stations during certain periods of the day, he added. The most powerful station in that country is 10 kilowatts and government owned. No station is permitted to broadcast political propaganda, unless it is signed by the CIAA. Anybody can purchase time on the air, he declared, pointing out that \$300,000 of advertising is spent annually, of which 30 per cent is American participation, the two biggest advertisers in Peru being Coca-Cola and Kolynos toothpaste. At the present time, two types of commercials are being used: (1) the commercial that is interwoven with the message of the program; (2) the spot announcements that are produced similarly to our own. Singing commercials can be found only in the American produced transcription programs, in the Spanish tongue. He also pointed out that no plans are being made for television, however, he will study the prospects during his stay here.

**AGENCIES**

**MURRAY BOLEN**, 20-year veteran of West Coast radio, becomes radio director of the Hollywood office of Compton Advertising, Inc. on June 1st.

**JOHN D. ALLISON** has joined Headley-Reed Company as a vice-president, it has been announced by Frank M. Headley, president of the station rep organization.

**SANDER HEYMAN**, of Schenley Distillers Corp., has been named advertising and sales promotion manager of Cresta Blanca Wine Company, Inc. He will make his headquarters in Los Angeles.

**ADVERTISING FEDERATION OF AMERICA** has added to its roster two prominent names in the field of radio publicity: The Kroger Grocery and Baking Company, Cincinnati, and Longines-Wittnauer Watch Co., Inc., New York.

**R. B. DAVIS COMPANY's** product, Cocomalt, will be added to the products featured on Bessie Beatty's show over WOR, Monday through Friday, between 10:15 and 11:00 a. m. Participation began yesterday. Contract is for 52 weeks. Kenyon & Eckhardt, Inc. is the agency.

**Kolynos Spot Program  
On 75 Latin Amer. Outlets**

(Continued from Page 1)

(Let's Learn English) and will be heard twice weekly for 32 weeks, via transcriptions. Shows are of 15 minutes duration and were prepared by the editors of Time Air Express.

Program is handled by the American Home Products' foreign division, AHP being the parent concern. Agency is Irwin Vladimir & Co.

**Mutual Program Manager  
Resigns; Joins Katz Co.**

Allen J. de Castro has resigned as commercial program manager of the Mutual Broadcasting System to join the New York office of The Joseph Katz Company as vice-president in charge of radio. Mr. de Castro was formerly account executive with the Blue Network and sales manager of the Latin American division of Columbia Broadcasting System.

**Coast Publicity Assignment**

Appointment of Jean McFarland, former Chicago newspaper woman, as West Coast publicity representative of the N. W. Ayer agency was announced by Wauhilla La Hay, agency's publicity director, upon her return from Hollywood yesterday. Miss McFarland's first assignment will be to concentrate on the new "Andy Devine Melody Roundup" heard on NBC.

**"THE  
Dayton  
Station"**

**BASIC BLUE  
NETWORK  
5000 WATTS**


5 YEARS of aggressive management—conscientious, imaginative programming and servicing—has meant a climb from a 200-watt, daytime, non-network station to a 5,000-watt, day-and-night, Basic Blue Network POWERHOUSE.

**WING**

**RONALD B. WOODYARD, Executive Vice-President  
WED & COMPANY, National Representatives**

Denver Delivers  
**VITAL METALS**

KLZ Delivers  
**DENVER MARKET**





## Capital Reaction Seen To Newest Radio Bill

(Continued from Page 1)

though it is known that several are determined not to permit the ban on commercial news and commentary programs.

The ban on sponsored news programs, the breaking down of clear channels, the writing in of the network rules, the strengthening of FCC power generally—these were believed a disappointment to the networks. Few people here expect the ban on sponsored news shows to stand, and believe that some of the other most controversial points in the bill may be eliminated before the measure gets to the floor—in the event that it does. Nonetheless, their very inclusion is indicative that the FCC stands in better repute with—at least—Senator Wheeler than it does with the networks.

### NAB Silent

Commission sources and the NAB refused to discuss the bill for the record. It was not expected that they would, since it has not officially been referred to either of them and no copies have been made officially available.

## Bernays Radio Award Announced At Ohio State

Columbus—Ohio State University's Institute for Education by Radio has announced the creation of the Edward L. Bernays Radio Award of \$1,000, to be given the person making the greatest contribution during 1944 to democracy through the medium of radio. The project was made possible through a gift by Mr. Bernays, New York, public relations counsel.

Terms of the agreement provide that the award goes to the individual who makes the outstanding contribution in the year 1944 in the field of radio "which furthers democratic understanding, democratic thinking, and democratic action by the people of the United States." It is specifically stated that this award shall not go to a "corporation, station, or other multiple entity," although it may go to an individual within any of these organizations.

### To The Colors

John Gordon, supervisor of evening radio at Compton Advertising, Inc., leaves the agency on June 9th to accept a commission in the United States Marine Corps Reserve as a Second Lieutenant in the aviation division.

### "Family Hour" Signs Robson

William Northrup Robson, multiple prize winner and writer of the CBS "Man Behind the Gun" series, has been signed to script "This Is My Own, My Native Land" playlets which will become a part of the "Family Hour" format beginning May 28, 5-5:45 p.m., EWT, not 5-5:15 p.m., as previously announced.

## Industry Execs. Give Views Regarding New Radio Bill

(Continued from Page 1)

would be getting less news and of possible inferior quality were the stations put in a position of supplying it as a public service. Both network officials and those of press associations, mostly refused to be quoted for obvious reasons. Press associations feel that they are primarily supplying news to newspapers and stations as well and may be considered in the light of "interested parties" and those desiring that no restrictions be placed on news.

Press association officials also pointed out that Senator Wheeler himself got somewhat tangled up in his effort to differentiate between a newspaper selling advertising space and a station or network selling the news to clients. In some sources it was believed that the measure was aimed at such commentators as Winchell and Pearson.

While the larger stations can get by without the sale of news, smaller outlets depend upon such revenue in order to be able to bring other features to their listeners. Without the revenue from sale of news spots, many stations would have to curtail various sustaining and public service features.

In many sources officials sought to study the language of the measure before making comment. These included Edgar Kobak executive vice-president of the Blue Network who stated that he had no comment to make until he had had time to study the amendment and its relation to the whole, and general situation.

### Industry Comment

Don S. Elias, executive director of WWNC, Asheville, N. C., and chairman of the NAB legislative committee, commented as follows:

"I think there is much in White-

Wheeler Bill as reported that is an improvement over present communications act. Several proposed provisions do not appeal to me but I have faith the Senators and Congressmen will through further study, discussions and deliberations devise changes in the law governing broadcasting which will be desirable and beneficial to both the public and the industry."

Paul W. Morency, manager of WTIC, Hartford, and chairman of NBC's advisory and planning committee, after stating that his familiarity with the details of the bill was not complete, declared:

"I would say that it has some good features such as 'Commission will not discriminate against any applicant for license because of business, race, creed or color' and affirmatively declared for what has been standard broadcasting procedure such as 'both sides of a controversy must be permitted to be heard on radio stations' and 'fairness between candidates and parties in political campaign . . . if station sells time to one must sell time to another, if station gives time to one it must give time to other.'

"Would disagree, however, with the prohibition on the sponsoring of news and news commentators. No reputable station has ever allowed a sponsor to influence or color the news content of these programs and this type of program represents a substantial part of a station's income, which enables it to do a public service job in other fields. This would be to some degree a control of station program policy in a negative manner.

"I am sure that the industry and the public will have an opportunity to discuss thoroughly all the provisions of the proposed bill before it is enacted into law."

## Stromberg-Carlson Co., Plan Tele Development

Rochester, N. Y.—Stromberg-Carlson Co. plans to be the first to bring television to this area, according to the annual report of the company for the year 1943, just issued. Plans for a new broadcasting building to be known as Rochester's Radio City, housing WHAM, WHFM and a proposed television station, are being completed. Just as in the case of FM broadcasting, Stromberg plans to also pioneer in local tele. Application has already been filed with the FCC for a commercial television license.

Research, the report points out, is going forward with an increase in the Research Department personnel. This department is on to undertake exceedingly important development of some of the new equipment used by the armed forces. While war requirements come first, the report states, the research engineers are more than abreast of many new developments in television and other electronic fields.

In the field of broadcasting, Strom-

## License Applications Pending In Canada

Montreal — Transport Minister Michaud Tabling in the Dominion House of Commons in a reply for John Dievenbaker (P. C. Lake Centre) said that of the 62 applications made for radio broadcasting licenses last year six were granted, 43 denied and decision on the remaining 13 was still pending. The licenses were granted for stations in Sarnia, Ont., Edmonton, N. B., New Westminster, B. C., Port Alberni, B. C., Cornwall, Ont., and Port Arthur, Ont. Decision is pending on applications from St. Boniface, Man., (two applicants), Windsor, N. S., Fort Frances, Ont., (two applicants), Edmonton, Alta., Prince Albert, Sask., (two applicants), Gravelbourg, Sask., Montreal, New Likeskeard, Ont., Medicine Hat, Alta., and Granby, Que.

berg points to another successful year for WHAM financially, and its excellent public service locally and for the government. WHFM, the FM outlet is serving 15,000 war workers.

## Forecasts Tele Boom Will Follow Victory

(Continued from Page 1)

and other forms. He predicted developments now in the experimental stage—including television reels for reception not only at home but also in automobiles.

Wheeler warned also that the government must take care to prevent the development of monopolies in these new arts.

### Sees Radio Employment Boom

"Communications and other industries," Wheeler said "will create millions of jobs for our young people who will come back from the front anxious for a secure economic future. These industries will bolster our economy and strengthen our social and economic structure if you today have the intelligence to prepare for their advent with sound governmental policies—policies which encourage the maximum of development by private enterprise, but without permitting such development in television and facsimile to become a private monopoly of either a few individuals in a nation of any part of the country."

## EIEC Gives Assistance To Study of Negro Problem

"Declaration of Principles," cast upon radio and the entire amusement industry to initiate a program "treating the Negro problem in truth," as a contribution toward national unity, was adopted by 500 radio, stage and screen artists at a meeting of the Entertainment Industry Emergency Committee in New York. The Declaration was written by Maxwell Anderson, Lillian Hellman, and Peter Lyon, president of Radio Writers Guild, was read at the meeting by Herman Shumlin, theatrical producer and chairman of EIEC.

Three-point program for the entertainment industry, contained in Declaration calls for request to writers and others to cease telling the pre-Civil war angle of the Negro. Halting of discrimination against Negro artists is the second point of the program. Third point deals with the motion picture angle, and treatment of the Negro. Handling of "problem" is held to be the responsibility of all in the entertainment field since the field charges itself with bringing forth the talent of all the people and not a few here and there.

### Summit Applies For FM

Akron, O.—Summit Radio Co., operator of WAKR, has filed an application with the FCC for authority to operate a post-war FM station 46,000 kilocycles.

### Will Manage KIDO

Walter E. Wagstaff has been named manager of KIDO, Boise, Idaho, effective June 1, Mrs. Georgia Phillips announced, yesterday.

## Executive Views Tele Development

(Continued from Page 1)

Research for the theoretical ultimate equipment," declared Chamberlain. "The Radio Technical Planning Board will adopt the same step-by-step method that many business concerns are now using in their post-war planning," the executive said, "and broadcasters and the public will have the finest television that the industry can provide when conditions make it possible to manufacture again in receivers and transmitters." "Because of war conditions, Chamberlain observed, many business firms have post-war plans that represent their best thinking as of the present date. He went on: "Such plans do not preclude periodic modification of the basic plan as new statistical data become available between now and the resumption of normal business. The RTPB could adopt a similar businesslike attitude on television standards, because the unknown and undisclosed developments that may have occurred during the war and because of the uncertainty as to when normal activities can be resumed."

## Promote Comic Strip 'Goldbergs' On The Air

A ambitious radio promotion campaign will signalize the launching of "The Goldbergs" as a comic strip in the New York "Post" with Gertrude Berg and members of the cast making guest radio appearances. The programs scheduled for the Berg are personal appearances with "Dunninger," "Double or Nothing," "Swing Shift Follies," and "Margaret Arlen and Nancy Craig." "The Goldbergs" comic strip premiere in the "Post" on June 5.

## At Farnsworth Post

Fort Wayne, Ind.—Glenn L. Eckley has been named general personnel manager for the Fort Wayne, Marion, Bluffton, Ind., plants of the Farnsworth Television and Radio Corp. Margaret Garceau, personnel and publications director, will continue responsible for the company's television service policies.

# ★ PROMOTION ★

### Cowles' Future Territory

"The Territory of the Future" is the title and theme of the newest promotion brochure issued by three Cowles stations: KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton.

Pointing to Des Moines (Cowles headquarters) as the "Food Capital of the post-war World," the promotion piece reveals that Iowa, center of America's number one agricultural market, ranked first in national farm income last year. And while it's been said that food will win the war, indications are that food will also win the peace. Parenthetically, "The Territory of the Future" is shown to have a present, too.

Cover and first eight pages of the 8½ by 11-inch size booklet, are cream-colored stock, with brown artwork and type. Remaining 34 pages consist of coverage maps and mail maps of the three stations, along with sheets on farm statistics, program availabilities, listening indexes, telephone surveys, and other information. Binding is white spiral. Booklet was designed and prepared by Ted Enns, national sales manager, and KRNT's promotion manager, John Drake. This item is a credit to all concerned.

### Agricultural Beaming

Station WEAJ is cooperating with the American Veterinary Medical Association and the State Veterinary Medical Associations of New York, New Jersey, Pennsylvania and Connecticut in a weekly, 26-week series of radio broadcasts in the interest of better livestock and poultry health. This "Animal Gossip" series, featuring interviews with farmers and veterinarians from the four states listed above, is being heard each Monday morning on WEAJ's daily "Modern Farmer" program, 6:30 to 7 a.m., EWT.

In addition to the broadcast, a cash-prize contest is being held, and is open to all people living and working on farms in the Northeastern States—"Maine through Maryland." At the end of the series, 76 cash prizes will be awarded in all. Awards will be presented to the contestants who

### Stork News

Everett T. Parker, assistant to the manager of the Public Service Department of NBC, became the father of a second daughter yesterday, born at the Harkness Pavillion.

Rev. Parker, an ordained Congregational minister, joined NBC to study public service and religious broadcasting, under a Blatchford Fellowship, awarded by the Chicago Theological Seminary.

### Von Zehle Cocktail Party

William von Zehle and company will celebrate the forming of their new advertising agency with a cocktail party at Duffy's Tavern, 158 West 48th Street, on Friday from 4 to 7 p.m.

### WBTA's Brochure

Four pages of copy provide a home-made brochure for WBTA, Batavia, New York. It's the significant facts revealed in these pages that indicate to the station's commercial sponsors, and its prospective ones, that WBTA's listeners can be depended upon to listen. To prove this, the brochure includes two tearsheets from a local newspaper in which were printed stories telling about the prompt reaction WBTA obtained when it made two personal emergency broadcasts. In each case, the person for whom the broadcast was meant was listening to the radio.

Other matters of interest in this merchandising bulletin list the national, regional and local sponsors for this station. Statistics and data pertaining to the region WBTA covers are also included for benefit of persons commercially interested. It's a well-arranged brochure and should hypo a great deal of attention.

### Bookmarks Plug Programs

In connection with the NBC education radio program series of "American Story," KOA is advertising the Denver Public Library with a special announcement at the end of each broadcast inviting listeners to visit the library. Also, listeners are advised that books referred to by Dr. Allan Nevins, eminent American historian and author of the current radio series, as sources of material for each broadcast, and those recommended by him for supplementary reading, are available at the library.

As a public service, KOA is furnishing bookmarks to the main library and branch libraries in Denver for distribution in connection with the broadcasts, and calling attention to the library's books and services. The bookmarks also call attention to the network's other public service programs heard over KOA.

write the best letter, of 300 words or less, on "How we keep livestock or poultry healthy on our farm." This idea is commendable in that it promotes and stimulates better public relations.

### Wellington Leaving

Lindsay Wellington, North American director of the BBC, is returning to London headquarters to assist in the central direction of the British broadcasting. He is being succeeded by John Salt who has served as deputy director in the British Broadcasting Corporation's New York headquarters since 1942.

### New USO Recorded Show

USO Camp Shows have made a new recording of 15 minutes duration for use of armed forces. The transcription was produced by Shayon and written by Bob Sloane; Edmond O'Brien, of "Winged Victory," is featured player and music is by Jon Gart's orchestra.

## Multiple Ownership Rule Hits Crosley

(Continued from Page 1)

is licensee for WLW, Cincinnati, as well as WSAI. It was given 30 days from yesterday to comply.

The Commission also announced that it has set for hearing the request of the Blue for extension of its permission to send programs to Mexican stations. The issues were not immediately available. A developmental license for transmission in the FM band was granted the Louisville "Courier-Journal," licensee of WHAS.

## Clark Joins Blue Network As Foreign Correspondent

Herbert Clark, foreign correspondent, has joined the London staff of the Blue Network news and special features division. G. W. Johnstone, director of news and special features, said that Clark will join other Blue reporters in covering the imminent invasion of Europe.

As a correspondent for the United Press, Clark worked in South America, in the UP's London and Paris bureaus and covered the civil war in Spain where he was sentenced to death as a spy and rescued just in time by the Spanish Foreign Office.

Following the Spanish civil war, Clark returned to South America, as correspondent for the New York "Herald Tribune," and remained there until October 1943, when he went to London.

## Cooper And Holm, NBC, To Compton Adv. Agency

Wyllis Cooper and Floyd Holm have joined the radio department of Compton Advertising, Inc., the former as program manager, the latter as supervisor of the agency show. "Truth or Consequences." Both men come to Compton from NBC.

Cooper for a year and a half has been manager of the new program development department at NBC. Before that, he wrote and directed the "Army Hour."

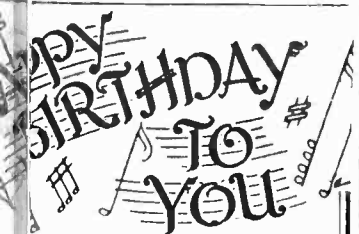
Holm has been with NBC in Chicago and New York for nine years. He has sung with the quartet, "The Escorts and Betty," and has participated in such programs as "Club Matinee" and the "Breakfast Club."

### New Hookey Hall Series

Bobby Hookey, six-year-old singing comedian, will start a new series of "Hookey Hall" programs for Chooz over WOR, New York; WGN, Chicago, WCAE, Pittsburgh and WIP, Philadelphia, on May 27th.

### Wedding Bells

Joan Ritter, secretary to Lawson Paynter, radio executive of McCann-Erickson, Inc., was married on Saturday in Fort Lauderdale, Fla., to Ensign S. D. Maddoch, Jr., U.S.N.R.



May 25

Helen Munroe  
Virginia Simms  
Hazel Westerlund  
Kay McKewen  
Jo Tong

# COAST-TO-COAST

## — MASSACHUSETTS —

**BOSTON**—In cooperation with the Treasury Department in pushing the Fifth War Loan Drive, WCOP will feature the 100 Graflex war pictures in the lobby of the Copley Plaza Hotel, Boston. . . . General Mgr. C. S. Young of the New England Westinghouse radio stations was the guest of the Maritime Service and sailed from New York to Boston aboard a Liberty ship preparatory to the annual Maritime Day celebration in the Hub city. . . . **WORCESTER**—Herbert L. Krueger, WTAG commercial manager, has been named general chairman for the annual Worcester Ad Club party.

## — MISSOURI —

**ST. LOUIS**—A new relief man for the KXOK control room was obtained shortly after Neal Piestrup was interviewed by Virginia Davis on her "Jobs for Heroes" program. Piestrup, a young war vet seeking employment, possessed the necessary qualifications for the engineering job, and now finds himself "riding gain" on the same program that led him to his new position. . . . H. William Koster, who has been associated with WPRO, R. I., has joined the staff of KWK as assistant program director in charge of production.

## — ARIZONA —

**PHOENIX**—Lee Little, manager, and Wayne Sanders, program director, both of KTUC, Tucson, were entertained recently at a buffet supper followed by a hot Bongo session, as guests of John Hogg, commercial manager of KOY. . . . J. Howard Pyle, KTAR program director, has been named Arizona special events chairman for the Fifth War Loan Drive. . . . Jimmy Powell, a member of the KTAR announcing staff, has joined NBC. He's stationed at Radio City, Hollywood. . . . Rex Bowen, recently a member of the CIAA's United Network news staff, has been inducted into the Navy. He was formerly a member of the KYCA, Prescott staff.

## — CALIFORNIA —

**OAKLAND**—New to the announcerial staff of KROW is John McClain, formerly of KROY, Sacramento. . . . **SACRAMENTO**—Highlight of the cast part following the successful presentation of the all employee production "You Can't Take It With You" was the interpretive dancing done by Robert Street, Beeline national sales manager, complete with sarong and lei. . . . **BAKERSFIELD**—Verne Shatto, KERN's chief technician, for the past week has been working on the installation of new reproducers for higher fidelity reproduction of transcription.

## — COLORADO —

**DENVER**—Bluehill Products, through the Ed. M. Hunter Agency, have renewed their sked of night-time station breaks on KOA for another 52 weeks, effective May 8. . . . Clyde Lucas and his orchestra are in Denver and are remoting over KLZ from Lakeside Amusement Park. . . . Mountain States T & T Company has purchased a sked for four night-time station breaks a week on KOA. Contract was obtained direct, with copy to be supplied by client.

## — OKLAHOMA —

**OKLAHOMA CITY**—Elizabeth Giles, KTOK director of promotion, has joined the KTOK staff to replace Lou D. Lindsey who is now general manager of KCRC, Enid. . . . Julie Bennell's program "Women Commandos" on WKY, is playing an ever increasing part in the recognition of women's role in the war effort. Among the top ranking officials to be heard on this series will be Brigadier General Elmer E. Davis, commanding officer of the personnel and training division of the Air Service Command.

## — PENNSYLVANIA —

**PHILADELPHIA**—John B. Egan and Paul Phillips, both formerly of WBRY, Waterbury, are the latest additions to the WCAU announcerial staff. . . . The latest addition to the KYW staff is Rose L. Bernstein in the program department. . . . WDAS has prepared itself for D-Day prayer skeds. Beginning one hour after the announcement of the invasion, each hour will have leading clergymen of the various denominations. . . . **PITTSBURGH**—Rudolph Rossi, who sang on KDKA under the name of Dick Ross, was killed in action, his family has been advised by the War Department. He was a bombardier.

## — MASSACHUSETTS —

**BOSTON**—"Making Words Work For You" is the title of the talk which Fred H. Garrigus, special events and war program director of WEEL, made at the recent Celebrity Morning meeting of the Women's City Club. . . . Swift & Company, makers of Bland Lard, and the American Maize Co., makers of "Fluf-tex," are now each sponsoring a participation series in the Yankee Kitchen on WNAC and Yankee stations. . . . WCOP presents "Big Cage" and "Big Top Ballads" during the Boston run of the Barnum and Bailey Circus. . . . **WORCESTER**—Carter Knight, of the WTAG sales force, leaves the station for induction into the Navy.

*Our Signal  
Doesn't*

**"ROLL DOWN  
TO RIO"**



Rio de Janeiro is one of the most pleasant places in the world.

It's the home of the Carioca and the Samba. It's the capital of the world's greatest coffee-producing country.

Its people are a happy people, excepting for one thing—their inability to listen to WFIL.

Now some stations would have you believe that they cover just about everywhere, including Rio. That's their

sales story. But is the coverage in the area you want?

Why pay for publicity where you are not going to harvest real results? Don't drop your line where fish are scarce. WFIL blankets the Philadelphia Trading

Area . . . and without any waste circulation!

In 1929 A. T. & T. sold at 310 and U. S. Steel reached 261.

But old stock quotations like old ideas or old program ratings are not much good today. The past is gone.

The old order changes. Latest surveys on radio

listenership in the Philadelphia Trading Area indicate that more and more people are listening more and more to WFIL. And because advertisers are learning that

the most progressive station in the entire trading area is WFIL, 114 accounts, new to this station, bought time in 1943.

If you have something you want to sell to people in the Philadelphia Trading Area—and not in Rio—then we suggest that you make use of the selling facilities of

WFIL . . . "that progressive station."

A BLUE NETWORK AFFILIATE

REPRESENTED NATIONALLY

BY THE KATZ AGENCY

**WFIL**

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

**START**

**12 00**

OFFICIAL RESULTS from  
the Leading Tracks  
while the races are on  
every few minutes

**FINISH**

**6 30**

It's an "EXCLUSIVE" with  
WBYN. No other station  
has this instantaneous  
reporting service.

**WBYN**

1430 ON YOUR DIAL



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 27, NO. 40

NEW YORK, N. Y., FRIDAY, MAY 26, 1944

TEN CENTS

## D-Day Circuit Preview

### House Com. Allows OWI Budget Boost

Washington Bureau, RADIO DAILY  
Washington—Despite political fears of the House Appropriations Committee recommended a 20 million dollar boost in the agency's budget for the 1945 fiscal year. This was \$57,633 less than had been asked. The budget recommended for OWI is \$4,625,367, pared down from the budget bureau's recommendation of \$4,683,000. Current appropriation is only \$38,222,504. Serious opposition

(Continued on Page 3)

### Showing Planned For Mexico In June

Mexico City—Arrangements have been completed by the Mexican Ministry of Education with the United States Government to present the new system of FM in a special exhibit here from June 1 to 8, it became known yesterday. The exhibit provides a solution, it was indicated, to the extension of Mexico's educational system into the mountainous and sparsely settled interior. The exhibit is being planned in

(Continued on Page 4)

### Southwest Officials Attend Tele Meeting

Dallas—Dynamic television shadows are being cast as the new invention most likely to raise the standard of living in America after the war, J. D. McCrea, Chicago, engineer in the electronics department of General Electric Company, told a group of broadcast and business men from Texas,

(Continued on Page 2)

### Scribe Detective

Ben Kaplan, radio editor of the Providence (R. I.) "Journal," whose column "For the Love of Mike" is occasionally released, and Rose Marie, night club singer, who used to be Baby Rose Marie of the airwaves, will sit in the guest armchairs to unravel the mystery during "The Adventures of Ellery Queen," Saturday, June 3 (NBC, 10 p.m., EWT).

### By Royal Command

London — His Majesty King George VI has approved the re-appointment of Sir Allan Powell as chairman of the board of governors of BBC. Rt. Hon. Clement Attlee, deputy prime minister of Great Britain, informed the British House of Commons. Sir Allan's term expired recently, advices from London say.

### W-W Bill Discussion Continues In Industry

In addition to the Commissioners, the general counsel, chief engineer, chief accountant, secretary and any division heads of the FCC and their assistants will require Senate confirmation if the new bill proposed by Senators White and Wheeler to the Senate Interstate Commerce Committee becomes law. A few copies of the bill became available yesterday, after having been limited for two days to members of the committee, with one for the use of the entire

(Continued on Page 6)

### Sees Natural Development Of Post-War Tele Field

Assurance that television standards do not have to be changed in order to incorporate wartime improvements was extended last night by David B. Smith, director of research of Philco Corp. and chairman of panel six on television of the Radio Techni-

(Continued on Page 5)

### Dr. Leigh Tells Lea's Group Of The FBIS "Ether Sleuths"

### Robson To Do Series For "Family Hour" Show

William N. Robson, CBS producer-director, has been engaged to write and produce the weekly series, "This Is My Own, My Native Land," which will be a feature of the "Family Hour," sponsored Sundays by Prudential Insurance Co. at 5-5:45 p.m., EWT. Rest of the program is musical.

### Webs Stage Test Of Overseas Pickup From London As Pre-Invasion Radio Dress Rehearsal

### Radio Set Outlook Not Bright—WPB

Washington Bureau, RADIO DAILY  
Washington—Contrary to reports, the War Production Board has not authorized the production of any new radio receiving sets for civilians and there is no prospect of such authorization this year, the Radio and Radar Division of WPB said yesterday.

Production of radio receiving sets for civilians has been prohibited by WPB since April, 1942. The military

(Continued on Page 4)

### "Pay Within Pay" Row Adjourned In Chicago

Chicago—WLB hearing on a "pay within pay" dispute between American Federation of Radio Artists and six Chicago Class "B" stations was adjourned this week to permit both

(Continued on Page 3)

### Whiteman Will Take Over Philco 'Hall Of Fame' Show

Paul Whiteman, his orchestra and chorus, "Hi Lo Jack and the Dame," vocal quartet, and singers Evelyn Knight and Bob Johnson take over

(Continued on Page 2)

Dress rehearsal was held yesterday afternoon of the special round-the-clock radio circuit which will be used by the four major networks in bringing news of the invasion to American listeners direct from Supreme Headquarters, Allied Expeditionary Forces. The London to New York circuit was set up by the U. S. Army Signal Corps and the radio branch of the U. S. Army Public Relations; Co-operating are the American broadcasters; the BBC, the British Ministry

(Continued on Page 5)

### NBC Deletes Portion Of Cantor Tele Debut

Charges of censorship were discussed in New York's Radio Row after Eddie Cantor was partially cut off the air last night in his Philco-sponsored television debut over WNBT. NBC tele outlet in Gotham, which relayed the video broadcast to WPTZ, the sponsor's Philadelphia station, marking the inauguration of a new inter-

(Continued on Page 5)

### WNEW And Newsmen Used To Promote Film

Reporters and editors representing the New York "Times," New York "Journal American," New York "World-Telegram," the "Mirror,"

(Continued on Page 2)

### Extra Feature

Tom Slater, Mutual's director of special features and sports, is all of that, but more still. In line with his tireless work for Uncle Sam in interest of the war effort, Tom this week recruited from among the various departments at the network a veritable cavalcade of 35 patriots and took them over to the blood bank to donate thirty-five pints.

(Continued on Page 7)



Vol. 27, No. 40 Fri., May 26, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

**FINANCIAL**  
(Thursday, May 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	159	158 3/4	159	+ 1/8
CBS A	32 3/4	32 5/8	32 3/4	0
CBS B	32 1/2	32	32 1/2	+ 1/2
Crosley Corp.	19 1/2	19 1/4	19 1/4	0
Farnsworth T. & R.	12 3/8	12	12	- 1/4
Gen. Electric	35 7/8	35 5/8	35 3/4	- 1/4
Philco	29 7/8	29 5/8	29 3/4	- 1/8
RCA Common	9 1/4	9	9 1/4	0
RCA First Pfd.	73 1/2	73	73 1/2	+ 1/2
Stewart-Warner	13 1/2	13 1/2	13 1/2	0
Westinghouse	100	99 1/4	99 1/2	- 1/2
Zenith Radio	37 3/8	37 3/8	37 3/8	- 5/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	4	4

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	14 1/2	15 1/2
WCAO (Baltimore)	21	
WJR (Detroit)	33	

**WLB Delays Decision In AFM-Recording Case**

Washington Bureau, RADIO DAILY  
Washington—The War Labor Board decision on the Petrillo recording ban is again being held up, and is not now expected before next week. There is not believed to be any strong disagreements on the board as to the desirability of ordering the musicians to resume recording work, but so many important cases have arisen in recent weeks that it has not been possible to wipe this one off the boards.

**20 YEARS AGO TODAY**

(May 26, 1924)  
Radio stations are awaiting the arrival in America of Grindell Matthews, inventor of the "death ray." This is the English scientist who has startled the world with his discovery which it is reported will demolish whole cities or armies during warfare.

**Coming and Going**

JAMES R. CURTIS, president and general manager of KFRO, Longview, Tex., who has spent this week in New York on station and network business, leaves today for the home offices.

LESTER GOTTLIEB, publicity director of the Mutual network, is back at his desk following a short business trip to Chicago.

MARTIN F. MEMOLO, president and manager of WARM, Scranton, Pa., and WILLIAM M. DAWSON, JR., commercial manager of the station, were visitors yesterday at the local offices of their national representatives.

DON S. ELIAS, executive director of WWNC, CBS affiliate in Asheville, N. C., has returned to the station following a short business trip to Washington, D. C.

SAMMY KAY opens today for one week at the Palace Theater in Cleveland.

GLEN C. GRISWOLD, national advertising manager of KFEQ, Blue Network outlet in St. Joseph, Mo., who has been visiting in New York, plans to leave for home on Sunday.

E. S. WHITLOCK, station manager of WRNL, Richmond, Va., affiliate of the Blue Network, leaves today for his home state after a short visit in Gotham on station and network business.

EDWIN BUCKALEW, field manager of station relations for the Columbia Pacific Network, who has been in New York to attend the meeting of the network's Affiliates Advisory Board, now will leave for Washington, after which he will return to the Coast via Chicago, Denver and Salt Lake City.

BERNIE CUMMINGS and the members of his band are at Fort Leonard Wood, Missouri, for the broadcast of tonight's "Spotlight Bands" program over the Blue Network.

MARGARET GARDNER, publicity department luminary of the Mutual network, leaves over the week-end on her annual vacation. Her wedgies will be filled in the interim by Blanche Woolfe.

HARRY H. HOESSLY, commercial manager and sales promotion director of WHKC, is back at his desk in Columbus, Ohio, after a short stay in New York.

JOHN U. REBER, vice-president in charge of radio for J. Walter Thompson Co., has returned from business conferences in Chicago.

W. H. SUMMERVILLE, manager of WWL, New Orleans, and LARRY BAIRD, commercial manager of the station, have arrived in town on business. Paid a call yesterday at the offices of their station reps.

**WNEW And Newsmen Used To Promote Film**

(Continued from Page 1)  
"PM," "Morning Telegraph," "Post" and Brooklyn "Daily Eagle" will be heard in a series of three programs over WNEW, Monday, Tuesday and Wednesday, May 29, 30 and 31, respectively, from 11:45-12 midnight.

The purpose of this series is to have the metropolitan newspapermen relate their most exciting experiences in lobby broadcasts from the New Gotham Theater where "It Happened Tomorrow," the Rene Clair newspaper comedy picture will be playing. A cash prize will be awarded to the New York Newspaper Guild in the name of the reporter who relates the best story. Martin Starr will be the master of ceremonies.

**Whiteman Will Take Over Philco 'Hall Of Fame' Show**

(Continued from Page 1)  
the Philco "Hall of Fame" on the Blue Network for the summer season beginning June 4th. Whiteman will produce full half-hour symphonic jazz musical shows. Sponsor is using 133 Blue stations, Sundays, 6 to 7 p.m., EWT. Sayre M. Ramsdell Associates, Philadelphia, is the agency.

**Anthony Joins WHN**

Robert F. Anthony, formerly assistant program promoter with the Mutual Broadcasting System, has been appointed sales promotion and research director at WHN, succeeding Hartley Samuels who is now with NBC.

**Lorre Guest Of Kate Smith**

Peter Lorre, film star, will guest on the Kate Smith show over CBS. Friday, June 2, at 8 p.m.

**Southwest Officials Attend Tele Meeting**

(Continued from Page 1)  
Oklahoma and Arkansas at a radio and television conference at the Baker Hotel.

Live talent programs from wrestling matches to grand opera and motion picture programs will be available in areas containing 67,000,000 people within five years after the end of the war, McLean estimated. He indicated it will be possible to provide television receiving sets to homes at about \$200. Each radio broadcasting is facing important changes with frequency modulation heading the list declared W. R. David, Schenectady representative of General Electric. "To the listener FM means virtually static and interference free reception plus music in full color that far surpasses any reproduction by conventional radio," David said. At present there are now 53 FM stations in the county. And David predicted that number will increase to 500, five years after the end of the war.

**Record Crowd Expected**

Chicago — Thirty thousand war workers will turn out for the Western Electric Company's "Spotlight Band" party at the Chicago Stadium, tomorrow night with Tommy Dorsey's orchestra furnishing the entertainment. Program will be broadcast over the Blue Network.

**Bernstein On "Info. Please"**

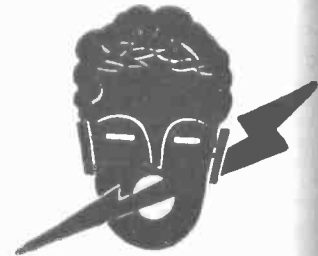
Leonard Bernstein, young American composer and conductor who has just received the New York Music Critics Circle award for his "Jeremiah Symphony," will be guest expert Monday on "Information Please" over NBC at 9:30 p.m., EWT.

**Things Are Different Today In Baltimore Radio**

It used to be pretty simple stuff to pick out a radio station and feel you couldn't go wrong. The old standbys of power and coverage were enough. But shrewd buyers of time want two more facts today. They want to know "How many people living in the coverage actually listen to the station?"

Then a smart time buyer says, "Now what does each listener cost me?"

When you get the answer to that in Baltimore it's an oddson choice that you'll pick W-I-T-H . . . the station that produces more listeners for the dollar you spend. The facts are available. Glad to let you look them over . . . any time.



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

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

## House Com. Allows OWI Budget Boost

(Continued from Page 1)

The committee report is not expected. The bulk of the reduction, however, is felt in the contingency fund for the overseas branch. With a \$4,000 cut from the ten million requested. Another million is cut from the overseas branch's operating budget, to be applied however the agency directors see fit.

### Domestic Branch Cut

An item of \$264,633 was cut from the budget for the domestic branch, leaving it with a budget of \$2,200,000. This is also \$204,107 less than the current budget. The limitation of \$50,000 for the pix bureau is retained.

Feasible increases in radio budgets for the overseas branch are recommended, with a slight drop in the domestic radio bureau funds. Request for Overseas Radio Program Bureau is \$3,460,795, as against \$2,999,191 for the current year. Request for the Pacific Radio Bureau is for \$1,400,996, against only \$910,850 this year. For the Communication Facilities Bureau \$3,130,808 was proposed, as against \$2,192,424.

The domestic radio bureau had a budget of \$522,838 for the current year but requested only \$488,304 for the 1945 fiscal year.

### Industry Praised Highly

These requests are likely to be cut down somewhat even if the bill goes through as reported, since neither the overseas nor the domestic branch is to receive the full amount requested. Where the cuts are to be made is not specified.

The broadcasting industry came in for high praise during the hearings on these bills for the fine aid it has given the industry in getting the Government's war messages to the people, selling bonds and aiding in various campaigns. As for the OWI domestic bureau, it was discussed as a very important coordinating agency.

Philip H. Cohen, who resigned last month as chief of the bureau, appeared during the hearings on the Appropriation Bill, and told the Congressmen that "it was the radio industry more than any other industry which asked for somebody to help it during the time (asked by Government agencies), and before the OWI was set up the agency with the salesman got most of the time."

### Deny Columnist's Charges

In discussion of the overseas broadcasts developed much testimony as to the value of radio in propaganda work. OWI officials were confronted with an attack on their work by John O'Donnell, New York columnist, which they termed "false" from beginning to end.

The opening of debate yesterday dealt an attack upon the OWI by John Taber, of New York, rank-and-file member of the Appropriations Committee. The agency was attacked also by Rep. Clarence Brown, Ohio, who ridiculed Elmer Davis' statement that OWI reportage of the

## PROGRAM REVIEWS

### "THE MAN OF MAGIC"

Sustaining on WMCA  
Friday 10-10:30 p.m., EWT

With Felix Greenfield, John McKnight and guests.

#### MIND READING ACT PLUS EXTRAS THROWN IN FOR ADDITIONAL ENTERTAINMENT.

As these acts go, we've heard better and worse. As usual they are only as good as the showmanship and exploitation behind them; along with good production, they make for fair entertainment. Greenfield as the "Man of Magic" does a fast spiel and of course at the outset lets the audience know there is nothing supernatural about his ability, etc. As his guest Greenfield had John W. Rooney, assistant district attorney from Brooklyn. With guests from the non-professional ranks, the show has to take its chances and many times loses some of its force when the non-pro does a little talking. The audience takes such things at face value and make little allowances for it.

As an opening piece of business, Greenfield selected a man from the spectators to come up and pick what he thinks is the best pair of legs, or at least the most shapely. The girls are hidden behind a screen otherwise. They are Conover models and if the contestant or subject wins out he gets the gal plus free expenses at a local night spot. The contestant happened to be named Wolfe and he picked his choice. These legs in question belonged to a wax dummy from Klein's window. Previously there had been some dialogue between Julius H. Wolfe and Greenfield which could have been brighter and on less touchy ground. Greenfield guessed what train he takes in the subway and where it goes, etc. He either writes on a slate before hand or lets the subject write and he has the answers. In connection with the picking of the gal by her legs, the winner also has to give her a little romantic talk.

Other people from the audience were told their home towns, hotels, etc. and other information which seemed to surprise them in convincing fashion. Other gags were along kidding lines and some of the people had their thoughts read as to who they wanted to "murder" and how they would do it. Slips of paper were used by the subjects who wrote their answers down unseen and Greenfield had the answer on his blackboard. There is also a phone conversation thrown in and Greenfield guesses these too.

Offhand it would seem that Green-

field has a good act and if Dunninger can do it, there is no reason why any other artist cannot be successful at it. There is no copyright on mind-reading acts and they have been done for years by many good actors and others. A half-hour of this on radio is no cinch and a closer knit production would materially improve the program. As it stands it ought to be a good buy for either a national or local advertiser.

coming Presidential campaign would be impartial.

"There is pending in the House," said Brown, "a resolution which I recently offered, providing for the establishment of a bi-partisan committee to review the material distributed by Governmental agencies with regard to insuring the impartiality of which Mr. Davis speaks. He opposed that resolution. If he is sincere in his promise to give the world

### "HOW WOULD YOU LIKE A SCREEN TEST"

Sustaining on WNEW  
Tuesday, 4:45-5 p.m.

#### PAULA STONE, WITH MOVIE TALENT INTERESTS CO-OPERATING, OFFERS THE "BIG CHANCE" TO BEGINNERS.

A radio program, to merit sponsorship, must have the qualities of a good advertisement, and a good advertisement, as the agency boys emphasize, should be packed with the element of human interest. Paula Stone has built plenty of that very essential quality into her Tuesday quarter-hour entitled "How Would You Like a Screen Test," and is now featuring the program as the piece de resistance of her five-times-weekly "Hollywood Digest."

The first half of the new show is given over to a movie quiz in which five contestants answer, or try to answer, questions on films, film personalities and film music of the past and present. This portion sets the stage for the climactic appearance of one particular "candidate for stardom," chosen as the result of previous auditions. Executives from the talent bureaus of the motion picture producers will guest and speak on the program. Tuesday's debut had Marjorie Morrow, eastern talent head for Warners.

While the program, by its very nature, simply begs for television presentation, it offers in its present form an attractive and intriguing 15 minutes. The theme is one to fire the imagination of most listeners. Miss Stone, as originator, writer, director and fiece, keeps things moving easily and pleasantly.

"Full many a flower is born to blush unseen, and waste its sweetness on the desert air," wrote Thomas Gray. Paula Stone agrees, but is striving, by painstaking picking and choosing, to bring at least a few of these blossoms to the attention of those who will appreciate them most.

field has a good act and if Dunninger can do it, there is no reason why any other artist cannot be successful at it. There is no copyright on mind-reading acts and they have been done for years by many good actors and others. A half-hour of this on radio is no cinch and a closer knit production would materially improve the program. As it stands it ought to be a good buy for either a national or local advertiser.

a factual report on the coming Presidential and Congressional campaigns, free from fourth term coloring, why does he object to such a committee of Congress reviewing material distributed and broadcast by his agency? On the face of it, it would appear that Mr. Davis is up to his old tricks and that under his direction we can expect a continuation of his political propagandizing in the months to come."

## 'Pay Within Pay' Row Adjourned In Chicago

(Continued from Page 1)

parties to prepare briefs which will be filed with the WLB within 10 days. The six stations are WJJD, WAIT, WIND, WGES, WSBC and WAAF. A Seventh Class "B" station affected by the proposals, WCFL, operated by the Chicago Federation of Labor, was not represented by counsel at the hearing.

The union's original demands affecting staff announcers included pay increase, extra pay above base pay for certain types of programs, and discharge and vacation clauses. The latter two points were ironed out at the two-day hearing at the Stevens Hotel, with the stations and AFRA agreeing on the same clauses now contained in Class "A" contracts.

The stations' offer of a flat 30 per cent increase in base salary for staff announcers, however, was rejected by AFRA.

AFRA offered a revised proposal after the stations refused to accept a union offer of 40 free 15-minute programs for each announcer. The union asked that the minimum salary of staff announcers be set at \$55 per week and that no staff announcer be employed by a station for less than the minimum. Also that the stations agree to a 10 per cent increase over present wages to all members of their announcing staffs, that the stations agree to furnish AFRA with a memorandum containing a list of the present staff announcers, and their salaries as increased by the schedule.

#### Relief Announcers Included

Also that relief announcers, to complete schedules, may be hired on a single day basis upon payment of \$16.50 for a regular working day, that staff announcers shall be given consideration for extra relief schedules, and may be permitted to work on the same basis, that in addition to the extra pay staff salary announcers would receive payment fees for the sixth day. These would be the same as the regular "pay within pay" for regular "stretch" fees; that for 15 minutes or less, pay be 50 cents with 20-minute rehearsal included; 16 to 30 minutes, pay be \$1.00 with 30-minute rehearsal included; and 31 to 60 minutes, pay be \$1.50 with 60-minute rehearsal included.

Additional rehearsal: \$1.00 per hour but that it may be computed and paid for in half-hour periods at the rate of 50 cents per half hour or part thereof; that a staff announcer who performs or reads commercial copy on a local program following a competitive audition for that program in which he participated or at the specific request of the sponsor or agency, shall be paid, in addition to this base salary, the following fees:

Fifteen minutes or less—\$4.00, a 30-minute rehearsal included; 16 to 30 minutes—\$6.00, a 45-minute rehearsal included; and 31 to 60 minutes—\$10.00, a 60-minute rehearsal included.

Additional rehearsal: \$1.00 per hour, but may be computed and paid for in half-hour periods at the rate of 50 cents per half hour or part thereof.



## LOS ANGELES

By RALPH WILK

AL JARVIS will be the official emcee at the tenth annual police show to be presented by the L. A. Police Relief Association June 15 to 26. During the entire show, Jarvis will be present to keep the show moving and introduce the various stars who will help. Bob Hope has agreed to be the initial guest star emcee to work with Jarvis.

Anita Ellis, songstress on CBS "Open House," is bursting with pride! She has just received word from her husband, Major Frank Ellis, with the Army Air Forces overseas, that his 389th Bombardment Group, has been awarded a Presidential Citation.

The only vacation Phil Baker has had from his "Take It Or Leave It" air show in two years was when he had his appendix removed not long ago!

Radio's foremost "matinee idol," Les Tremayne, comes from a long line of English actors and made his picture debut when he was three years old.

Ruth Chatterton, well known stage and screen actress who has been absent from Hollywood for several years, has returned and will make a star appearance on C. P. MacGregor's Hollywood Radio Theater.

Dink Trout, famous for his characterization of "Pliny Pickett" in both the film and radio versions of "Scattergood Baines," has been added to the cast of the Blue Network's Sunday airer, "The Life of Riley," starring William Bendix. He will portray the role of Riley's meek next-door neighbor.

Hedda Hopper, star of the Columbia Pacific Network "Hollywood Showcase," christened a Douglas C-47 hospital plane at the Long Beach plant of the Douglas Aircraft Co. last week as part of the "Wings For Invasion" drive currently sponsored by aviation companies. Hedda was assisted by Danny Kaye, stage and screen comedian.

## Radio Set Outlook Not Bright—WPB

(Continued from Page 1)

electronics equipment program for 1944 is approximately 50 per cent above 1943 production, the Radio and Radar Division pointed out, so the prospect of resumption of civilian radio set production is remote.

Assembly of a limited number of radio receiving sets by manufacturers for military users for morale purposes, such as overseas recreation centers and hospitals, has been authorized, the division said, which may have given rise to reports of resumption of civilian production.

No steps in the direction of authorized production of civilian radio sets would be taken without first consulting the radio industry through the WPB Industry Advisory Committees, the Radio and Radar Division pointed out.

## MAIN STREET



### Radio Vitamins for Friday!!

● ● ● According to Treasury Dep't files, more than 200 stations have not yet contacted or asked the government agency to be put on the list for the transcribed series in connection with the forthcoming Fifth War Loan Drive.....there are several swell musical shows, some of which may be sponsored locally if the station so desires.....disk offer is undoubtedly known to all broadcasters, and it is possible some slip-up kept many stations off the Treasury list.....it is well to check your own files and see what's what, just in case. . . ● Johnny Morgan's Ballantine show on CBS will move into the Frank Sinatra time while the "voice" vacations (Wed. nights), but will retain its own time for next Fall. . . ● When Hildegard leaves the "Beat the Band" program to fill in for Red Skelton, who is Army-bound, producer Tony Leader will remain with the former program.....the sponsor is at present auditioning comics, singers, orchestras etc.....Leader, incidentally, will also be the producer of "Words at War," which will replace Fibber McGee starting July 4. . . ● Lois January, the "Reveille Sweetheart," returns Tuesday from the Coast and will resume her early morning stint on WABC the following day. . . ● Vera Zorina, dancing star of "Dream with Music," will appear as guest judge on the "Swing Shift Frolics," over the Blue Network tomorrow afternoon.

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● ● ● Mary Margaret McBride's 10th anniversary is really going to be a celebration, what with Madison Square Garden being set for a party from 1 to 3 p.m. Wednesday.....and a luncheon at the Waldorf-Astoria on Monday.....NBC-WAAF seems to be doing nicely by Miss McBride, and of course vice versa. . . ● Two additional music publishers have joined Sesac, Concord Music Pub. Co. and Pioneer Music Press. . . ● Rhoda Saletan of Hunter College Radio Workshop, who does a program over the FM outlet, WABF, in New York, won the second prize of a \$100 War Bond in the contest sponsored by a magazine and a women's professional advertising fraternity.....Miss Saletan's script dealt with the joys of becoming an Air Corps WAC.....first prize script was by a college girl whose radio writing ran three minutes on "the advantages of becoming a SPAR." . . ● Now estimated that legit theaters are spending 50 per cent of their ad budgets on radio as against the former five per cent.....according to one producer, radio has proved more profitable than newspapers and it "does away with the sick days".....Joe Molnar, radio director of Atherton & Currier, indicates he has something "revolutionary" regarding tele and advertising, but it will remain a secret for the time being.....evidently, this same organization cropped up with the first workable version of a radio commercial years ago.

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● ● ● Lydia Perera, former CBS television children's story-teller, now has her own program on WBZ, Boston.....heard Saturdays 5:30-5:45 p.m. she calls the show, "Story to Order".....which means kids send in such ideas as "a piece of liver, a pair of lace curtains and a gold watch chain," which items are then woven into a suitable kiddie story over the air.....Hal J. O'Halleran, once script writer for WLW, Cincinnati, is now a Sgt. at an Eighth Air Force bombardment base in England.....but he is not writing radio shows.....rather he is busy inspecting and keeping 50 calibre machine guns in working order for the bombing planes.....The Jesters, singing trio of the R & H Beer Show on WJZ, which stars Diane Courtney, left for the Coast last night where they will make several pictures for Columbia studios.....will be gone several months, and the Landt Trio will substitute meanwhile.....Blue Network is very anxious to get in touch with Don Rich, whose address they lost.

★ ★ ★

—Remember Pearl Harbor—

## CHICAGO

By BILL IRVIN

WMAQ business reported this week included a 10-week program renewal, an expansion order for 62 minute transcribed spot announcements and the renewal of 364 signal announcements. "Tavern Playtime," sponsored by At. Brewing Co. (Tavern Pale E through Campbell-Mithun, with "Vagabonds," novelty quartet agent, was renewed for the period May 31 to Aug. 4. Program is Mondays, Wednesdays and Fridays 10:30 to 10:45 p.m., CWT.

Jewel food stores division of Jewel Tea Co., Barrington, Ill. has purchased a special 15-minute program featuring Paul Gibson WBBM from 8:30 to 8:45 a.m. Monday, Wednesday and Friday. The contract effective May 1, is for 52 weeks. Goodkind, Joice and Morgan is agency.

George Jennings, acting director of the radio council (WBEZ), Chicago public schools, has been elected full membership in the American Council on Public Relations, an organization of industrial radio newspaper executives.

George Nixon and William C. of the NBC eastern division engineering department in New York, arrived in Chicago Tuesday (May 23) to consult with Harry C. Kopf, NBC vice president and general manager of central division and Howard C. L. gens, chief engineer of the Central Division, in connection with technical improvements in Chicago studios.

## FM Showing Planned For Mexico In Ju

(Continued from Page 1)

this city's Palazzo del Belles Arts with the co-operation of the U. S. Office of Education, State Department and War Production Board. Equipment for the exhibit is being released from Washington by WPB.

United States participants in a good-will display include CBS, NBC, RCA, General Electric, Westinghouse and Stromberg-Carlson. Two pioneer educational FM outlets—WBEZ, Chicago Board of Education, and WBO Cleveland Board of Education—are sending material and exhibits based on their teachers' experiences to Mexico City. Other North American educational agencies taking part are schools of Grand Rapids and Fort Worth, which conduct good-neighbor broadcasts, and the University of Wisconsin.

## FRANK DUNNE

FREE LANCE  
ANNOUNCER AND ACTOR

Call Radio Registry

MGM, READER'S DIGEST, FAMOUS JURY TRIALS, TRUE DETECTIVE MYSTERIES, GROVE LABORATORIES, and WHITE OWLS.

# Stage Rehearsal Pre-Invasion Test

(Continued from Page 1)  
Information and the American  
and Navy. On this end the cir-  
handled by the AT&T.

**SHAEF Provides Studios**  
studios have been supplied at  
where the big news will be  
and they are located near  
information room. Three of them  
by broadcasters of the four  
an networks, CBS, NBC, Blue  
BS, and the other is a spare.  
Fourth studio will also be used  
BBC. BBC has part of the  
circuit, control panel and lines  
the studio with Broadcast-  
House and the Overseas broad-  
circuit. Ministry of Informa-  
has contributed the facilities,  
ing equipment to relay to the  
an radio audience recordings  
by war correspondents on the  
scenes.

**Statement Describes Setup**  
Statement read over the new cir-  
representatives of U. S. net-  
from London during the re-  
told how the facilities had  
provided and further said that  
S. Army had comfortable  
for handling their recordings  
supplying the new transmitter.  
American broadcasters, working  
group with staff headquarters,  
secretarial personnel on duty 24  
day. Space is available for  
color and for commentators of  
network. The Ministry of In-  
will be the key center for  
exchange of information when it  
is available.

studios are only a few steps  
the room where press and radio  
correspondents will be briefed after  
SHAEF issues its twice daily com-  
munications. There will be a communi-  
cation 5 a.m., EWT and 5:30 p.m.,  
though special communiques  
and bulletins will be issued whenever  
warrants it, and additional  
information will be available through-  
out the night and early morning

means of the new circuit, it will  
be possible to get the important news  
to American listeners within a mat-  
ter of seconds after it is announced.  
In addition, as the invasion progresses,  
there will be recordings with on-the-  
spot descriptions of sounds of battle  
whenever they are available,  
and on-the-spot broadcasts.

American networks provided  
equipment to London by plane consider-  
able radio equipment for the new  
circuit. In course of the "preview"  
report of each of the net-  
work spokesmen from London to New  
York headquarters of his respective  
network and in each case the test  
was carried through perfectly.

**St. Merriman Guesting**  
Mostel, comedian, and NBC's  
guest, Nan Merriman, are the  
featured artists in the New York por-  
trayed by BBC/NBC trans-Atlantic  
program, "Atlantic Spotlight"  
which will air at 12:30 p.m., EWT.

## ★ WORDS AND MUSIC ★

By BEN KAUFMAN

### Hep Chat

There's a scuffle on among the small record companies to cut as many masters as they can with bands before Columbia and Victor come in with their platters following the WLB disk decision due momentarily. Bids for the combinations are cheap, though, which doesn't help the orchestras. . . . Reduction of the 30 per cent Federal bite on night spots—a lot of them with radio lines—is imminent. Latest legislator to rally to the aid of the after-dark establishments using entertainment is Sen. James M. Mead, D., N. Y., who reportedly favors slicing the cabaret tax despite opposition from Treasury biggies. . . . Transportation remains another big headache in the band business, with travel regulations tightening up in the face of increasing wartime needs.

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Exploitation of the coming European invasion for personal publicity is a poor substitute for patriotism. In the face of an appeal from Elmer Davis, OWI chief, not to take commercial advantage of this grim military operation, some overzealous drumbeaters are still trying to break into print by tying up their meal tickets' plans with the war effort. Typical is a handout from a top press agent, who shall remain nameless, about a bandleader client's rehearsals for a projected victory concert to be broadcast nationally the day Germany surrenders. Progress of our troops in Italy and the impending thrust into the Continent are said, in bad taste, to have given new impetus to the rehearsals.

★ ★ ★

The Army has taken full charge of the musical-therapy experiments recently launched by a group of professional musicians and psychologists to develop the healing effects of melody on war casualties. Understood that this worth-while work, still making use of civilian co-operation, has become a military secret. . . . Al "Johnny Doughboy" Goodhart writes from England, where he is doing USO shows, that Anne Shelton, BBC thrush, is responsible for popularizing his latest tune, "Tonight I Kissed You." . . . Mary Barthelmess, cute stage-actress daughter of Hollywood's Richard Barthelmess, now an admiral's aide, has written a ballad, "So Long," which she's trying to place. . . . Ray Kinney and his 17-piece Hawaiian aggregation are playing Army camps in the South.

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Aftermath of the recent two-way buy between Johnny Mercer's Capitol Records and Scranton Record Co., one of the last plants left to press commercial platters, is a series of confabs, which have been held by some independent diskers in Gotham with a view toward forming a pressing outfit. . . . Bob Sour, BMI lyric editor, is doing special material for a road company of the former Broadway musical hit, "Let's Face It." . . . Ferde Grofe has been added to the list of composers commissioned to do instrumental works for the Blue web. . . . Columbia Recording Corp. will soon release a new disk by Xavier Cugat, titled "Let Me Love You Tonight," which is a new American lyric by Mitchell Parish of a Cuban tune imported by Robbins Music. . . . Musicraft Records has signed Paul Lavalle to a long-term contract and will shortly distribute the "Basin Street" maestro's album of American waltzes, offering thereby an interesting comparison in sweet and hot styles.

★ ★ ★

Carl Fischer is going into pop publishing and has retained Tin Pan Alleyite Solly Cohen as professional manager, illustrating the trend previously indicated by your reporter about the gradual merging of music interests. . . . Another current trend is the revival of hit oldies in films which make new smashes out of them. Examples are "I'll Get By," from M-G-M's "A Guy Named Joe"; "It Had to Be You," Eddie Cantor's "Show Business" for RKO, and "Sweet and Lovely," M-G-M's "Two Girls and a Sailor," to mention a few. . . . Along the same current E. B. Marks has launched "What a Difference a Day Made," successful tune of a decade or so ago. . . . Charlie Tobias is rounding out his 25th year as a songwriter. . . . John Payne, general manager of Ascaph, has been filling in for ailing Oscar Hammerstein II as acting chairman of the Music War Committee.

# NBC Deletes Portion Of Cantor Tele Debut

(Continued from Page 1)

city link in commercially practicable television.

Cantor and Nora Martin, songstress on his "Time to Smile" radio program, swung a video-minus-audio duet to a puzzled tele audience in both cities. Trouble reportedly started when the comedian was late in getting to the sight-and-sound studio in Radio City because he was misdirected to the radio execs' tele seminar and elsewhere on another floor. When he finally got to the studio, there was said to be little time left for rehearsal, except for a run-through.

Understood there was some disagreement about the lyrics of the tune he was to sing on the visual program with Nora Martin. Title of the offending song was "We're Having a Baby, My Baby and Me," formerly featured in the Broadway success, "Banjo Eyes," and said to have been on two network radio shows.

About 10 minutes before the telecast, Cantor was reported to have declared that he would either sing the tune—or there would be no show. Lyrics were indicated to have been objectionable to NBC as were some of the physical movements, which were said to have been cut off the air by order of John T. Williams, manager of WNBT, who could not be reached for comment. Other officials were also unavailable for a statement at a late hour last night.

When the allegedly objectionable part was reached in the video broadcast, the sound was turned off, leaving only the picture. Deletion of certain physical movements in another portion of the telecast was indicated from a close-up of the comedian.

# Sees Natural Development Of Post-War Tele Field

(Continued from Page 1)

cal Planning Board at the second weekly session of the video seminar of the Radio Executives Club of New York.

Problems of tele standards and allocations were also discussed by Dr. Charles B. Jolliffe, chief engineer of RCA and chairman of panel two on frequency allocation of the RTPB. Though much had been said of the conflict between the FM panel and the tele panel, he indicated, that would be adjusted and there was nothing to worry about.

"The war," according to Jolliffe, "has opened up a large portion of the frequency spectrum not previously used. In addition it has created a number of new services or expansion of services which previously existed, so that there are still claimants for more space than there is frequency space available. The problems of frequency allocation in the United States must be solved first, and then these must be fitted into the allocation needs of the world in such a way as to permit all services to operate without mutual interference."

## Dr. Leigh Describes FBIS 'Ether Sleuths'

(Continued from Page 1)

terday. From this FBIS supervisors select the programs to be monitored. To translate the programs beamed out in 34 languages and 30 dialects, the FBIS employs 75 translators. Another small but important part of FBIS's interception job is getting the enemy news agency programs broadcast in International Morse and Japanese Domei Morse code. FBIS listening posts are maintained at Portland, Ore.; Hayward, Calif.; Kingsville, Texas, and Silver Hills, Md.

Dr. Leigh revealed how the FBIS assist OWI in embarrassing Axis propagandists. "Principal speeches by German and Japanese leaders, by standing order, are recorded as received on permanent, high fidelity discs, and are furnished the OWI and the equivalent British Overseas Broadcasting agency for their library of direct quotation," he explained.

"Thus, six months after Tojo has broadcast a boast about the impregnability of the Marshall Islands, there comes bouncing back to Japan his actual voice with its six months' old boast accompanied by the damning facts of the actual Marshall Islands invasion."

### Used in Pelley Trial

FBIS material was used as evidence August, 1942, in the trial of William Dudley Pelley and two other defendants on charges of having violated the Federal Sedition Act, Dr. Leigh said.

Malcolm Hensley, FBIS wire service chief, was also heard. He described the various FBIS wire services to government and military agencies and through OWI to the press. Hensley told of "a devilish sort of black market which has arisen in prisoners-of-war messages." All sorts of individuals listen in to these programs, some of them with evil intent. Capitalizing on the lapse of time it takes to check on specific names and addresses, to cross-check with other sources of information, and otherwise to verify the facts officially, certain people have gone into business of their own to beat the War Department to the draw on notifying nearest-of-kin.

Elmer Davis, Byron Price, Chairman Fly, and representatives of the military departments interested agreed, under direction of the Prisoners of War Division of the War Department, to a plan of operation which promised to eliminate the worst features of the amateur notification system.

"The inter-agency agreement provides that FCC, through the FBIS wire division, notify next-of-kin immediately upon interception of a message from an American prisoner that such a message has been intercepted. Simultaneously, the full text of the message is transmitted via the PW wire to the office of the Provost Marshal General, where it is checked for hidden propaganda, evaluated and relayed by telegraph to the next-of-kin, supplementing the FCC message designed to end this "black market."

## WOMEN IN RADIO

By MILDRED O'NEILL

### East Meets West!

**E**AST met West the other day at a pleasant little luncheon in the Town Hall Club, New York, when Dorothy Lewis, coordinator of listener activity for NAB, played hostess to a group of radio women, here to take part in the Parent-Teachers Association conference. The visitors met some of their Eastern sisters-in-radio for the first time at this luncheon which was informal and apart from the destinies of radio. . . . The feted guests were few, but top flight: Mrs. Royal Miller, station manager of KROY, Sacramento; Margaret Stoddard, NAB regional director of listener activity, Cedar Rapids, Iowa; Nell Kenison, state president of the Iowa Congress P & T; Mrs. Frances Farmer Wilder, educational director at Pacific Coast CBS, and Mrs. Arch Trawick, president of the radio council of Middle Tennessee. Present to greet the visitors were the following: Mrs. H. V. Milligan, Mrs. Robert Cornelison, Inez Kimball of the Girl Scouts, Margaret Cuthbert of NBC, Grace Johnson of the Blue Network, Dorothy Rowden of CBS, Eleanor Sanger of station WQXR, Bessie Beatty and Elsie Dick of Mutual, Dorothy McFadden, Mrs. J. Ambrose Diehl, Luella Laudin, Dorothy Gordon, Irene Wicker, Anna Peterson and Dorothy Lewis.

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● ● ● Bess Lyman, continuity editor of WINN, Louisville, acted as coach recently to the Business and Professional Women's Club when it presented a skit titled "One World—Fantastically Feminine," or "The Hand That Yanks the Girdle Rules the World." Object, enlightenment of the senior members. . . . Theme, sequences from life 10 years from now. . . . Moral, we can dream, can't we? . . . But there is nothing fantastic about the heart-warming idea emanating from Los Angeles that women of radio become Godmothers to the men of radio who are far afield fighting the war. The duties are light. Just a letter each week giving the boys news of what is going on in radio and elsewhere. All interested apply at the Cross Roads of the World.

★ ★ ★

● ● ● Our current selection for woman of the week in radio is Edythe J. Meserand, assistant director of war services and news division at WOR, Mutual key in New York. Eschewing the gentlemen as this column does, we casually toss the fact that her boss is Dave Driscoll, veteran of special features at WOR, by whose side she has worked six years all told. . . . War Services, which is devoted entirely to the war effort in connection with all government agencies, was created in August 1942 to replace special features, Mutual being of the opinion that stunt shows were hardly in keeping with the seriousness of the times—and Edythe's new job began. . . . Varied and entailing great responsibility are her duties in this department which clears all talks aired in connection with government agency activity and produces special shows on campaigns. Much of her time is devoted to writing the scripts for these shows which she also has a hand in producing. Her influence is felt but never heard as she does not go on the air. . . . Edythe Meserand was born and educated in nearby Philadelphia. Certainly hers was not a dream of radio success, for when word came to her that there was an opening at NBC, she thought the letters stood for National Biscuit Company. Notwithstanding, she got the job—in publicity—and later on went to station WINS where she was assistant production director and publicity director which was followed by a period in the executive offices of Hearst radio. . . . Edythe's leisure hours are devoted whenever possible to her favorite activity—next to her work—fishing!

★ ★ ★

● ● ● Congratulations. . . . to Anne Hayes of KCMO's (Kansas City) home economics bureau, who has received the biennial contest award for having commercially broadcast more often than any individual member of the National League of American Pen Women, Inc., and for excellency of work performed. . . . to Frances Scully, fashion expert, celebrating her fifth consecutive year as commentator of the Blue's "Speaking of Glamour." Six announcers have worked with Frances, presenting the male point of view, since the program's inception.

## W-W Bill Discussion Continues In Industry

(Continued from Page 1)

press gallery. The committee meet again today to discuss it with argument over controversies expected to be deferred next Wednesday.

The procedural sections are expected to get attention today, do not differ widely from the proposals of the FCC bar association are they extremely distasteful Commission majority. Their purpose appears to be to simplify.

Procedure for grants by the mission without hearing was set out in detail, with addition of test provision. Such grants are subject to protest within 30 days, but protest petition must show bona fides and the interest of the protesting party. This has not been provided in law, although the Commission has usually followed this procedure. Several other procedural points in the new bill have been allowed by the Commission as a matter of policy.

### Calls for FCC Reports

The bill calls for intermediate reports by Commission examining the event of hearing. Previous practice has been for the Commission themselves to bring out proposed findings on appeal, the court is empowered to stay Commission orders.

Effect of this provision is aside the Supreme Court decision in the Pottsville case by requiring when its decision is reversed in the FCC must dispose of the case on the basis of the record before it unless it is otherwise specifically permitted by the court. Petitions for rehearing may be filed within 10 days, rather than 20, the bill provides, and stay of execution is automatic in the event of a rehearing petition.

An important feature of the bill and one which broadcasters are expected to take kindly to—is that the FCC may order licensees to augurate a uniform system of accounts. This will doubtless be subject of much arguing within committee room.

### CBS Appoints Two

CBS personnel department made two new appointments: Arthur Jansen and Mildred Gelhardt. Jansen joins the network as supervisor of payroll changes and Gelhardt has been named assistant employment manager. The former comes from the War Shipping Administration and OEM and has also worked with the public relations department of the War Department; the latter joined CBS three years ago as a member of WABC, and since was in the engineering department.

### Joan Edwards Guesting

Joan Edwards, star of "Your Parade," will guest on the "Guess Who" show which features Peter Donald, tomorrow, 7 p.m., EW



**This American is not expected to buy an extra War Bond in the 5<sup>TH</sup> WAR LOAN**



**But we are.**

For each of us here at home, the job now is to buy extra Bonds—100, 200, even 500 dollars worth if possible.

Many of us can do much more than we ever have before.

When the Victory Volunteer comes to you and asks you to buy extra Bonds, think how much you'd give to have this War over and done.

Then remember that you're not *giving* anything. You're simply *lending* money—putting it in the best investment in the world.



**Let's Go... for the Knockout Blow!**

*This space contributed by RADIO DAILY*

*This is an official U. S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council*

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — MASSACHUSETTS —

**BOSTON**—A new series, "Melody In the Sky," Monday through Friday over WEEI, brings two new vocalists, Mildred Nash and Charles Pelley, to the staff of station artists, in a program of popular songs. Music is furnished by the Bellizia Trio, and Cliff Holman and Jack Maloy are the producers. Gloria Carroll, the station's regular, is also heard on this series. Elizabeth L. Sullivan, radio editor of the Boston "Globe" and Alice Quinlan, radio editor of the Boston "Herald-Traveler," together with Natalie Smith of Simmons College, and Mrs. Charles Higginson, of Milton, visited Louise Morgan at WNAC this week to judge selected entries in the National Sewing Contest run on her program for the last two months.

## — NEW YORK —

**NEW YORK**—Vera Zorina will be one of the judges on the Blue's homefront morale builder "Swing Shift Frolics," tomorrow night. Sam Jaffe, noted American actor, makes one of his rare radio appearances as star of Franz Werfel's "The Third Commandment" on WMCA's "Ave Maria Hour," Sun., May 28. A pickup from the Playhouse Theater in London where the U. S. Army and the American Red Cross are jointly presenting "Our Town" will be one of the spots on WHN's "Eagle Club in Britain," Sunday.

## — CALIFORNIA —

**SAN FRANCISCO**—Robert Dumm, ex-program director for KSFO, paid a surprise visit to the KSFO staff recently. Bob has just been promoted to a Lt. (j.g.) in the Navy and is spending a 10-day leave renewing old acquaintances in his home city.

**SACRAMENTO**—Leo O. Ricketts, manager of KFBK, and Robert A. Street, Beeline national sales manager, made a trip through Northern

## PICTURE OF THE WEEK



*Radio's first lady, Kate Smith, rose to new heights of wartime service this week when she asked the nation's "Smiths" to volunteer as Red Cross blood donors and ushered in "Smith Week" by giving of her own blood. Nearly 1,000 Smiths answered Kate's appeal in Brooklyn alone and returns from thirty-five other Red Cross centers throughout the nation are now being compiled.*

California last week contacting leading business men and newspapers in anticipation of an all out station promotion campaign to be launched soon. **FRESNO**—Bob Rees, schoolmaster and spieler, is now doing the daily 5:15 McMahan's news time.

## — COLORADO —

**DENVER**—The Tivoli Brewing Company has signed for a series of weekly 15-minute periods on KOA, Satnite. Program is called "The Old Corral" with copy furnished by Lane-Freiberger Adv. Agency. Wes Battersea, KLZ newscaster, has been made an honorary member of the Wallace County Chamber of Commerce at Sharon Springs, Kansas. Mrs. Lawrence Smith, national president of the American Legion Auxiliary, recently ad-

ressed KOA listeners during a special 15-minute broadcast.

## — FLORIDA —

**JACKSONVILLE**—WJHP figured in the "Heidt Time for Hires" program this week. As the result of their efforts, Sergeant Kendall Flatt of the U. S. Army Air Forces, recently honorably discharged, obtained 11 offers of employment. Upon his arrival in Jacksonville, he will be interviewed locally over WJHP. **FORT LAUDERDALE**—As in the first Florida primary, WFTL again cancelled all its programs, both local and network with exception of news, to broadcast complete election returns in the second statewide primary May 23.

## — TENNESSEE —

**MEMPHIS**—Ike Clinton, newscaster on WHBQ, does not hail radio. However, he has done some theater, civic theater, and other work. Incidentally, WHBQ doesn't worry about the draft now. The acting staff consists of three young men who have been honorably discharged from armed services, one over 38 and one woman. **NASHVILLE**—Carmel man has left WLAC to join her lieutenant husband. She formerly was a copy there.

## — NEW YORK —

**NEW YORK**—Ben Boyar and Huber will produce Jackson Beck play next Fall. Beck is currently heard as Emilio in NBC's "A World of America." Duke Ellington will make a guest appearance on Kath Cravens' "News Through a Woman's Eyes" Monday over WNEW. Raymond Gilder, associate editor and dramatic critic of Theater Arts, did a nice guesting with Steve Gerrett on his "Playview" WINSpot. Gertrude Berg, "Molly" of The Gerbergs, will be the guest of Margaret Arlen over WABC. Ward Wilson, emcee of "WABC's Gloom Dodgers," has been named sports director. He succeeds M. Glickman who has been commissioned a Marine Corps lieutenant.

## — OHIO —

**CINCINNATI**—Announcers and commentators at WLW-WSAI are singing praises of the newly erected blackboard in the stations' newsroom. Each day's nunciations of difficult names are placed on the board and the plan is proving great help to those who have to handle the tongue twisters. Sgt. Frank Raine, Jr., former news-graph operator for WCKY, was a visitor at the L. B. V. station. **DAYTON**—Ron Woody, vice prexy of WING, is giving a party for his staff at the Dayton Country Club to celebrate WING's 5th anniversary May 31.

## RKO Sets Big Radio Tieup For 'Days Of Glory' Debut

Philadelphia—An extensive radio tieup has been arranged for the June 8 opening of RKO's "Days of Glory." The stations involved are: WJZ, Washington, Pa.; WBAB, Atlantic City; WHP, Harrisburg; WMB, Uniontown; WJAS, Pittsburgh; WCAU, Philadelphia; WPIC, Sharon; WHJB, Greensburg; WBRE, Wilkes Barre; WMRF, Lewiston; WAZ, Hazelton; WEST, Easton; WSAN, Allentown; WKST, New Castle; WERY, Erie; WRAW, Reading; WKOK, Scranton; WWVA, Wheeling; WDEL, Wilmington; WRAK, Williamsport; WFBG, Altoona; WGAL, Lancaster; WORK, York, and WJAC, Johnstown. Live half hour Sunday radio shows are being produced by Joe Gottlieb of WCAU, Philadelphia.

**HAPPY BIRTHDAY TO YOU**

May 26

Jules Alberti Margaret Fuller  
Charlotte Buchwald Al Durkin  
Frederick Mackaye Howard Parker  
Edward MacHugh Roy Wilson  
William Kephart

May 27

Cedric Adams Florence Schwartz  
Don Mario Florence Sperr  
Evelyn Morin Richard Sanville  
Marlin Hurt

May 28

Don Becker Jack Clemens  
Violet Dunn Walter King  
Al Jolson Phil Regan  
Andy Kirk Julia Hill  
Charles Winninger Vita Kane  
Bob Hope



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



Vol. 27, No. 41

NEW YORK, N. Y., MONDAY, MAY 29, 1944

TEN CENTS

## Webbs 5th War Loan Plans

### No New Station Deals Completed Past Week-End

No new station deals were reported the past week-end with Farnsworth Television and Radio Corporation buying WGL at Fort Wayne, Ind., and an eastern group headed by Mrs. H. Pettley, wife of the managing director of WHN, buying KJBS, San Francisco independent station. Both deals are subject to the approval of the FCC.

Walter Evans, vice-president of the Washington Electric & Manufacturing Co.,

(Continued on Page 7)

### W.R. Buffalo, Joins Blue Web On June 1

W.R. Buffalo, will join the Blue Network on Thursday, June 1, with a special program celebrating the event and broadcast over the Blue from 7:30 p.m., EWT. Mark Woods, president of the Blue Network, will welcome the station to its new affiliation and H. W. Deye, president of the Buffalo Broadcasting Corporation, wife of the station, will reply. Conducting the WGR orchestra will be

(Continued on Page 2)

### No Exclusivity Clauses In FM Network Contracts

Relative to the reported move by the FCC to questionnaire networks on their FM policies, William B. New, executive vice-president of the American Network, Inc., FM web on Friday stated that while there is nothing in the Commission's rules and regulations on chain broadcasting

(Continued on Page 7)

### Mercury

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## Dr. Leigh Describes FBIS 'Ether Sleuths'

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terday. From this FBIS supervisors select the programs to be monitored. To translate the programs beamed out in 34 languages and 30 dialects, the FBIS employs 75 translators. Another small but important part of FBIS's interception job is getting the enemy news agency programs broadcast in International Morse and Japanese Domei Morse code. FBIS listening posts are maintained at Portland, Ore.; Hayward, Calif.; Kingsville, Texas, and Silver Hills, Md.

Dr. Leigh revealed how the FBIS assist OWI in embarrassing Axis propagandists. "Principal speeches by German and Japanese leaders, by standing order, are recorded as received on permanent, high fidelity discs, and are furnished the OWI and the equivalent British Overseas Broadcasting agency for their library of direct quotation," he explained.

"Thus, six months after Tojo has broadcast a boast about the impregnable of the Marshall Islands, there comes bouncing back to Japan his actual voice with its six months' old boast accompanied by the damning facts of the actual Marshall Islands invasion."

### Used in Pelley Trial

FBIS material was used as evidence August, 1942, in the trial of William Dudley Pelley and two other defendants on charges of having violated the Federal Sedition Act, Dr. Leigh said.

Malcolm Hensley, FBIS wire service chief, was also heard. He described the various FBIS wire services to government and military agencies and through OWI to the press. Hensley told of "a devilish sort of black market which has arisen in prisoners-of-war messages." All sorts of individuals listen in to these programs, some of them with evil intent. Capitalizing on the lapse of time it takes to check on specific names and addresses, to cross-check with other sources of information, and otherwise to verify the facts officially, certain people have gone into business on their own to beat the War Department to the draw on notifying nearest-of-kin.

Elmer Davis, Byron Price, Chairman Fly, and representatives of the military departments interested agreed, under direction of the Prisoners of War Division of the War Department, to a plan of operation which promised to eliminate the worst features of the amateur notification system.

"The inter-agency agreement provides that FCC, through the FBIS wire division, notify next-of-kin immediately upon interception of a message from an American prisoner that such a message has been intercepted. Simultaneously, the full text of the message is transmitted via the PW wire to the office of the Provost Marshall General, where it is checked for hidden propaganda, evaluated and relayed by telegraph to the next-of-kin, supplementing the FCC message designed to end this "black market."

## WOMEN IN RADIO

By MILDRED O'NEILL

### East Meets West!

**E**AST met West the other day at a pleasant little luncheon in the Town Hall Club, New York, when Dorothy Lewis, coordinator of listener activity for NAB, played hostess to a group of radio women, here to take part in the Parent-Teachers Association conference. The visitors met some of their Eastern sisters-in-radio for the first time at this luncheon which was informal and apart from the destinies of radio. . . . The feted guests were few, but top flight: Mrs. Royal Miller, station manager of KROY, Sacramento; Margaret Stoddard, NAB regional director of listener activity, Cedar Rapids, Iowa; Nell Kenison, state president of the Iowa Congress P & T; Mrs. Frances Farmer Wilder, educational director at Pacific Coast CBS, and Mrs. Arch Trawick, president of the radio council of Middle Tennessee. Present to greet the visitors were the following: Mrs. H. V. Milligan, Mrs. Robert Cornelison, Inez Kimball of the Girl Scouts, Margaret Cuthbert of NBC, Grace Johnson of the Blue Network, Dorothy Rowden of CBS, Eleanor Sanger of station WQXR, Bessie Beatty and Elsie Dick of Mutual, Dorothy McFadden, Mrs. J. Ambrose Diehl, Luella Laudin, Dorothy Gordon, Irene Wicker, Anna Peterson and Dorothy Lewis.

★ ★ ★

● ● ● Bess Lyman, continuity editor of WINN, Louisville, acted as coach recently to the Business and Professional Women's Club when it presented a skit titled "One World—Fantastically Feminine," or "The Hand That Yanks the Girdle Rules the World." Object, enlightenment of the senior members. . . . Theme, sequences from life 10 years from now. . . . Moral, we can dream, can't we? . . . But there is nothing fantastic about the heart-warming idea emanating from Los Angeles that women of radio become Godmothers to the men of radio who are far afield fighting the war. The duties are light. Just a letter each week giving the boys news of what is going on in radio and elsewhere. All interested apply at the Cross Roads of the World.

★ ★ ★

● ● ● Our current selection for woman of the week in radio is Edythe J. Meserand, assistant director of war services and news division at WOR, Mutual key in New York. Eschewing the gentlemen as this column does, we casually toss the fact that her boss is Dave Driscoll, veteran of special features at WOR, by whose side she has worked six years all told. . . . War Services, which is devoted entirely to the war effort in connection with all government agencies, was created in August 1942 to replace special features, Mutual being of the opinion that stunt shows were hardly in keeping with the seriousness of the times—and Edythe's new job began. . . . Varied and entailing great responsibility are her duties in this department which clears all talks aired in connection with government agency activity and produces special shows on campaigns. Much of her time is devoted to writing the scripts for these shows which she also has a hand in producing. Her influence is felt but never heard as she does not go on the air. . . . Edythe Meserand was born and educated in nearby Philadelphia. Certainly hers was not a dream of radio success, for when word came to her that there was an opening at NBC, she thought the letters stood for National Biscuit Company. Notwithstanding, she got the job—in publicity—and later on went to station WINS where she was assistant production director and publicity director which was followed by a period in the executive offices of Hearst radio. . . . Edythe's leisure hours are devoted whenever possible to her favorite activity—next to her work—fishing!

★ ★ ★

● ● ● Congratulations. . . . to Anne Hayes of KCMO's (Kansas City) home economics bureau, who has received the biennial contest award for having commercially broadcast more often than any individual member of the National League of American Pen Women, Inc., and for excellency of work performed. . . . to Frances Scully, fashion expert, celebrating her fifth consecutive year as commentator of the Blue's "Speaking of Glamour." Six announcers have worked with Frances, presenting the male point of view, since the program's inception.

## W-W Bill Discussion Continues In Industry

(Continued from Page 1)

press gallery. The committee meet again today to discuss the bill with argument over controversies expected to be deferred next Wednesday.

The procedural sections are expected to get attention today, do not differ widely from the proposals of the FCC bar association are they extremely distasteful to Commission majority. Their purpose appears to be to simplify.

Procedure for grants by the Commission without hearing was set out in detail, with addition of a protest provision. Such grants are subject to protest within 30 days, but protest petition must show both issues and the interest of the protesting party. This has not been provided in law, although the Commission has usually followed this procedure. Several other procedural points in the new bill have been allowed by the Commission as matter of policy.

### Calls for FCC Reports

The bill calls for intermediate reports by Commission examining the event of hearing. Previous practice has been for the Commission themselves to bring out proposed changes on appeal, the court is given power to stay Commission order.

Effect of this provision is to set aside the Supreme Court decision in the Pottsville case by requiring when its decision is reversed in the FCC must dispose of the case on the basis of the record before it, less it is otherwise specifically remitted by the court. Petitions rehearing may be filed within 30 days, rather than 20, the bill provides, and stay of execution is automatic in the event of a rehearing petition.

An important feature of the bill and one which broadcasters are expected to take kindly to—is that the FCC may order licensees to inaugurate a uniform system of accounts. This will doubtless be subject of much arguing within committee room.

### CBS Appoints Two

CBS personnel department made two new appointments: Arthur Jansen and Mildred Gelhardt. Jansen joins the network as supervisor of payroll changes and Mildred Gelhardt has been named assistant employment manager. The former comes from the War Shipping Administration and OEM and has also been with the public relations department of the War Department; the latter joined CBS three years ago as a member of WABC, and since was with the engineering department.

### Joan Edwards Guesting

Joan Edwards, star of "Your Hit Parade," will guest on the WO "Guess Who" show which features Peter Donald, tomorrow, 7 p.m., EW

**This American is not expected to buy an extra War Bond in the 5<sup>TH</sup> WAR LOAN**



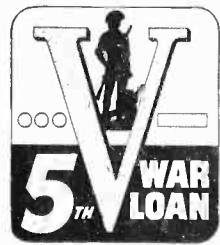
**But we are.**

For each of us here at home, the job now is to buy extra Bonds—100, 200, even 500 dollars worth if possible.

Many of us can do much more than we ever have before.

When the Victory Volunteer comes to you and asks you to buy extra Bonds, think how much you'd give to have this War over and done.

Then remember that you're not *giving* anything. You're simply *lending* money—putting it in the best investment in the world.



**Let's Go... for the Knockout Blow!**

*This space contributed by RADIO DAILY*

*This is an official U. S. Treasury advertisement — prepared under auspices of Treasury Department and War Advertising Council*

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

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**BOSTON**—A new series, "Melody In the Sky," Monday through Friday over WEEI, brings two new vocalists, Mildred Nash and Charles Pelley, to the staff of station artists, in a program of popular songs. Music is furnished by the Bellizia Trio, and Cliff Holman and Jack Maloy are the producers. Gloria Carroll, the station's regular, is also heard on this series. Elizabeth L. Sullivan, radio editor of the Boston "Globe" and Alice Quinlan, radio editor of the Boston "Herald-Traveler," together with Natalie Smith of Simmons College, and Mrs. Charles Higginson, of Milton, visited Louise Morgan at WNAC this week to judge selected entries in the National Sewing Contest run on her program for the last two months.

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**SAN FRANCISCO**—Robert Dumm, ex-program director for KSFO, paid a surprise visit to the KSFO staff recently. Bob has just been promoted to a Lt. (j.g.) in the Navy and is spending a 10-day leave renewing old acquaintances in his home city. **SACRAMENTO**—Leo O. Ricketts, manager of KFBK, and Robert A. Street, Beeline national sales manager, made a trip through Northern

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**CINCINNATI**—Announcers and commentators at WLW-WSAI are singing praises of the newly erected blackboard in the stations' newsroom. Each day nunciations of difficult names are placed on the board and the plan is proving great help to those who have to handle the tongue twisters. Sgt. Frank Raine, Jr., former news-o-graph operator for WCKY, was a visitor at the L. B. Youngson station. **DAYTON**—Ron Woody, vice prexy of WING, is giving a party for his staff at the Dayton Country Club to celebrate WING's 5th anniversary May 31.

## RKO Sets Big Radio Tieup For 'Days Of Glory' Debut

Philadelphia—An extensive radio tieup has been arranged for the June 8 opening of RKO's "Days of Glory." The stations involved are: WJPH, Washington, Pa.; WBAB, Atlantic City; WHP, Harrisburg; WMB, Uniontown; WJAS, Pittsburgh; WCAU, Philadelphia; WPIC, Sharon; WHJB, Greensburg; WBRE, Wilkes Barre; WMRF, Lewiston; WAZI, Hazelton; WEST, Easton; WSAN, Allentown; WKST, New Castle; WERC, Erie; WRAW, Reading; WKOK, Sunbury; WWVA, Wheeling; WDEL, Wilmington; WRAK, Williamsport; WFBG, Altoona; WGAL, Lancaster; WORK, York, and WJAC, Johnstown. Live half hour Sunday radio shows are being produced by Joe Gottlieb of WCAU, Philadelphia.

**HAPPY BIRTHDAY TO YOU**

May 26

Jules Alberti Margaret Fuller  
Charlotte Buchwald Al Durkin  
Frederick Mackaye Howard Parker  
Edward MacHugh Roy Wilson  
William Kephart

May 27

Cedric Adams Florence Schwartz  
Don Mario Florence Spert  
Evelyn Morin Richard Sanville  
Marlin Hurt

May 28

Don Becker Jack Clemens  
Violet Dunn Walter King  
Al Jolson Phil Regan  
Andy Kirk Julia Hill  
Charles Winninger Vita Kane  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VL. 27, NO. 41

NEW YORK, N. Y., MONDAY, MAY 29, 1944

TEN CENTS

## Webbs 5th War Loan Plans

### Two New Station Deals Listed Past Week-End

Two new station deals were reported the past week-end with Farnsworth Television and Radio Corporation buying WGL at Fort Wayne, Ind., and an eastern group headed by Mrs. He Pettey, wife of the managing director of WHN, buying KJBS, San Francisco independent station. Both deals are subject to the approval of the FCC.

Walter Evans, vice-president of the Weinghouse Electric & Manufacturing Co., is reported to be the buyer of WGL.

(Continued on Page 7)

### WGR, Buffalo, Joins Blue Web On June 1

WGR, Buffalo, will join the Blue Network on Thursday, June 1, with a special program celebrating the event. The broadcast over the Blue from 7:30 p. m., EWT, Mark Woods, president of the Blue Network, will become the station to its new affiliation and H. W. Deye, president of the Buffalo Broadcasting Corporation, owner of the station, will reply. Continuing the WGR orchestra will be

(Continued on Page 2)

### Exclusivity Clauses in FM Network Contracts

In a letter relative to the reported move by the FCC to questionnaire networks on their FM policies, William B. Dye, executive vice-president of the American Network, Inc., FM webmaster, stated that while there is nothing in the Commission's rules and regulations on chain broadcasting

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**CINCINNATI**—Announcers and commentators at WLW-WSAI are singing praises of the newly erected blackboard in the stations' newsroom. Each day nunciations of difficult names are placed on the board and the plan is proving great help to those who have to handle the tongue twisters. Sgt. Frank Rainey, Jr., former news-graph operator for WCKY, was a visitor at the L. B. Woodson station. **DAYTON**—Ron Woodcock, vice proxy of WING, is giving a party for his staff at the Dayton Country Club to celebrate WING's 5th anniversary May 31.

## RKO Sets Big Radio Tieup For 'Days Of Glory' Debut

Philadelphia—An extensive radio tieup has been arranged for the June 8 opening of RKO's "Days of Glory." The stations involved are: WJOP, Washington, Pa.; WBAB, Atlantic City; WHP, Harrisburg; WMT, Uniontown; WJAS, Pittsburgh; WCAU, Philadelphia; WPIC, Sharon; WHJB, Greensburg; WBRE, Wilkes-Barre; WMRF, Lewiston; WAZ, Hazelton; WEST, Easton; WSAN, Allentown; WKST, New Castle; WERI, Erie; WRAW, Reading; WKOK, Sunbury; WWVA, Wheeling; WDEL, Wilmington; WRAC, Williamsport; WFBG, Altoona; WGAL, Lancaster; WORK, York, and WJAC, Johnstown. Live half hour Sunday radio shows are being produced by Joe Gottlieb of WCAU, Philadelphia.

**HAPPY BIRTHDAY TO YOU**

May 26

Jules Alberti Margaret Fuller  
Charlotte Buchwald Al Durkin  
Frederick Mackaye Howard Parker  
Edward MacHugh Roy Wilson  
William Kephart

May 27

Cedric Adams Florence Schwartz  
Don Mario Florence Spert  
Evelyn Morin Richard Sanville  
Marlin Hurt

May 28

Don Becker Jack Clemens  
Violet Dunn Walter King  
Al Jolson Phil Regan  
Andy Kirk Julia Hill  
Charles Winninger Vita Kane  
Bob Hope





The National Daily Newspaper of Commercial Radio and Television

NO 27, NO. 41

NEW YORK, N. Y., MONDAY, MAY 29, 1944

TEN CENTS

# Webbs 5th War Loan Plans

## New Station Deals Closed Past Week-End

The new station deals were reported the past week-end with Farnsworth Television and Radio Corporation buying WGL at Fort Wayne, Ind., an eastern group headed by Mrs. Marion Pettey, wife of the managing director of WHN, buying KJBS, San Francisco independent station. Both deals are subject to the approval of the FCC.

Major Evans, vice-president of the Westinghouse Electric & Manufacturing Co. (Continued on Page 7)

## Buffalo, Joins Blue Web On June 1

Buffalo, will join the Blue Network on Thursday, June 1, with a program celebrating the event broadcast over the Blue from 8:30 p.m., EWT. Mark Woods, president of the Blue Network, will welcome the station to its new affiliation. H. W. Deye, president of the National Broadcasting Corporation, and the station, will reply. Conductors of the WGR orchestra will be (Continued on Page 2)

## Inclusivity Clauses In FM Network Contracts

Relative to the reported move by the FCC to questionnaire networks for FM policies, William B. Dyer, executive vice-president of the American Network, Inc., FM web said that while there is opposition in the Commission's rules and regulations on chain broadcasting (Continued on Page 7)

## Mercury

Ed Cole, announcer-sprinter on the Blue Network, now can rest a while. During the recent Guy Lombardo - Treasury series heard Tuesday nights, Fred would finish his wheel at 11:54:30 and then hot-foot it for the Bronxville train. He leaves the Grand Central at 11:55. Band members wagered on missing it at least once. They

### No Paper Tomorrow

Memorial Day, set aside as the day on which to pay honor to those who died for the preservation of the Republic, will be celebrated tomorrow. RADIO DAILY will not be published.

## Small-Outlet Group Mull Sales Problems

Group selling of five to 10 stations at one time, is the solution, or at least the best approach to increased national advertising for the vast majority of small market stations, was the opinion expressed by Marshall Pengra of KRNR, Roseburg, Ore., chairman of the NAB Small Market Stations Committee. Pengra made the statement following the two-day meeting of the committee at NAB headquarters in Washington.

During the day and night sessions, the committee examined and analyzed (Continued on Page 6)

## Philco Vice-Pres. Heralds Post-war Tele Development

Philadelphia—In an address before the Poor Richard Club at the Franklin Institute, James H. Carmine, vice-president in charge of merchandising for the Philco Company, declared that once standards are set by the FCC, every major city in the United States will have television station just (Continued on Page 6)

## Broadcasters Setting All-Out Campaign As Aid To U. S. Treasury In Sale Of War Bonds And Stamps

### Canadians Cautious On Tele Planning

Montreal—The CBC believes it wise for Canada to await a crystallization of conditions in the United States with regard to television before committing itself to a definite policy on the development and establishment of television here, Dr. Augustin Frigon, acting general manager of Canadian Broadcasting Corporation informed the House of Commons radio committee.

Dr. Frigon placed in file a statement (Continued on Page 6)

## NBC Executive Defends Net's Tele Censorship

As a sequel to the cutting of Eddie Cantor's television broadcast over WNBT, New York NBC experimental station, last Thursday night, C. L. Menser, vice-president in charge of (Continued on Page 7)

## Thomas Heads WAC; Succeeds La Roche

At a meeting of the board of directors of the War Advertising Council, Harold B. Thomas was elected chairman of the organization to succeed (Continued on Page 5)

The major networks have been assigned their "all out" day for participation in the Fifth War Loan Drive which opens June 13, the War Finance Division of the Treasury Department having set the dates, and all webs have already set their respective plans in motion. Dates are: NBC, June 13; Mutual, June 17; CBS, June 20 and the Blue Network, June 24. Independent stations' day is June 22.

NBC has set 10 special pickups from the nation's great shrines on June 13, the pickups to be spotted at (Continued on Page 5)

## W-W Bill Hearing Postponed By ICC

Washington Bureau, RADIO DAILY  
Washington—Meeting of the Senate Interstate Commerce Committee scheduled for Friday—at which time serious consideration of the new radio bill submitted by Chairman Burton K. Wheeler was to get under way—was postponed until Thursday of this week. It is expected that the Senate (Continued on Page 2)

## WGN, WBKB And G. E. Listed As TBAI Members

Three new members were admitted to the Television Broadcasters Association, Inc., at a meeting of the directors Friday in New York. Active (Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### W-W News Provision Hit

By BEN KAUFMAN

BAN on sponsored news shows and commentaries in the proposed revision of the White-Wheeler bill to reorganize the FCC met with widespread industry opposition during the past week.

The new version of the radio legislation, which was presented to the Senate Interstate Commerce Committee by Chairman Burton K. Wheeler, D. Mont., was viewed by broadcasters as having little chance of passage at the current session of

Congress. News provision, if made into law, was regarded as eventually hurting the smaller outlets more than the larger ones.

Small stations, which depended considerably on the sale of news, were observed to be put on the spot by the proposal. It was pointed out that the lower-powered outlets would be getting less news and of possibly inferior quality, if they were put in a position of supplying it as a public (Continued on Page 7)

## Passed

Washington—The House late Friday passed the War Agencies Appropriations Bill which carries a considerable increase in the radio budget for the overseas branch of the OWI, with a slight drop in the funds earmarked for the domestic radio bureau. Full details of the provisions contained in the bill were published by Radio Daily on Friday, May 26.



## Philco V.-P. Heralds Post-War Tele Growth

(Continued from Page 1)

as quickly as transmitter deliveries can be made.

It may be possible to produce and sell table model television receivers for as little as \$125 after the war, Mr. Carmine said. Larger "projection-type" sets, giving a picture 24 inches by 18 inches may cost up to \$400, he indicated.

A New York to Philadelphia television relay transmitter link connecting the two cities for video broadcasts was officially dedicated during the meeting. This new link, installed at Mt. Rose, N. J., which supersedes previous experimental installations, marks the first regularly scheduled commercial television relay system in the country. It will be in operation every Monday night to make the New York programs of WNBT available to the viewing audience of Philco station WPTZ in Philadelphia. "Similar links, constructed at a cost of about \$15,000 each and located approximately 50 miles apart, may well form the basis for a nation-wide television system in the post-war years," Mr. Carmine said.

"Television broadcasting facilities today are within reach of approximately 25,000,000 people, provided receivers were available. If, as we expect, at least 42 more television stations are added in key cities in the immediate post-war period to the nine now in operation, the coverage would expand to about 70,000,000—or more than half the population of the United States. The next step will be for television to fan out from the key cities into smaller communities via relay links and network hook-ups. Later, through relays or coaxial cables the stations will probably be joined into national chains, which will allow the television audience all over the country to see as well as hear their favorite stars and political leaders, and to witness the great news events of the world passing before their eyes."

## Fred Waring Going West As Assoc. Movie Producer

Fred Waring, upon the completion of his present Chesterfield radio contract in June, will go to the West Coast to accept a contract as an associate movie producer and will make one picture a year, it was learned Friday. Waring's deal is reported to include the right to produce a musical radio show from Hollywood.

## Grauer Gets Series

The Co-ordinator's Office of Inter-American Affairs has selected Ben Grauer, ace NBC announcer, to narrate the second of a series of film shorts on South American cities and countries. The second, like the initial short subject which Grauer also narrated, will concern itself with Brazil. The series has been designed to educate North Americans about their South American neighbors.

## Group Selling Called Solution To Problem Of Small Outlets

(Continued from Page 1)

a preliminary study of small market station coverage prepared by the NAB Engineering and Research Departments. For the purposes of the study, a small market station was described as being located in a community of less than 50,000 population, outside the geographic limits of metropolitan districts as defined by the U. S. Census, and operating with less than 5,000 watts power. Under this definition, 379 standard broadcast stations were classified as small market stations.

The preliminary study revealed that such stations cover a substantial percentage of all radio homes, the actual percentages vary from 3.83 per cent for such densely populated areas as Connecticut to 81.7 per cent for such predominantly rural areas as Kansas. Detailed figures by states will be incorporated in a presentation to be made during the NAB War Conference in Chicago from August 28 to 31.

### Technical Problems Treated

The committee also discussed the technical problems of these stations and agreed that broadcasters employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen. Because of the relation of the manpower problem to this phase of small market station operation, the committee decided to table the subject for continued study and future consideration.

During the opening session, the committee invited Captain Morgan D. Wheelock, Chief of the Placement and Education Branch, Personal Affairs Division, to outline the Army Air Force rehabilitation program. The committee visualizes the possibility of small market stations providing training courses for AAF physical medical discharges.

In the discussion, members pointed out that such physical medical discharges with only one leg or one arm might be capable of earning a good living in broadcasting. Captain Wheelock believes that a sufficient number of cases will be available within two or three months to permit detailed planning of the program.

### OWI Rep. Attends

Although highly critical of the Office of War Information at its meeting in Washington on June 9 and 10, 1943, the committee this time invited John D. Hymes, Director of Stations Relations for OWI, to attend in order that it might thank this agency for steadily improved service in the provision of government programs of war information, and for making such service available for local sale. In fact, the committee passed unanimously a resolution of appreciation and thanks.

In a review of FCC Order No. 120, amending Section 3.407 relating to mechanical records, the committee expressed the opinion that the revised rules and regulations fail to solve the problem of too frequent repetition of the words "recorded" and "transcribed." The members generally believe that there is now no

need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced not less frequently than once each hour.

Although there was an extended discussion of the desirability of having a Small Market Stations Director on the NAB staff, the committee decided to defer a request for such representation until a later date. Meanwhile, it urged small market stations to make fuller use of the facilities and personnel already established at the headquarters of the trade association.

### Hear FM-Tele Status

At the request of the committee, Howard S. Frazier, NAB Director of Engineering, outlined developments in FM and television and reviewed the work of several of the RTPB panels. As a result of the meeting with Frazier, the committee has addressed a formal request to Panel 4 (standard broadcast) to study ways and means by which small market stations can increase their night-time coverage through a reduction of co-channel and adjacent channel interference. The committee also requested Panel 4 to investigate the desirability of revising the qualifications and requirements for various classes of licenses and for various classes of stations.

The committee also requested J. Harold Ryan, NAB president, to appoint a district chairman in each of the 17 NAB districts. These are expected to be announced shortly.

To acquaint the industry with the manifold problems of small market stations, the committee has requested one hour during the forthcoming NAB War Conference. Tentative plans have been outlined for a dramatic presentation of the part that such stations play in the radio listening and community life of the areas they serve. To review the presentation and the problems it covers, the committee plans another meeting just prior to the NAB membership gathering in Chicago.

The meeting in Washington last week was attended by Chairman Pengra, James R. Curtis, KFRO, Longview, Texas; Robert T. Mason, WMRN, Marion, Ohio; William B. Smullin, KIEM, Eureka, California, and Lewis H. Avery, NAB, who served as secretary. Fred Schilplin, KFAM, St. Cloud, Minnesota, and James W. Woodruff, Jr., WRBL, Columbus, Georgia, were unable to attend.

## J. W. Thompson Signs Two

Lou Bring, orchestra leader, and Bill Goodwin, announcer, have been signed for the Gracie Fields summer series, which is the summer replacement for Bergen & McCarthy starting Sunday, June 11. The Chase and Sanborn program is aired by NBC at 8 p.m., EWT. Agency is J. Walter Thompson Company.

## Canadians Cautious On Tele Plans

(Continued from Page 1)

ment showing that the Canadian Broadcasting System, National Casting Company, Radio Corp. of America and the Zenith Corporation in the United States all agreed that the use of television in the United States should be opened cautiously until better standards are achieved, if possible, by year after the war.

"Television is still in a fluid state," Dr. Frigon informed the committee as he went on to point out how it would be to develop television standards that would be acceptable to the public. There is still question as to what system is used for the transmission of that will go with television, he said, and there is uncertainty as to the financial success of television on a national scale.

Dr. Frigon quoted an estimate by J. H. Ream, vice-president of the industry, that upwards of \$2,500,000,000 have to be spent by the United States public on radio television receivers in the first five to 10 years of the war.

### Sees U. S. Lead Followed

Expressing his opinion that the United States could not spend sufficient money on the research required to develop television broadcasting on an acceptable standard, Dr. Frigon added that the Canadian radio manufacturers will be forced to adopt standards as to television final standards in the United States proceeding with intensive production of necessary equipment here.

Frequency modulation concept in radio broadcasting is well developed now, Dr. Frigon stated in response to questions by M. J. Coldwell, leader. Frequency modulation, he pointed out, will relieve overcrowding of the broadcast bands and will result in improved technical reception for all radio receiving sets.

Dr. Frigon added that there is much interest in facsimile broadcasting at present because, as yet, very effective use for such broadcasting has been worked out.

To committee chairman Dr. McCann, Dr. Frigon stated that experts and technicians are kept in close touch with current developments in the radio field in the United States and in Canada. Thus, he said, CBC has set aside only \$10 million for radio research work and for to do much in connection with development of television broadcasting the corporation would have to be given as special government grant subsidy.

## Berge On 'Capitalism'

Wendell Berge, Assistant U. S. Attorney-General in charge of the Trust Division, will be the speaker at the regular Wednesday, May 12, luncheon of the Advertising Club of N. Y., May 12 at 12:30 p.m. His topic will be "Capitalism Must Be Saved."



THE WEEK IN RADIO

W-W News Provision Hit

(Continued from Page 1)

New Station Deals Past Week-End

(Continued from Page 1)  
 Corany, and E. A. Nicholas, president of the Farnsworth Company, indicated the sale of the station in accordance with recent regulations of the Federal Communications Commission restricting ownership of radio stations by a single individual in a community. The purchase price of the station is \$237,000. Management of the station will continue under present terms until final approval of the deal is received from the Federal Communications Commission. Owing to restrictions on equipment and the physical operation of the station WWO will continue on a mutual basis until these restrictions are set up separate

**San Francisco Deal**  
 Arrangements are being made at San Francisco for transfer of station to Julius Brunton & Co., the new interest headed by Herbert Pettey, wife of Herbert Pettey, director of WHN, New York. Only FCC approval, separating WBS from KQW, which will be placed in the hands of the

Executive Defends NBC's Tele Censorship

(Continued from Page 1)  
 NBC issued a statement explaining its stand. The Menser statement says:  
 "The song entitled 'We're Having a Baby, My Baby and Me,' submitted to NBC objection was on certain parts of the lyrics. Objection was immediately communicated to Mr. Cantor's representatives. When Cantor appeared in the studio he protested the deletion and demanded to cancel the program. Program director was faced with the alternative of canceling the whole program, permitting the song to go on, or cutting the part deemed objectionable. NBC chose the latter course. This had and has our complete approval."  
 The statement appears in the press which reports that the song has been removed from Mr. Cantor's appearance on NBC program next Sunday, May 28th. This is an error because Mr. Cantor is not scheduled to appear on our network at that time. We regret exceedingly the necessity of cutting any program, but this is a standard time it has been necessary to adopt this course in connection with Mr. Cantor's broadcasts. He is very familiar with our policy, based on an obligation to the public to make certain that our broadcasts do not bring into the American home material which the audience would find objectionable."

service. Other changes in the W-W bill, though not meeting with complete approval, were generally noted in authoritative radio circles as an improvement over the present communications act. Effect of the pending legislation was seen as strengthening greatly the position of the FCC as a regulatory body.

Proposed changes would remove protection for clear-channel stations, set up a new five-man Commission with the chairmanship rotated, incorporate in a modified form the Commission's chain broadcasting rules, limit the power of standard outlets to 50,000 watts, prohibit dual ownership of stations in a single area and limit overall ownership of similar type of outlets—FM, AM, tele—to six in each category.

**Tele Views:** From Sen. Wheeler, co-author of the FCC reorganization bill, also came the forecast of a post-war boom in television and other refinements of the broadcasting art. Speaking in Washington at a centennial celebration of the sending of the first telegraph message, he predicted new developments now in the experimental stage, including tele newsreels. Wheeler warned also that the Government must take care to prevent the development of monopolies in these new arts.

Dual video transmission was revealed as a post-war project by CBS. Plans disclosed the contemplated addition of a one-kilowatt experimental tele transmitter to broadcast on frequencies above 400 mc., as compared with the continuation of tele broadcasting from a 40-kilowatt transmitter on the present allocation of 60 to 66 mc.

Tele censorship bowed in when Eddie Cantor was cut off the air in his Philco-sponsored visual debut over WNBT, NBC eye-and-ear outlet in Gotham, which relayed the telecast to WPTZ, the sponsor's Philadelphia station, marking the inauguration of a new inter-city link in commercially practicable television. Cantor and Nora Martin, songstress on his "Time to Smile" radio program, swung a video-minus-audio duet to a puzzled tele audience in both cities. Lyrics of a song, "We're Having a Baby, My Baby and Me," formerly featured in the comedian's Broadway success, "Banjo Eyes," were reportedly objectionable to NBC, which removed the offending chorus by turning off the sound and leaving Cantor's speechless picture on the air.

A commercial video outlet with American backing loomed in Mexico City. Request to operate such a station was made to the Mexican Ministry of National Economy by John Mitchell, representative of the De Forest Laboratories, who revealed Dr. Lee De Forest's decision to shift the scene of his activities from Los Angeles to the Mexican capital. Other plans for sight-and-sound stations were reported from Columbus, O., where the United Broadcasting Co.

was said to have filed for look-and-listen licenses covering its three radio outlet locations in Akron, Cleveland and the Ohio capital.

Periodic modification of television standards was indicated as a solution to the current video controversy by Paul L. Chamberlain, sales manager of General Electric's transmitter division. Assurance that tele standards did not have to be changed in order to incorporate wartime improvements was extended by David B. Smith, director of research of Philco Corp. and chairman of panel six on television of the Radio Technical Planning Board, at a session of the New York radio execs' video seminar.

**News Shorts:** D-Day dress rehearsal was held of the special round-the-clock broadcast circuit to be used by the four major webs in bringing invasion news direct from Supreme Allied Headquarters. . . . Philco and Westinghouse execs forecast a market for 25,000,000 receivers after the war. . . . No production of radio sets for civilians was in prospect this year, according to the War Production Board.

Questioning of all national and regional networks regarding FM net policies was conducted by the FCC, in an attempt to determine how closely FM procedure would adhere to the program line of AM outlets. . . . Contrary to the political fears of the OWI, the House Appropriations Committee recommended a 20-million dollar boost in the war-information agency's budget for the next fiscal year. . . . Advertisers were urged not to make commercial use of D-Day or the invasion by Elmer Davis, OWI chief.

Affiliation of T. A. M. Craven, retiring member of the FCC, as a vice-president of the Iowa Broadcasting Co.—the Cowles group—was announced along with news of the organization's purchase of WHOM, Jersey City. . . . Multiple-ownership rule hit the Crosley Corp., operator of WLW and WSAI, Cincinnati, when its petition to be relieved of compliance with the FCC regulation was denied on the heels of the reported interest of the Cincinnati "Enquirer" in purchasing WCAI.

AFRA rejected a flat 30 per cent increase for staff announcers in Chicago because the offer wasn't in the terms and language of Class A contracts, in a dispute between the radio artists' union and six Class B stations in the Windy City at a hearing before a War Labor Board panel. . . . Accomplishments of the Foreign Broadcast Intelligence Service in embarrassing Axis propagandists were described by Director Robert D. Leigh in testimony before the House Select Committee. . . . Used-car advertising was banned over WFIL, Blue net outlet in Philadelphia.

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

CBS Affiliates Board Holds Two-Day Meet

CBS plans for the covering of the impending invasion of Europe and of the Presidential conventions, also television in its various aspects, were the two main topics treated at the meetings of the network's Affiliates Advisory Board which convened in New York last Wednesday and Thursday.

Coverage for the invasion and the conventions was outlined to the board by Paul White, director of public affairs and news broadcasts. Handling of controversial issues over the air was the subject of a talk by Lyman Bryson, director of education.

The television session, held Wednesday, included not only a description of the web's policy on this vital issue, but also a trip to the network's video studios, where the delegates were given a first-hand and practical insight into the technical intricacies of that medium.

Promotion Exhibit a Feature

Columbia's publicity and promotion department offered a revealing exhibit of the work in bringing network shows to the attention of the general public.

C. T. Lucy, general manager of WRVA, Richmond, Va., chairman of the affiliates board, was re-elected to serve in this capacity for a second term. John Rivers, president and station manager of WCSC, Charleston, S. C., was named secretary of the affiliates board.

Among the network executives participating in the sessions were: Paul W. Kesten, executive vice-president; Frank Stanton, vice-president; Frank White, vice-president and treasurer; Joseph Ream, vice-president and secretary; Herbert V. Akerberg, vice-president in charge of station relations; William A. Schudt, Jr., eastern division manager; Howard Lane, director of station relations, and Edwin Buckalew, field manager of station relations for the Columbia Pacific Network.

No Exclusivity Clauses In FM Network Contracts

(Continued from Page 1)

which refers to FM optioned time to networks, American does not have "exclusive contracts" with the affiliates.

Lewis also pointed out that the American Network's station contracts were drawn up in 1941, before the FCC's chain rules went into effect and at that time agreements read in effect: "member specifically agrees to extend such optioned time to the network as may be determined by the majority vote of the Class A stockholders of the network in compliance with rules of the FCC."

It was also pointed out by Lewis that the American Network is a mutually owned network and there was no danger of the web making rules not suitable to the desires of the affiliates.



# ★ ★ ★ COAST - TO - COAST ★ ★

## — PENNSYLVANIA —

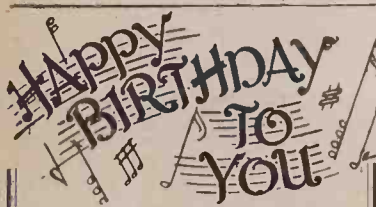
**PHILADELPHIA**—WIBG's Franny Murray is writing a series of football articles for fall publication in one of the nation's top weekly mags. Patricia Martin, who has resigned from the general service department of KYW, was tendered a farewell luncheon this week. **PITTSBURGH**—Bishop Harry Austin Pardue, heard over the Mutual Network via WCAE every Monday night in the weekly series of "Our Morale" talks, will speak at commencement exercises of the University of Pittsburgh on May 31. KDKA is staging a bond selling show at the weekly luncheon of the Pittsburgh Association of Manufacturers Representatives today in the Fort Pitt Hotel.

## — MASSACHUSETTS —

**BOSTON**—Joseph P. Kennedy, former ambassador to Great Britain and former head of the Maritime Commission, made his first public radio address since his return from England over WCOP. The Griffin Mfg. Company, makers of shoe polish, renewed their news program, "Nelson Churchill Views the News," heard thrice weekly over WNAC and WEAN. **WORCESTER**—A program especially prepared for WTAG by the BBC from citizens of Worcester, England, to this city, was aired on the station this week. Broadcast included girl guides of the British city addressing girl scouts of this city.

## — NEW YORK —

**BUFFALO**—The voice of George H. "Pat" Hill, former Esso reporter at WBEN, is on the invasion front and playing an important role in readying fighter pilots for missions over Europe. **SYRACUSE**—Paul Coleman is the newest addition to the WSYR announcer staff and is the new emcee on Club 570, the station's variety show heard at 6:15 each evening. **WHITE PLAINS**—Westchester radio listeners will find that one of their most cherished hobbies is getting recognition on the air over WFAS. Arrangements have been completed for a new weekly series, "The Stamp Collector," for Sundays.



May 29

Mario Chamlee William Hines  
Oliver Wakefield

May 30

Russ Brinkley Norris Goff (Abner)  
Jappie Judd Cornelia Otis Skinner  
Benny Goodman Madeline Lee  
Sidney Walton  
Whispering Jack Smith

## — OHIO —

**CINCINNATI**—Paul Daugherty is the new speller on WCKY, it was announced by L. B. Wilson, station owner. Daugherty hails from WKMO, Indiana, but is a native of Springfield, Ill. Arthur B. Donegan, assistant manager of the publicity department of the Blue, recently visited WLW-WSAI. **TOLEDO**—Robert B. Evans, program director of WSPD, has filed two personal injury suits for damages of \$100,000 as the result of an automobile collision April 19, in which he received a fractured skull and rib injuries.

## — CALIFORNIA —

**SAN FRANCISCO**—On the second anniversary of the arrival at KPO of John W. Elwood, NBC-KPO manager, staff members tossed a studio party for him and presented him with an espaliered apple tree for his new home in Palo Alto. Henry Orbach, former news editor of KARK, Little Rock, has been named news director of KGO. **RIVERSIDE**—Iola Brubeck, KPRO continuity writer, resigned to join her composer-husband at a Texas training camp. **BAKERSFIELD**—Dean Banta, manager of KERN, who twice weekly acts as the station's sportscaster, broadcasting local wrestling and boxing matches from Strelch's Stadium, showed his versatility as an all-round commentator by describing a rodeo event.

## — COLORADO —

**DENVER**—The First Industrial Bank of this city is sponsoring "News of the World" six mornings per week over KLZ. During the Four Freedoms War Bond Show, KLZ's "Budget Brigade" guested famous Flying Fortress pilots, Major Martini and Captain Stapleton, Major Grashio, who escaped from the Japs on Bataan, Staff Sgt. Webb Tilton, who formerly sang with Fred Waring's orchestra and Pic. Caroline Hutchinson of Hollywood. A half-hour address by Lord Halifax, the British Ambassador, to a luncheon meeting of the Chamber of Commerce, in the Lincoln Room of the Shirley Savoy Hotel, was recently recorded for a delayed KOA broadcast.

## — PENNSYLVANIA —

**PHILADELPHIA**—With the recent addition of O. T. Majer and Paul Kingsley to its new staff, WIBG has prepared for complete invasion coverage of the news. Kingsley was formerly with KPAS, Pasadena. Effective with the June issue, "Tune In," radio fan magazine, will include in its Philadelphia distribution a single sheet insert, mag size, featuring WFIL programs and personalities. **PITTSBURGH**—Fort Pitt Brewing Company has extended for another year its sponsorship of Cedric Foster's news commentary and the "Melody Tavern," on WCAE.

## — NEW JERSEY —

**PATERSON**—WPAT's "D Day" program, in which clergymen of all the predominant faiths will lead the station's listening audience in prayer for the safety of our troops and the success of the invasion, has now been completely arranged.

## — MICHIGAN —

**DETROIT**—The addition of Mark Gregory as a newscaster on the WJR staff was made official by news editor George Cushing's announcement. Gregory hails from KYW in Philadelphia, and before that with WCAU, WEGO, WRC, WWNC, WMCA. He was also associated with Benton & Bowles, and McKee and Albright. **KALAMAZOO**—The First National Bank & Trust Company is sponsoring an item over WKZO called "What's It Like?" This program is a dramatic reading of excerpts of letters from Kalamazoo boys serving overseas and has been advertised through window displays and other media.

## — MISSOURI —

**ST. LOUIS**—Wendell Campbell, KMOX's assistant station manager, recently spent two days in Chicago on business. Guy Runnion, news analyst for the "Marvels" program, attended the Missouri State Democratic Convention at Jefferson City to present spot reporting on his regular p.m. news program. Carter Ringlep, KMOX representative for Radio Sales, has returned from a business trip to Memphis.

## — NORTH CAROLINA —

**ASHEVILLE**—Don E. Elias, exec director of WWNC, addressed a luncheon which was attended by officers of Moore General Hospital last Wednesday. Fred Gentry, the Old Gospel Singer on WWNC, will sing for enlisted men confined to hospital beds. **GREENSBORO**—Harry Curl, speller has been called to Creedmore because of the serious illness of his father.

## — UTAH —

**SALT LAKE CITY**—Recently added to the announcer staff of KDYL is Charles J. Barrington, who comes from KMOX and has a background of nine and a half years in radio production, writing and news. Ken Hegard has been appointed chief announcer of this station. In line with NBC's new policy of keeping the network on the air Sunday nights, in view of the likelihood of the invasion story breaking, Bob Reese and his KDYL "Design For Dancing" music will be featured on the transcontinental NBC network, Sundays at 1:30 a.m., EWT.

## — CONNECTICUT —

**HARTFORD**—Twenty leaders of youth organizations in Hartford were guests of WTIC recently for the NBC closed circuit talk on the problems of juvenile delinquency, in connection with the new "Here's To Youth" series. Eugene E. Wilson, Conn. chairman of the War Finance Committee, has sent a letter of thanks to WDRC for recording the program. "Connecticut Looks At the Invasion," which was aired over 10 Conn. stations recently. **STAMFORD**—Doris Kludt of New York City has been added to the continuity staff of WSSR. Doris comes from the Connecticut Radio Advertising Agency in New Haven.

## — NEW YORK —

**NEW YORK**—Anne Seymour plays in NBC's "A Woman of the Year" has received her Stage Door Card for two years service. Edward G. Robinson's "Unusual People" series WEVD will broadcast tomorrow the third time "Honor Thy Father" as the result of public demand. and WNYC-FM will carry the outdoor concerts of the New York Philharmonic Symphony Orchestra from Lewis and Clark, and the Goldman Band from the Mall in Central Park this

## — FLORIDA —

**MIAMI**—Leslie Balogh Bain, news commentator, has returned from a two-week tour of observation seas as an accredited Naval correspondent. Herbert William Jr., has joined the staff of WFTS transmitter engineer. Noble, formerly with the NBC engineering staff, replaces Y. M. Dickerson, who resigned because of health. WIODers explanation for scratches on Ellsworth's face. Jack said he was trying to take a sunbath on the roof of his home, while his Great Dane insisted on pawing his face.

## — TENNESSEE —

**MEMPHIS**—WHBQ's 24-hour operation inaugurated recently, added two new announcers to the staff: Milton Brame, radio engineer; K. Thomas, new announcer; R. E. Shore, and Eugene Laurezie, on the transplant force. **NASHVILLE**—WLANC husband-and-wife combine on vacation in Florida, were called to the music department by Mary Elizabeth Nagy, staff organist.

For Results

in the

PHILADELPHIA MARKET

it's

WDAS

PHILADELPHIA'S  
OUTSTANDING  
INDEPENDENT

NEW EVERY ON HO





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



OL. 27, NO. 42

NEW YORK, N. Y., WEDNESDAY, MAY 31, 1944

TEN CENTS

## Sponsors' D-Day Jitters

### Bill Aimed To End Petrillo's Ruling

Washington Bureau, RADIO DAILY  
Washington—As a sequel to the FM ban on amateur musicians broadcasting from the Interlachen summer school in Michigan, Senator Thur Vandenberg (R., Mich.), introduced legislation Monday to "release the music of school children from the domination of Mr. James Caesar Petrillo."

In presenting the measure, Senator Vandenberg told the Senate that it

(Continued on Page 6)

### Characterizes Surveys As Radio's "Affliction"

Cincinnati — The many types, methods and rules for listener surveys are an affliction" suffered by radio today, according to Fred Palmer, manager of WCKY, Cincinnati.

In an address before the Kokomo, Ind., Lions Club, Palmer pointed out the fallacies involved in such surveys and offered a three-point corrective program.

"We must adopt a standard for—"

(Continued on Page 4)

### Helen Hiatt Rejoins NBC; Will Edit Publications

Helen Hiatt, former European war reporter for NBC and author of the book, "No Matter Where," has rejoined the network as editor of publications and research assistant for the NBC Inter-American University of the Air, Dr. James Rowland Angell, public service counselor, announced. Miss Hiatt, a native of Pekin, Ill.,

(Continued on Page 2)

### Ten-Year Vets

Induction of 114 new members into the NBC's Ten-Year Club brought the total membership up to 586, more than one quarter of the network's 2,300 employees. Among those qualified are 88 men and one woman now in the armed forces. There are 368 of the club's membership in the New York offices of NBC.

**DIANA UNIVERSITY**  
**Super Service**  
Credit Dr. Leon Levy of WCAU, Philadelphia, with a neat bit of pre-invasion promotion. Dr. Levy mailed out an invasion issue of Rand McNally's "Global War Map" and enclosed a neat little pocket reading glass for use while scanning "Fortress Europe."

### 'Working' Conference Planned By Educators

Chicago—Tentative plans for the eighth annual School Broadcast Conference to be held at the Morrison Hotel in Chicago, October 23 and 24, were announced by George Jennings, director, with emphasis on the fact that "this is a working conference without panels or set speakers."

Lyman Bryson, director of education for CBS, will be permanent chairman of the conference with Dr. William H. Johnson, superintendent

(Continued on Page 6)

### Mary Margaret McBride Honored At Luncheon

An impressive press gathering turned out to honor Mary Margaret McBride and her company Monday at a special NBC luncheon given at the Waldorf-Astoria celebrating Miss McBride's tenth anniversary in radio. Among the guests were Billie Burke, actress; Eddie Dowling, producer-actor; Joseph Auslander, poet-author;

(Continued on Page 5)

## NAB Issues Special Portfolio For Fifth War Loan Planning

### Frost Program Director Of NBC's Coast Office

Hollywood—Lewis S. Frost has been named program manager of the western division of NBC, combining this position with his present post as assistant to vice-president, Sidney M. Strotz. Another West Coast staff change is the appointment of Evelyn Hale, secretary since 1925 to Frank

(Continued on Page 2)

## Agencies Study Program Substitutions For Day The Invasion Is Reported; Comedy Broadcasters Tense

### FCC Cautions Radio On Announcem't Rule

Washington Bureau, RADIO DAILY  
Washington—The FCC Monday emphasized the fact that it has not yet relaxed its rules regarding station announcements that certain programs are transcribed. A more liberal rule cutting down necessity for such announcements was proposed last week, but the Commission warned that this rule has been proposed only, and not yet adopted.

Objectors to the rule have until

(Continued on Page 2)

### NBC-RCA Shows Tele To Retail Store Group

Television as it may be applied to department store advertising was demonstrated late last week by NBC and RCA for 22 representatives of retail organizations comprising the As-

(Continued on Page 5)

### WROX, New Blue Outlet, Opens AT Clarksdale

Clarksdale — WROX, Mississippi's newest radio station, begins operation Monday, June 5, as a full-time affiliate of the Blue Network, under the

(Continued on Page 5)

Invasion jitters has finally and definitely hit the radio sponsor with many of the important programs on the air being subject of considerable discussion between the client, agency and network. Gist of the matter appears to be the desire of the advertiser to avoid being caught on the air with a show not suited to continue or follow upon the heels of the official flash or bulletins concerning the invasion by the Allies of European territory apart from the action in Italy.

Most jittery of the sponsors are

(Continued on Page 3)

### Appeal Action Denied On 'District Attorney'

Albany—The Court of Appeals unanimously denied leave to appeal to the plaintiff, Alonzo Deen Cole in his suit against Phillips H. Lord, Inc. for the alleged appropriation of the formula of the radio program, "Mr. District Attorney."

Thus, the unanimous decision of the Appellate Division unholding Judge Pecora's opinion in favor of Lord.

(Continued on Page 7)

### NBC Adds Alley, Sobol To Television Department

Two appointments have been made to the NBC television department. Edward Sobol, former network video staffer, has left the general manager-

(Continued on Page 3)

**Hemispherical**  
Hollywood—Standard Radio will record the entire musical score of "The Three Caballeros," new Walt Disney production, and recordings will be sent to every radio station in the United States, South and Central Americas as a promotion stunt for the picture. Recordings will be made in Spanish, English and Portuguese, assuring comprehension to all language groups.

Washington Bureau, RADIO DAILY  
Washington—Using the theme, "You Can Be a Victory Volunteer," National Association of Broadcasters has issued a special sales portfolio urging broadcasters to give unselfish support to the Fifth War Loan, June 12 to July 7, inclusively.

A four-page general section covers the overall radio drive for bond sales, another page is devoted to quarter hour "Treasury Salute" programs, and

(Continued on Page 7)





Vol. 27, No. 42 Wed., May 31, 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.

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, May 29)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Nat. Union Radio.

OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(May 31, 1924)

The Memorial Day speech of President Calvin Coolidge was aired to the nation over stations WEAF, WCAP and WJAR, from the Amphitheater at Arlington Memorial Cemetery yesterday...

WQAM MIAMI CBS AFFILIATE logo

Represented by John Blair & Co.

Coming and Going

HARRY MAIZLISH, general manager of KFWB, Warner Brothers' station in Los Angeles, is sojourning in New York on another of his periodic business trips.

STANLEY YOUNG, of the Chicago office of Spot Sales, Inc., arrived in town Monday for conferences at the home offices of the station rep organization.

CLAIRE OLDSEN, of the WGN program department, is spending a few days in New York as part of her annual vacation.

SAMMY KAYE is in Indianapolis for an engagement at the Circle Theater.

GUY LOMBARDO and his band open an engagement on Friday at the State Theater in Hartford. On his Saturday night program the maestro will salute Governor Baldwin of Connecticut by featuring the executive's favorite song, "Ol' Man River."

JAN SAVITT and the members of his band are at Scott Field, Ill., for the broadcasting over the Blue Network of tonight's edition of the "Spotlight Bands" program.

Helen Hiatt Rejoins NBC; Will Edit Publications

(Continued from Page 1) graduated from Chicago University in 1934 and later traveled extensively in Europe. She was a high school classmate of Rep. Everett Dirksen, Illinois Congressman mentioned as a Republican presidential prospect.

Frost Program Director Of NBC's Coast Office

(Continued from Page 1) E. Mullen, vice-president and general manager of NBC, to the post of assistant manager of the Public Service department headed by Jennings Pierce.

Edwards Leaving KFI-KECA

Los Angeles—William B. Ryan general manager of radio stations KFI-KECA today announced the resignation of John I. Edwards as program director of the combined stations of the radio division of Earle C. Anthony, Inc. Ryan revealed Edward's resignation will become effective July first. Replacing Edwards as program director will be Don C. McNamara, who for the past two years has been production manager of KFI-KECA.

MRS. GEORGE DENNY, JR., and THELMA WARLICK left yesterday for Dayton, Ohio, scene of the first airing of the Summer series of "America's Town Meeting of the Air," which will be broadcast Friday over WING, Blue Network affiliate in Dayton.

RAYMOND F. GUY, of NBC's engineering department, who returned Saturday from the I. R. E. meeting in Indianapolis, left Monday on a short trip to Philadelphia.

C. P. MacGREGOR, transcription producer, is back in Los Angeles following visits to Chicago, Toronto and New York, during which he set new deals with Eastern agencies for the "Hollywood Radio Theater."

XAVIER CUGAT and the members of his band are filling seven days of personal appearances at the Oriental Theater in Chicago. Their broadcast over the Mutual network today will originate at WGN.

JULES STEIN, president of Music Corporation of America, has arrived from Beverly Hills for a short stay in Gotham on business.

FCC Cautions Radio On Announcement Rule

(Continued from Page 1) June 16 to file arguments against it, and not until after that date can the rule be adopted and made effective.

Some stations are reported to have jumped the gun and started to operate already under the terms of the proposed new ruling.

The FCC Monday received an application for a new station in New Haven, Conn.—a 250-watter to operate on the 1,340 band. Applicant is the Elm City Broadcasting Corp.

Davidge Rejoins Hoffman

Los Angeles—G. Gifford Davidge, formerly an officer in the Hoffman Radio Corp., but the past two years on active duty with the Navy reserve, has been placed on the inactive list as a lieutenant commander. He has rejoined the Hoffman firm as assistant to the president.

Lang For Fifth Drive

Jersey City—Joseph Lang, manager of operations of WHOM, has been appointed by the Treasury Department the coordinator of foreign language radio for the Fifth War Loan Drive.

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."

Look At All Three In Baltimore Radio Too!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners per-dollar-spent!

W-I-T-H IN BALTIMORE logo with a stylized face and lightning bolt.

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

# Agencies Study Substitutions For Broadcasting On D-Day

(Continued from Page 1)

use with comedy programs. One of the leading clients with such a show has stated that he does not wish to have a comedy program on the air should invasion news break that night immediately or earlier than his time on the air and wants a substitute program set. What the substitute shall be neither he nor the network is ready to say. Actually this particular client wants the web to take over and let him out, possibly substituting light music or commentary, etc.

This is a typical example but it applies to a number of programs where the advertiser feels he should have nothing trivial on the air, but something apropos of the eventful news. To continue some of the shows, it is felt, the listener may get the idea that the program owners are not aware of the import of the invasion and are treating it lightly.

### "Who Will Pay" a Factor

Some agencies believe that the sponsor has been somewhat frightened by the networks themselves who in some cases proposed extensive plans on how they would handle the news of the big push.

There remains to be ironed out in some cases whether the client or station or network will set up standby substitute programs and who will pay for it, or is such a move really feasible? One web is certain that it will have enough stuff on hand to

fill plenty of time should the invasion come when a show desiring to drop out happens to be on the air. In fact it is planned to put on as much information as possible. Also to be taken into consideration is whether a flash will be sent, or the news held back until certain objectives are reached by the Allies. In the former instance the news will be meager and in the second event there may be plenty of material piling up in London headquarters for the official release time.

### Berlin May Give News

In any case if the Allies invade the Continent and release no early mention of it, the news will be flashed from Berlin anyway and this source may or may not be regarded as authentic and receive credulity at the time.

Last week the OWI in its D-Day schedule stated that above all the theme should be broadcasting as near as normalcy as possible. On the other hand it listed 10 wartime subjects that should receive further impetus and could readily be plugged during the first day or the first week. Possible that this may be worked into a substitute type of program for the jittery clients.


## NC Adds Alley, Sobol to Television Department

(Continued from Page 1)

of the current Broadway play, "Fusion," to return as a producer-director. Paul Alley comes in from M-M's newsreel, "News of the Day" to take over the post of film program director.

How Stations in the Nation Can Equal KOA's Dominance:

- 88.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

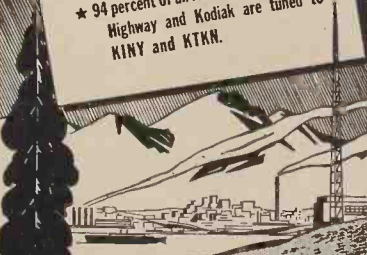
Represented Nationally by  Spot Sales

FIRST IN DENVER **KOA** 50,000 WATTS 850 K.C.

## DON'T PASS UP ALASKA!

*Amazing Record SINCE 1941 . . .*

- ★ World's highest per capita earnings.
- ★ Largest American population increase.
- ★ More college graduates per capita than Washington, D. C.
- ★ 94 percent of all radios between Alaska Highway and Kodiak are tuned to KINY and KTKN.



**KINY ★ KTKN**  
JUNEAU KETCHIKAN

**EDWIN A. KRAFT, OWNER**  
SALES OFFICE: 708 AMERICAN BUILDING SEATTLE, 4 WASHINGTON



## an announcement we have waited four years to make . . .

FM is more than the radio of tomorrow. FM is here, today . . . ready to do an outstanding institutional and selling job for alert, farsighted advertisers.

Here at WMFM we have paved the way for you. Programs have been carefully planned. Listeners have been soundly cultivated.

Since that day in April of 1940 when WMFM took to the air as the first FM station west of the Alleghenies, we have been building FM on a solid basis. We were, very frankly, looking forward to the day when we could honestly turn to you and say . . . "WMFM can do an important job for you in Wisconsin."

That day has arrived.

Today WMFM is thoroughly established as a pleasant listening habit in tens of thousands of Wisconsin FM homes. WMFM programs are producing advertising results.

Such outstanding national and local advertisers as Allis-Chalmers, the Boston Store, Plankinton Packing Co., General Electric Corp., Robert A. Johnston Co., First Wisconsin National Bank and Globe-Union have found that WMFM programs build prestige . . . increase sales.

Choice time on WMFM is available. Plan now on including WMFM in your fall schedule. One of the popular WMFM sustaining programs may be the perfect solution to your particular problems. If not, we shall be glad to work with you in developing the right program. Write, wire or phone.



# THE MILWAUKEE JOURNAL FM STATION

Member -- The American Network



## 'Working' Conference Planned By Educators

(Continued from Page 1)

of the Chicago Public schools, serving as honorary chairman.

Highlights of the first day's conference will be a morning panel on "Philosophy of Radio Education and Classroom Use of Radio," with Dr. Bryson presiding. Afternoon session will be devoted to "In-School and School Producing Groups Administrative Problems" with the Chicago principal's club reception for delegates and the annual Award of Merit dinner taking place in the evening. Sterling Fisher, assistant to the educational counsellor, NBC, will preside at the dinner with Dr. Johnson speaking.

### FM Discussion

Special demonstrations of classroom use of radio will be set up in three Chicago schools for Tuesday morning's clinical sessions. Another important aspect of the morning session will be a discussion on "Implications in the Growth of FM Educational Broadcasting."

A luncheon meeting of the Association for Education by Radio is scheduled for noon on Tuesday with Dr. I. Keith Taylor president, presiding.

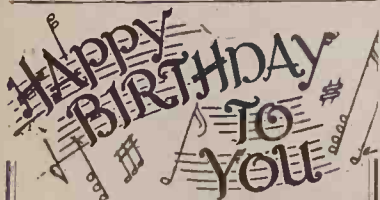
"Educational Radio and Television Outlook for the Future" will be the subject of the afternoon meeting with Dr. Ernest O. Melby, president of the University of Montana, speaking.

## Ralph Edwards Moving North On Madison Ave.

On June 6th, Ralph Edwards and his "Truth or Consequences" radio program staff move from 485 Madison Avenue to new quarters at 654 Madison Avenue. Edwards has signed a three-year lease for 1,440 square feet on the 14th floor of the building.

## Servicemen's Salute

Servicemen at Camp Campbell, Ky., will be saluted at 6:30 p.m., Thursday, June 1, when the orchestra of WCKY, Cincinnati, plays a special arrangement of "That's the Army Song," written by Sergeant Victor White, a soldier at the camp, and Nat Vincent.



May 31

Frances Alda	Lambie Ryan
Fred Allen	Jeanne Jewellier
Don Ameche	Jefferson Sparks
Jack Patrick Costello	Joe Kelly
Hugh Studebaker	Bill Kitay



## Image Flickers

The sight-and-sound set is seething with an unconfirmed rumor that CBS is thinking of going into the post-war manufacture of television sets. Such a move, 'tis said, ties in with the web's better-image pitch. . . . Another something in the air waits word that "Doc" Alfred H. Morton, prexy of National Concert and Artists Corp. and ex-v.-p. of NBC in charge of tele, may be called back to his former post to settle jurisdictional difficulties now circulating about the network's look-and-listen layout. Live video shows are due to come back on the net toward the end of June. . . . Panel six on television of the Radio Technical Planning Board will meet Friday in New York to consider the reports of three of its half-dozen committees.

★ ★ ★

Nervousness over exhibitors' squawks is keeping a number of major film companies—Paramount, Warner's, RKO—from revealing big post-war video plans. The latter company, though, may have an interesting project to scan when Ralph B. Austrian, its radio and television consultant, returns to New York this week from huddles with studio execs. on the Hollywood lot. . . . After United Artists straightens out its internal affairs at a confab June 16, that group is due to give tele a careful look-see. . . . Syndicated film transcriptions of 13½-minute length will open up new revenue sources for the movie makers. . . . Tony Ferreira, one of Republic Pictures Corp.'s flacks, has joined Irwin Shane as a scripter-director for Television Workshop, independent tele package outfit, which is dickering with three Boston insurance companies for an elaborate program over WABD, Du Mont visual outlet in Gotham.

★ ★ ★

Ad-agency activity in sight-and-sound stanzas continues to look up. . . . J. Walter Thompson Co. bows in over Du Mont Tuesday with a quarter-hour show in behalf of the peanut industries. After the shells are cleared away, slot will remain in Thompson's hands on a monthly basis for other clients. . . . Whichever agency handles the Coty account will break in a tele turn within a few weeks. . . . Joe Molnar, radio chief of Atherton & Currier, says he has a revolutionary slant on eye-and-ear commercials, which he won't discuss until after the war. . . . CBS is due to schedule sponsored tele shows in mid-July.

★ ★ ★

First annual conference of the Television Broadcasters Association, Inc., set for late Autumn, will be full of surprises. . . . Allen B. Du Mont, TBAI prexy, leaves New York Tuesday for a cross-country business trip. . . . Tom Riley, tele specialist for William Esty & Co., may be drafted to head the newly formed Television Producers Association, which will elect officers June 19. . . . Video managers of CBS, Du Mont and NBC are inviting Philco and GE execs. to sit in at regular luncheon meetings for the discussion of mutual problems. . . . Columbia's tele policy will get the once-over lightly today at the luncheon confab of the Television Press Club of New York, which will be addressed by Paul W. Kesten, the web's exec. v.-p., assisted by Joseph H. Ream, v.-p., and Dr. Peter Goldmark, chief tele engineer.

★ ★ ★

Harry Herman, top radio scripter for J. Walter Thompson Co., is becoming video-active as chairman of the tele committee of the Radio Writers Guild. . . . "Look" magazine will begin a new series of look-and-listen programs tomorrow over WRGB, GE sight-and-sound station in Schenectady, N. Y., fulfilling this reporter's six-month-old forecast of the picture mag's tele interest.

## Bill Aimed To End Petrillo's R

(Continued from Page 1)  
would prevent interference non-commercial educational rural radio program. It is that the bill is designed to strike threat of AFM in case worthy amateur musical tions have been offered radi

The Vandenberg proposal ter a series of classes betw Interlachen group and Petr musicians union head bann appearance of the amateurs on dio unless a "standby" org of union musicians was pa charges for standbys was sa prohibitive to the network Interlachen sponsors.

## Special All-Star Show To Salute Armed F

One of the greatest come ever assembled on the airwa perform on Sunday, from 8:00 p.m., EWT, in a "Salute to Our Forces," broadcast over the NBC network of 132 stations shortwave to our armed force the fighting fronts of the wa the cast will be Edgar Berg Charlie McCarthy, Gracie Fiel Hope, Bing Crosby, George and Gracie Allen, Judy Garla Ray Noble and his orchestr show will use the regular J McCarthy Sunday half-hour following half-hour of "One Family."

The program is presented on of the bakers of America to upon the public the job that ing industry is doing in add, riched white bread to the die nation at war.

The performance will come from Hollywood, being staged new Earl Carroll restaurant its official opening to the public Goodwin will be the announce

## Two-A-Week WJR Ser Has Prayers For "D-I

Detroit—Prayers for divine ance and for the safety of the forces on D-Day will be offer Detroit religious leaders in a new minute program Tuesday and I day at 4:25 p.m. over WJR, D beginning this week. Program planned by G. A. "Dick" Ric WJR president, who also has di that prayers be used frequ throughout D-Day itself and whenever possible the station's gramming that day be given a ous or patriotic theme.

## JOHN TILLMAN

CBS Announcer

Now serving in the Army of the United States





## Action Denied District Attorney

(Continued from Page 1)  
 The plaintiff had  
 the formula of "Mr. Dis-  
 tney" was taken from him,  
 admitted that there was  
 in plot or dialogue be-  
 between script and "Mr. Dis-  
 tney." The Trial Court ruled  
 had utilized similar  
 in previously successful  
 of his own such as "Gang  
 that there was no origin-  
 of plaintiff's formula.

of Appeal's decision con-  
 gong protracted litigation.  
 ad been tried three times.  
 of NBC, Mr. Seebach  
 of NBC, Professor William Lyons  
 as well as Mr. Lord and Mr.  
 testified for the defense.  
 way for the defendant was  
 of Phillips, Nizer, Benja-  
 and Grim. The plaintiff was  
 by Martin J. Desmoni and  
 Hirschfeld.

## Program Director to Private Network

to E. L. Bushnell, CBC pro-  
 ceur, replying to a question  
 ous Ross (P. C. Toronto St.  
 during the hearing of the  
 eny inquiry into radio said  
 at fear the establishment  
 a radio network in Canada;  
 ed "But I am not prepared  
 we would welcome it."  
 ishment of a private network  
 ead to a keen competition for  
 or and this might result  
 eging of broadcast standards  
 e appearance of programs  
 e great cultural value.  
 eard to other future devel-  
 . Augustin Frigon acting  
 rager said he foresaw CBC  
 mplaces like Montreal, Tor-  
 acouver stepping up their  
 00 kilowatts.

## Novelty's 3rd Book

elia—Alexander Griffin,  
 umentator of WIP, and as-  
 uring editor of the Phil-  
 ecord, has signed with  
 ain, New York publishers,  
 his third book, "Nora Sayre,  
 e released next Fall.



# ★ AGENCY NEWSCAST ★

**CHARLES F. GANNON** has joined the staff of Benton & Bowles, Inc., as manager of the radio department, effective immediately, it has been announced by Clarence B. Goshorn, president of the agency. Gannon comes to Benton & Bowles from Arthur Kudner, Inc. where he was supervisor of all radio activity. Prior to that, he headed the Radio Department at Erwin, Wasey and Company. Walter Craig continues as vice-president and director of radio.

**FRED A. WEBER** has joined the Chicago office Burn-Smith Company radio station representatives in a sales capacity.

**LARRY HANSON** has joined the new business department of McCann-Erickson, New York office, as administrative assistant, E. D. Madden, vice-president in charge of new business, has stated. Hanson was formerly with the Crowell-Collier Publishing Company.

**GEORGE BAYARD** has been elected executive vice-president and a director, and E. G. Bentley a vice-president of Russel M. Seeds Company, Chicago.

**ROBERT LEE** has joined the copy staff of Buchanan & Company's Los Angeles office. For 12 years Lee has been public relations representative for the Los Angeles department of Water & Power, municipally-owned electric and water utility.

**ROCHE, WILLIAMS & CUNNINGHAM, INC.**, advertising agency with offices in Chicago, New York and Philadelphia, announces a change of name and removal of its Chicago offices to a new address. Effective June 1, the agency will be known as Roche, Williams & Cleary, Inc. On that day the agency will occupy its new Chicago offices in the Field Building, 135 South LaSalle Street.

**WILLIAM G. RAMBEAU COMPANY** has added John R. Livingston to its Chicago sales staff. Livingston was formerly on the sales staff of WRJN, Racine; WBIZ, Ottumwa, and The Iowa Broadcasting System, also advertising and sales promotion manager of McGraw Electric Company.

**BEA GUMBINNER**, radio time buyer for the Lawrence C. Gumbinner Advertising Agency, is recovering from an operation at the Lenox Hill Hospital.

**SHAPPE-WILKES, INC.**, has been appointed to prepare and place the advertising of Panoramic Radio Corporation, New York.

**HENRI, HURST & McDONALD**, Chicago advertising agency, has prepared a series of 1,00-line institutional advertisements publicizing both the agency itself and the problems to be encountered by American business in the post-war era.

**KENYON & ECKHARDT, INC.**, has placed Richard Dunne in charge of radio research and has named Frank Palmer as supervisor of all time-buying. Mrs. Alice McCaffery has joined the agency as radio commercial writer. She formerly was associated with Pedlar, Ryan & Lusk.

## NAB Issues Booklet On Fifth Loan Drive

(Continued from Page 1)  
 four pages are devoted to the "Treasury Song for Today." Emphasis is also placed on the 35-word, 100-word and one-minute announcements available through the Treasury and OWI.

In an effort to bring closer cooperation between broadcasters and retailers, the NAB portfolio calls special attention to the Retailers' Programs which have been arranged for the Fifth War Loan Drive. The promotional periods designated by the merchants are "Military Week," June 12-18; "Sports Week," June 19 to 25; "Home Front Week," June 26 to July 2nd and "Veteran Week," July 3 to 8.

## Formfit New MBS Sponsor

Chicago—The Formfit Company, manufacturers of women's apparel, has signed to sponsor Dick Brown, tenor, over 67 stations of the Mutual network beginning Sunday, July 9, 6:45-7 p.m., EWT.

## Westinghouse Ups Brannan

R. C. Brannan, who has been with the transformer sales and application departments of Westinghouse since 1927, has been made manager of the transformer equipments section of the Transformer Division.

## LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

**"CARSON ROBISON  
and His Buckaroos"**

★ Here's Western music that has lassoed big sales for an imposing list of manufacturers. (Cereal, refrigerators, soap, chewing gum, drugs, and local merchants.) Carson Robison and his Buckaroos know how to produce music that's keyed to the adventure, humor, and pathos of life on the range in programs that are smooth and brilliantly balanced... of proven mass appeal for men, women and children. 117 quarter-hour shows. Write for audition records today.

★ ★ ★

Many other NBC Recorded Programs—  
5 minutes to half-hour



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.

IN  
**Chattanooga**  
 it's  
**WDOD**  
**CBS**  
 5,000 WATTS  
 DAY AND NIGHT  
 PAUL H. RAYMER CO.



# ★ ★ ★ COAST-TO-COAST ★ ★

### — CALIFORNIA —

**LOS ANGELES**—Rollo Hunter, formerly of the production department at KFI-KECA, and a recent medical discharge from the Navy, is back with these stations. He is the third KFI-KECA staff man to return. Others were Bill Davidson, staff announcer; Jimmy McKibben, staff writer. . . . **BAKERSFIELD** — KERN technicians and announcers this week had their first lesson in a new series of "voice control and enunciation" instructions. "Classroom" includes: Dean Banta, station manager; Richard Brothers, commercial manager and announcer; Verne Shatto, James Mattley and Leon Brammer, technicians. Frances Enbrey is the instructor.

### — NORTH CAROLINA —

**CHARLOTTE**—Audrey Summers, WBT continuity department, is in bed with a severe case of bronchitis. . . . Lt. Jack William of the AAF, and former staff member of WBT, dropped in from Texas on furlough. . . . **RALEIGH**—Stewart Spencer, who has served WPTF as publicity director, and associate program director, has resigned to serve in the United States Navy. . . . **GREENSBORO**—Gilbert Hutchinson, commercial manager at WBIG, is beaming over the arrival of a son, Robert Wiley, May 24. It is the third child for Gil and Mary Sue.

### — COLORADO —

**DENVER**—KOA music director, Milton Shrednik, and the KOA orchestra, a daily NBC network feature, were starred for a day in the famous "Four Freedoms" show which was presented in Denver, recently by the U. S. Treasury Dept. and the "Saturday Evening Post." In connection with the showing of the War Bond show, at the Denver Dry Goods Company, KOA aired ceremonies surrounding a 15-minute WAC induction program during which a large number of women were sworn into that branch of the U. S. Armed Services. . . . Toners, Inc., through the Lane-Freiberger Adv. Agency, have renewed their night-time station break sked on KOA for another 26 weeks.

### — TENNESSEE —

**NASHVILLE**—Tony Sudekum, president of Crescent Amusement Co., who gave moving pictures to Nashville and Middle

Tennessee, will give it another radio station according to a construction permit application filed with the Federal Communications Commission at Washington, D. C. The proposed new station, which would operate on 1,240 kilocycles and 250-watt power on unlimited hours of operation, would provide a full-time local outlet for Mutual network programs.

### — VIRGINIA —

**DANVILLE**—On May 24th, 1938, radio listeners heard for the first time the now familiar phrase "This is WBTM." Housed in the old Miller Building, overlooking Main Street, with studio walls draped with heavy canvas cloths, WBTM took to the airwaves, projecting a 100-watt signal. . . . Today, in its modern studios in the Hotel Danville, and sending out an unfaltering 250-watt wave, WBTM has increased both its coverage in the Danville and Pittsylvania County area, and has broadened its field of radio entertainment to include two major networks, Blue and Mutual, and has increased its staff of announcers, engineers, writers and salesmen.

### — GEORGIA —

**ATLANTA**—WGST has added another control room to its studios, to house special recording equipment, and for use as an auxiliary control room for special programs and auditions. Ben Akerman, chief engineer, planned and supervised installation. . . . Bailey's Supreme Coffee is sponsoring the Treasury Department's five-minute transcriptions, "The Treasury Song For Today" Monday through Friday, for 13 weeks, in addition to a large spot campaign and two 15-minute musical shows weekly on WGST.



**RADIO SECRET:** Those who keep the dial always on 1430 know sooner what goes on in the world because of WBYN's "minute" news - dispatching (INS - AP)—every few minutes latest news, sports, plus music, all day long.

**WBYN**  
"THE MINUTE STATION"

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

### — CONNECTICUT —

**HARTFORD** — Bernard Mullins, chief announcer of WTIC, talked on radio as a vocation at a "career day" conference held at the Enfield High School recently. Mullins talks about the education and qualifications necessary for success in different phases of radio work. . . . **STAMFORD** —Fred J. Murphy has been added to the sales staff of WSRR. Murphy was formerly with Broadcast Productions in New Haven, WTTM, Trenton; WHYN, Holyoke, Mass.; WMUR, New Hampshire. . . . **NEW LONDON** —Recently, from the Maritime Officers Training School, WNLC aired the presentation ceremonies of the Mariner's Medal to the families of merchant seamen who gave their lives in the battle of the sea lanes.

### — MASSACHUSETTS —

**BOSTON**—In addition to interrupting any and all broadcasts, local or of network origin to release invasion news, WEEI has installed a constant monitor in its Food Fair booth at Faneuil Market. . . . Jack Stanley, popular emcee and interviewer, and Louise Morgan, WNAC commentator for women, will do a five-minute stint for Wm. Filene's & Sons on Thursday, June 1. Agency is John C. Dowd, Inc. . . . John Carbee, honorably

discharged after five years' service in the Navy, is new control operator in control room. . . . **HOLYOKE**—W participated dramatically in presenting a playlet called "The Hitler Game" Gardner, chief announcer, and actors interpreted Nazi heads.

### — INDIANA —

**FORT WAYNE**—Agency national salesmen and sponsor WOWO-WGL last week announced were: M. R. Tennerstadt, sales in Chicago; Hal Sweeten, advertising director of the United Corporation; Paul Painter, of the Bluffton Grocery distributors of Deerwood Co. Hub Jackson and June Roy the Russel Seeds Agency.

### — MISSOURI —

**ST. LOUIS**—Charley Stookey, former of KMOX, completed 15 years of radio May 20th. He began career with WLS in 1929, remained for two and a half years before KMA, Iowa for a year's service. KMOX October 3, 1932 to organize "Farm Folks Hour" which eventually came the current "Country Lowgram." He remained with KMOX 1935, going to KWK, St. Louis until May 15, 1938, when he returned to KMOX.

Wolly sez: **WOL**

WASHINGTON WORKS 24 HRS A DAY - AND

REACHES THEM EVERY MINUTE OF THE DAY -

★ WOL ★

WASHINGTON'S ONLY 24 HOUR STATION

... Sell Them on

**WOL**

Affiliated with Mutual

Nat'l Reps. SPOT SALES, INC. New York, Chicago, San Francisco

IN METROPOLITAN CINCINNATI

**WCKY**

DELIVERS A STRONGER SIGNAL TO MORE PEOPLE THAN ANY OTHER STATION

L. B. Wilson

**CB**

FIFTY GRAND IN POWER