



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL 29, NO. 1

NEW YORK, N. Y., MONDAY, OCTOBER 2, 1944

TEN CENTS

Platter Case To NLRB

RTPB Tele, FM Units Agree On Frequencies

Washington Bureau, RADIO DAILY
Washington—A settlement of the differences of opinion between the television and FM panels of the Radio Technical Planning Board was reached Friday at the frequency allocation hearings being conducted by the FCC. This dispute, the first to be brought into the open when the sessions started on Thursday, involved claims for that portion of the spectrum between 50 and 56 megacycles, the present No. 1 video band. The television panel has agreed to
(Continued on Page 3)

Network Folk Numerous At Canada UNRRA Meet

Montreal—Radio network representatives bulked largely in the list of correspondents who covered the Montreal sessions of UNRRA just concluded. The registration included the following:
CBC: Omer Renaud, Jean St. Georges, Roger Baulu, Roger Davelny, John W. Fisher, H. Boyle, E. L.
(Continued on Page 4)

"Charlie Chan" Resumes On WJZ For Brewing Co.

"The Adventures of Charlie Chan," summer replacement for the Bob Burns show, resumes operations over WJZ, Thursday, Oct. 5, 7:30-8 p.m., EWT, for 27 weeks, it has been announced by Paris & Peart, the agency handling the program for sponsor Rubsam & Horrmann Brewing Com.
(Continued on Page 3)

"V-E Day" Plans

Chicago — A threefold plan whereby WMAQ will tell its listeners of the reaction in the Chicago area to "V-E Day" in Europe has been mapped by William Ray, manager of news and special events for the NBC central division. As soon as news of an armistice is flashed to the world, a WMAQ mobile transmitter will interview people in the streets.

Superstitious?

From all outward appearances, "The Boys From Boise" was a success. From behind the scenes, things weren't too happy. Raymond E. Nelson, director of the Esquire musical, had to extinguish the fire that burned some of the scenery in the first act, revive one of the actresses who fainted from heat prostration, and reassemble the mike room when it fell over in the third act!

Philco Seeks Seven Tele Relay Stations

Washington Bureau, RADIO DAILY
Washington—Philco Radio and Television Corporation took another step in their plans for an east coast television network by filing applications with FCC for seven relay or booster stations in the area between Philadelphia and Washington. Three of the proposed relay stations would be located at Havre De Grace and Sappington, Maryland.
(Continued on Page 3)

Press Wireless Board Announce Appointments

At a meeting of the board of directors of Press Wireless, Inc., E. J. Kerrigan was elected vice-president, A. Warren Norton, president, announced Friday. Other appointments include James Humphrey, Jr. as
(Continued on Page 4)

★ THE WEEK IN RADIO ★

IRAC On Allocations

By CHARLES MANN

THE first session of the FCC Frequency Allocation hearing got under way last Thursday in Washington with the Federal Government's Interdepartmental Radio Advisory Committee announcing its Frequency recommendations: allocations should permit a continuation of television on pre-war standards... it recommended no change in the

Included in WLAW's promotional activities are personal calls on dealers and distributors. Adv.

Two-Day Hearing On Jurisdictional Petition Of Engineers vs The AFM Will Carry Potent Decision

Agency Innovation For Boston Symphony

An innovation in polling press opinion on the program value of a network show is being inaugurated this week by George J. Callos, advertising manager of Allis-Chalmers Manufacturing Company, Milwaukee, in collaboration with John D. Fitzgerald, account executive of Compton Advertising Agency, New York
(Continued on Page 5)

Church Group Criticizes Canadian Web Policy

Cornwall, Ont.—The Presbyterian synod of Montreal and Ottawa went on record here as deploring the fact that there were infringements of the freedom of speech in Canada. The
(Continued on Page 3)

WORL Case Adjourned By FCC Until October 18

Washington Bureau, RADIO DAILY
Washington—The FCC's inquiry into stock ownership of WORL, Boston, adjourned Friday until October 18 in order to permit Harold Lafount, president of the licensee
(Continued on Page 5)

Two-day hearing before Trial Examiner James C. Paradise of the NLRB on the petition of NABET to obtain jurisdiction over platter-turners in Chicago radio studios where the AFM now holds forth came to a close Friday afternoon in New York with both NBC and the Blue Network signifying that their companies did not have preferences as to either side.

Expected that with the filing of briefs by both sides within the next seven days, oral argument will be
(Continued on Page 6)

World Series Abroad Via AFRS Shortwave

Washington Bureau, RADIO DAILY
Washington—Arrangements have been completed by the Armed Forces Radio Service to broadcast the World series to troops in all overseas theaters, the War Department announced Friday. Five powerful shortwave stations will be used to send play-by-play
(Continued on Page 6)

Miner Answers Du Mont's Answer In Tele Matter

Exchange of letters between Worthington Miner, CBS television director, and Allen B. DuMont, president of Television Broadcasters Association, over the CBS resignation from the association continued over
(Continued on Page 8)

Remodeled

The remodeling of the Vanderbilt Theater from a legitimate stage theater to a radio studio theater has been completed, and starting this week five Blue programs will originate there. Among major changes are adjustable stage and wall panels, the control booth shifted from the orchestra to the balcony and a pivoted ceiling over the stage for acoustics control.

Direct mail contacts with wholesalers stimulate sales of products advertised over WLAW. Adv.



Vol. 29, No. 1 Mon., Oct. 2, 1944 Price 10 Cts.

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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 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

(Sept. 29)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/8	161 3/4	161 7/8	+ 1/4
CBS A	32 1/2	32	32	
CBS B	32	31 7/8	32	+ 1/2
Crosley Corp.	21 1/2	21 1/2	21 1/2	
Farnsworth T. & R.	14 1/4	13 7/8	14 1/8	+ 1/4
Gen. Electric	37 3/8	37	37 1/4	
Philco	34 1/4	34	34	- 1/2
RCA Common	10 7/8	10 5/8	10 7/8	
RCA First Pfd.	75 1/2	75 1/2	75 1/2	
Stewart-Warner	15 5/8	15 5/8	15 5/8	- 1/4
Westinghouse	103 1/2	103	103 7/8	+ 1/8
Zenith Radio	42	41 1/2	42	+ 1/2
NEW YORK CURB EXCHANGE				
Nat. Union Radio	5 5/8	5 5/8	5 5/8	+ 1/4
OVE RTHE COUNTER				
	Bid	Asked		
WCAO (Baltimore)	23	39		
WJR (Detroit)	36			

Goes Commercial

A two-year sustainer, "Hop Harrigan," goes commercial today when it goes on the air over the Blue Network at 4:45-5:00 p.m., EWT for Grape-Nuts Flakes, a product of General Foods.

20 YEARS AGO TODAY

(October 2, 1924)

In the opinion of a "ham listener" turned radio critic, station WOC of Davenport, Iowa, DX station, is an offender at the bar of good taste for releasing description of a thousand and one ailments which a chiropractor asserts he can ameliorate.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED

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

Coming and Going

TOM SLATER, Mutual network's director of special features and sports, who was in Chicago Saturday to broadcast the football game at the Great Lakes Naval Training Station, is now in St. Louis completing details for the web's exclusive airing of the forthcoming World Series, **HANK VISCARDI**, Slater's assistant, left Friday evening on an assignment at Hyde Park, Hudson valley home of President Roosevelt.

PAUL MOYLE, commercial manager of WFNC, Fayetteville, N. C., and president of the Tobacco Network, is expected in town today on a short business trip.

ISABEL REDMAN, former writer-producer of CBS shortwave music shows, returns today from a month's vacation and will assume her new duties as assistant head of the shortwave script department.

HILDEGARDE and **ANNA SOSENKO**, her manager, return to New York today and will broadcast tomorrow with a galaxy of guests comprising Charlie Barnet, Kay Kyser and the four wits of "Can You Top This?"

KINGSLEY HORTON, assistant manager-director of sales at WEEL, CBS-owned station in Boston, is back at the home offices following a few days in Gotham.

JOE EATON, commercial manager of WHAS, CBS affiliate in Louisville, Ky., was a caller last week at the offices of CBS.

DON BURROWS is in town. He's the national sales manager of WBNS, Columbia network affiliate in Columbus, Ohio.

IVON B. NEWMAN, commercial manager and advertising director of WNLC, New London, Conn., is back at the station after having spent the early part of last week in New York.

LARRY BAIRD, commercial manager of WWL, New Orleans, is here for conferences at the offices of his national representatives.

JOHN PARSONS, station manager of WBRK, Pittsfield, Mass., conferring in New York with the national representatives of the station.

Ashcroft In New Post

Albert G. Ashcroft, advertising manager of RADIO DAILY, has resigned to accept a position as office manager of Irwin Vladimir & Co., Inc., agency specializing in the advertising of American products in foreign markets, particularly South America. Ashcroft has been associated with RADIO DAILY for the past seven years.

Wallenstein To Coast

Alfred Wallenstein, musical director of WOR, left New York last Thursday to conduct the Los Angeles Philharmonic Orchestra for the fall and winter season. During his absence, which will last until May 1st, a series of guest conductors will take over his regular WOR "Sinfonietta" program and "Music for Worship" broadcasts.



All with the same idea

That's a picture of the famous Puget Sound Salmon Derby. Each boat wants to get the top haul. It only happens once a year.

But every day advertisers are in a derby to get the top haul in radio audience. Not just quantity. But quantity at the lowest cost.

Here in Baltimore the answer is easy. You don't have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you now use. First, you look at the station's coverage. Then, you check the listeners. Then, you take the total cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H, the successful independent station. W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

HE 8000
R2

Leopards HAVE SPOTS BUT WE HAVE NONE



... as a matter of fact we have no 5 minute periods available either... but if you're interested in other good time contact



... the fastest growing station in the metropolitan area.

RADIO STATION **WPAT** PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

RTPB Tele, FM Units Agree On Frequencies

(Continued from Page 1)

give up this band, setting their new No. 1 band between 60 and 66 megacycles, Dr. C. B. Jolliffe, chairman of the frequency allocations panel announced. A special meeting between representatives of the two panels Thursday night apparently resulted in the yielding on the part of the television group, which, previously had been insisting on maintaining their No. 1 band.

As presented by Jolliffe, the new setup calls for the use of the 41-43 megacycles band by educational, non-commercial FM broadcasters, with commercial FM running from 43 to 56 megacycles.

The panel on television is asking nine consecutive channels between 30 and 114 megacycles, and 17 others below the 250-megacycles band—all for commercial use.

Television representatives probably will be heard by the FCC about Wednesday of this week, it was learned on Friday. Chairman James Lawrence Fly asked that representatives of the various services make every effort to be on hand when their service group is called, in order to avoid unnecessary delay.

Discussion of fixed services will continue tomorrow, after a layoff from Friday, with tele the next subject to come up.

"Charlie Chan" Resumes On WJZ For Brewing Co.

(Continued from Page 1)

pany of Staten Island. Ed Begley will continue in the title role.

"The Chan" series, created by Earl Derr Biggers, will be written by Albert Bester, produced by Chick Vincent and announced by Glenn Riggs. Lou White is in charge of music. Del Peters handled the transaction for Vincent through Robert J. Garber, sales manager of WJZ.

"Right To Happiness" Leads Daytime Strips

Daytime show ratings for the second week in September were led by "Right to Happiness" with a 7.6 Hooper with "Ma Perkins" (CBS) second with 7.2 tied with "Our Gal, Sunday" also 7.2. "When a Girl Marries" is third with 7.1.

Other daytime strips in successive ratings are "Backstage Wife"; "Stella Dallas"; "Breakfast at Sardi's" (Kellogg); Kate Smith Speaks; "Big Sister" and "Young Widder Brown."

THE WEEK IN RADIO

IRAC On Allocations

(Continued from Page 1)

Broadcast Engineers and Technicians sought jurisdiction over the platter turners of Chicago stations and produced exhibits before the National Labor Relations Board to indicate the operations of the turntable and the advisability of having it where the engineer could readily handle both jobs at hand, as against having the turntable out in the studio proper and the engineer depending upon an extra person to transmit thought or signals, etc.

Yardstick: The newly proposed system of station coverage by listeners ballot plan of the NAB has received nods from the Association of National Advertisers and the Four A's, with complete approval expected in the very near future.

Catch Up: Edgar Kobak, executive vice-president of the Blue, revealed last week that his network is looking forward to the day when it will be able to compete with the other major networks in the fields of Television and FM. He believes FM is the network of the future.

Harmony: Consisting of representatives of women's groups, patriotic, civic, fraternal and educational societies, the new organization called "New York Radio Council" has been formed to bring closer co-operation between radio and the listening audience in this area.

Tip: The OWI radio bureau, at the request of many broadcasters, issued "V-E Day" notices to advertisers, agencies, networks and stations to take precautions, when the war is over in Europe, and not to give listeners the impression that it is over in the Pacific, too.

Equipment: Broadcasters may now have priorities for new capital equipment, it was announced in Washington. Provision for obtaining priorities assistance in broadcasting, commercial recording and public address systems for maintenance, repair and operating have been trans-

ferred from WPB Order P-133 to Controlled Materials Plan Regulations 5, and Direction 23 to CMP Regulations 5.

Tele Tales: CBS resigned from the Television Broadcasters Association, Inc., declaring that the membership of TBA was "at no time fully representative of the broadcaster's point of view . . . resolutions designed to create an effective activity on the part of this trade organization have resulted in some form of compromise, which has not been altogether satisfactory to anyone concerned." . . . President Allen B. Du Mont denied the foregoing pointing out that the minutes of the TBA meetings do not substantiate the assertion . . . Permission was granted Philco to erect a new experimental television relay station in New York. . . . Henri, Hurst & McDonald, Inc. of Chicago is conducting a television survey. . . . Formation of the International Theatrical and Television Corporation for the purpose of commercial development of 16mm films and projector equipment in the video field was announced.

People: Charles Sawyer, owner of WING, Dayton, and WIZE, Springfield, O., has been appointed Ambassador to Belgium. . . . Hubbell Robinson, radio director and vice-president of Young & Rubicam, will become the vice-president in charge of all programming and production of the Blue, Nov. 15. . . . Albert W. Sherer, formerly with the National Biscuit Company, has joined McCann-Erickson, Inc., as vice-president.

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

WDRC
HARTFORD 4 CONNECTICUT
WDRC - FM

VOTE for HARTFORD!

As the post-war area most likely to succeed, vote for Hartford! Send for market study showing Hartford's position in relation to the U. S. A. for 1943 and pre-war period. Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn.

USE WDRC TO CONNECT IN CONNECTICUT

DIAL 1430

WAR NEWS MUSIC RACING RESULTS MUSIC

WBVN

SPORTS FLASHES LOCAL HIGHLIGHTS MUSIC

CONTINUOUS MINUTE PROGRAMMING

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

Philco Seeks Seven Tele Relay Stations

(Continued from Page 1)

and Honeybrook, Pa. They would operate on channels 13 and 14 with A5 and A3 emission and a 15-watt peak for visual and 10 watts for aural. The second four, to operate on channels 11 and 12 with the same emissions and power, would be located in Havre De Grace, near Washington, in Sappington and Honeybrook.

Philco has been conducting successful experiments for sometime with a booster or relay station in New Jersey which has linked their Philadelphia television station with New York.

Church Group Criticizes Canadian Web Policy

(Continued from Page 1)

synod said the policy of the Canadian Broadcasting Corporation in inspecting scripts of all programs, including religious ones, before they were broadcast, was regretted.

'Reveille Roundup' Adds Stations

Starting with today NBC's "Reveille Roundup" will go out over 125 outlets, an increase of 39 stations. This coincides with the program's renewal by Grove Laboratories, Inc. for another 52 weeks.

Durham*

makes

25%

of

nation's

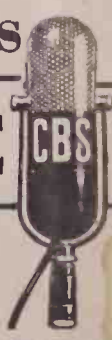
cigarettes

WDNC

COLUMBIA NETWORK

*** NORTH CAROLINA**

Represented by Howard H. Wilson Co.



W M BLUE NETWORK
Plattsburg, N. Y.

F F

CONSISTENTLY SELLING THE NORTH COUNTRY'S RICHEST MARKET

Thomas F. Clark Co., Inc., Rep.

LOS ANGELES

By RALPH WILK

SHIRLEY ROSS, who will sing on the Bob Burns show, is well qualified to digest the Burns brand of corn—she was born in Omaha, Neb., where it grows mighty tall. Don Gourlay will be the announcer. Sam Pierce will act as production director, with Glenn Wheaton as the script writer.

Fox Case, director of news and special events for the Columbia Pacific network, has returned from a visit to Columbia's San Francisco news bureau.

Ken Niles, announcer on the Kenny Baker show, "Blue Ribbon Town," has returned to Hollywood following two weeks of big game hunting in the High Sierras. Niles, one of radio's most ardent nimrods, managed to bring back a prize-specimen buck.

Martha Tilton, just back from a South Pacific tour, will be guest star on Goodyear's "Melody Roundup," Sept. 30. Helen Ainsworth of NCAC set the deal. Miss Tilton was to have guest starred on Auto-Lite's coast-to-coast show Sept. 12, but was unable to get back from her overseas appearances in time.

Edgar Bergen and Charlie McCarthy intend to make this a banner year of appearances for servicemen—broadcasting each week from a different camp or hospital.

Norman Nesbitt and Edward Jorgenson, who have been handling "Inside The News," news and analysis, heard over KFI Sunday through Friday, have resigned. Thrifty Drugstores is the sponsor, with Hillman-Shane-Breyer the agency. Successors to Nesbitt and Jorgenson, who have been doing the program since June 25, are expected to be announced shortly.

Dick Powell's early musical training included trumpet lessons, which he is refreshing each week with the master of them all, Harry James, who leads the band on Dick's Sunday show.

Cancels Appearance

Due to illness the scheduled appearance of Joseph E. Davies, former U. S. Ambassador to Russia, on Edwin C. Hill's Tuesday "Human Side of the News" over the CBS web, has been cancelled.

Pin-Up Boy

Bobby Hookey, six-year-old star of "Hookey Hall," heard each Saturday at 11:30 a.m. over the Mutual network, has been named "pin-up boy" by the girls of his class in the school which he attends at Elmore, L. I.

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SPECIALISTS
IN RADIO PACKAGES
AND TALENT

48 West 48th St. • New York City
LO. 3-0350



● ● ● Reshuffling of programs and the elimination of some shows having low ratings are in prospect at the Blue, according to Radio City rumors . . . first to fall under the Chester La Roche edict is "Keepsakes," sponsored by Carter Products, and heard Sundays 8:30 to 9 p.m., ahead of the Winchell show . . . "Keepsakes" folded a week ago at the invitation of the Blue and Joe E. Brown's "Stop and Go" is skedded to take the spot on October 8th . . . "Deadline Dramas," another Carter show, heard on 14 stations from midnight to 12:30 a.m., also bowed out on Sunday, 24th. . . Coming of Hub Robinson to the Blue as director of program and production for the network on November 15th is heralded as another step in the Blue's plan to improve network programming.

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● ● ● Raymond E. Nelson, television director of the Charles Storm agency, Esquire and the DuMont station, WABD, received the congratulations of television first nighters following the premiere of, "The Boys From Boise" last Thursday night . . . Tele critics were almost unanimous in stating that the presentation was the best of the experimental musical shows so far produced . . . Only criticism was quality of reception on some television receivers in the Manhattan area . . . A post mortem on the technical aspect revealed that many of the receivers are outdated and in need of repairs.

☆ ☆ ☆

● ● ● Peggy Byrne, former Radio Daily staffer and more recently trade press editor for CBS-WBBM in Chicago, due back in New York this week to re-enter radio . . . Confusion over date of Thanksgiving Day observance throughout the nation have national program planners worried . . . Alec Templeton has named his "opera company" which debuted on the Texaco Star Theater on CBS Sunday as "The Three Ton Opera Company" . . . Templeton arrived at the title by playing around with the names of James MelTON, Jimmy WallingTON and Alec TempleTON . . . Earl Wrightson will be the soloist on the first of the new Cities Service programs featuring Paul Lavalle's orchestra on Friday, Oct. 27 . . . Radio row is still talking about the way the sponsor ruined Bob Hope's fast paced socko show last week by devoting the last 10 minutes to a "beauty contest" at the offices of the Pepsodent Company.

☆ ☆ ☆

● ● ● Phil Brito will begin a personal appearance tour when he opens at Loew's State in Gotham Thursday . . . two years ago, when Phil returned to town and the Blue Network, we predicted a bright future for the handsome baritone and the popularity of the lad is deserved . . . CBSongstress Vera Massey has been signed by Hirshon-Garfield agency to make a series of transcriptions as the "Voice of Romance" . . . Walter Camm, pianist for Uncle Don's WORK-and-play-for-the-kiddies program, celebrates his third year on the show . . . Bernard Dudley will narrate the new transcribed series, "American Mercury of the Air" . . . Agent Ben Lipset has set 10 guest stars in the past two months on the MGM-MBScreen-test program . . . one of his clients, Terry LaFranconi, after two appearances on the show, will be screen-tested by 20th Century-Fox Thursday . . . Lee Sullivan, just returned from the coast where he appeared in the forthcoming Bing Crosby Production, "The Great John L. Sullivan," is back on the "Keep Ahead"liner, WOR's fast and (Charlie) Furey-ous variety program.

☆ ☆ ☆

—Remember Pearl Harbor—

PROMOTION

Philosopher

The Karl Zomar Library is sending to agencies and advertisers brochures on its popular program "The Friendly Philosopher." The cover of it is addressed to the broadcast, which points out that "on the broadcaster's staff there is an announcer a man or woman, who could doubtless become very popular with listeners in a short time as the Friendly Philosopher." The brochure goes on to explain the type of program it is and how the program has helped its current and past sponsors. Copy throughout is clear and concise.

Network Folk Numerous At Canada UNRRA Mee

(Continued from Page 1)

Bushnell, E. W. Jackson, Ernest Morgan, N. W. Morrison, Mathew Smith, Wilson Woodside, Clothilde Buccino, A. R. Kemp, Armand Berube, Miville Couture, Lamont Tilden, Geoffrey Davis, Charles Miller, Joan Dangelzer, Robert Elie, James Crandall, Harry Shane, Leopold Hould, Leon Lorrain, Ethelwyn Hobbes, Ronald D. L. Kinsman, Ewen Irvine, Raymond Tangle, Arthur Ellis and J. M. Baily.

Representing BBC were Clement Fuller and Sylvia Litell. CBS was represented by Everett Holles and NBC by Richard Harkness.

Others were CFCF: Lawrence Thor, J. A. Shaw and H. Hewetson; CKAC: Claude Bougeois, Lucien Roy, Ferdinand Biondi and Jacqueline Savard; CHTL: Alphee Gauthier, and CHOV: Robert Smith.

Press Wireless Board Announce Appointments

(Continued from Page 1)

treasurer; J. E. Denning, secretary; D. K. DeNeuf, director of communications; Ray H. DePasquale, director of manufacturing; Philip D. Zurian, director of research and development; P. J. Ragan, personnel director, and director of public relations Paul Darrow Paddock.



"Maybe we shouldn't have been swimming. WFDE, Flint, said there's a camouflage school near here."

PROGRAM REVIEWS

"THE BOYS FROM BOISE"

Esquire Magazine
 Charles M. Storm Company
 Book: Constance Smith
 Music: Sam Medoff
 Director: Raymond E. Nelson
 Sets: Frederick Widlicka
 Costumes: Brooks Costume Co.
 WJZ, Du Mont, Thursday, Sept. 28,
 8-10:30 p.m.

This department were to review "Boys From Boise" for publication in a Television Daily edition, when the new medium will be reached, supposedly, its peak. There were many things about this program one could find fault with as produced last week. To think Esquire Magazine and the progressive Charles M. Storm agency, aware of today's barricades and setbacks, had the courage to produce this first full-length musical is commendable. It indeed marks a milestone in Television. It is an achievement of the publication that itself "the magazine of today tomorrow," and the engineers of Du Mont Laboratories.

There were many new and fresh personalities involved in this production but first we ought to devote a few words to the book which was written by Constance Smith. Miss Smith simply took for her plot a "In-the-Hills"-type melodrama, centered the black-mustached villain in a beautiful villainess, shot the full of double-barreled lines situations to make it a very succulent satire. However, the actors seemed to miss that particular significance with the result that the comic and dance routines became the leading features of the evening. The result was that the musical seemed to emulate a Hollywood production.

Their choice for the best performance of the evening goes to Don Dunham, who sang and acted the male part in a most satisfying and professional manner. We were quite disappointed in the highly publicized "Singing lady" of Television. She's Mrs. Wilson, lyric-coloratura, but singing a strident, metallic quality. It must be given to the young soprano called Gwen Davies who had all the spark that the program needed on the distaff side. Everytime she appeared the show seemed to effervesce.

The interesting Spanish dances were well executed by Jose and Nina, both of whom, incidentally, made the program a great deal of fun with their zestfulness. The dance routines were nicely, although economically handled by Joan

REPORTER, REWRITE MAN

Background essential. For part-time work nights and week-ends. \$25 an hour. Box 907, Radio Daily, 1501 Broadway, New York 18, N. Y.

Agency Innovation For Boston Symphony

(Continued from Page 1)

and the Allis-Chalmers organization, sponsors of Dr. Serge Koussevitzky and the Boston Symphony orchestra on the Blue Network, are inviting two of the nation's radio editors to write a 100-word review of the Saturday evening symphony concerts. These reviews featuring leading radio editors each week will be published exclusively in RADIO DAILY Wednesday in connection with an advertising schedule worked out by the Compton agency.

First guest reviewers will be Virginia Stevens, radio editor of Cue, New York, and Bill Irvin, radio editor of the Chicago Times. They have been invited to give their 100-word opinions on the first of the new fall and winter series of Boston Symphony concerts which will be heard over WJZ and the Blue Network, 8:30 to 9:30 p.m., EWT, next Saturday. On this program, Dr. Koussevitzky and the orchestra will be heard in Beethoven's "Eroica" Symphony which he is dedicating to the "heroes of the United Nations."

New Gracie Fields Show

A new program starring Gracie Fields will be launched over the Blue web November 14, and will be sponsored by the Bristol-Myers Co. in behalf of their products Ipana and Mum. The English comedienne will be heard over 147 Blue outlets Tuesdays from 9 to 9:30 p.m.

Beginning October 3 the "Alan Young Show," also sponsored by Bristol-Myers will take the air over Blue from 8:30 to 9 p.m., giving the sponsor one hour on the network every Tuesday evening.

and Barbara Pederson, Joy Douglas and Dorsee Brent. The showgirls and the Conover models will receive their deserving glorification when bigger pictures and Technicolor arrive.

Brooks' costumes were appropriate and the set designed by Frederick Widlicka helped to project the local color of Boise, Idaho. Their most noticeable feature was that they appeared very stable.

If this department may borrow another writer's favorite expression, our "hats off" to Raymond E. Nelson for a directorial job that kept the program briskly paced throughout. His agency was most competently represented.

As master of ceremonies, Danton Walker, Broadway columnist, handled his chores with effective tele poise. However, because he was afraid his "audience" couldn't see some of his illustrations, he commented at length. The result was labored.

In closing, we'd like to add that Sam Medoff's music and conducting captured the spirit of Miss Smith's book. They should be seriously considered by a music publisher. Some were very hummable. To name a few: "I Take a Trail To You," "Western Omelette," "You Put a Brand On My Heart," "Broken Hearted Blues."

WORL Case Adjourned By FCC Until October 18

(Continued from Page 1)

corporation, to produce books to show repayment by himself and attorneys Sanford and George Cohen of a \$52,500 loan from Arde Bulova. License renewal for the station is at issue, with the Commission seeking to get the facts on failure of the corporation to report several ownership changes.

This case was explored at some length last year by the Lea committee, with the former counsel, Eugene L. Garey, making much of alleged "defrauding" of a spinster, Natalie Whitwell, by George Crockwell and Lafount. Garey failed to make his case.

In 1937 Lafount purchased 400 shares of the station stock for himself and 300 for the Cohens, for \$52,500. That sum was lent by Arde Bulova, with no security and no note, Lafount testified. Attorney Ben Fisher, it appears, signed for the 300 shares for the Cohens, but they were kept in the name of their former owner, Robert Nordbloom, so far as the Commission knew.

Lafount immediately reported his purchase of 400 shares to the FCC, with another 400 left in the name of Nordbloom and 200 in the name of Crockwell. He testified that he failed to transfer the 300 shares from Nordbloom's name because Crockwell had told him Nordbloom was dissatisfied with the deal and because the Cohens were unwilling to have it filed until they felt their title was satisfactory to Nordbloom.

In 1938, Bulova lent Crockwell \$5,000, with the latter's 200 shares as security. A year later he foreclosed, and Sanford Cohen bought the 200-share block at auction for \$100, agreeing at the time to repay Bulova the remaining \$4,900. This deal was reported to the Commission at once.

The ownership of the 300 shares bought from Nordbloom for Sanford and George Cohen in 1937, was not reported to the FCC until last year.

The Commission has demanded

AGENCIES

DR. L. D. H. WELD, director of research, McCann-Erickson, Inc., New York, was honored with life membership in the New York chapter, American Marketing Association, while guest of honor at association's first fall luncheon meeting held Thursday at the Murray Hill Hotel. He is the New York chapter's first life member. The association's citation declared the honor was given "for recognition of outstanding service to the science of marketing and for past and continuing service to the science of research." Dr. Weld originated the Journal of Marketing and established association regional chapters throughout the country during his membership. Before joining McCann-Erickson 15 years ago, he was Yale professor of business administration and authored a standard textbook on marketing. He is chairman, Research Committee, of the American Association of Advertising Agencies.

MRS. WINIFRED GRAHAM, formerly in charge of the advertising of the Children's Division of Marshall Field & Company in Chicago, has joined the copy department of Compton Advertising. Mrs. Graham has had four books published, two of them having become best-sellers, "Jane Addams of Hull House" and "Young Edison."

MILES LABORATORIES, INC., Elkhart, Indiana, makers of Alka-Seltzer, have released the largest export campaign in their history through Export Advertising Agency, New York. All Latin American countries in addition to the West Indies, Newfoundland and South Africa, are covered by this campaign.

Bulova's account books, in order that it may have before it the record of repayment to Bulova on his original \$52,500, and Lafount is to present these books on October 18.

BUCKS COUNTY FARM IN THE HEART OF THE TOP THEATRICAL COLONY

A charming farm of 130 acres in the fashionable New Hope section, 100 under cultivation. Views of unsurpassed beauty. A true Colonial house, built by family of William Penn. Contains original pine panelling, dated 1770. Surrounded by wide flagstone terraces and beautifully landscaped rolling lawns. Completely modernized for post war comfort. 5 master bedrooms, 3 baths, 5 wood burning fireplaces, servant's room and bath. Post-war all electric kitchen. Freeze room with 2 freezing units, newest type garage with additional servants' quarters. A delightful guest house. An all electrified big modern barn and all electric new scientific chicken house for 2,000 chickens. All new farm equipment available. Stocked with pheasant and deer. Priced way below replacement value at \$65,000. Easy terms. Box No. 904, Radio Daily, 1501 Broadway, New York 18, N. Y.

Platter-Turner Case To NLRB; Decision May Be Far Reaching

(Continued from Page 1)

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World Series Abroad Via AFRS Shortwave

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STATEMENT OF THE OWNERS MANAGEMENT, CIRCULATION, REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, MARCH 3, 1933.

OF "RADIO DAILY," published except Saturday, Sunday and Holiday New York, N. Y., for October 1, 1944.

State of New York
County of New York. } ss:.

Before me, a notary public, in and for State and County aforesaid, personally appeared Marvin Kirsch, who, having been sworn according to the law, deposes and that he is the Business Manager of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the

shown in the above caption, required by Act of August 24, 1912, as amended by Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of publisher, editor, managing editor, and business manager are:

Publisher, John W. Alicoate, 300 Avenue B, New York, N. Y.; Editor, Ed Burke, 52 Choate Lane, Pleasantville, N. Y.; Managing Editor, M. H. Shapiro, West End Avenue, New York, N. Y.; Business Manager, Marvin Kirsch, 1616 E. St., Brooklyn, N. Y.

2. That the owner is: RADIO DAILY CORP., 1501 Broadway, New York, N. Y.; John W. Alicoate, 1501 Broadway, New York, N. Y.; Donald M. Mersereau, 1501 Broadway, New York, N. Y.; Marvin Kirsch, Broadway, New York, N. Y.; Chester Bahn, 1501 Broadway, New York, N. Y.; Charles A. Alicoate, 1501 Broadway, New York, N. Y.

3. That the known bondholders, mortgage and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above giving the names of the owners, stockholders and security holders, if any, contain not the list of stockholders and security holders they appear upon the books of the company but also, in cases where the stockholder security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; and that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the stock, bonds, or other securities than as stated by him.

5. That the average number of copies each issue of this publication sold or distributed, through the mails or otherwise, paid subscribers during the twelve months preceding the date shown above is 4,996.

MARVIN KIRSCH,
Business Manager
Sworn to and subscribed before me this 29th day of September, 1944.

(Seal) Jeanette Hand
My commission expires March 30, 1946.

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Hastening the day means shortening casualty lists. In war, bullets, shells and bombs are exchanged for lives. The War Bonds you buy help pay for the bullets, shells and bombs that will speed the victory.

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Help hasten the day of victory, and help make that victory more secure—buy your War Bonds today.

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RADIODAILY

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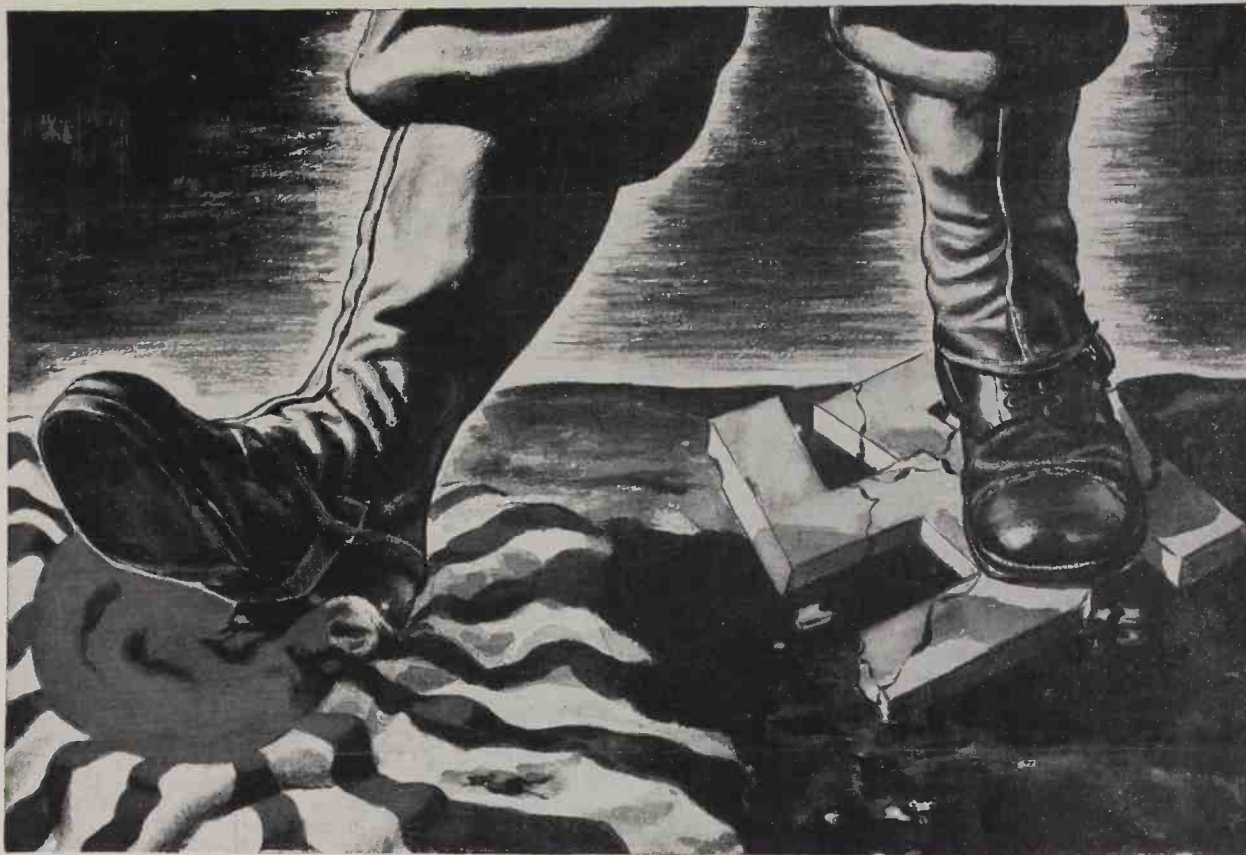
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★ ★ ★ COAST-TO-COAST ★ ★

—OHIO—

CINCINNATI—Recent additions to the staff of Byron Keating Co. new radio advertising agency, include Harold Klaus as veepee, and Amos Twombly and Dorothy Solon to the copy staff. **COLUMBUS**—James L. Renick, former publicity director of Ohio State University has joined the staff of WCOL as director of publicity and public relations. **AKRON**—New additions to the WAKR staff include Ash Nagle, announcer, and John W. La Rue as news editor.

—WEST VIRGINIA—

CHARLESTON—For the past few weeks Howard L. Chernoff, war correspondent for the West Virginia Network, has been attached to Patton's army, where he continues to interview West Virginia men and women for presentation over WCHS.

—TEXAS—

SAN ANTONIO—Sponsorship of a quarter hour weekly sportcast over WOAI has been taken over by the Express Publishing Co., publishers of the Express and Evening News. **DALLAS**—John Steele, formerly with KFBI, Wichita, has joined the news staff of WFAA. New addition to the announcing staff at KRLD is Ray Beadles. Fred Kincaid, former sportscaster for WFAA has joined the staff of WRR. **FORT WORTH**—Sports announcer and sports authority for the Southwest, Zack Hurt, has joined the staff of KFJZ to handle inter-scholastic football.

—WASHINGTON—

SEATTLE—New member of the KIRO staff, and new to radio, is Marjorie Felless.

—ILLINOIS—

CHICAGO—New additions to the WIND staff are: Clara Jumper, assistant to program director Fred Wilson and June Weber, receptionist.

—OKLAHOMA—

OKLAHOMA CITY—Two new additions to the continuity department of WKY are Mary Agnes Thompson, formerly with KCRG, and Bettie Jean Givens from Wichita.

—CANADA—

TORONTO—The Toronto Symphony and Les Concerts Symphoniques are skedded over CJBC for October 3.

—NEW YORK—

NEW YORK—Layman Cameron, emcee, and Eddie Smith, both of WOV's "Hill Country Jamboree" have collaborated on a veteran ballad tagged "Blue Texas Moonlight," which Main Street Songs will release soon. . . . Newest newscaster at WBYN is Tedd Lawrence.

—TENNESSEE—

MEMPHIS—WHBQ has added two religious commercials to its sked, both of which are contracted for 52 weeks. **NASHVILLE**—Sportscaster Allen Stout will broadcast this year's University of Tennessee football sked over WSM. WLAC in collaboration with WSM and WSIX has developed a new idea for promoting the Community and War Chest drive there next week. They are asking different people from all walks of life to come in and make a one-minute appeal for the drive. Then the stations will air and exchange platters, and plan to broadcast about 30 appeals from widely varying groups.

—PENNSYLVANIA—

PHILADELPHIA—When Governor Edward Martin spoke at recent commemoration ceremonies, KYW carried his talk as a special public service program. **PITTSBURGH**—With the opening of the Nixon Theater for the winter season, WCAE is again broadcasting "Nixon Backstage" with Bob Lewis handling the mike.

—TEXAS—

DALLAS—Harry C. Withers, managing editor of the Dallas Morning News is giving a weekly "News Review of the Week" over WFAA. New announcer of KRLD is Walter Tease formerly with KMAC. The Texas Victory Open golf Tournament was broadcast over WRR in its entirety. The match was short-waved to the studios and relayed over the regular outlet. This series is believed to be the first of its kind.

—LOUISIANA—

NEW ORLEANS—A new series of public service programs has been instituted by WWL, consisting of variety, music, stunts and quizzes, and titled "Club USO." Every week the show originates from a different USO and is emceed by Deane S. Long.

—MASSACHUSETTS—

BOSTON—Proud father is Verne Williams, WNAC announcer, whose new son is already practicing with his vocal chords in competition. WEEI news analyst Irving T. McDonald will be the guest speaker at the Massachusetts Nurses Association meeting on October 8. **WORCESTER**—When Bill Koster's new son was born soon after the hurricane, Bill wanted to name him Harry Kane Koster but Mrs. Koster said thumbs down.

—INDIANA—

FORT WAYNE—E. J. Hendrickson, director of field expediting divisions of Farnsworth Television and Radio Corp. has been named manager of the firm's Chicago post-war distributing operations.

—NEW JERSEY—

PATERSON—The promotion of Bernard Jay Shaw, WPAT account executive, to the post of sales promotion manager was announced yesterday by Sidney J. Flamm, vice-president and general manager.

—NEW YORK—

KINGSTON—When Electrol, Inc., received the Army-Navy "E" award Thursday, WKNY was on hand to broadcast his ceremonies.

—NORTH CAROLINA—

GREENSBORO—After completing his training period, Perry Aiken has taken over his duties as control operator, and combines them with scholastic duties at Guilford College.

—SOUTH CAROLINA—

COLUMBIA—A minor riot was caused outside the WCOS front windows last week when two brand new auto tires, part of a sponsor's display, were placed in the window.

—CONNECTICUT—

HARTFORD—Education director Sterling V. Couch of WDRS announced that Alonzo G. Grace and Fred D. Wish, Jr. both of Hartford's board of education, have been appointed consultants of the CBS program "American School of the Air." WDRS has sent over 5,000 manuals of the program to teachers throughout the state.

—WEST VIRGINIA—

CHARLESTON—The local War Fund drive will be opened officially over WGKV as a tribute to the tremendous aid given by the station during last year's drive.

—DISTRICT OF COLUMBIA—

WASHINGTON—A new series of informal lessons on the history of America, and titled "The World and America" is skedded to start over WINX October 10. CBS and WTOP are staging a contest for artists to imitate the CBS caricatures of their stars. The national prize, offered by CBS is a \$500 war bond, while WTOP is offering for a first prize a \$50 war bond to the best in the local area.

—MONTANA—

MISSOULA—Announcer George Mulvihill of KGVO moved into the post of editor of the station's news bureau October 1, replacing Arthur Scott, resigned. **BILLINGS**—Three new additions to the staff of KGHL are Kenneth Montgomery and Bob Ripley, announcers, and Marise Chastain, script writer.

—CALIFORNIA—

SAN FRANCISCO—New addition to the KGO staff is Elma Oddstead who takes up the duties of a studio technician. Josephine Martin, known to KFRC listeners as "Bess Bye" celebrated her ninth anniversary as radio marketing expert recently.

—ILLINOIS—

CHICAGO—Marjorie Retzke to WBBM publicity department, replacing Betty Jones, who takes over the duties of Peggy

Byrne, publicity writer and trade editor, at the end of September. Byrne is leaving WBBM to go to New York.

Miner Answers Du Mont Answer In Tele M

(Continued from Page 1)

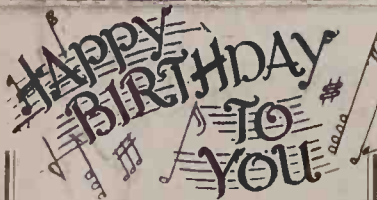
the past week-end. Mr. Miner, answering the Du Mont acknowledgment Columbia's desist drop from TBA membership, in part as follows: "You have made reference to the fact that the minutes of the directors' meetings of the Tele Broadcasters Association do not substantiate my assertion that wide differences of opinion obtained in the organization. As you must know, the TBA minutes, in common with the minutes of all similar organizations, do not purport to reflect differences of opinion, but on record the compromises which have finally been achieved.

Cites Letter's TBA Passage

"The fact is that such differences and they are very fundamental—did exist. Best evidence of this was highlighted by you in your own letter, wherein you chose to refer to a recent resolution adopted by the TBA in respect to allocations. The fact, as you outlined in that letter, is that I did not introduce this resolution; in no way nor content, however, did it a clear expression of my total conviction. On the contrary, I did so with the very greatest reluctance and solely as a compromise, desired to forestall the far less palatable resolution then under discussion which apparently represented the preference of the great majority of the directors present.

Treats Individuals

"You have gone to some length to prove that the Board of Directors of TBA is not heavily weighted against the broadcaster. You fail, however, to point out that Mr. Weiss of Lee has not yet attended a single meeting; that Mr. Mason of Earle Anthony has been present precisely once; that Mr. Hayes, though he cannot be said to represent a manufacturer of electronic equipment, scarcely be classified as a broadcaster either, since his only relations with this field of activity is that of applicant for a sometime television channel; and that Mr. Raibou, though partially a broadcaster, no less represents a company which is a substantial stockholder in your own manufacturing venture. "I cannot believe that after so much reflection you will fail to recognize that my contention regarding the overwhelming majority of manufacturers on the present Board of Directors of TBA is justified by the facts."



October 2

Martha Atwood Groucho Marx
Rosemarie Brancato Roy Shield
Harold W. Cassill Cecil Roy
Joan Shields

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NEW YORK, N. Y., TUESDAY, OCTOBER 3, 1944

TEN CENTS

DL. 29, NO. 2

Seek Sponsors' Identity

Seeks War Loan Plans; FDR To Open Drive

Conference between officials of networks, OWI and the Treasury Department's War Finance Division, is held over the week-end to further integrate network plans for participation in the forthcoming 12th War Loan campaign. Meeting is called by George P. Ludlam, chief of the Domestic Radio Bureau OWI at offices of the United Nations Information Service.

General purpose was to outline to OWI Network Advisory Committee the objectives of the Sixth War Loan Drive which will open November 10.

(Continued on Page 5)

FCC Okays WLIB Sale And Philco Tele Outlets

Washington Bureau, RADIO DAILY Washington—The FCC yesterday approved the sale of WLIB, Brookline, to the New York "Post" for \$50,000. Sale was by a partnership of six. The station operates on the 10 band with one kilowatt limited power. At the same time, the Commission

(Continued on Page 5)

WFIL Sets Space Campaign For Philadelphia Area

Philadelphia — Opening with a series of newspaper ads in the towns of Chester, Norristown, Bristol, Pylestown, WFIL yesterday launched an intensive campaign for out-of-town listening. In addition to the established procedure of furnishing

(Continued on Page 2)

Liberty Bell Ets

Washington—NAB member stations have all received a special recording of the Liberty Bell, historic old symbol of American Independence which hangs in Philadelphia's Independence Hall. NAB prepared the pressing with a view to broadcast on "V-E Day." The disc records the sound of the bell as struck by a rubber mallet—which was determined best for the recording after extensive testing by sound engineers.

WPB Gives Figures On Tube Situation

Washington Bureau, RADIO DAILY Washington — Combined military and civilian requirements for receiving tubes after the fall of Germany will be about 60 to 70 per cent above present maximum production rates, government officials told the radio receiver vacuum tube industry advisory committee recently, WPB reports.

(Continued on Page 3)

Jack Benny Program Sustainer In Canada

Montreal—The Jack Benny program, which returned to the CBC Trans-Canada network last Sunday at 7:00 p.m., EDT, 8:00 p.m., ADT, will be carried in Canada this year.

(Continued on Page 2)

Hubbard Blames Petrillo For Political Plight of KSTP

Dorothy Thompson Signs To M.C. 'Listen the Women'

Dorothy Thompson, noted lecturer, author and commentator, starts with the Blue Network's "Listen—The Women" October 8 as fiece. Miss Thompson joins this Sunday afternoon program in addition to her WJZ

(Continued on Page 2)

There's a great day coming! . . . And WLAW is prepared to help you make the most of it! Adv.

FCC Proposes New Rule Requiring Sponsor Identification—Hearing Set, Nov. 10

AFRS Productions Skedded For N. Y.

Staff producers and writers of the American Forces Radio Service will arrive in New York from Hollywood this week and starting October 9th will produce the transcribed shows for overseas consumption in the East. The first performance titled "Jubilee," will be presented before

(Continued on Page 3)

Radio Ready To Cover St. Louis World Series

With the opening day of the World Series scheduled for tomorrow in St. Louis, plans are being completed by the networks to bring the details to their radio audiences. The actual broadcasts of the Cardinals-Browns

(Continued on Page 3)

Harrington To Ted Bates As Vice-President, Oct. 16

Thomas F. Harrington, vice-president and director of radio for Young & Rubicam, Inc. joins Ted Bates, Inc. on October 16, as vice-president. He

(Continued on Page 2)

Tele Survey Shows Interest In Video

Four out of every ten persons plan to purchase television sets when they are released after the war; six out of ten postponing the purchase of tele sets say they will buy within three years after the end of the war; six out of 10 say the clarity of the picture will not influence their purchases, it was disclosed yesterday by

(Continued on Page 6)

NBC-CBS 'Name' Shows Vie For Sun. Audience

Battle for the 7 to 7:30 p.m., listening audience for Sunday evenings is on with the Jack Benny and Kate Smith shows already announcing their guests for next Sunday. Benny will "audition" a singer—Frank Sinatra

(Continued on Page 2)

Calling Dr. Stork

Chicago—Muriel Bremner, NBC actress who daily calls Dr. Brent to "call surgery" in "Road of Life," answered the call of Dr. Stork the other day and became the mother of an eight pound girl at St. Luke's Hospital. Muriel's husband is Lt. James Bremner, Jr., USNR, who now is filling a detail at the Hampton Institute, in Hampton, Va.

Well Deserved

Because of his fine work in recruiting employees for Civil Service jobs when they were badly needed recently, "Red" Barber, well-known baseball commentator and radio emcee has been appointed a member of the Regional Committee on Administrative Personnel. Barber during the past years has taken high place among play-by-play baseball announcers.

When civilian goods reappear, WLAW is ready to help sell them to Northern New England! Adv.



Vol. 29, No. 2 Tues., Oct. 3, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

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

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

(Monday, Oct. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 7/8	162 3/4	162 7/8	+ 3/8
CBS A	32 1/2	32 1/4	32 1/2	+ 1/8
Crosley Corp.	21 1/2	21 1/2	21 1/2	0
Farnsworth T. & R.	14 1/8	13 7/8	13 7/8	- 1/8
Gen. Electric	37 7/8	37 1/4	37 1/2	+ 1/4
Philco	34 1/2	34 1/4	34 1/4	- 1/8
RCA Common	11	10 3/4	10 3/4	- 1/8
RCA First Pfd.	76 1/2	76 1/2	76 1/2	+ 1/8
Stewart-Warner	16 1/4	16	16 1/8	+ 1/8
Westinghouse	104 1/4	104 1/4	104 1/4	+ 1/4
Zenith Radio	42	42	42	0
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	27 3/4	27	27 3/8	+ 1/8
Nat. Union Radio	5 7/8	5 7/8	5 7/8	+ 1/8

Harrington To Ted Bates As Vice-President, Oct. 16

(Continued from Page 1)

will be contact on the Colgate-Palmolive-Peet account and a member of the agency's Plan Board. Harrington has been with Y&R for some years and recently returned from a leave of absence due to illness.

20 YEARS AGO TODAY

(October 3, 1924)

WLS, Chicago, received 4,149 letters last month from every state in the Union, six Canadian provinces, Alaska and Cuba, as well as reaching its greatest distance since going on the air—2,400 airline miles. Letter from the U. S. Army offices at Chilkoot Banks, Haines, Alaska, establishes this fact.

Two Networks! Three City Market!!

CBS WENT MUTUAL

Gloversville • Johnstown • Amstardam • THOMAS CLARK, Nat. Rep.

Coming and Going

E. R. BORROFF, vice-president of the Blue Network in charge of the central division, expected in New York today for conferences at the headquarters of the web. He will be accompanied by GIL BERRY, newly-appointed sales manager of the central division.

PAUL JONAS, assistant to Tom Slater, director of special features and sports at Mutual, is in St. Louis to aid his chief in setting the stage for the airing of the all-St. Louis World Series.

ANTON M. LEADER, director of NBC's "Words at War" program, will leave for a two-week vacation in Georgia following tonight's broadcast. He'll return in time for the Oct. 24 stanza.

WICK CRIDER, publicity director of J. Walter Thompson Co., off on a trip of two weeks during which he will call at Toronto, Toledo and St. Louis.

BILL MURRAY, publicity director of BBDGO, returned yesterday from a short business trip to Boston.

AUSTIN E. JOSCELYN, general manager of WCCO, CBS-owned station in Minneapolis-St. Paul, is in New York on station and network business.

CHARLES F. BRUCE, sales manager of WSOY, CBS affiliate in Decatur, Ill., visited yesterday at the New York offices of the Columbia network.

EARL HARPER, sports director of WJW, Cincinnati, is back from Columbus, Ohio, where on Saturday he shared the microphone with Ed Sprague in the broadcasting of the football game between Missouri and Ohio State.

"PETE SCHLOSS, station contact representative for the Blue Network, expected back today from a short trip to Boston and Providence, where he participated in the ceremonial opening of WFCL's new studios.

ARABY A. GILMORE, formerly of CBS in New York, has arrived in Australia, where she will serve the armed forces as staff assistant of the American Red Cross.

WFIL Sets Space Campaign For Philadelphia Area

(Continued from Page 1)

program listings, this station is broadening its promotional reach to the towns surrounding Philadelphia. WFIL, a Blue outlet, has publicized this fact in the first newspaper campaign; however, it will identify itself as a local station "best suited geographically to serve Quaker City neighbors." Regarded as a service to station advertisers, the campaign is described as a hypo to consumer reaction through increased listener interest in the greater Philadelphia trading area.

Other WFIL promotion activities will include billboard postings, public transportation signs, public window displays, direct mail projects.

NBC-CBS 'Name' Shows Vie For Sun. Audience

(Continued from Page 1)

tra—during his half-hour stint on NBC and the Kate's talent for the 7-8 p.m., hour on CBS will include Miriam Hopkins of movieland, Willie Howard, comedian and "The Ink Spots" who have been signed for an indefinite period.

Jack Benny Program Sustainer In Canada

(Continued from Page 1)

on a sustaining instead of a commercial basis. This arrangement has been made by the Canadian Broadcasting Corporation, and in making the announcement E. L. Bushnell, CBC director-general of programs, stated that it had been made in response to a strong demand on the part of listeners across Canada. Normally, the broadcast would not have been carried on the CBC network since Benny's new sponsor does not operate in Canada. The program will be presented without the usual commercial announcements and these spots in the broadcast will be used to carry messages of national importance.

Dorothy Thompson Signs To M.C. 'Listen the Women'

(Continued from Page 1)

commentary every Sunday night, and replaces Janet Flanner who is sailing for Paris as war correspondent for the New Yorker Magazine. Beginning with next Sunday, when Michael Strange will be the panel's guest, "Listen—The Women" will feature celebrated guests of both sexes. Bennett Cerf has been scheduled for October 15.



Takes guess work from blind landings

Pilots admit they run into trouble and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore we can get rid of any "blind buying" radio time.

If you'll use the yardstick of coverage, popularity, and cost and get the common denominator that shows lowest cost—big results... you'll land your client without a bump.

We know that... because the figures show that W-I-T-H, the successful independent radio-station... is the best buy in this, the 6th largest market.

WDAS AUDIENCES HAVE BEEN *Loyal* FOR OVER TWENTY YEARS

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

W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

★ AGENCY NEWSCAST ★

CHARLES FALDI was elected a vice-president of Benton & Bowles, Inc., at a recent meeting of the agency board of directors, it has been announced by Clarence B. Goshorn, agency president. Faldi, chief art director of Benton & Bowles, joined the agency in 1932 when the art staff consisted of only four people. Today it numbers over 20.

THE TWENTY-FIRST YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, Monday, October 9th at 7:45 p.m. The speaker of the evening will be Gene Flack, advertising director and trade relations counsel, Loose-Wiles Biscuit Company. Allan F. Preyer, president of the Club will preside.

REGINALD COGHLAN has joined the copy department of Compton Advertising, Inc. He comes to Compton from the position of assistant advertising manager of McKesson & Robbins, Inc. Before that he was divisional sales manager of the Gulf Refining Company in Pittsburgh.

Major Bowes To Detroit

Starting his ninth year under Chrysler sponsorship, Major Bowes and his amateurs will broadcast from the Mecca Temple in Detroit, October 5 over the CBS web. At that broadcast he will play host to more than 5,000 Chrysler employees.

New "Family" Show

Radio welcomes a new "family" to the coast-to-coast scene with debut of "The Adventures of Ozzie and Harriet," starring Ozzie Nelson and Harriet Hilliard, over the Columbia network Sunday, October 8, 6:00 to 6:30 p.m., EWT.



More than several hours-length ahead of others on RACING RESULTS... WBYN reports exclusively 12 to 6:30 from all tracks every few minutes.....

WBYN 1430 ON THE DIAL

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

BOARD OF DIRECTORS of the American Public Relations Association, with headquarters in Washington, D. C., announce the election of Richard E. Goebel as vice-president of the national organization, representing the Pacific Coast states. Goebel is president of the Pacific Coast Advertising Company, San Francisco and Los Angeles advertising agency.

VICTOR VAN DER LINDE, INC. has resigned as advertising and sales counsel of Seydel Chemical Company, effective December 16.

DAVID O. ALBER ASSOCIATES have been retained to handle publicity and promotion for the Du Mont Television enterprises. This includes the Du Mont Television station, WABD. Buchanan & Company is the advertising agency.

GEORGE RUSSELL as sales representative for the Southern states is announced by P. S. Billings, president of the Belmont Radio Corporation of Chicago.

RUTH ROSS, formerly a partner of Albert M. Ross, Inc., and prior to that with J. Walter Thompson, has joined the copy staff of the Duane Jones Company.

AFRS Productions Skedded For N. Y.

(Continued from Page 1)

an audience in a CBS playhouse on Saturday evening, October 9. Cast will include such stars as Billy Holliday, Ella Fitzgerald, Burl Ives, "The Ink Spots" and Andy Kirk's band.

Scheduled for the AFRS shows to be produced in New York include "Mail Call," "Command Performance" and "G.I. Journal."

Mail Manuals

The 110-page manual prepared by CBS describing its "American School of the Air" series has been mailed to over 181,000 teachers and educators all over the country. Additional copies will be distributed to libraries, parent-teacher and other groups will bring total distribution to in excess of 200,000 copies.

Vandercook's Swing Shift

John W. Vandercook will substitute for Raymond Gram Swing when the latter takes his vacation on October 9 through the 12th inclusive, it has been disclosed by the Compton Agency. Socony Vacuum is the sponsor of the Blue-aired Monday through Thursday, 10-10:15 p.m., EWT, program.

WPB Gives Figures On Tube Situation

(Continued from Page 1)

d yesterday. Total August production was about 10,000,000 tubes.

Committee members said they expect to meet these requirements by being almost wholly dependent on an increase of manpower in industry. Cutbacks occurring in industries should substantially ease the supply of labor available for the job they said.

Military requirements for receivers now average approximately 1,000 monthly. The end of the European war will reduce military requirements slightly, but not until a year after Germany's defeat is a 10 per cent cut in such requirements expected.

Because of the nature of the work the assurance of continuous employment after the war, large numbers of women are expected to be attracted to this field when cutbacks in other industries occur, WPB officials said. At present, about 13 per cent of total tube production is available to civilians for replacement purposes only.

Radio Ready To Cover St. Louis World Series

(Continued from Page 1)

will be made exclusively over Mutual network.

Handling the Mutual mike for their sponsors will be Tom Slater, Dunphy and Bill Corum, with Jonas lending assistance. Last night they aired a special "sneak preview" of the series, and from now on they are over, Mutual sportsmen will give a daily 15-minute preview of the day's game, beginning at 7:45, EWT.

Another resume will be presented on the NBC hook-up through KSD 15 every evening by Ray Stock. St. Louis sports writer. Also featured on this series will be Roland Rice, and Billy Southworth, the Cardinal's manager.

Other networks plan to carry results of the games on their radio news and sportscasts.

Guilders for G.I.'s

When American paratroopers landed in Holland they had Dutch guilders in their pockets minted in Denver.



WITH REX DAVIS 4 TIMES DAILY

434741

SOUTHWEST

THE Eighth Service Command will sponsor a new series of programs to originate from the studios of WFAA, Dallas, and be aired by member stations of the Texas Quality Network. Titled "Command Communique," programs will be a half-hour in length and will feature the band of the Eighth Service Command.

Arrangements have been completed by the operators of KFAA-KGKO to spread the news on V-Day. Through special code words sirens will herald the good news throughout the city. Jackrabbit and Kangaroo were the clue words on D-Day.


The Crustene Ranch Party with Jim Roberts and John Paul Goodwin is now being heard over the Texas Quality Network for a half-hour each Saturday night, originating at KPRC, Houston.

New faces at WOAI, San Antonio, are those of Mildred Clarke in publicity; Elizabeth Rainey and Rita Mendelsohn in continuity, and Martha Harrison in the traffic department. . . Smilin' Ed McConnell will be heard over WOAI in a series of transcribed programs under sponsorship of the Mantle Lamp Company, makers of Aladdin Lamps. There are to be two 15-minute programs weekly. Presba, Fellers & Presba was the agency.

Franklin's Ready-To-Wear Shop is sponsoring a five-minute newscast over KNOW, Austin, six mornings a week. . . Senator W. Lee O'Daniel being heard via transcription Monday through Saturday for a quarter-hour over KNOW.

NBC Speakers Set

Three NBC executives will address Kiwanis Clubs in the Metropolitan area during the month of October, according to Anita L. Barnard, manager of the NBC speakers bureau. They are William Roux, assistant manager of NBC spot sales, who will speak in Rahway, N. J. October 4; Charles Vaill, WFAF audience promotion manager scheduled for October 5 in White Plains, N. Y. and Claude Barrere, manager of syndicated sales of NBC's Radio Recording division, who will address the Westwood, N. J. Kiwanians, Oct. 24.



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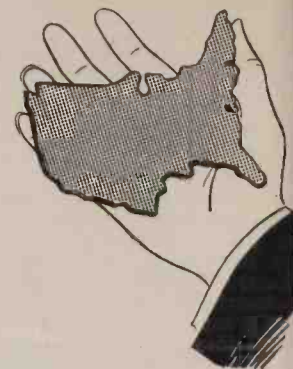
Notes From A Ringside (And Backstage) Seat . . .!

• • • We just returned from one of the most thrilling trips we've ever taken . . . an action-filled week-end with the WJZ Victory Troupe, who entrained Friday morning for Washington . . . two Navy Lockheed Lodestars flew us to Norfolk, Va. where the great group of entertainers succeeded in 'sending' about 10,000 Naval Officers and enlisted men . . . we use the word 'great' because that seems to be the only way to describe the courage, fortitude and dogged determination of Joe Seiferth's 'kids' . . . in order to make show time and not disappoint the thousands of servicemen and women at the Norfolk Naval Base, the cast elected to chance the stormy weather . . . a hazardous decision, for both planes had to fly through the soup-like fog . . . several performers became very ill, but with the aid of sedatives, massages, etc., they rallied and the show went on . . . next morning, despite a driving rain, (Lt. Commander Jack Curtice, former coach of the great University of Texas football team) provided us with Nor'easters, we were taken aboard a flat top (Plane Carrier Battle Wagon), where Seiferth, on learning that the gobs, just in from a long voyage hadn't ever seen a show, decided then and there to give a performance . . . it was thrilling to see the ready assent by the troupe . . . by the time we reached the Fan Tail section of the ship, the grapevine had already notified every sailor of the unexpected show and 15 minutes later, the show went on . . . to show the affection and admiration held for Capt. R. C. Suttill by his officers and men . . . they cheered the Skipper and the troupe . . . after dinner we drove to the Air Base Theater where a third show was programmed . . . we had more time for rehearsal and never have we seen a smoother performance anywhere and that includes the deluxe Broadway Movie Houses. . . In appreciation, Commander Crutchfield, Adair, Executive Officer of the Naval Air Base, played host at a 'champagne and Steak party' and amazed his guests with his wizardry as a magician and sleight-of-hand artists . . . we'd like at this point, to raise a salute to all of the officers who devoted so much of their time to the very need or wish of the troupe during the two-day stay there.

☆ ☆ ☆

• • • And—by the mere but convivial coincidence, WJZ's network, the Blue, conducted another of its characteristically delightful cocktail parties almost the next day—Monday evening, to be exact—in the east foyer of the Waldorf-Astoria—to welcome Chester J. La Roche, vice-chairman of the network, and Robert Kintner, newly named as vice-president of the web. Smoothly conducted by Earl Mullin, director of publicity, and with the able assistance of Judith Mercedes Cortada, trade news editor, the Fourth Estate was particularly well represented by the presence of Harriet Van Horne, "World-Telegram"; Arnold Blom, "PM"; Al Cusick, New York "Post"; Joe Weigers, Macfadden Publications; Al Goldstein, St. Louis "Post-Dispatch"; Bill Rich, "Time"; Jean Meegan, "A.P."; Sonia Bigman, "Time"; Betty Forsling and Hugh Beech, "News-week"; Jack Garver, U. P.; Abel Green, "Variety"; Jessyka Russell, "Magazine Digest"; Bill Juengst, "Brooklyn Eagle"; Jack Cluett, "Women's Day"; Katherine Melnick, "Journal-American"; Rocky Clark, "Bridgeport Post"; L. L. Stephenson, Bell Syndicate; Louis Allwell, INS; Richard Davis, "Tune In"; Pat Murray, "Printers Ink"; Earl Sparling, "Readers Digest"; Dorothy Sparling, "Tide"; Jim Treverton, St. Louis "Globe-Democrat"; Don Walsh, George Rosen, Jerry Franken, and Cameron Day, also of "Tide"; Bruce Robertson and Helen House, "Broadcasting"; Jack Alicoate, Don Mersereau, M. H. Shapiro and Tom Fitzsimmons, of RADIO DAILY, and from the hosting Blue Network, in addition to guests of honor, Edward J. Noble, chairman, and Edgar Kobak executive vice-president.

☆ ☆ ☆
—Remember Pearl Harbor—



HERE'S COVERAGE

Washington's radio audience is composed of folks from every state in the Union. Eventually some of them will wend the way homeward. They will ask for the products they learned to know and use while in Washington. Doesn't that give you National coverage at the low WINX rates?

The Best Test Market at MINIMUM COST



WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

Webbs War Loan Plans; FDR To Open Drive

(Continued from Page 1)

er 20th-December 16th and the special problems which the Treasury expects to meet in connection with. In opening the meeting, Ludlam explained that it was felt by both the Treasury and OWI that commercial radio participation would be adequately handled through normal operation of the OWI Network Allotments and Special Assignment plans; and that the individual station coverage would be provided by participation in the several transcribed series already prepared by the Treasury as well as the OWI ET announcements distributed under the Station Announcement Plan.

Other Problems Mentioned

Ludlam also suggested that the following problems remained to be considered by the meeting: network promotion on the opening day of the drive; individual network promotion during the drive in the form of Bond days or weeks; and placement of such special events as would meet the Treasury's specific requirements. Tom Lane, director of press, radio and advertising for the War Finance Division followed Ludlam with a brief exposition of the copy platform for the drive, which will highlight the Pacific war. Ted R. Gamble, National Director of the War Finance Division, discussed the general background of the Nation's financial needs at the end of 1944, together with specific problems of the War Loan Drive.

Four Webs Scheduled

Following some discussion, it was agreed that the drive would open on network radio with four consecutive half-hour programs, one produced by each of the networks. The four programs related to one another by appropriate cross reference, will lead to an address by the President at the end of the two-hour period. Subject of special events and individual network days will be subject of another meeting by all concerned, at an early date.

Those in attendance at the meeting

The SCHOOL of RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

OCTOBER 16

6 Weeks' Day Course

NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- ANNOUNCING
- STATION ROUTINE
- NEWSCASTING
- ACTING
- CONTINUITY WRITING
- DICTION
- COMMENTATING
- VOICE

Co-ed. Moderate rates. Inquire! Call or Write for Booklet R.

R.K.O. BUILDING, RADIO CITY, N.Y. CIRCLE 7-0193

FCC Okays WLIB Sale And Philco Tele Outlets

(Continued from Page 1)

approved also the request of Philco for authority to construct seven experimental television relay stations between Philadelphia and Washington for carrying the programs of Philco's WTPZ, Philadelphia. The stations will operate on channels 11, 12, 13 and 14 with A5 and A3 emission, 15 watts visual and 10 watts aural. This application was received only last Thursday.

Joe E. Brown Heads East For October Broadcast

Hollywood—Joe E. Brown will stage his coast-to-coast radio quiz show, "Stop Or Go," in New York City on October 19 in order to make a personal appearance at the Boston Book Fair on October 17 in connection with the publication of his book, "Your Kids and Mine."

Brown will leave by plane on October 12 immediately after his "Stop Or Go" show over the Blue Network. While East, Brown will visit his mother in Toledo and give two addresses in Detroit, on October 23 and 24, in connection with the current War Chest.

Gets Blue Spot

Johnny Thompson currently appearing at the Glass Hat, Hotel Belmont Plaza, has just been signed by the Blue Network and once a week program has started a 1:45 to 2 p.m. over WJZ and entire network.

New WOR Show

"Skippy Hollywood Theater," a new transcribed series, made its debut over WOR yesterday. The series consists of dramatic programs featuring Hollywood stars, and has been placed under a 52-week contract with the Rosefield Packing Co. for Skippy Peanut butter.

included: Douglas Coulter, and Roy Langham, for CBS; William S. Hedges, C. L. Menser and Dwight Herrick, for NBC; Adolph Opfinger and Tom Slater for Mutual, and Phil Carlin for the Blue Network; Ted R. Gamble, Tom Lane, and Robert Smith for the Treasury and Ludlam, Harold Rosenberg, Jerome Brooks and Cornwell Jackson for the OWI.

CKAC Sets Schedule Of U. S. Sponsored Shows

Montreal—Station CKAC, 5,000-watt on 730 kilocycles, announces the following 1944-1945 contracts which include national and local programs from both the United States and Canada:

"The Judy Canova Show," sponsored by Colgate-Palmolive-Peet, Tuesdays, 8:30 to 8:55 p.m., EWT, beginning Oct. 3, ending June 26, 1945, and placed by CBS, New York. "The Adventures of the Thin Man," sponsored by General Foods Corporation, Fridays, 8:30-8:55 p.m., EWT, which began Sept. 15 with expiration date to be announced, agency Benton & Bowles, New York. "Votre Programme," sponsored by Sleepex Rgstrd, Mondays through Fridays, 3:45-4 p.m., EWT, which started Sept. 4, ending March 2, 1945 agency Club licite Huot, Montreal.

Newscasts Listed

"Newscast," sponsored by Mastercraft, Sundays, 12:30-12:35 p.m., EWT, through the General Broadcasting Company. "La Femme Et L'Actualite" (Women In the News), Mondays to Fridays, 12:10-12:15 p.m., sponsored by Lyman Agencies Ltd., EWT, placed through the Ronalds Advertising Agency.

"Que Feriez Vous?" (What Would You Do?), sponsored by Canada Starch Company, Thursdays, 8:30 to 3:55 p.m., EWT, beginning Oct. 5, and ending March 29, 1945, through Vickers & Benson, Montreal. "Memoires Du Dr. J. O. Lambert," sponsored by Dr. J. O. Lambert Ltd., Sundays and Thursdays, Sundays at 7:45 to 8 p.m., Thursday at 8-8:30 p.m. EWT, starting October 5 and 8 respectively, ending April 1 and March 28, 1945 respectively, through the Publicite Huot, Montreal.

Texas Company Signed

"Star Theater" sponsored by the Texas Company (McColl Frontenac), Sunday 9:30-10 p.m., EWT, starting October 1st and ending September 23, and placed through CBS. "Le Chef Mysterieux" sponsored by Steinberg's Groceries, Mondays to Fridays, 10-10:15 a.m., EWT, beginning July 24, 1944 and ending Jan. 19 1945. "Le Vieux Loup De Mer," sponsored by Quaker Oats Company, Mondays, Wednesdays, and Fridays, 4:45-5 p.m., EWT, beginning Sept. 18, 1944, with expiration date to be announced, and placed through Spitzer & Mills Ltd.

CAB Releases Ratings On FDR-Dewey Talks

President Roosevelt's speech of Sept. 23, delivered before the Teamster's Union and broadcast 9:30-10:23 p.m., EWT over CBS and NBC, had a rating of 26.4 according to the Co-operative Analysis of Broadcasting's sample in 81 U. S. cities. FDR's speech received 82.8 per cent of all radio listeners at an hour when 31.9 per cent of all the radio homes had their sets in use.

Governor Dewey's speech in which he answered the President at Oklahoma City the following Monday, heard over NBC and the Blue at 10-10:30 p.m., EWT received a rating of 20.9 according to CAB. The Governor's address had 59.7 per cent of the listening audience when the total audience was 35 per cent of all the sets in use.

CAB states that these ratings are the first political speech ratings made available on a cross-country including the smaller cities of the U. S. and reflects the ratings of the candidates in the cities sampled by CAB during its regular interviewing.

AMP Gets 23 Renewals, Five New Station Accts.

Music licensing agreements with 23 stations have been renewed and five new station accounts have been completed by Associated Music Publishers, Inc., according to William J. Reddick, manager of the AMP licensing division.

Stations whose contracts have been extended are: KFAB, KOIL, KFOR, KOCY, WSYR, WSPR, WPAV, WOOD, WNLC, WJAG, WHYN, WHCC, WHAI, WCSH, WCOL, WHAR, WBNS, WBAX, KVOD, KSLM, KOY, KGY and KFAC.

New agreements are with: KRE, KUIN, WDNC, WMPS and WHBQ.

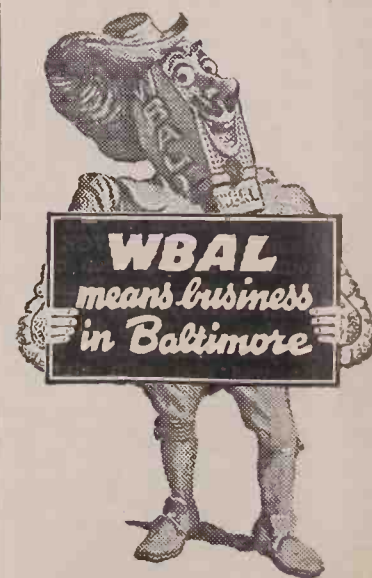


WALTER COMPTON BACKGROUND FOR NEWS

add
KROS
to his
sponsor list



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



Edward Petry & Co., National Representative

Tele Survey Shows Interest In Video

(Continued from Page 1)

the Allen B. Du Mont laboratories following a survey conducted within the New York City metropolitan area.

The purpose of the survey was "to determine a critical opinion on the relative merits of television picture clarity, pictures available at the conclusion of the war and pictures available in the more distant future."

Ballot Tally Heavy

Hundreds of ballots were taken with upper income and high middle income persons within the New York City metropolitan area, 63 per cent of the interviews were in the upper income bracket and 37 per cent in the middle income bracket. Both men and women were equally represented.

To the question "Do you plan to buy television receivers as soon as they are released for sale after the war?" 43 per cent said "yes"; 21 did not know and 36 said they would postpone. Of the percentage to put off purchase, one per cent will purchase within one year after product is released; three per cent to wait a year; five per cent to wait two years; 12 per cent to wait three years; six per cent to wait more than three years; nine per cent would not commit themselves.

To the question of clarity of pictures, 34 per cent consider it of "great importance"; 32 per cent consider it over "medium importance"; 32 per cent consider it over "very little importance" and two per cent "don't know."

Color Tele Treated

When the question "would the possibility that color pictures may be available in five to 10 years make a delay purchase of a television receiver showing only black and white pictures?" was asked, 21 per cent said they would delay purchase; 69 per cent said they would not delay purchase; 10 per cent were non-committal.

Eighty-one per cent of the persons interviewed said they had viewed a television program on a television receiver set; 16 per cent had not and three per cent could not recall.

Bob Dixon Joins WOR

Bob Dixon, has joined WOR as staff announcer. He has been connected with various New England stations, most recently with WTAG, Worcester, Mass., where he did special events and exceeded many programs. He was also with station WHYN, WBRK and WBZA.

Wedding Bells

Ruth C. McGovern, of the Blue research staff, will be married Oct. 14th in New York to Dr. John E. Gillick. The couple will make their home in Rochester, N. Y., where Dr. Gillick has been appointed chief resident physician of the Rochester General Hospital.

FCC On Nov. 10 Will Review Political-Time On Radio

(Continued from Page 1)

day meeting of the Commission last week, but notice was held up.

Wigglesworth Active

Wigglesworth, over the week-end, was quoted as saying that he intends to look into possible violations of the corrupt practices act in the purchase of network time and also in the purchase of time over independent stations. Wigglesworth himself was not in town for comment, but his move was interpreted here as being aimed at labor groups, most of whom are not partisans for Wigglesworth's republican party.

With Rep. Warren Magnuson of Washington busily engaged in campaigning for the Senate and unable to leave his state, there was indication, too, that Wigglesworth and Rep. Louis E. Miller might force another hearing on the 1940 purchase of WMCA from Donald Flamm by Edward J. Noble, who subsequently sold the station to Nathan Strauss.

Quashing of public sessions on this case early in the year because the New York Court was considering the matter resulted directly in the resignation of Eugene L. Garey, as counsel for the committee and charges by Wigglesworth, Miller and Garey that Chairman Clarence Lea was trying to whitewash the FCC and prevent disclosures regarding the case which would embarrass the White House. It is to be expected that if no public session is held this month Miller and perhaps Wigglesworth will issue a strong charge of politics, reciting the charges made in the hearing against Tommy Corcoran, Noble and the White House—but never established.

Requests for oral arguments on the FCC's proposed new rule—which is in line with suggestions made last year and this year by Chairman Burton K. Wheeler, of the Senate Interstate Commerce Committee and in-

corporated in the shortlived communications bill written by him—should be filed at the Commission by November 1. The argument will be on November 10.

Proposed New Order

The proposed new order, and amendment to Section 317, follows: "Sponsored programs, announcement of—(A) in the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station, the station broadcasting such program shall announce, or cause to be announced, both at the beginning and conclusion thereof that the program is paid for or furnished, either in whole or in part, provided, however, that in the case of programs of five minutes duration or less, a single such announcement only, either at the beginning or conclusion of the program shall be required. The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting.

"(B) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs."

Install New System For Canadian Police

Montreal—a three-way intercommunication radio system—the most modern equipment in radio and the second of its kind introduced in Canada for police purposes—has been installed at the Outremont police headquarters, and operation was officially inaugurated Thursday, 10 a.m., with "Calling all Cars." 24.

Dan Fairbanks

Dan Fairbanks, 36, sales manager of the jobbing division of the Cornell-Dubilier Electric Cop. died recently at his home in New Bedford. Mr. Fairbanks joined the Cornell-Dubilier organization after 17 years with the International Resistance Co. of Philadelphia in a similar capacity, and was well known as a speaker among equipment circles.

Alberta University Outlet Denied Commercial Permit

Montreal—Application of the University of Alberta for a commercial license for its radio station, CKUA, at Edmonton, has been refused Transport Department officials said last week. The university has a restricted license which enables the station to be used for educational purposes, but prohibits the carrying of commercial programs. Several efforts have been made during the last year to have the license extended to permit commercial programs.

Gets RCA Assignment

The appointment of Herman D. Mysing as manager of sales and engineering service for RCA's Auto Radio Department was announced yesterday by Thomas F. Joyce, general manager of RCA Victor's radio, phonograph and television department.

KSTP Talk Cancelled On Political Grounds

(Continued from Page 1)

for time on KSTP for Allen's use Monday, October 9, but when the club learned of this it objected because of the long standing controversy between the radio station and the Minneapolis Musicians Association.

As a result, Hubert H. Humphrey, Jr., State D-F-L campaign manager ordered cancellation of the talk on KSTP.

Called "Political Expediency"

His action was a matter of "political expediency," Humphrey said. "Since the club has endorsed our candidates," he explained, "we have no choice but to rescind our selection of KSTP to carry our candidate message when the club objected."

Hubbard, president and general manager of KSTP, termed the affair "another Petrillo trick to force the station's capitulation in its dispute with his Minneapolis Musicians local."

Since last spring, shortly after the opening of Radio City in Minneapolis, there has been no music emanating from KSTP's Minneapolis studios, the strike situation long has been in the hands of the War Labor Board, which refuses to announce its decision until the musicians obey the WLB directive to return to work at the station's Minneapolis studio.

Controversy, according to Hubbard, stems from the fact that the Minneapolis Musicians Association is demanding that the station hire eight men for exclusive use in the Minneapolis studios. The station he said, is not questioning the subject of wages and hours, having agreed to abide by the WLB decision.

Points to "Satisfactory" Pact

"The head of the Minneapolis Musicians local at a State Labor meeting in St. Cloud recently accused KSTP of paying musicians only \$8 a week. But by omission, he grossly misrepresents the fact since, he neglected to explain that the \$8 a week is for six extra men who do a single half-hour program, and he forgot to mention our staff musicians who receive as high as \$85 a week regularly."

Hubbard pointed out that since KSTP has a satisfactory contract with the St. Paul musicians, the Mill City local's attitude could not represent the thinking of the rank and file membership. The staff musicians belong to both locals but are permitted to play in the station's St. Paul studios and are prohibited from playing in the Minneapolis studios by the Minneapolis local).

Detrola Statement

Net profit for the ten months ending August 31 earned by International Detrola Corporation was \$1,354,335 or \$2.76 per share, C. Russell Feldman, president, announced yesterday. The profit figure, Feldman explained, was after price reductions of \$235,000 made by the corporation on military contracts.

PROGRAM REVIEWS

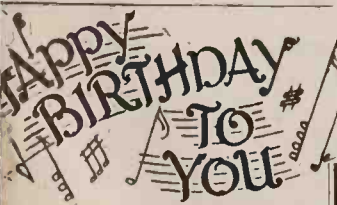
JACK BENNY

American Tob. Co. (Lucky Strike)
WEAF-NBC, Sun., 7-7:30 p.m., EWT
Ruthrauff & Ryan, Inc.
BENNY OPENS SEASON WITH STRONG
LOW AND NEW SPONSOR.

All hands were on deck Sunday night with the exception of Dennis Ray (now in the Navy) as Jack Benny bowed in for Lucky Strike garettes. Rochester, Mary Livingstone, Don Wilson, Phil Harris et al. tributed the usual lively half hour, plus an added starter in Fred Allen who guested as a favor to his friend Benny. Allen, incidentally is reported as having done the job for the xi fare and AFRA scale. At the close of the show it was indicated at Frank Sinatra, who works for Lucky Strikes on the "Hit Parade," will be the next guest, thus maintaining the momentum on that angle least.

Rochester opened the show with a lively long hit, which was good judgment and built up a strong entrance for Benny. There was a fast piece of business with the new "sponsor" George Washington Hill, impersonated by a good actor and Allen is in the GWH office tearing Benny down little. When Benny gets in he flusters all over the place. Pace was good and the general format about the same as in past seasons. Writers are the same as last year, in Sam Perrin, Lt Jonesburg, George Balzer and John Tackaberry. Producer, a newcomer to the show is Bob Ballin, formerly producer for the "Vox Pop" program. Commercials for Lucky Strikes did not lay it on thick.

Competition over the webs at 7 p.m. Sundays finds Kate Smith on CBS and of course Drew Pearson on the Blue. Pearson has 7:15 p.m. time and Miss Smith an hour. Additional talent hired on the Smith program offset the Benny premiere include Helen Hayes, Peggy Ryan and the "an You Top This" outfit. Miss Smith working for the same client as many formerly did, included the U-O commercials on the program as well as others. However Jack Benny mentioned Grape-Nuts flakes directly as a breakfast food. Possibly in a few weeks the Hoopers will give those interested an idea of who is listening to whom, and for how long.



October 3

Gertrude Berg Ben Gage
Jane Crustinberry Vincent Lorey
Rico Marcelli Theodore R. Nathan
Johnny Burke Harry B. Shaw

COAST-TO-COAST

—OHIO—

CLEVELAND—Gene Carroll, creator of the comedy team of Jake and Lena, recently introduced a new type of kids quiz over WTAM. The series is sponsored by the Spang Baking Co. and quizzes children up to 13 years of age under the title of "Jake and Lena's Little Red School House." Carl E. George, director of operations at WGAR has been appointed assistant manager of the station, according to an announcement from John F. Patt, general manager and vice-president. DAYTON—New addition to the announcing staff of WHIO is Bob Storey, former staff announcer of WOWO. WARREN—Contracts have been completed between WRRN and Press Association, Inc. for their special AP radio wire, Emerson Pryor, station manager announced.

—MONTANA—

MISSOULA—The weekly "News for Homemakers" show over KGVO has been taken over by Helen Kenworthy, new Missoula County Home Demonstration Agent. The program was formerly conducted by Lillian Stone, whom Mrs. Kenworthy is replacing in the County Agent's office.

—DISTRICT OF COLUMBIA—

WASHINGTON—Under the direction of Harold A. Sarle and Wm. C. Nemeth, both of WPB, the Footlighters Club will present the whodunit "Catwife" over WTOP, Sunday, October 15.

—GEORGIA—

ATLANTA—When Alec Templeton was here recently he gave the staff of WSB a demonstration of his talents beyond those of the keyboard. Obtaining the names of several young ladies in the studio with him, he made up songs built around the names, and in perfect rhyme, serenaded them.

—IDAHO—

BOISE—Idaho's governor Bottolfsen and Boise's mayor Walker recently combined their efforts to make a transcription at the studios of KIDO to express their good-will to the cast of the first full-length musical comedy written expressly for television, "The Boys From Boise." The discs were used on the program, which originated from WABD in New York.

—MISSOURI—

KANSAS CITY—As a tie-in with their current theater promotional efforts, most network shows heard over KCMO now are followed by the station break "out of the blue—to you," the same slogan flashed on the screens of local movie houses.

—NEW JERSEY—

PATERSON—For a long time Sam Feldman was curious as to just how much the various advertising mediums were worth as revenue producers. Now he knows, for he opened a store of his own, and started a campaign on the air as well as in the newspapers. As people come into his store they are asked to fill out a card telling how they heard of his store. So far his radio campaign of spots over WPAT is outpulling the rest by 3 to 1.

—INDIANA—

FORT WAYNE—Featuring the highlights of the day, WGL is running a column in the local newspaper on the NBC Parade of Stars. In addition, they have "frozen" a 15-minute period daily for a show titled "The Parade of Stars" featuring discs of the stars themselves. All of this is in co-operation, naturally, with the NBC Parade of Stars Bandbox.

—KENTUCKY—

LOUISVILLE—Banking heavily on the eternal human urge for riches, WINN's new show "Buried Treasure" uses records of unclaimed money from banks and other financial institutions for its material. To date many people have successfully established claim to various sums featured on the program.

—NEW YORK—

SYRACUSE—With the aid of their mobile equipment WFBL was able to present a remote broadcast of the celebration of the presentation of the city's first War Manpower Flag. Among the notables present were WMC chairman Paul V. McNutt and Rear Admiral Wm. Munroe.

—CONNECTICUT—

NEW LONDON—A weekly variety show is currently being featured over WNLC with talent being drawn from the armed forces and USO volunteers. Sponsored by the United Service Organizations of New London, the show will also be used to promote the War Fund drive in that area.

—LOUISIANA—

NEW ORLEANS—In co-operation with all the stations in this area to promote the War Fund drive WNLC is producing a special series titled "Once for All," with prominent citizens and personnel from the armed forces participating.

—NORTH CAROLINA—

RALEIGH—New alternate announcer at WPTF is Dr. Robert Brand, who also teaches Spanish and French at Meredith College. GOLDSBORO—Latest addition to the staff at WGBR is Margaret Long who will assume charge of continuity.

—COLORADO—

DENVER—In order to combat the widespread and increasing problem of juvenile delinquency KMYR has inaugurated a special feature called "The Fun Club" and has mailed membership cards to all who wrote in for them. To date over 1,500 cards have been sent out. Besides a daily 50-minute program the station has staged several free dances and amusement park parties for the members, and plan many more as well as roller-skating and other amusements. During the brief existence of the club delinquency has almost ceased, police reports, and commendatory letters have been pouring into the station.

—NEW YORK—

NEW YORK—WMCA's "Labor Arbitration" will open its studio periodically to students of current events, economics and industrial relations, so that they may observe the broadcasts of "arbitration in action," conducted by S. R. Zack, noted labor-relations consultant, weekly.

PROMOTION

"Symphony Notes"

General Motors, in connection with its Sunday symphony program on NBC is issuing a new publication called "Symphony Notes," which will be available gratis to anyone writing for a copy. First issues are now being distributed to music educators and leaders of community music club organizations, and it is designed to increase "listening pleasure to the program through closer acquaintanceship" with the facets which combine to make up the radio program.

The folder includes biographical data, future program selections and notes on personnel, etc.

WEEI's Sales Piece

In a folder just released entitled "They're Making a Fortune With Fortesque," WEEI-CBS in Boston describes the record of their daily "Good Morning Ladies" featuring Priscilla Fortesque. In "looking at the record" they draw attention to a suburban furniture maker's success with the show, and present the data and details of the format that would interest time buyers.

Publicizing A Violinist

Ruthrauff & Ryan is promoting the Jack Benny 7-7:30 p.m., EWT hour with a new brochure called "L. S. M. R. T.," over a picture of Benny, and under which is captioned "The Greatest Entertainer of Them All."

The inside format is that of a letter addressed to its sales organization by the American Tobacco Company announcing the time the program will be broadcast in the various zones, the network, NBC; and listing re-broadcasters at PWT. Call letters KMJ, KFI, KGW, KPO, KOMO, KHQ and KFSD are credited with the PWT airing.

The brochure is designed in a blue-gray, with red and black lettering.

Ramona Returns

Ramona, one of Paul Whiteman's most illustrious alumni, is being heard over WOR in her own series of Monday, Wednesday and Friday programs, from 6:15 to 6:25 p.m. The series, is sponsored by Grove Laboratories, in the interest of Grove Cold Tablets.



Is it
time to
change?

IS YOUR TRANSCRIBED LIBRARY as fresh and useful as it used to be . . . as it *should* be, to be worth renewing? Or would it be better business to make a change as soon as you can?

Or . . . have you considered the value of stepping up your program power with an *additional* library?

Check up now — and check on ASSOCIATED!

MOST HOURS OF THE BEST RADIO MUSIC: — not just a few “peaks,” but consistently high listener appeal throughout the library . . . for real usefulness throughout the months and years. That’s because ASSOCIATED music *is* radio music . . . big-time, big-audience pro-

duction music . . . surefire for more listeners and clients.

THE “MILLION-DOLLAR” LIBRARY: — sparkling with headliners from *today’s* top network shows!

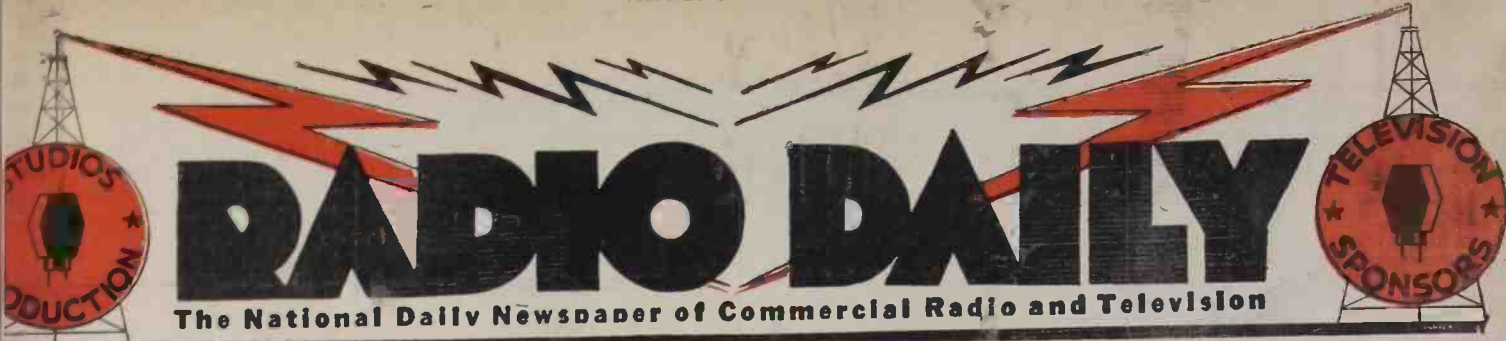
INCOMPARABLE REPRODUCTION QUALITY: — because ASSOCIATED transcriptions are vertically-cut, pressed on pure Vinylite . . . unmatched for life-like sound. A “plus” for AM, a “must” for FM!

There’s real reason why ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history. Now’s the time to find out how it fits *your* needs!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.



RADIO DAILY
The National Daily Newspaper of Commercial Radio and Television

DL. 29, NO. 3

NEW YORK, N. Y., WEDNESDAY, OCTOBER 4, 1944

TEN CENTS

Plans Set For Servicemen

Political Parties Set N. Y. Campaigns

Indications that New York state will become a radio battle ground between the Democratic and Republican parties between now and Election Day, Nov. 7, came yesterday with the Demos reserving time on the CBS network and the GOP crowd reserving the state radio skeds for Octo-

contracts for a series of five Presidential campaign talks over the CBS network of eight stations featuring Paul E. Fitzpatrick, chairman of the Democratic State Committee, (Continued on Page 7)

Ackerman Made Vice-Pres. of Young & Rubicam, Inc.

Harry Ackerman, associate director of radio department of Young & Rubicam, Inc. has been appointed vice-president of the agency, according to announcement by Sigurd S. Armon, president. Ackerman joined the agency in 1936 after being connected with independent radio broadcasting and served with Y&R as assistant production director and as (Continued on Page 2)

Mutual Fetes Sports Writers On Eve Of World's Series

St. Louis—Sports writers were guests of Mutual and Gillette, sponsors of the series broadcasts, at a cocktail party Tuesday night at the Chase Hotel in St. Louis following the World Series preview broadcast on KWK and Mutual at 8:15 p.m., (Continued on Page 2)

World Series Tieup

Philadelphia—As a gesture to servicemen and women, Benedict Gimbel, Jr. of WIP has rigged up a p.a. system in Reayburn Plaza to handle the play-by-play Mutual account of the World Series games in St. Louis starting today. Exploiting the series broadcasts, WIP will use a tally-ho carrying "Miss Philadelphia" and a blonde and brunette court of honor.

No Chimney Sweeps?
Paris—A radio receiving set hidden in a chimney kept 2,000 British subjects interned at St. Denis, near Paris, informed of developments in the war, and baffled the Germans as to where the prisoners got their news. The Germans practically tore the barracks apart, herding the prisoners out in their night clothes more than once. But never did they look up the chimney.

Short Wave Leaders Before FCC Thurs.

Speeding up the testimony now being heard before the FCC in Washington, the Commission yesterday announced that representatives of international broadcasting will be heard tomorrow instead of late Friday or Saturday as originally expected. This is definite, even in the event that fixed service appearances are not concluded. Representatives (Continued on Page 7)

Manhattan Soap Buys Strip On CBS Network

Manhattan Soap Co., Inc. for Sweetheart Soap has bought Monday through Friday time on CBS 5:15-5:30 p.m., EWT over 25 basic stations, plus outlets in Albany, N. Y., Columbus, Ohio and Harrisburg, Penn., also CBS stations. Program, (Continued on Page 2)

Wood Resigns MBS Sales Post; Barnes Takes Over Position

Gunnison Does Broadcast From MacArthur's Post

Royal Arch Gunnison, whose book, "So Sorry No Peace" has just been released, broadcast for the first time from the South Pacific past week-end (Continued on Page 2)

Your radio schedule North of Boston isn't complete without WLAW! Send for a coverage map!

Both NBC And CBS Webs Announcing Preparation Of Special Shows For Returning Veterans

REC Sets Committees Of Fall-Winter Season

Committees for the Radio Executives Club of New York were yesterday announced by Warren Jennings, president, the new groups being set to function for the fall and winter season. Membership Committee is chairmanned by Ninette Josephs, of J. D. Tarcher Co.; Arthur Hull Hayes and Walter Duncan of WABC and WNEW respectively; (Continued on Page 8)

Cotsworth To Narrate Boston Symph. Program

Statz Cotsworth, well known radio actor, has been given the job of narrator with the Boston Symphony Orchestra which starts another series of concerts on the Blue Network this Saturday at 8:30 p.m., EWT. Cotsworth will do the narration for (Continued on Page 7)

Shirer To Leave Soon For European Theater

William L. Shirer, noted news analyst, leaves shortly for the European theater of war from where he will broadcast subsequent programs (Continued on Page 2)

Problems of the returned service man and his reabsorption into civilian life is the subject of two major network moves, one a public service program and the other a series of auditions designed to aid talented veterans in finding possible jobs for themselves in radio. The former, a dramatic program entitled, "Assignment Home," will start on CBS Dec. 9, in collaboration with the Army Service Forces, and the latter a series of Saturday private auditions before (Continued on Page 7)

New FM Applications Filed In Washington

Washington Bureau, RADIO DAILY
Washington—Applications for new FM stations were received at the FCC yesterday from three standard stations and one newspaper. The standard stations were WACO, Waco, Texas; KNOW, Austin, Texas, and WAVE, Louisville, Ky. The newspaper applicant was the Eagle Printing Co., Butler, Penn.

Botany Buys Blue Spot; Will Sponsor Lisa Sergio

"One Woman's Opinion," featuring Lisa Sergio, debuts on the Blue Network, October 30, under the sponsorship of Botany Worsted Mills, Passaic, N. J., marking the company's (Continued on Page 2)

Altruism?

Fred Allen last week cut a number of recordings urging listeners to tune in the Kate Smith program over CBS at 7:30 p.m., Sunday. The web broadcast the ETs widely. Came Sunday, and in the 7:30 slot opposite Kate was Jack Benny, on NBC. His guest: Fred Allen. Trade still is trying to figure out Allen's motives in publicizing the time spot OPPOSITE his.

One reason for WLAW's popularity is its 5000 W., clear-channel signal at 690 kc. Adv.



Vol. 39, No. 211 Wed. Oct. 4, 1944 Price 10 Cts.

JOHN A. 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, Oct. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Chg.
Am. Tel. & Tel.	163 1/4	163	163 1/4	+ 3/8
CBS A	33 1/8	32 7/8	33	+ 1/2
CBS B	32 1/2	32 1/2	32 1/2	+ 1/2
Crosley Corp.	22 3/8	21 1/2	22 3/8	+ 1 1/8
Farnsworth T. & G. R.	13 3/8	13 3/4	13 3/4	+ 1/8
Gen. Electric	37 3/8	37 1/4	37 1/2	+ 1/8
Philco	34 3/8	34 3/8	34 3/8	+ 1/8
RCA Common	10 3/8	10 3/4	10 3/4	+ 1/8
RCA First Pfd.	76 1/2	76 1/2	76 1/2	+ 1/8
Stewart-Warner	16	16	16	+ 1/8
Westinghouse	104 1/4	104	104	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 3/4	5 3/4	5 3/4	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	
WJR (Detroit)	36	

Third Grauer Short Finished

Ben Grauer, announcer, has just completed his third film short for the CIAA. It is a descriptive treatment of the southern part of Brazil.

20 YEARS AGO TODAY

(October 4, 1924)

It is apparent from current programs that the ban placed by vaudeville managers on their artists broadcasting has been raised. One finds more and more de luxe artists on the air which is an encouraging sign. Radio needs such professional talent. Among those being heard is the team of Bryden and Ramon of the Keith and Loew circuits.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

Mutual Fetes Sports Writers On Eve Of World's Series

(Continued from Page 1)

EWT. Prominent baseball celebrities including Leslie O'Connor, Ford Frick, Will Harridge, Billy Southworth, Luke Sewell and others participating in the broadcast were among those present at the affair which was arranged by Tom Slater and Paul Jonas of the MBS special features division.

Gunnison Does Broadcast From MacArthur's Post

(Continued from Page 1)

for Mutual. Gunnison's broadcast originated at the field headquarters of General MacArthur in northern New Guinea. During the broadcast Gunnison revealed that election ballots were being flown in large numbers and that he saw an American pilot with "500 pounds of ballots riding No. 1 priority on his courier plane."

Manhattan Soap Buys Strip On CBS Network

(Continued from Page 1)

which is scheduled to start Nov. 20 is a daytime serial type of show and agency handling this account is Duane Jones Co. Program will originate in New York.

Ackerman Made Vice-Pres. Of Young & Rubicam, Inc.

(Continued from Page 1)

director. In 1943 he was made head of all Y&R radio production and this year, associate director of radio. He has supervised such shows as Kate Smith Hour, Aldrich Family, Screen Guild Players and others.

As the new vice-president, he will be in charge of all radio production for Young & Rubicam.

Shirer To Leave Soon For European Theater

(Continued from Page 1)

for his sponsor J. B. Williams, to be heard over CBS, Sundays, 5:45-6 p.m. EWT. His broadcasts will originate from London, Paris and Rome. Shirer added that he is looking forward to his Berlin broadcasts. J. Walter Thompson is the agency.

Botany Buys Blue Spot: Will Sponsor Lisa Sergio

(Continued from Page 1)

first network commercial program. Miss Sergio, heard on WQXR, New York, the past five years, will broadcast on a 190-station network, Mondays from 10:45 to 11 a.m. Alfred J. Silberstein, Bert Goldsmith, Inc., is the agency for Botany.



Fire One

Radio and torpedoes have one thing in common. If they're aimed right . . . they hit the target.

If you've been firing a lot of sales talk into the Baltimore, Maryland air . . . but haven't connected the way you think you should . . . we suggest you switch to the radio station that goes straight to the target.

The station is W-I-T-H . . . the successful independent that delivers more sales results per dollar spent than any other station in town.

But don't just take our word from this ad for it. There are some hard-boiled sales facts available. It will pay every advertiser, who has a stake in the country's 6th largest market, to read those facts. A note on your letterhead is enough to bring them to your desk.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

MR. TIME BUYER

We have an interesting story to tell about coverage and programs on WPAT . . . a story every alert time buyer will appreciate.

The staff of our New York office is at your disposal.



... the fastest growing station in the metropolitan area.

RADIO STATION **WPAT** } PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK



Baltimore's Ears and Eyes are on WFBR*

THE EARS . . .

Millions of them in the Baltimore trading area! And they listen to WFBR right across the board from "Morning in Maryland" at 6:00 A.M. until sign-off time at midnight. Swell local shows and top Mutual network attractions keep WFBR's ratings high on all surveys. Check for yourself; see how many times WFBR is mentioned in first, second or third position!

THE EYES . . .

Plenty of eyes see WFBR, too! Because we have the finest studio facilities in the South. They come to

see many of our best local shows go on the air or they come just to see what the inside of a radio studio looks like. *Over 75,000 is the average yearly attendance . . . no other Baltimore station can make this statement!*

There you have it . . . the eyes and ears of Baltimore are pretty familiar with this station and have been for the past 22 years. It's the kind of listener interest and loyalty that builds sales for advertisers on WFBR.

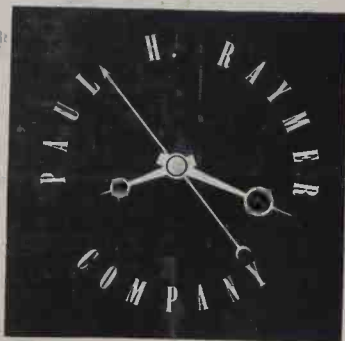
RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

* ANOTHER GOOD REASON WHY **WFBR** IS YOUR BEST BALTIMORE BUY!



Known by the stations we keep

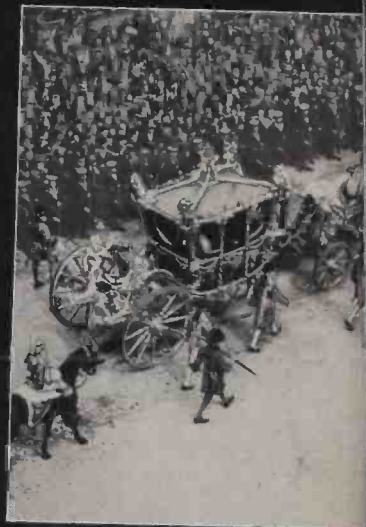
This is a very personal business—depending upon the confidence one man places in another. We are judged not by the products we make, nor the buildings we put up, but by such intangibles as character, intelligence and integrity. Since the start, about twelve years ago, these qualities have been recognized by the stations we represent. We are known by the stations we keep.



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



2 OF OUR STATIONS HAVE BEEN IN BUSINESS SINCE 1933, the year that brought the Bank Holiday and the NRA's Blue Eagle.



21 OF OUR STATIONS HAVE BEEN IN BUSINESS SINCE 1937, when the world witnessed the coronation of Great Britain's King George VI.



35 OF OUR STATIONS HAVE BEEN IN BUSINESS SINCE 1941, the year of Pearl Harbor and war for the United States.



7 OF OUR STATIONS HAVE BEEN WITH US SINCE 1934, when the U. S. discovered bingo and those dime chain letters . . .



8 OF OUR STATIONS HAVE BEEN WITH US SINCE 1935, the year "The Music Goes Round and Round" became the rage . . .



UNDERWOOD & UNDERWOOD

10 OF OUR STATIONS HAVE BEEN WITH US SINCE 1936, when everyone was reading and talking "Gone With The Wind" . . .



27 OF OUR STATIONS HAVE BEEN WITH US SINCE 1938, the year of the Munich Conference and "Peace for our time" . . .



29 OF OUR STATIONS HAVE BEEN WITH US SINCE 1939, the year that war struck the world and Nazi conquest began . . .



31 OF OUR STATIONS HAVE BEEN WITH US SINCE 1940, when Selective Service began and the Nazis overran Europe . . .

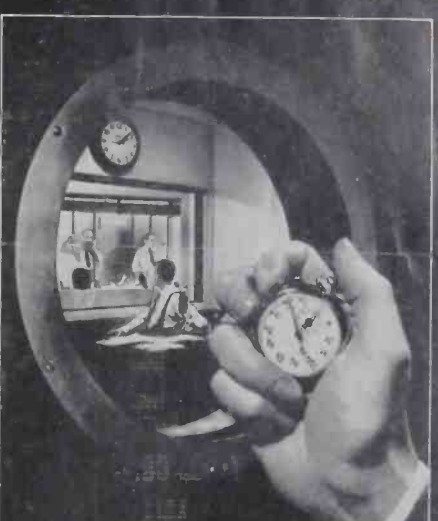


SIGNAL CORPS U. S. ARMY

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, the year the Allies invaded North Africa and pushed on East . . .



38 OF OUR STATIONS HAVE BEEN WITH US SINCE 1943, prodigious year of war production — of guns, tanks and planes . . .



TODAY FINDS OUR BUSINESS CONTINUING ITS CONSISTENT, HEALTHY PROGRESS.

WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW



Radio committee of Portland Council of Churches is made up of distinguished church leaders.

THE RIGHT REVEREND
BENJAMIN D. DAGWELL
BISHOP OF THE DIOCESE
OF OREGON.....SAYS

"For nearly 20 years the Portland Council of Churches radio program, 'Church in Your Home', has been broadcast every Sunday morning over KGW. It has brought the church into the home for many thousands who would otherwise not have this precious consolation—people who are perhaps bed-ridden or whose heavy responsibilities do not permit church attendance on a Sunday. I cannot imagine any finer example of public service than this. It is a pleasure and a satisfaction to know that we can always depend on station KGW for generous cooperation in meeting public service needs in a thoroughly interesting way."



BISHOP DAGWELL

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.



California Commentary!

● ● ● That the war with Japan will end within 12 months after the conquest of Germany was the prediction of Fleetwood Lawton, NBC commentator, on his return here following two months in the Pacific theater.

Los Angeles

He also declared he feels Japan has "written off" the Southwest Pacific. ● On his trip he met Major Abe Schecter, formerly of NBC, and now chief of radio division as a member of General Douglas MacArthur's staff, and George Dvorak, who was Lawton's announcer at KFI. Lawton also saw a radio station Major Schecter had set up at an advanced base in New Guinea and also told of three army blankets being draped over clothes lines to aid the acoustics. He got in 25 combat hours in a period of 36 hours and made trips on PT boats and a B-24 Liberator bomber. ● George Turner of the NBC Western division press department, is a veteran of the air-planes and 13 years ago played "Robert Regent" in "Chandu, the Magician" over KHJ. He also dramatized "The Count Of Monte Cristo" for KNX, where it ran for six months.



● ● ● Ken Niles, announcer on the Kenny Baker "Blue Ribbon Town" show, has just completed writing his first short story, "One Minute Selling Time," which deals with the time allowed announcers to sell a product on radio and the technique used in making every word have a definite meaning. It is scheduled to appear in a national magazine shortly. ● Milt Samuel, Pacific Blue Boswell, is still minus the hat he lost at the Don Gilman Blue party at the Hollywood Knickerbocker, and is wearing a chapeau that was given to him following the party. ● Martha Curry, of the NBC Western press department, has been spending a few days in San Francisco with her husband, Ensign Fred Curry, who is on a furlough from his duties in the South Pacific. ● Harry Von Zell, who has been substituting for Tom Breneman, host of "Breakfast At Sardi's," while Tom has been vacationing, has rejected an offer from Procter & Gamble to head a new program. ● Ernest Gill, musical director for the Pacific Blue, was the first violinist to play solos over the air when Montreal opened its initial radio station. Later he came to the West Coast and was made assistant conductor for Meredith Willson in San Francisco. He came to Hollywood this past summer after two years as musical director for CBS in the Bay City.



● ● ● An interesting search is being conducted by Glasser-Gailey & Co., advertising agency, building a national campaign around a new perfume called "Shameless." Thus far the agency is stymied, because—believe it or not—its representatives can't find anyone in Hollywood or vicinity who personifies a "Shameless Lady." Incredible as this may seem, combing the better-known gathering places as well as the regular model sources has netted no one so far who has just the right combination of poise and that certain something that keeps the wolves baying around the door. So keep that glint in your eyes, girls, and you may be picked to star in the national mags as "The Shameless Lady." ● Pat Buttram, whose combelt humor has attracted attention at previews of Paramount's "National Barn Dance," is writing a grassroot humor ditty for the national 4H clubs. The group requested Pat write the song when he made such a hit on his recent visit to the nation's county fairs. ● The traditional reading of Dicken's "Christmas Carol" at holiday time takes a modern twist in the home of Charles Correll (Andy of Amos 'n' Andy); the film version of the famous tale is shown every Christmas Eve from a special 16 mm. print that the comedian had made. ● The Edgar Bergen-Charlie McCarthy program will be heard from the East Coast for several weeks during the winter.

—Remember Pearl Harbor—

Noted Radio Editors to Review

BOSTON SYMPHONY CONCERTS

in "Radio Daily" Every Week

Each week Allis-Chalmers makes this space available to two leading Radio Editors for 100-word telegraphic reviews of Boston Symphony Radio Concerts. Their complete review will appear in "Radio Daily" every Wednesday.

FALL SERIES STARTS NEXT SATURDAY

Reviewers for Opening Concert:

BILL IRVIN
Chicago Times

VIRGINIA STEVENSON
Cue Magazine

The Boston Symphony Radio Concerts, Serge Koussevitzky conducting, on the air every Saturday, 8:30 P.M. (E.W.T.) over coast-to-coast Blue Network (189 stations).

OPENING PROGRAM
Beethoven's 3rd Symphony
"THE EROICA"

Sponsored by
ALLIS-CHALMERS
MFG. CO., MILWAUKEE, WISC.

Political Parties Set N. Y. Campaigns

(Continued from Page 1)

signed yesterday. Fitzpatrick titled his talks, "Unmasking y" and will be heard from 6:30 15 p.m., EWT, on Oct. 9, 16, 23, and Nov. 6, from the studios of C in New York.

State CBS network includes C, New York; WKBW, Buffalo; O, Albany; WHEC, Rochester; T, Gloversville; WHCU, Ithaca; Y, Watertown and WBNF, Hamton. In addition transcribed eshes will be heard on WMBO, rn; WBTA, Batavia, WMFF, burg and WOLF, Syracuse. Republican headquarters it was ated that the October radio uler is now being completed and several important speakers will eard on New York state hook. It is probable that the GOP department will set up a schedo offset the Fitzpatrick talks on BS state network.

Sworath To Narrate Boston Symp. Program

(Continued from Page 1)

alutes to industries engaged in work, which will be heard durintermission, from New York. al end of the program will forost part originate in Boston as Allis-Chalmers is sponsor, and Koussevitzky, conductor. sworath won out in competitive ons and is heard on several ms including the lead in "Big " Casey, Press Photographer" also emcees "Friday On Broad-

Joseloff Joins Blue

nley Joseloff of the radio talent tment of Young & Rubicam, has eed to join the Blue Network, e it is understood he will also oncerned with talent. Joseloff ecently received a promotion e Y&R agency to head his de-ent.

Los 'n' Andy' Renewed

os 'n' Andy" has been renewed e full NBC network by Lever in the interests of Rinso and ns. The program is heard Fri- at 10:00 p.m. and the account placed by Ruthrauff & Ryan.

Engagement

n Gardner, featured singer on "Thanks To the Yanks" programs, announced her engagement to Al nte of J. Walter Thompson Co.

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT

West 48th St. • New York City
LO. 3-0350

Shows For Returning 'Vets' Planned By NBC And CBS

(Continued from Page 1)

experts of NBC each Saturday beginning Oct. 14, and entitled, "Welcome Home Auditions."

According to C. L. Menser, NBC vice-president in charge of programs, members and former members of the armed forces who have what they believe may be useful talent in some department of radio broadcasting, are to be given a chance to demonstrate their ability through a comprehensive plan of free auditions. It is regarded as the first important step by NBC looking toward a solution of the problem of rehabilitation of the servicemen and women. Auditions will be from 9:30 a.m. to noon each Saturday.

Menser Outlines Plan

Purpose of the auditions said Menser, "is to examine prospects for post-war opportunities and not for the immediate present." Theory is that an appreciable number of the armed forces perfected their talent while in uniform, such as musicians, singers, announcers, commentators and script writers. Experts will rate and card index the men and women and forward the summary to the station nearest the residence of the one auditioned.

Recordings made will also be distributed to the stations and this is expected to further strengthen the bond between N. Y. headquarters and NBC affiliates, a goal that has been sought since 1942 when NBC announced its intention to establish a farming system for talent. This it is expected, will lead to an interchange of talent between key cities. Plan has been under consideration for many months, and was outlined to the NBC Planning and Advisory Committee, which enthusiastically approved the project. NBC will not act at any time as agent in the matter of handling the talent. Applicants may write to NBC "Welcome

Home Auditions," or appear in person on the mezzanine floor between the hours of 9:30-12 noon Saturdays beginning Oct. 14.

CBS to Attack Problems

Weekly dramatic series to be inaugurated by CBS will deal with problems involved in the return to civilian life of members of the armed forces Saturdays 4:30-5 p.m., EWT. CBS Vice-President Douglas Coulter, in charge of programs, announced the series after conferences with high U. S. Army officials including Lt. Gen. Brehon Somervell, Commanding General of the Army Service Forces.

Coulter stated yesterday that CBS planned the series by way of recognizing that reabsorption of veterans into civilian life during the war and after victory, is one of the greatest challenges confronting the nation. "Assignment Home," he said, will attempt to clarify the complex attitudes and situations involved in reabsorption, and stimulate thought and action by the American people in resolving the problems.

High-ranking Army officials will participate in "Assignment Home," taking the microphone to deliver messages directly to the public. Research and material for the series will be provided by the Army and other governmental agencies. Consultations are now proceeding between CBS and representatives of the ASF. Special production unit has been established and will be responsible for planning, writing and producing the series. This production unit includes Major Edward Byron of the ASF Group, Bureau of Public Relations, as chief representative of Army personnel; and Robert Heller, representing CBS. Program will originate in the network's New York studios and include remote pickups from Army centers in the U. S. and overseas.

Paula Stone's Guest

Carole Landis, movie star who recently returned from entertaining servicemen in the South Pacific, will be interviewed by Paula Stone on her "Hollywood Digest" program over WNEW at 5:15 p.m., today.

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

Short Wave Leaders Before FCC Thurs.

(Continued from Page 1)

of the other broadcast services will be heard next week.

Scheduled to appear for the international broadcasters are Vice-Presidents John Royal and Paul Kesten of NBC and CBS, John W. G. Ogilvie for CIAA, Llewlyn White for OWI, Jay E. Tapp for Associated Broadcasters, Inc., James Shouse for Crosley, and Walter Lemon, Mark MacAdam and E. K. Cohan for World Wide Broadcasting Corporation.

Hastings To Blue Net As Special Music Writer

Morris Hastings will join the script department of the Blue Network, Oct. 9 as a writer specializing in serious music continuity, it was announced yesterday by Stuart Buchanan, script manager. In addition to his duties as a staff writer, he will also write the continuity for the Boston Symphony concerts, sponsored on the Blue by Allis-Chalmers Mfg. Company.

Hastings has been the music editor of the CBS press information department for the past three years.

While with CBS, Hastings also wrote the program notes for the summer broadcast of the Philharmonic Symphony Orchestra from Carnegie Hall for two years.

World Series In Spanish

The Gillette Safety Razor Co. has signed Eli "Buck" Canel to team up with Rene Canizares and broadcast the World Series in Spanish for Cuban consumption. The programs will be fed to the CMQ Network for simultaneous release in Havana and several other Cuban cities where baseball is extremely popular.

AROUND THE WORLD 1000 TIMES A DAY!

Correspondents of A. P. and I. N. S. News Services continuously "on the go" for news... WBYN instantaneously giving news every minute... as wires come in!

1430
WBYN
MINUTE SERVICE

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

CHATTANOOGA

High In
Scenic Grandeur

WDOD

HIGH IN FAVOR WITH
TIME BUYERS

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

REC Sets Committees Of Fall-Winter Season

(Continued from Page 1)

House committee: Horace Hagedorn, of NBC Spot Sales; Ann Wright, of J. Walter Thompson; Chet Young, Press Association and Peggy Stone. Speaking committee: Marvin Kirsch, RADIO DAILY and Murray B. Grabhorn, Blue Spot Sales. Reservation Committee: Lionel Colton.

Meetings will be held in the Hendrick Hudson Room of the Roosevelt Hotel, on the second and fourth Monday of each month until the first of the year when they will change to the first and third Thursday of each month. A "superior cuisine" is promised by the hotel management for \$2.50 including tax and tip.

First meeting, which will be held Monday will have as speakers J. Harold Ryan, NAB prexy and Paul Peter, organization's research director. They will speak on the proposed new circulation yardstick for stations.

GOP Speaker

Everett M. Dirksen, Republican representative from Illinois, will speak over the Mutual network 8:15-8:30 p.m., EWT from station WGN Chicago, tonight, October 4th, in behalf of the Dewey and Bricker ticket, the Republican National Committee announced. This will be Dirksen's sixth nation-wide radio speech in the current campaign.

Mission Bell On WJZ

K. Arekralian for its Mission Bell wines has bought time on the WJZ all-night musical show in the form of a Kent-Johnson jingle of voices and orchestra background. Agency is Max Jacobs Co.

Gertrude Niesen To Guest

Gertrude Niesen, popular singer and comedienne, will guest on the Chase & Sanborn-Bergen-McCarthy show when it comes East October 15. Joan Merrill, CRA songstress, will make her debut on this program.

When Porgy Comes To Town— Your Town

Opportunity for a network or local radio station to thrill its listeners with Gershwin melodies sung by WILLIAM FRANKLIN in person.

Star of New York "Porgy and Bess" touring company.

Mgt.:—DOROTHY DUBLIN
149 West 51st St., New York, N. Y.
Cl. 6-9400

COAST-TO-COAST

—NEW YORK—

NEW YORK—A special feature of WMCA's "London Column" this Sunday was an on the scene broadcast of the opening session of the Brussels Parliament, which was the first meeting of this body in four years. . . . In a letter addressed to several officials of WNEW the Marine Corps saluted the station for its presentation of "Combat Correspondence" heard every Thursday. . . . A special events department has been established by WHOM and will be under the supervision of Dale Morgan, Morgan comes to the station from KRNT, Des Moines. . . . Making its debut tonight over WINS in a new series titled "For Men of 17" designed to recruit 17-year-olds for service in the Army Specialized Training Reserve. The format consists of a 15-piece band under the direction of Sgt. John Burroughs, and Vaughn Munroe as guest-star. The show will be heard Wednesdays from 10:30 to 11:00 p.m.

—DISTRICT OF COLUMBIA—

WASHINGTON—Mutual-WOR's national affairs commentator Fulton Lewis, Jr. left Washington today on a cross-country jaunt in quest of pre-election news. He will attempt to get a cross-sectional view of the nation's political sentiment, which will be aired on his usual Monday through Friday programs over the Mutual network.

—TEXAS—

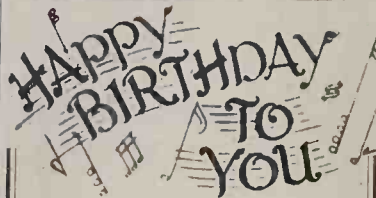
SAN ANTONIO—Newcomer to the KSTA announcing staff is Weldon Robertson, formerly with KABC. . . . FORT WORTH—The substitute for John Rosenfeldon on his KGKO "The Passing Show" program is Durelle Alexander. Rosenfeldon is in Hollywood gathering material for his air column.

—MICHIGAN—

DETROIT—The post of program director at WXYZ has been reinstated after a long period during which a program board functioned. The newly appointed program director is Dick Osgood, station's feature writer, broadcaster and emcee of WXYZ's "Children's Theater of the Air."

—MONTANA—

MISSOULA—The speaker at the weekly meeting of the Missoula Lion's Club this week was John Lindsey, from KGVO's commercial department. Incorporated in his talk was a recording of Edward R. Murrow's broadcast "Orchestrated Hell."



October 4

Kathryn Card Yeoman John Conrad
James R. Curtis Lenore Kingston

—OHIO—

CLEVELAND—WJW's president and general manager was the speaker at the first meeting of the Radio Council of Greater Cleveland last Thursday. His topic was "Radio in the Post-war World" . . . John F. Patt, vice-president and general manager of WGAR, has protested to N. W. Ayer & Son because they are unable to carry several of Notre Dame's coming football games. The agency has the exclusive rights to the games, but does not plan to air them in the Cleveland area. WGAR has offered to carry the games as a public service, but to date no agreement has been reached. . . . DAYTON—WHIO, in a move to strengthen production on all their sustaining programs, has announced the appointment of Don Wayne, former chief announcer, to take charge of production on all sustaining shows. Sig Roush will take over the post of chief announcer.

—INDIANA—

FORT WAYNE—The latest addition to the staff of WOWO-WGL's engineering department is James Matson, formerly with KPAC, Port Arthur, Texas.

—OREGON—

PORTLAND—After a two year leave of absence during which he worked with the U. S. Office of Censorship in Washington, D. C., Lester A. Halpin has returned to KOIN and resumed his post as news editor.

—CONNECTICUT—

HARTFORD—For the first time since the outbreak of the war WTIC will resume daily forecasts of the weather for the Atlantic seaboard. The service was discontinued at the outbreak of hostilities when restrictions were placed on all weather information.

—PENNSYLVANIA—

PHILADELPHIA—New appointments at KYW are Mort Hendrickson, formerly with WFIL, and Jim Crosson, who takes over the news editorship vacated by Bill Rambo.

—NEW YORK—

SCHENECTADY—Station manager Kolin Hager of WGY has been elected president of the Better Business Bureau, a unit of the Schenectady Chamber of Commerce.

—MASSACHUSETTS—

BOSTON—W. Gordon Swan has started his 21st year as a member of the WBZ-WBZA staff. At the present time he is program manager for the two stations.

—CALIFORNIA—

LOS ANGELES—His twentieth anniversary in radio was celebrated by Joe Allabough, KNX-CBS producer.

OFF-THE-AIR any day
RECORDINGS any time
MIRACOUSTIC RECORDINGS by
CARL FISCHER, Inc.
119 WEST 57th STREET, N. Y., N. Y.

Wood Leaves Mutual Barnes In Sales

(Continued from Page 1)

partment, takes over the post as manager.

Wood, who came to Mutual WGN, Chicago, was a direct MBS for five years and sales manager for the past five years. Yesterday Wood mailed a letter to members of the Mutual board detailing his reasons for resigning.

Barnes' Background

Barnes, formerly a vice-president of Outdoor Advertising, Inc., the Mutual sales staff two years. His professional experience in advertising and selling dates back to during which time he held posts with Thomas A. Edison, Inc., General Outdoor Advertising, J. Mathes, Inc., and other organiza-

McClintock May Continue

Appointment of Barnes and for reorganization of the sales department is indicative that McClintock will remain as president of Mutual. His one year contract as president of MBS expires in January and it is believed the network board has already taken steps to extend this contract. It is also expected that the Mutual board will act on the selection of a general manager for the work at their next meeting.

Mrs. Simon Fox

Mrs. Simon Fox, mother of Harry Fox, book publisher, passed away this week at the age of 82. The body is reposing at 325 Monmouth Road, Cleveland Heights, Ohio, and will be buried Thursday from the Mayfield Chapel, Cleveland.

Joins NBC Web

Station KJAN in Monroe, La. joins the NBC network today as a supplementary station in the Southern Group, William S. Hedges announced yesterday.

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



The National Daily Newspaper of Commercial Radio and Television

DL. 29, NO. 4 NEW YORK, N. Y., THURSDAY, OCTOBER 5, 1944 TEN CENTS

FDR Enters Disc Dispute

Bob Hope Leading National Ratings

Return of Bob Hope to the evening roster of commercial programs puts the comedian also returning to the top of the list according to national ratings by C. E. Hooper, for the week of Sept. 15-21. Entire list, with two possible exceptions, shows increased audiences, with Hope turning in 23.4. Up nearly four points from previous ratings, the Walter Winchell program is second with 19.5. Charlie McCarthy with 18.7 is in third place. Others in the first 15 in consecutive order are: Lux Radio Theater, District Attorney, Take It Or (Continued on Page 5)

Baseball Names Plug Product From St. Louis

St. Louis—Live testimonials by baseball celebrities for Gillette will feature the commercials during the broadcasts of the World Series from St. Louis over station KWK and the Mutual network. Such stars as Leo Roemer, Mel Ott, Pinky Higgins and Dizzy Trout will be heard during the course of the series speaking on behalf of the sponsor.

Davis, Rockefeller Set For Shortwave Confab

Washington Bureau, RADIO DAILY Washington—Elmer Davis, OWI director, and Nelson Rockefeller, IAA director, have been added to the list of witnesses to testify today before the FCC on behalf of international broadcasting. They will join (Continued on Page 2)

Wandering Guest

Producers of the CBS "Texaco Star Theater" are in a quandary over the whereabouts of Beatrice Lillie, who was signed in England last summer to appear as guest on the program of Oct. 7. Lady Peel seems to have disappeared entirely. With only three days left, Texaco is praying that the comedienne will miraculously show up for the broadcast.

Bullish
Prospects of early resumption of recording sent band leaders, song pluggers, and record shops into a happy state of frenzy yesterday. Orchestra leaders were reviving recording contacts, song writers shouting the merits of their latest plugs and the record shops were hoping for a full line for Christmas trade.

Blue Web Announces Public Service Series

Three public service programs titled, "Builders of the World Ahead" will be presented by the Blue Network on October 16, 17 and 18 in co-operation with the New York "Herald-Tribune," it was announced yesterday. President Roosevelt, Governor Thomas Dewey, Admiral Chester Nimitz, Bernard Baruch, J. A. Krug, Henry Kaiser, Clare Boothe Luce and (Continued on Page 6)

OWI Seeks Personnel For Far East Assignment

Radio engineers and technicians are sought for positions which may take them to the Far East, it has been announced by the Office of War Information, Overseas Branch. The OWI is speeding up its activities in the Far East to parallel the psychological warfare achieved in the European theater of war. (Continued on Page 2)

Heavy Spot Campaign Set By GOP And Dem. Parties

Charlotte Greenwood Show Gets Commercial Sponsor

Starting October 15 over the Blue Network, "The Charlotte Greenwood Show" will take the air under the sponsorship of Hall Bros., Inc. of (Continued on Page 2)

227,396 radio homes in its daytime primary coverage area make WLAW the "buy" North of Boston! Advt.

President Counsels The AFM To Abide By NWLB Strike Directive; Petrillo Conferring

Strong possibility that the American Federation of Musicians will order its men back to work in the 26-month old recording dispute between the union, Columbia Recording Corp. and the RCA Victor Division of RCA is seen as a result of President Roosevelt's wire to James C. Petrillo that he abide by the directive of the War Labor Board of April 30, 1944. Petrillo yesterday wired the President an answer to the effect that he was glad certain points in the AFM stand have been vindicated and that as soon as he can bring the matter to the attention of the AFM's Executive Board, a decision will be given. Petrillo indicated that he had called a meeting of the board in Chicago for next Monday. Spokesman for RCA Victor Division stated that they were gratified at the President's move and hoped the AFM would soon order the men back to make recordings. CBS official for Columbia Recording Corp. expressed disappointment in that the (Continued on Page 7)

Roosevelt To Speak On National War Fund

President Franklin D. Roosevelt will address the nation in behalf of the National War Fund in a five-minute broadcast from the White House on Tuesday, October 10, 10:30 to 10:35 p.m. The President's remarks will be carried by all networks.

Treasury Dept. Sets Disks For Sixth War Loan Drive

Robert J. Smith, Chief of the Radio Section of the War Finance Division of the Treasury Dept. has set a series of five War Bond transcriptions for the Sixth Loan drive which starts (Continued on Page 2)

NBC Using Press Media For 'Parade Of Stars'

An intensive newspaper campaign to launch NBC's annual "Parade of Stars" is being inaugurated this week and will continue for nine weeks in all cities where NBC owned and operated stations or production centers are located.

The campaign calls for the use of 25 dailies in Metropolitan New York and in adjacent communities. At the (Continued on Page 5)

Premiere

"Song of Liberation" written by Shostakovich a year ago, and never before heard in this country, will be premiered by Paul Whiteman and his "Radio Hall of Fame" orchestra and male chorus on the October 8th broadcast of the "Radio Hall of Fame" over the Blue Network from 6:00 p.m. to 7:00 p.m. Orson Welles will be master of ceremonies.

A CBS affiliate, WLAW is also known for its interesting, carefully selected local features! Advt.



Vol. 29, No. 4 Thurs., Oct. 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 WI 6336, 7-6336, 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, Oct. 4

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. Columns include High, Low, Close, Net Chg.

OVER THE COUNTER

Table with columns: WCAO (Baltimore), WJR (Detroit). Columns include Bid, Asked.

20 YEARS AGO TODAY

(October 5, 1924)

The international debate between picked scholars of Oxford University of England and Columbia University in New York on the subject "Resolved—That this house is opposed to the principle of prohibition" will be broadcast. This is the outstanding intellectual event of the Fall season.

WEVD 5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

Coming and Going

LESTER GOTTLIEB, press representative for Young & Rubicam, Inc., leaving for the Coast tomorrow. Returns in three weeks.

JONAS WEILAND, owner and manager of WFTC, Kinston, N. C., is spending this week in New York on business.

HARRY NORWOOD, manager of the Merry Macs, in town from Hollywood and is stopping at the Astor.

WICK CRIDER, radio press chief for the J. Walter Thompson agency, was in Detroit yesterday for conferences at WJR regarding the Frank Sinatra and Lux Radio Theater shows. He's in Chicago today.

JOHN STENGER, JR., president of WBAX, Wilkes-Barre, Pa., and AUGUST W. CREBE, general manager of the station, on a short business trip to New York.

GENE KRUPA and the members of his new orchestra, "Swing with Strings," make an appearance today at the Auditorium in Springfield, Mass.

TODD BRANSON, who has been announcer on WJW, Cincinnati, has left the staff and is now in New York, where he will enter the television field.

JOHN SCOTT, Mutual announcer heard as a regular on Frank Singiser's program, has returned from a two-weeks' honeymoon trip to Lake George.

PAUL R. FRY, station manager of KBON, Omaha, has arrived from Nebraska for a few days on station business.

ADE HULT, Western sales manager of the Mutual network, has arrived from Chicago for conferences at the headquarters of the web.

RALPH EDWARDS and his "Truth or Consequences" program personnel, leave today for Cincinnati, where on Saturday they will broadcast the regular NBC show before an audience of war workers.

ARTHUR PRYOR, vice-president and director of radio for B B D & O, is back at the New York offices, having completed his mission to the West Coast. WALTER TIBBALS, producer, also has returned from the Coast.

DR. FRANKLIN DUNHAM, former director of education and religion at NBC and now educational aide to the Secretary of War, was a visitor in New York this week.

JOHN MAYO, of Radio Advertising Company, national station representatives, off on a business jaunt through New England.

Davis, Rockefeller Set For Shortwave Confab

(Continued from Page 1)

with representatives of NBC, CBS, Crosley, Associated Broadcasters and World Wide in claiming frequency assignments for international short-wavers—opposing the recommendations made recently by IRAC.

Charlotte Greenwood Show Gets Commercial Sponsor

(Continued from Page 1)

Kansas City. Featuring Charlotte Greenwood, whose radio revue was the summer replacement for the Bob Hope show, the program will originate weekly from 3 to 3:30 p.m., EWT, Sundays, from Hollywood.

NBC's Co-Op News Plan

"News From NBC" is now available to network stations in the Eastern and Central time zones on a local co-operative basis. The program, aired Mondays through Fridays, from 11 to 11:15 p.m. will originate from NBC's newsroom, and will provide two station breaks for local sponsors.

Treasury Dept. Sets Disks For Sixth War Loan Drive

(Continued from Page 1)

on Monday, Nov. 20, and runs for a month, until Dec. 19.

Transcriptions to be issued are as follows: 1. Treasury Salutes, the same as the last 12 for the Fifth War Loan Drive, and saluting soldiers who have been decorated; 2. One-minute recorded spots voiced by famous personalities; 3. Station breaks in form of musical jingles, all to be done by Lyn Murray chorus; 4. A special musical transcribed series by Horace Heidt and his Musical Knights; 5. Short transcribed "Bond Briefs," of approximately two minutes to fit into established shows. These are tailor-made spots for special categories and was one of the requests made by the station representatives at the recent Chicago meeting.

Meeting will be held this afternoon by the War Finance Committee in cooperation with the War Advertising Council when further details of the Sixth War Loan Drive will be discussed by Ted R. Gamble, Tom Lane and other advertising and Treasury Dept. officials.



Out in the cold

That's what's going to happen when the chips are down . . . to a great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and the sellers' market freezes up . . . that's when you'll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station's job was to produce sales at low cost . . . we've never lost sight of our basic job.

The easy times have not made W-I-T-H soft and lazy. The independent station in a five station city . . . few radio stations have come so far, so fast.

We'd like to have you know more about W-I-T-H. The facts are in black and white . . . easy to follow. Read them once . . . and you'll realize why smart time buyers put W-I-T-H at the top of the list on any budget.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Only Philadelphia Station Featuring 3 HOURS of Classical Music EVERY DAY



No wonder WDAS audiences say "Thank you!" In addition to other musical programs, WDAS features classical music for two hours every morning from 10 to 12 A.M. and again for another hour from 11 to 12 P.M.

ALMA KITCHELL AND HER PIN-UP BOYS!!

They are twice as plentiful
since WJZ strengthened its Signal

There is a lot of wallop to this new WJZ signal, now being broadcast from a transmitter site 23 miles closer to Greater New York.

Recent results produced by the "Woman's Exchange" conducted by Alma Kitchell are ample proof of the clearer, better reception of WJZ.

Alma this summer promoted a sewing contest* and got twice as many entries as were produced in the same competition last year by another major New York station.

Another example: the manufacturer of a moth spray bought the Woman's Exchange program and the new WJZ signal. When the 6-week campaign ended, the enthusiastic client wrote: "... We are completing the follow-up on the tremendous amount of inquiries you brought in ... It is impossible to even estimate the full effects of your efforts."

Successes such as these are possible because the clearer and greater signal of WJZ now reaches 7 million more people within the 50-millivolt area and an additional 11 million within the half-millivolt contour.

That's real broadcasting news for us at WJZ and for anyone who has anything to sell to the women (and their men-folk) of this fabulously wealthy and ready-spending market.



*Contestants in the Kitchell Sewing Contest had to buy patterns, cloth, thread and accessories, and make a complete garment to enter.

your strongest voice
in the World's
Richest Market

KEY STATION OF THE BLUE NETWORK

770 on your dial

LOS ANGELES

By RALPH WILK

THE outstanding success of Harry W. Flannery's "round table" discussions on current events which the CBS war commentator and author recently inaugurated as a weekly event at the Birmingham General Hospital in Van Nuys (Calif.) has resulted in his being asked to institute a similar series at the Pasadena (Calif.) Army Hospital.

Kenny Baker has lined up two top-notch personalities to guest-star on his Blue Ribbon-CBS shows for next several programs. Baker presented Spike Jones and orchestra on Saturday (30) as their first mike appearance since returning from overseas. Dorothy Lamour has been set for October 7.

Bill Goodwin, emcee of the George Burns and Gracie Allen show heard over KNX-CBS Tuesday nights, takes his farming so seriously that he has acquired a library of more than 100 books on modern methods of agriculture. Goodwin owns two ranches near Dos Palos, Calif.

Milton Berle took his Eversharp "Let Yourself Go" program to Chicago for special war bond broadcast over Blue Network on October 3. Comedian will now fly to coast for picnic conference and return in time for following week's broadcast from Gotham. This will be Berle's first appearance on coast in two years.

Five fans aren't interested only in hot music. When Guy Endore appeared with Al Jarvis on the latter's "Make Believe Ballroom" on KFWB last week and discussed his "Sleepy Lagoon Mystery," dealing with the notorious Los Angeles judicial miscarriage, he offered to send an autographed copy of the tome to any listener sending in 15 cents before midnight that day. A total of 1,237 listeners got their orders in the mail before the midnight deadline. Hundreds of others subsequently wrote in, enclosing 15 cents each for copies of the book.

NBC's Tom Hargis has been notified by the University of California Press that the paper he delivered at the recent Musicians Congress meeting at UCLA on "Music in Radio" will be included among the 10 best speeches delivered at the historic event.



Lest We Forget . . . !

● ● ● Due to the fact that we covered the Blue Net's cocktail party to its new vee-pee Chester La Roche, the last half of our tribute to the WJZ Victory Troupe, was left in the 'overmatter' . . . but we don't forget . . . those kids are entitled to their due and we're going to run it here and now . . . we itemed the first three shows with the obstacles that had to be overcome in order that the tradition of the theater, 'the show must go on' be adhered to . . . we'll continue the story . . . following the Saturday Nite performance at the Naval Air Base Theater at Norfolk, Va., we went to bed early to get some much-needed rest . . . next morning, the Navy Transports flew us back to Washington, but this time the trip was twice as rough as the previous flight . . . but though, once again, half of the cast became violently ill, the scheduled performance for ranking Naval officials and Naval civilian personnel, was given at the Auditorium of the G. Washington University . . . we've often acclaimed the unselfishness of hundreds of American performers, who, in most cases hazard trying conditions in order to entertain at camps, bases, hospitals, etc. with hardly anyone knowing or reading about it . . . thus we're happy to add here, that our admiration for this particular group, rose as high as the altitudes at which we had to fly . . . we've written about the fine things Radiolites have been doing to build and maintain the morale of our servicemen and servicewomen but now we (and we hope you) will better understand and appreciate the efforts of hundreds of similar artists, performing all over the country and on all fighting fronts . . . so a LOW BOW to them all and a RADIOKAY especially to Joe Seifert, emcee and producer of the WJZ Victory Troupe shows, The Kibitzers (Toby David and Larry Marino), the six lovely Powers Models (Lois Brewster, Pat Fordyce, Carolyn Cross, Hazel Space, Maggie Long and Jean Welch), songstresses Marilyn Day, Gail Fletcher and Vickie, Comedienne Jeanne Roy, danseuse Elissa Minet, baritone Mickey Bell, Jackie (Homer) Kelk, announcer Kelvin Keech, pianiste Rae Zeld, Dottie Matthews, who is a double for Betty Grable, and Don Rich, press chief of WJZ who turned in a swell job . . . we'll end with a snappy salute to all the officers who helped make the visit so memorable and especially Capt. T. S. McCloy, Lt. Commander Jack Curtice, Commander M. Macdonald, Lt. Stephen Adams (who escorted us to and from Washington) . . . Lt. and Mrs. George Skinner and Lt. Garry Riggs.

★ ★ ★ Donald Flamm heard a show in the basement of an apartment house in Harlem . . . that's howcome he's one of the principal 'angels' of the smash stage show, "Anna Lucasta," produced by John Wildberg. ● sotto voce to Harry Norwood . . . why aren't the Merry Macs on the air these days? ● Ed Strong has been named Chief Engineer for Universal Recording Co. ● Al G. Schwartz, producer of the new WNAC and Yankee Network program, "Glamour Time," sponsored by Clear Weave Hosiery, tells us . . . quote:—if the listeners really want to hear commercials on our show, they'll have to write them themselves . . . unquote:— ● Chet MacCracken, radio director for Doherty, Clifford & Shenfield, is en route to Hollywood to set the new Gracie Fields show, which will start Nov. 14 over the Blue Net . . . ● Dorothy Kirsten won herself a host of new fans when she entertained earlier this week at Camp Shanks.

—Remember Pearl Harbor—

Motorola Distributor

Jones-Cornett Electric Co. in Welch, West Virginia has been appointed distributor of the entire Motorola Radio line in that area by the Galvin Manufacturing Corp'n, Chicago.

Comedian-Sleuths

Senator Ed Ford, Joe Laurie, Jr., and Harry Hershfield, jokesters of "Can You Top This?" will be the arm chair detectives on the Ellery Queen program for October 7 over the NBC web.

CHICAGO

By BILL IRVIN

CAROL MOODY has joined WBBM production staff as junior producer. Before coming WBBM she was director of women programs at WHCU, Ithaca, N. York, and prior to that association with the New York State Radio Extension of New York State College Agriculture.

Clifton Utley, NBC news analyst will be heard in a special program report on safety, via the NBC network Friday, Oct. 6, 9:45 to 10:10 p.m., CWT. His commentary will be devoted to the National Safety Congress meeting in Chicago, Oct. 3, 5, 6 and 8.

Effective Sunday, October WGN began broadcasting at 7:30 a.m. instead of 8 a.m. CWT, and will continue that policy every Sunday thereafter.

Home on furlough is Pvt. Jack Divans who prior to joining the Army Air Forces was heard as Chuck Ramsay in the Blue Network's "Captain Midnight" series. Jack is training to be a tail gunner.

A five-pound package of luxury food items will be sent as a Christmas gift to each of the 33 employees of the NBC Central Division serving with the Armed Forces Overseas, according to Leonard Anderson, office manager for the Central Division. The packages, which will be mailed this week, will contain two cans of boned chicken, pound fruit cake, canned sardines, canned salted peanuts, hard candies, canned lunch meats and canned deviled ham. The gifts are being sent by NBC and the NBC Chicago Athletic Association.

Capt. Michael Fielding, lecturer, traveler and commentator, has replaced Royal Arch Gunnison on WGN and Mutual on Gunnison's 10 to 10:15 p.m. Saturday night news broadcast. Gunnison has rejoined Gen. MacArthur's forces as Mutual network correspondent.

WKY IS THE DECISIVE FAVORITE OF FARM LISTENERS OF OKLAHOMA

say

The OKLAHOMA RADIO AUDIENCE OF 1944

A study by

WKY—Oklahoma City



MIMEOGRAPHED

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

LEE LETTER 519 W. 44th STREET S. A. V. 6-4137 • N. Y.

Hope Leading National Ratings

(Continued from Page 1)

It, Joan Davis and Jack Haley, Guild Players, H. V. Kalten- (limited network); Your Hit, Phil Harris (first half hour); and Allen, Frank Sinatra, Mr. rs. North and Palmolive Party. lay afternoon top three are as: World News Parade; Pause Refreshes, and Family Hour. in-use showed a steady sea- ncrease each day of the week. Thursday which was slightly nday showed the largest gain rom 24.0 to 28.6 during the 6- p.m., EWT periods during time all of the surveys were

Executive Honored

e Navy's highest civilian honor istinguished Civilian Service was bestowed on Frank M. A, director and vice-president A, by Secretary of the Navy Forrestal recently for his ser- in the Office of Procurement aterial.

Gets Universal Post

Los Angeles—The appointment of Hall to the post of production search engineer for the Uni- Microphone Co. was announced by James L. Fouch, presi- Hall will be assigned to prob- n conversion and post-war ag.

Cope To "Rosemarie"

Cope has been chosen by Ben- owles to direct the new serial "Rosemarie," being scripted by Sterne Carrington. New serial dy announced, takes the place of "Sade" on the networks.



"Say, aint that somethin'!"

"Over the radio I can hear Race Reports every w minutes—12 to 6:30— all tracks—one

another... sively at on the dial

WBYN

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

PROGRAM REVIEWS

FOOTBALL TELE

Atlantic Refining Co.
WPTZ-WNBT-WRGG. Sat.,
1:30-4:30 p.m., EWT
N. W. Ayer & Son

DESPITE INCLEMENT WEATHER RELAY TELECAST IS GOOD ENTERTAINMENT.

Probably the first commercial experiment of a relay telecast in murky, rainy weather, the televising of the game between University of Pennsylvania and Duke University at Franklin Field, Philadelphia may be chalked up as an unqualified success, taking into consideration the various handicaps that had to be faced. Game is the first of a series of 12 set by Atlantic.

For despite the rain and tele-static, the game proved exciting, suspenseful and kept the televiewer's eyes strained to the receiver. This sort of made the one at home feel that he was a partner in the experiment and knowing the conditions that prevailed the static could readily be overlooked.

Bob Stanton, sports announcer loaned by NBC to Philco who handled the pickup via WPTZ, Philadelphia and relayed it to New York and Schenectady, did much to keep the interest at a mounting pitch throughout the game. However, in order to keep the eye on what was going on, frequent light adjustments had to be made. Thus there may have been some eye strain, but compensating for this was the fact that the actual attendees at the game were being soaked with rain and figuratively speaking were farther away from many of the plays than the tele camera. Being at the television receiver was as good as being seated behind the goal posts at the right time and also being where the plays were being made.

For the most part the camera direction was excellent in following the ball and planting atmospheric shots of the school band, the cheer leaders and the excited crowd.

As to the commercials there was a still of the Atlantic gag sign, also one of Bob Stanton and comment between quarters.

Strong Named Tele Director Of Basch Radio Productions

The appointment of Jay Strong to the post of director of television was announced recently by Basch Radio Productions. One of the pioneers of television, Strong wrote, produced and directed the first tele serial ever presented in the metropolitan area. He also scored a first with his "Meg of the Megacycles," the first spot news program to be televised, and since then has written, directed and produced many commercial shows as well as several for the Red Cross, from which organization he recently received a citation. Mr. Strong comes to television with a 15 year background in the theater.

BURNS MANTLE

Sustaining
WNEW, New York, Sunday's,
4:35-4:45 p.m., EWT

Burns Mantle, drama critic emeritus, and best known for the documentary compilations of our theatrical scene, is devoting ten minutes each week to make mention of what's what in the Broadway theater today.

The first program this department caught wasn't too stimulating. We can't quite make up our minds, as to whether it's Mr. Mantle's somewhat ineffective radio presence, or whether it's the information he imparts to his listeners. Perhaps one is responsible for the other.

He proposes to do several things each week in a very limited amount of time. He will discuss the new plays that have been produced the previous week, recommend ten current productions for his listeners to see and aid some up-and-coming actor or actress by publicizing the thespian's particular abilities, etc.

Indications are that he will invite other drama critics to discuss controversial matters as pertaining to plays and their performers.

NBC Using Press Media For 'Parade Of Stars'

(Continued from Page 1)

same time the advertisements will be placed in newspapers in Washington, Cleveland, Chicago, Denver, San Francisco and Los Angeles.

In the current Parade of Stars campaign, advertisements have been prepared in smaller space units and will be placed over a longer period of time. This decision was made to aid publishers in easing their white paper problem.

J. Walter Thompson is the agency in the campaign.

Blue Questionnaires Out On FM And Television

First steps in the Blue's plan to develop an FM network and to plan for the coming of television is being taken this week with the mailing of questionnaires to all network affiliates by Edgar Kobak, executive vice-president. These questionnaires will form the basis of the Blue's post-war planning and will give Kobak comprehensive data on the situations as they exist in all parts of the country.

WSAI

*Announces with Pleasure
the Appointment of*

PAUL H. RAYMER CO.

As Exclusive

NATIONAL REPRESENTATIVE

Effective Immediately

Blue Web Announces Public Service Series

(Continued from Page 1)

Helen Gahagan are some of the notables who will appear on the Blue Network presentation, from the "Herald-Tribune" Forum, which will be officially opened on the air by Edward J. Noble, chairman of the network.

The program's participants will speak from five to 20 minutes each, with the three programs produced and directed especially for radio. Through the co-operation of the advertisers, the commercial shows usually broadcast during the evening hours on October 16, 17 and 18 will be cancelled. The cost of the cancellations and of the new programs will be borne by the Blue Network and its 196 affiliated stations. On the 16th and 17th the programs will be heard from 8 to 9 p.m., EWT and on the 18th from 9:30 to 10:30 p.m. Broadcasts are expected to originate from New York, Washington, Western Europe and the Far Pacific.

So that each program with its component parts will fit into the general pattern of "Builders of the World Ahead," John B. Kennedy, well known writer and Blue Network commentator, will appear as analyst. Before each program he will discuss the meaning and the importance of the topics. At the conclusion he will digest and summarize the speeches delivered and the points made.

La Roche Comments

In announcing the series of specially prepared broadcasts comprising "Builders of the World Ahead," Chester J. La Roche, vice-chairman of the Blue Network, said:

"The Blue Network is proud that, with the co-operation of the New York "Herald-Tribune" and our affiliated stations, it can serve the public by presenting these programs. Free people gain their national strength and their ability to act in unison in direct ratio to their knowledge and understanding of public affairs. The prospect of victory and the problems of peace make even more important the rapid dissemination of accurate, unbiased and properly interpreted news. Radio has, and will continue to contribute to public understanding through the medium of such programs. We believe that specially prepared informational programs of the quality of 'Builders of the World Ahead' are an important way to show the owners of every radio set how their lives are affected by national events."

Join Web Staff

Melvin P. Wamboldt and John Byrne have joined the staff of the Blue Network's commercial program department, due to present and planned expansion of that department's activities. More emphasis will be placed on sustaining and "public interest" shows in an effort to bring them up to the same level as regular commercial shows.

WHO'S WHO IN RADIO

WARREN JENNINGS

HE BELIEVES that a salesman who has gained experience on a publication has the necessary qualifications to make him a good man for that same position in the radio medium. Undoubtedly that is the reason why Warren Jennings is so successful in his particular vocation, as eastern sales manager for Cincinnati's WLW, one of the country's leading stations, commercially speaking. Incidentally, he was elected recently to the coveted post of president of the Radio Executives Club of New York.

Jennings' business career began during his school years. After his graduation from the Jamaica High School in Long Island, he entered the School of Business at Columbia University which kept him engrossed for a period of four years. With this theoretical background, his first affiliation as a salesman was made with a large lumber company in Idaho, as eastern representative.

Unhappy in this position, Jennings resigned to take the post of assistant to the production department head of Pedlar, Ryan & Lusk, Inc., at a 75 per cent cut in salary. He accepted this salary only because he was eager to obtain agency experience. He remained here for two years, until 1928, when he resigned to join a short-lived publication known as the "Drug Trade Weekly."



Able Salesman

In the fall of 1928, Jennings found himself selling syndicated services to newspapers and department stores for the Caulkins & Holden agency. After eight weeks in this capacity, he was transferred to assistant in the media department where he was authorized to conduct a survey among the small town and rural areas. In 1933, he left this job; however, his experience in this department whetted his appetite for merchandising even stronger.

This same year found him employed by Secretary of the Treasury Henry J. Morgenthau, Jr., on Morgenthau's privately owned publication "American Agriculturist." Jennings was one of the key men involved putting into operation for Morgenthau a special "zone advertising scheme" whereby they divide the circulation into separate zones for the purpose of selling each zone separately. After this was put into successful operation, Jennings left and joined with the "Farmer's Wife" publication, where he remained for five years.

During this period, Trans-American Broadcasting had let it be known that WLW wanted to establish its own sales department. Jennings' reputation as a sales promoter had reached the ears of C. P. Jaeger, national sales manager of the Blue, but at that time with T.B. Jaeger highly recommended Jennings for the post, which he accepted in 1939. In 1941, when WLW decided to expand, Jennings was appointed to organize and establish the eastern offices at 630 Fifth Avenue, New York City.

While he discredits himself as any authority on the matter, he is widely known for his contribution to the factual type of selling in radio.

Jennings is married to the former Helen Craig of Kansas City, Missouri. They have a son Craig, who is 10. For pun's sake, this salesman's only hobby is sailing.

Major Thompson Heads War Loan Theatrical Group

Major Leslie E. Thompson, vice-president of RKO Corp., has been named to serve as chairman of the stage, screen and radio section of the War Finance Committee for New York in connection with the Sixth War Loan. Major Thompson served in the same capacity during the Fifth War Loan.

APHA Schedule

Radio schedule for the American Public Health Association includes the following broadcasts: Oct. 3, 1:15-1:30 p.m., EWT, over WJZ; Oct. 3, 7:45-8 p.m., over WJZ; Oct. 4, 1:30-1:45 p.m., NBC, not WEA; Oct. 5, 1:15-1:30 p.m., WNYC; Oct. 5, 8:30-9 p.m., WJZ, with Nancy Craig. Hu Chain Associates, consultant for the APHA, is the producer for the American Public Health Assn.

Estabrook Heads Tele Dept., Of Geyer, Cornell & Newell

Ted Estabrook has been named television specialist of Geyer, Cornell & Newell under Donald S. Shaw, radio director, it was announced this week. Estabrook recently received a medical discharge from the U. S. Maritime Service. Before entering war service he produced television programs for Zenith Radio on WTZR, Chicago and Philco's WPTZ in Philadelphia. He also produced motion picture shorts.

New Emerson Distributors

Two new distributors in the mid-west area for the distribution of Emerson radios and tele sets have been appointed by Charles Robbins, vice-president in charge of sales for Emerson. The firms are: J. George Fischer & Sons in Michigan, and Toledo Appliances, Inc. in Ohio.

GOP And Democrats Augment Spot D

(Continued from Page 1)

tatives of the Republican party terday that about 400 st throughout the country would slice of the business this month of money will be spent in que able states and included on th are such states as New York, sylvania and Illinois. In mos tances state organizations are b ing the placement of this spot ness.

Seek Farmer Vote

Both the national and state organizations of the Democratic party are making a bid for the far vote through the use of spots transcribed programs. A large tion of the spot business has placed in New York state.

It is evident that both parties allowing state organizations to sume the financial responsibility the placement of spot busines their respective areas.

Canadian Radio Plans For 7th Victory L

Montreal—Radio is making ex sive plans to support Canada's enth Victory Loan Campaign and objective of which is \$1,300,000, or \$100,000,000 more than the go the Sixth Loan, but \$100,000,000 than the people of Canada act subscribed to send the last loan the top.

The Canadian Broadcasting Co ration is now completing arrangements for the Victory Loan R Shows to come. And in the Pre-I period, beginning next week, will launch a series of half-broadcasts that will be carried the first two weeks of the Sev Victory Loan Campaign.

"Hollywood Mystery Time" On Blue Net For Jerg

Andrew Jergens Company will sent "Hollywood Mystery Time" the Blue Network beginning Oct replacing "Chamber Music Soci Lower Basin Street." The new gram, a mystery-comedy dramatic ries, will be heard at the same t Sunday from 9:15 to 9:45 p.m., E on the complete Blue Network, mediately following another Jerg program on the Blue, "Jergens J onal" with Walter Winchell.

"Hollywood Mystery Time," al in behalf of Woodbury soap, v originate in Hollywood. Lerner Mitchell, New York, is the agency

Peterson On Coast

NBC's West Coast correspond during the absence of Louis Loch will be Elmer Peterson, who v broadcast over the network from S Francisco. Lochner is on leave to establish the Berlin Associated Pr Bureau.

Petrillo Enters Disc Dispute

Petrillo Promises Consideration By AFM's Board

(Continued from Page 1)

Labor Board did not take a further stand. Yesterday's action by President Roosevelt came about after Fred Vinson, Director of Economic Stabilization, requested such a move and followed upon the recent action of the board in placing the matter in Vinson's lap. The dispute dates back to August 1, 1942 when the AFM called for forms of recording whether on some phonograph or transcription. The musicians' union subsequently sought a fee based on retail price of the home recordings, but demanded no additional fee on commercial transcriptions. The fee was to be paid directly to the AFM home office and to be used toward a fund designed to aid unemployed musicians or as the AFM saw fit to

WLB Hears Case

at previous meetings and negotiations throughout until the case was certified to the NWLB and in the fall of 1943 hearings were held before a tripartite panel in New York, which was comprised of two regional and one Washington WLB members. After several weeks of argument and the filing of briefs, the WLB panel finally announced its findings to the NLRB some months of deliberation. The course of the WLB hearing in New York, Decca Records and its subsidiary World Broadcasting System signed a separate agreement with the AFM on the special fee basis and the scale paid to musicians. This was not a party to the WLB action. This resulted in over 50 million transcriptions and record companies signing on similar terms with the AFM. But it left RCA Victor and CRC to carry on the dispute alone and additional hearings were held before the WLB panel in New York.

The board did not render a decision on any move until April 30, 1944 when it directed the AFM to return to work pending negotiations between the union, RCA and CRC as to how fees should be paid and to

PRESIDENT ROOSEVELT'S WIRE

"The National War Labor Board had entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of the directive orders is a direction that the Federation withdraw its ban against playing for mechanical reproduction of music for commercial use. With this provision, the Federation had not complied. The National War Labor Board and the Director of Economic Stabilization have not recommended government possession and operation.

"Under the statute, it must be found that the labor dispute unduly impedes the war effort. It is the opinion of the Director of Economic Stabilization that under the present circumstances, non-compliance by your Federation is not unduly impeding the war effort, but this non-compliance may encourage other instances of non-compliance which will impede the war effort. In a country which loves democratic government and loves keen competition under the rules of the game, parties to a dispute should adhere to the decision of the Board, even though one of the parties may consider the decision wrong.

"Therefore, in the interest of orderly government, and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

whom. Provisions in the directive left enough of a loophole so that nothing happened as to a decision ending the recording ban, despite the pleas of the recording companies which pointed to unfair competitive advantages being had by the firms such as Decca, particularly as to artists' contracts.

Recently representatives of RCA Victor and CRC went to Washington and stated they would comply and pay the AFM the additional fees which might establish a bad precedent for all business unless the WLB or the Economic Stabilization director did something about it. Yesterday Vinson prevailed upon President Roosevelt to wire Petrillo.

Petrillo's Answer

Answer wired to President Roosevelt yesterday afternoon by Petrillo, follows:

"Your request that the American Federation of Musicians lift its ban against playing for mechanical reproductions of music for commercial use has been received. It is very gratifying to the American Federation of Musicians that the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law. This opinion vindicates the position which we have taken throughout this entire controversy.

"The importance of this matter of necessity requires me to submit it to the International Executive Board of the American Federation of Musicians. Since members of this Board reside in various parts of the United States and Canada, it will take at least four days for them to convene. I have issued a call for them to meet in Chicago on Monday, October 9th, at which time your request will be given careful consideration."

RCA Victor Statement

Commenting on President Roosevelt's message to James C. Petrillo, President of American Federation of

Musicians, requesting his union to accept the directive orders of the National War Labor Board, Frank M. Folsom, Vice-President of Radio Corporation of America in Charge of the RCA Victor Division, said:

"We are gratified that President Roosevelt has taken such a strong position in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President's request and the dispute can be quickly settled to the satisfaction of all concerned."

Statement By Kesten

Paul W. Kesten, executive vice-president of CBS, parent organization of Columbia Recording Corp. issued the following statement relative to the President's wire to Petrillo:

"We sincerely hope that Mr. Petrillo will honor President Roosevelt's request to permit the musicians to go back to work. We believe he will, because we believe Mr. Petrillo is a man of his word, and he gave his word publicly and repeatedly that he would call off the strike if the President asked him to.

"We are disappointed and puzzled by the failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort. It is a ban not only against commercial transcriptions but against the making of all musical recordings, whether for commercial use, home use, or use by and for our troops. The War Labor Board's present position in this respect is completely at variance with its own records in this case, which contain testimony from such outstanding figures as Elmer Davis of the Office of War Information and Chairman James L. Fly of the Federal Communications Commission, both of whom informed the Board officially

Kesten And Folsom Issue Statements Okaying Action

of their views as to the importance to the war effort of recorded music. . . . "The Columbia Recording Corporation is eager to resume new recording. So are the outstanding artists who have patiently awaited a lifting of the ban. So are the musicians who, we hope, Mr. Petrillo will now allow to resume their livelihood."

AFM Decision Monday

Late yesterday afternoon Petrillo was en route out of town and expected to be in Chicago by Monday for his Executive Board Meeting. While it is understood that in the past some important decisions have been made by polling the members of the board by phone, it is indicated that contributing factors may have to be ironed out.

Directive of the WLB said the musicians should go back to work and negotiations opened between the recording companies and the AFM. Also there is the matter of the firms now signatories to the AFM's special fee licenses. It is presumed that some method will have to be worked out so that both the CRC and RCA Victor as well as the firms already signed by the AFM will want to wind up on equal footing, if not immediately, then in the near future and provisions made for standard procedure.

With Milton Diamond, attorney for Decca also reported going out of town, it is likely he will be in conference with either Petrillo, the Executive Board or both.

Blue Appoints Queen To Managerial Post

Constance Queen has been appointed manager of the script routing division of the Blue continuity acceptance dept., headed by Dorothy Kemble, continuity acceptance editor. Miss Queen replaces Louise Lentz, who has resigned because of illness.

Replacing Miss Queen as assistant head of the division, handling transcriptions, is Margery Hawkinson, who has been a member of the staff.

Ryan Comments

Washington—Informed of AFM President Petrillo's promise of careful consideration of the President's request that the musicians return to work, NAB President J. Harold Ryan remarked that "Mr. Petrillo has stated that he would allow the musicians back to work and the President told him to do it. It must be presumed now that he will act."

October 5
 James S. Appell A. A. Klinger
 Bob Byron J. W. Bixler, Jr.

AGENCIES

PAUL A. TIERNEY, managing editor of the New York "Post," has announced the appointment of Leonard Carlton to the executive staff of the newspaper's editorial department. Carlton will take charge of the newspaper's relationship to radio and allied fields. Earlier, Mr. Carlton announced his resignation as chief of the Evaluations Division of the Office of War Information. Mr. Carlton, former "Post" radio editor, has been on leave of absence with that agency's Overseas Branch since the month after Pearl Harbor.

FRED G. TEUFEL, district manager of the Storage Battery Division of Philco Corporation in Cleveland, has been named midwestern sales manager of the division, which includes supervision of offices in Buffalo, Pittsburgh, Cincinnati, Detroit, Chicago and Cleveland. He also becomes a member of the management staff at headquarters. Teufel spent 23 years with the Willard Storage Battery Company in several capacities, serving as sales manager for 12 years, prior to joining Philco in January, 1941.

EXPORT ADVERTISING CLINIC of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will again be under the chairmanship of Joshua B. Powers. Among those who will serve as leaders at the various meetings are: Hugh McKay, advertising director, United Brewers Industrial Foundation; Aurora Blando, manager, export division, Morse International Inc.; Albert L. Abkarian, export manager, Carter Products Inc.; Edward Mazzuchi, Export Advertising Agency, Inc.; T. M. Quinn, executive vice-president, Irwin Vladimir & Co., Inc., and Arthur Kron, secretary-treasurer, Gotham Advertising Company.

BIOW COMPANY has opened additional offices at 501 Madison Avenue, it is announced by Frank Barton, business manager of the Radio Department. The entire second floor of the 501 Madison Avenue building has been taken over, remodeled and redecorated. In it are now quartered the entire Radio Department, the Outdoor Department, and the Merchandising Department. The main office still remains at 9 Rockefeller Plaza and the phone number for the Madison Avenue departments remains the same as that of the main office, Circle 6-9300.

JACK SMALLEY, manager of the BBD&O Hollywood office, has resigned from this post to open his own movie exploitation offices in the film capital.

SUPERBA CRAVATS announces completion of plans for a 1945 advertising campaign that will be the largest in its history. Geyer, Cornell & Newell, Inc., is the agency.

WOMEN IN RADIO

By MILDRED O'NEILL

WE WOULDNT be caught bragging—not for anything. But we are very human, so here's an admission. We've been doing a bit of crowing lately. The recognition that women in radio have wished for and worked for has at last been achieved in the agreement of network, station and agency heads that by and large the gals have done a splendid job. What before the war was strictly the domain masculine is now open permanently to those of proven ability. All of which makes our job twice as exciting. So the next time you read us, remember this is your column—you behind-the-scenes somebody—and we'd like to make your acquaintance.

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Speaking of little-heard-of jobs, Marian S. Carter has one that lacks nothing of glamour and excitement. Marian, tall, blonde and attractive, is the "siren" of "America's Town Meeting of the Air." It is her unusual task to entice mike-shy celebrities to step up and voice their opinions on the highly controversial issues of this Blue Network program. The way it works is this: First a tentative schedule is arranged. Then, those concerned go into a huddle to decide on the topic's final wording and a list of potential speakers for both sides is made up. This is the signal for Marian to get busy. Indicative of her persuasive power is the fact that usually first-choice speakers are slated.

☆☆☆

One of Marian's uncommon tasks was to trace a Senator to the bulrushes of a New Jersey duck blind. Not that she donned hip boots, wind-breaker and waded out to him, but much telephoning had been gone through in the wee small hours before she got him on the wire at a lodge near the blind. It was 6:25 a.m. when she broke down his resistance. To boot, he appeared at the broadcast with a gift for Mrs. Carter. It was a duck. . . . Marian Carter says this is the most satisfying job she's ever had and she's not one little bit envious of any microphone star. Before coming to Town Meeting in 1937, she was with NBC as assistant to Margaret Cuthbert, director of women's activities. Her start there had been as a girl guide. Later on she went to CBS to supervise day-time programs, from where she moved to Washington to direct radio activities for the Resettlement Administration.

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Congratulations are still coming to Louise Morgan in celebration of her first year on the airwaves. Louise is WNAC's woman's commentator and director of women's programs for the Yankee Network. In that short year, she has scripted her half-hour morning program five days a week and written commercials to cover the products of some forty-odd different companies for WNAC, as well as FM stations WGTR and WMTW. Louise estimates that her interviewees number considerably over 150.

☆☆☆

Marjorie Thoma is dividing her talents and time these days between KDKA and the United War Fund. The Westinghouse station in Pittsburgh agreed to loan this talented scripter to the radio division of the UWF for the annual Fall campaign. She will return to KDKA on a full time basis in December, meanwhile continuing to write its two most popular shows. Marjorie is the writer of "Marine In Tokio" which was used by the United States Marines throughout the country in a recruiting drive.

☆☆☆

Have you heard . . . that Jo Lyons of BBD&O turned in such a convincing job as the secretary in the WRGB (Schenectady) tele show which featured Olga Samaroff Stokowski that she's now besieged with requests for appointments with Madame Stokowski . . . that Adele Farnum, daughter of the famous screen star of silent days, William Farnum, is in town. Her theatrical and radio knowledge should find an outlet in the New York market . . . that Maxine Keith turned the tables on her psychologist guest last Friday when he was the object of her analysis based on his own eating habits. The doctor analyzes character by one's fondness for certain foods. Future dining companions of Maxine's—beware!

☆☆☆

COAST-TO-COAST

—MASSACHUSETTS—

BOSTON—A weekly concert titled "Sunday at 4:30" airing Arthur Fiedler and his orchestra will take the air over WBZA on October 8. The concert will be under the sponsorship of First National Bank of Boston. **HOLYOKE**—A large display in the center of the business district has been taken over by WHY promotion, publicity and merchandising displays. These displays changed weekly and feature a variety of topics of interest tied in with station's activities. . . . **WORCESTER**—In an effort to make the public better acquainted with various nations now our allies, WHY is starting a special series to be titled "Know Your Allies" which will discuss one nation at a time, beginning with Australia. The local organizations of the town have agreed to operate, as well as have the papers.

—CALIFORNIA—

SAN FRANCISCO—A new series titled "The Chatham Shopper" airing over KGO-Blue this week features Lois Long, fashion and shoe expert in a program giving tips on buying and fall fashions. . . . Lew will emcee the new "Albers Home Hour" heard daily over KPO-NBC. **HOLLYWOOD**—The month of October marks the tenth year of existence of Don Lee Mutual Broadcasting Station and in anticipation, Miller McClintock president, issued a statement summing up the system's ten years of growth.

—PENNSYLVANIA—

PHILADELPHIA—Veteran announcer of children's program Jim Lard will return to the air on Monday to resume his daily quarter-hour show over WIBG.

—NEW YORK—

SYRACUSE—Yesterday the Optic Club was entertained by Sgt. Ed Leonard, former member of WFBL's commercial department, who is home on furlough. . . . **ROCHESTER**—The mezzanine of Sampson Hospital were recently the site of a special FM program, the first in a series, which was broadcast on WHFM. The WHAM studio orchestra part, and a recorder and 3,500 records were presented to the men in hospital.

—NEW JERSEY—

PATERSON—Sidney J. Flaum, vice-president and general manager of WPAT will be tendered a testimonial dinner October 16 by WPAT baseball team. The dinner will be attended by many prominent citizens of New Jersey.

—MONTANA—

MISSOULA—KGVO assistant manager Jimmy Barber was this week appointed a member of the publicity committee for the Missoula County War Fund drive.

—MISSOURI—

ST. LOUIS—KXOK announcer Ed Leonard has been appointed to take charge of newscasts in local theater replacing Bert Metcalfe who left for New York.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 5

NEW YORK, N. Y., FRIDAY, OCTOBER 6, 1944

TEN CENTS

Shortwave Issue Aired

Kesten Asks Increase in Tele Research, FM

Washington Bureau, RADIO DAILY
Washington—Recommendation that television development be held in present channels in order to obtain the higher quality pictures that be possible through color transmission after the war was voiced yesterday by Paul Kesten, vice-president of CBS. In a statement submitted to the FCC, Kesten urged immediate widening of the FM broadcasting section of the spectrum to provide room for 4,000 or 5,000 stations and 10 national networks. He stated that television be "taken into the laboratory," and that
(Continued on Page 6)

Knox Hats To Sponsor WABD Television Show

Knox Hats will sponsor "The Hat Shop," a half-hour musical television show on WABD, Tues., Oct. 9-9:30 p.m., under the direction of Donald S. Shaw, radio director of Geyer, Cornell & Newell. This marks Knox's debut on television. The program featuring the show will be presented by the Shepherd and Erin Kameron.
(Continued on Page 2)

CAU Stages Campaign For Movie Exploitation

Philadelphia—In co-operation with the Emergency Aid of Pennsylvania, CAU is promoting the Selznick production "Since You Went Away" with the "Gifts for Servicemen" idea that has drawn many words of praise. The
(Continued on Page 2)

Challenge

The bowling bug has bitten Mutual. The network has announced the formation of several teams: all-men, all-women or co-ed. They've started their alley-denting practice at Jack Doyle's under the direction of Paul Zeger, of the accounting department. They challenge everybody, with the high confidence of any bowling team which has yet to meet an opponent.

Aiding Marines

Kinston, N. C.—When the Marines declared this community "out of bounds," Jonas Welland, manager of WFTC, shifted his program schedule to provide special Kinston entertainment for the boys at a nearby camp. Radio, Welland explained, is bringing Kinston to the leathernecks.

Sees Wire Recorders In Future Home Sets

Rochester—Inclusion of a wire recording device in the Stromberg-Carlson Company's post-war radio home receivers is forecast by Dr. Ray H. Manson, vice-president and general manager of the company.

Application of the wire recorder to receiving sets will not require that it be mechanically connected to the phonograph attachments of present broadcast receivers, a statement from
(Continued on Page 3)

Special Musical Program Honors RCA Anniversary

In observance of the 25th anniversary of the founding of Radio Corporation of America, RCA Victor Division's "Music America Loves Best" program will present a special cavalcade of music of the past quarter-century on Sunday, October 15, at 4:30 p.m., on NBC.

Special guests for the occasion will
(Continued on Page 2)

6th War Loan Campaign Plan Outlined To Advertising Men

Named Philco Executives For N. Y. Distribution Area

Fred D. Ogilby, Jr., has been named general manager of the New York branch of Philco Distributors, Inc., and Joseph Cohan general sales man.
(Continued on Page 2)

188,107 radio homes in its nite-time primary coverage area make WLAW the "hoy" North of Boston!

Elmer Davis Of OWI Champions Cause Of International Broadcasting At FCC Allocations Hearing

FM Expansion Seen In A. T. & T. Proposal

Facilities are available to the radio industry if it wants FM radio program networks that employ frequency bands two, three, or even more times the width of today's standard broadcast bands, Ernest W. Baker, American Telephone and Telegraph Company engineer, told a joint meeting of the American Institute of Elec-
(Continued on Page 6)

New KDKA Wac Show Makes Debut Tomorrow

Pittsburgh—"Touchdown Time," a new show for the purpose of WAC recruiting will begin on KDKA tomorrow at 1:30 p.m. The show will feature Johnny Kirby, tenor, the "Touchdown Time Chorus" and foot-
(Continued on Page 2)

G. I. Joes Get World News Through A.E.S. In Persia

Iran—Persian Gulf Command troops stationed at Camp Amirabad, near Teheran, now get up to the minute news along with their movie fare, when they spend an evening at the
(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington—Riding hard on the IRAC recommendation that no frequencies be reserved for direct international broadcast, both government and industry officials yesterday declared abandonment of a direct Voice of America would be a step backward. Continuation of international broadcasting is a
(Continued on Page 7)

Future Of Electronics Explored By RCA Exec.

Chicago—A plea that industrial research laboratories continue to work hand-in-hand with our Army and Navy in peace, as they are in war, was made by Ralph R. Beal, assistant to the vice-president in charge of RCA Laboratories at the National
(Continued on Page 5)

Political Business Heavy On WMAQ In Chicago

Chicago—Placement of a new recorded quarter-hour program and orders for eight periods for political speeches headed the business week at WMAQ, Chicago, it has been an-
(Continued on Page 5)

Lottery

It's reached a point in NBC's stenographic and duplicating department where 16 girls are drawing lots to "win" the typing assignment on Nora Stirling's "Serenade to America" script, according to Margaret Leonard, assistant to Helen Moore, department supervisor. The show is a 25-minute period broadcast Monday through Friday.

Along with its CBS programs, WLAW prides itself on its "market-wise" local features! Advt.



Vol. 29, No. 5 Fri., Oct. 6, 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, Oct. 5

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Nat. Union Radio, OVER THE COUNTER, Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes Bid, Asked columns.

Johnston Back On Air

Johnny Johnston, crooner, has been released from the hospital and is expected to resume his lyrical chores for "Lower Basin Street" Sunday, Oct. 8, on the Blue, it has been announced by the management of the MCA.

20 YEARS AGO TODAY

(October 6, 1924)

Recent newspaper item reminded radio listeners that they are very fortunate in the fact that this country has two big broadcasting networks ready to serve in any emergency. No other country in the world has such a system, nor are they likely to have for many years to come.

Two Networks! Three City Market!!

CBS WENT MUTUAL

Gloversville • Johnstown • Amsterdam THOMAS CLARK, Nat. Rep.

Coming and Going

EDGAR KOBAC, executive vice-president of the Blue Network, last night went up to Schenectady for the broadcasting of the "Town Hall" program, which was also televised by General Electric.

TRAVIS D. WELLS, radio producer for Lenon & Mitchell, leaves this week-end for Hollywood, where he'll be engaged in polishing up the new programs which are scheduled to bow in shortly.

LEN DOYLE, currently playing the role of Harrington in "Mr. District Attorney" heard over NBC, off on a week's vacation in the moose country. The cast is said to be looking forward to some tall tales.

SAMMY KAYE, is in Washington, D. C., for an engagement at the Capitol Theater, which will continue through Oct. 11.

MARTHA TILTON, singing actress, has returned from an extended tour of the South Pacific. She made a guest appearance this week on "Hollywood Star Time" program over the Blue Network.

PHILIP KEENAN, general manager of Hillman Periodicals, is to Toledo for the convention of the Magazine Wholesaler Distributors Convention.

GEORGE HAMILTON and the members of his orchestra are in Milwaukee for the broadcasting of tonight's "Spotlight Bands" program on the Blue Network. The show will originate at Marquette University, training post for a V-12 Unit of the U. S. Navy.

FULTON LEWIS, JR., commentator on the Mutual network, is in Clinton, Iowa, where tonight he will be heard in the second stop on his current lecture tour.

WCAU Stages Campaign For Movie Exploitation

(Continued from Page 1)

station has erected a large Christmas tree in the center of the city with large signs proclaiming that Philadelphia, with the aid of WCAU and the Emergency Aid Committee has not forgotten the men and women in the service "Since You Went Away." The dedication of the tree, at which gifts for overseas servicemen were left, was the subject of a special WCAU broadcast. Those donating gifts have been invited to a preview of "Since You Went Away" to be shown at the WCAU auditorium.

Named Philco Executives For N. Y. Distribution Area

(Continued from Page 1)

ager, Harold R. Sheer, vice-president and general manager of Philco Distributors, Inc., has announced. Ogilby and Cohan for the past six years have been in charge of the Philadelphia branch of Philco Distributors, Inc.

Special Musical Program Honors RCA Anniversary

(Continued from Page 1)

include Allan Jones, tenor; Nan Merriam, mezzo-soprano and the Phil Moore Four. Jay Blackton's orchestra, chorus, and emcee, Louis Calhern will complete the cast for the production.

Mutual Revamps Staff

Anticipating the probable increase in the tempo of the war in the Pacific following Germany's collapse, Mutual has made several additions to its news staff in that theater. Among them are: Arthur Primm, Jr. from San Francisco; Leslie Nichols, back from Cairo will go to Honolulu, and Larry Meier who covered the invasion of Europe for the web, has been appointed acting Pacific bureau chief, with headquarters at KFRC, San Francisco.

New KDKA Wac Show Makes Debut Tomorrow

(Continued from Page 1)

ball predictions by Al Abrams, Pittsburgh sports columnist. The program will be written by Sgts. Phillip Davis and Robert Shield. Shield is a former KDKA production man who is now actively engaged in writing and producing shows to stimulate WAC recruiting.

Knox Hats To Sponsor WABD Television Show

(Continued from Page 1)

young protege of Maude Adams. Jede Charles, singing Conover model, and Jane Meyer, have been signed for the production, in addition to 12 other Conover models.

Lombardo Sets College Salutes

Guy Lombardo, starting with tomorrow's program, will salute a particular college on each stanza of his Blue Network feature, playing the songs voted by the institution as most popular among the student body.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM

Baltimore Still Has Hooper Reports!

You may have heard that Hooper reports have been cancelled in Baltimore

Such a rumor would be wrong.

Hooper reports are still available on this, the 6 largest market.

It is upon Hooper this independent station makes its statement the W-I-T-H delivers more for your dollar in Baltimore than any other station.



W-I-T-H IN BALTIMORE

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

Wire Recorders In Future Home Sets

(Continued from Page 1)

berg-Carlson Company ex-
s. A magazine containing re-
ings of several hours of fine
e could be inserted in the instru-
and all or any portion of the
zine could be reproduced as
ed directly through the loud
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ossible use of a "blank" wire in
ng home recordings through the
mary home recording micro-
e or from the program being
d up by the home radio set.

Several Problems Unsolved

Manson disclosed that com-
representatives had signed a
act with the Armour Research
adation, holders of the patents
sing the wire recording device,
s use in connection with future
any operations in the radio-
hone fields.

number of major problems re-
to be solved in utilizing the
recorder to its fullest degree of
ency in recording and reproduc-
the high fidelity sounds which
stitute the chief challenge to the
engineer in connection with the
duction of music." Dr. Manson
The necessary additional re-
h will take considerable time
at it is not expected that this
ment will be included much be-
the second or third phase in the
many's tentative plans for post-
radio production," he continued.

Water On WMCA With Columbia Football

The Water Associated Oil Company
signed for the home football
tule of the Columbia University
s to be aired over WMCA, Octo-
, beginning 2:45 p.m. to conclu-
Oct. 8, 2:45 to conclusion; Nov.
5 to conclusion; Nov. 18, 2:15 to
usion; Nov. 25, 2:15 to conclu-
at Baker Field. Joseph Lincoln
ennen & Mitchell handled the
ract through WMCA's Charles
nson. Alternating announcers
he schedule will be Steve Ellis
n Joe O'Brien.

Joe Miller's Jesters

itations to the second annual
y by Mutual's "Can You Top
?" cast have been mailed. Party
be held in the Park Lane Hotel
orrow with entertainment by
ator" Ed Ford, Harry Hershfield
Joe Laurie, Jr. The invitations
in the form of a folder written
archaic style and ostensibly invit-
one to pay tribute to Joe Miller.

Wins NBC Public Service

Chris Corwith, lecturer and assist-
to NBC's public service counselor,
has been appointed assistant to
ight Herrick, manager of the net-
work's public service department.
succeeds the Rev. Everett C.
Pater, resigned.

6th War Loan Campaign Plan Outlined To Advertising Men

(Continued from Page 1)

lined the promotional plans. Drive
will run from Nov. 20 to Dec. 16 in-
clusive.

It was revealed that the Sixth War
Loan Drive is expected to exceed the
\$25,000,000 of advertising support
contributed by American business, in
the Fifth Loan of which radio was
the largest single contributor as to
media with \$11,000,000 of the grand
total. Daily and weekly newspapers
were totaled at \$10,160,709; general
and farm magazines, \$1,954,132; out-
door, \$1,076,838, and business publi-
cations, \$789,990. In the radio figures,
everything is included such as spon-
sor time contributions and the time
donated by radio and its talent.

Stuart Peabody, director of adver-
tising for the Borden Co. and co-
ordinator, War Advertising Council
U. S. Treasury Project, presided at
the meeting and made a talk at the
conclusion of the conference. Others
who spoke were, Paul West, acting
chairman of the War Advertising
Council; Thomas H. Lane, director of
advertising, press and radio, War
Finance Division; and Dr. Rensis
Likert, head of the Division of Pro-
gram Surveys, Department of Agri-
culture; and Ted R. Gamble, National
Director, War Finance Division,
Treasury Dept.

Still Need Advt. Support

Paul West stressed the continued
need for advertising support of the
home front campaigns. He paid
tribute to American business for its
contributions to date, recalling that
in the Fifth War Loan the advertis-
ing drive totaled \$24,981,669, the
breakdown showing that radio headed
all other contributions.

Peabody pointed out that in all
war bond drives, as in the develop-
ment of commercial advertising cam-
paigns, the first job is to get the facts.
An exhaustive field survey has fol-
lowed each of the bond drives to
date, to gauge public reaction to spe-
cific appeals and to lay the founda-
tion for succeeding campaigns.

Dr. Likert in this respect, revealed
that the penetration of the campaign
continued at high level, with only
one person in 20 who was queried,
being unaware of the campaign.
More than eight of ten people knew
all about the drive.

Newspapers to Cooperate

As an introduction to Tom Lane's
talk, a film was shown in sound,
which traced the progress of the first
five bond drives in terms of the mili-
tary situation during those periods.
Lane said that "radio will be in
there pitching as always," and that
the newspapers will carry more than
the \$10,000,000 worth they carried
during the Fifth War Loan Drive.

Along this line, he said that "Frank
Tripp, chairman of the War Bond
Newspaper Committee and a group
of representative managing editors,
have laid out a plan of newspaper
co-operation which, because it is pro-
fessionally drafted, we believe will

be by far the most effective we have
ever had."

Conferences had already been held
between the War Finance representa-
tives, the networks and OWI and
campaigns and procedure for radio
are already pretty well set. Tran-
scription series are also set for all
stations.

New Sixth War Loan Campaign
guide with basic appeals has been
mapped out by the six volunteer War
Advertising Council agencies active
on Treasury campaigns and this also
includes sample ads and background
information.

Message from Morgenthau

In a joint message to advertisers
urging support of the campaign,
Henry Morgenthau, Jr., Secretary of
the Treasury and Elmer Davis, OWI
director, said in part, "We now re-
quest your help on one of the most
important jobs we have yet faced . . .
one that is vital if America is to
bring the war to an early conclusion
. . . in carrying the story of the Sixth
War Loan to the people, you have the
opportunity of doing even more than
explaining the need for billions of
dollars . . . we have a full sized war
on our hands in the Pacific and that
this war will go on until the enemy
is completely defeated . . ."

GI's Get World News Thru AES In Persia

(Continued from Page 1)

huge 2,000-seat open-air theater,
perched under the shadow of 19,000
feet high Mt. Demevand.

Unable to listen to the Middle East-
famed 8:15 "World News Round-Up"
presented by ace newscaster Frank
McDonald each evening over the
American Expeditionary Station in
Teheran, these film hungry G.I.'s get
special service by direct wire from
the news rooms of A.E.S. just before
movie time. They hear the latest
developments on all fronts up to that
moment, and then just in case Berlin
has fallen during cinema time, they
walk to the adjacent Service Club
and catch A.E.S.'s "Sign-off Head-
lines" at 10:30 p.m.

"We The People" Guests

Paulette Goddard, screen actress,
Lieutenant Bernie Sullivan, flight
nurse, and Dick Merrill, veteran
pilot, are among the guests sched-
uled to appear on the "We The
People" on CBS, Sunday, 10:30 p.m.

Lloyd's War Loan Role

Ted Lloyd, former radio columnist
of RADIO DAILY and now director of
radio for 20th Century-Fox, has been
loaned by Spyros Skouras to the
national committee for the industry's
efforts in the Sixth War Loan Drive.

FEATURE BUREAU

BERT NEVINS, Manager

Scripts-Productions

(Women's Programs)

152 West 42nd St., New York 18, N. Y.

WI. 7-9715

LOS ANGELES

By RALPH WILK

MARTHA TILTON, who has returned from a 30,000 mile entertainment tour of the South Pacific, appeared on Command Performance September 30. This was her second appearance on Command Performance since returning to Hollywood last week. She left shortly thereafter for New York.

Freeman Gosden and Charles Correll (Amos 'n' Andy), who used to be a singing team before they began to do comedy, tried to talk guest star John Charles Thomas into forming a trio—but the noted baritone said he rather be a comedian!

Jack Haley, "manager" of Joan Davis' NBC Sealtest show, is considering turning producer. The comedian has completed plans to produce the famous musical comedy, "Follow Through" in Los Angeles. Haley starred in this play on Broadway at one time.

Harry Norwood, manager of the Merry Macs, is negotiating in the East for a theater for the Macs' own production, "East Meets West." Norwood plans on opening the show in Hartford before moving into New York.

Dick Joy, former Hollywood radio announcer and newscaster, has been released by the Navy where he has been serving for the past year as an ensign attached to naval aviation. Joy will return to his former radio work.

R. S. "Dick" Gresham, who has been associated with advertising firms in the East and middle West, and who has been in coast radio for the past ten years, is now a member of the staff of radio station KGFI as salesman.

The "People Are Funny" road show had its debut in the Golden Gate Theater in San Francisco, starting October 4. Starring Art Linkletter, capable, ad-libbing emcee of the NBC Coast-to-Coast radio program. People Are Funny, it will play 30 shows that week, ending October 10. Linkletter will be assisted on the road show by the following cast: John Guedel, Walter Guedel, Irvin Atkins and Doria Carron.

Edgar "Cookie" Fairchild has completed a swing arrangement of the popular old number, "The Little Brown Jug," for the Universal film production, "The Fairy Tale Murder," starring Gloria Jean.

Shirley Ross, singing comedienne on the Bob Burns "Arkansas Traveler" airer, is bicycling between radio and movie studios this week. She is making "A Song For Miss Julie" at the Hollywood General Service Studios.

Stork News

Charleston, W. Va.—Odes Robinson, technical engineer at WCHS, is the father of a son, Richard—born September 21. This is the third boy for the Robinsons. They also have a daughter.



Windy City Wordage!

● ● ● Blue Network. CBS and the Eversharp Company collaborated on a round of hoopla this week for Eversharp's two radio shows—Take It Or Leave It and Let Yourself Go. The two webs and the sponsor tossed a cocktail party and luncheon for the press Monday afternoon in the South Ballroom of the Stevens Hotel with Phil Baker, who aired Take It Or Leave It from the Stevens Sunday night, Milton Berle, Maria Montez and Orson Welles as the main attractions. Berle's Let Yourself Go originated from the Eighth Street Theater Tuesday night, with Welles and Miss Montez as guests . . . Shep Charlot (CBS), Ell Henry (Blue) and Gene Felton (Eversharp) were the official greeters . . . Walter Preston, WBBM-CBS program director; E. R. Borroff, Blue's Central Division vice-president, and Merritt R. Schoenfeld, assistant general manager of the Central Division, were there in a semi-official capacity.

Chicago

☆ ☆ ☆

● ● ● The Blue gave a farewell shindig for two members of its Chicago staff, who severed their connection with the network on Oct. 1. They are E. K. (Joe) Hartenbower and Miss Concetta Rossetti. Hartenbower left his post as sales manager of the web's Central Division to take over the general managership of station KCMO, Kansas City, Missouri. Miss Rossetti, secretary to E. C. Hortsman, chief engineer for the Blue's Central Division, left to join a Chicago engineering firm.

☆ ☆ ☆

● ● ● With the Bob Hope, Phil Baker and Milton Berle shows broadcasting from Chicago within a period of a week, and with America's Town Meeting of the Air coming to town on Oct. 12 and Dunninger on Oct. 18, things are definitely looking up for local fans, although Hope played to an audience of GI's and WACs on his broadcast. The public, however, got a look-see at the Hope troupe later that evening when Hope launched the Chicago Community and War Fund Drive.

☆ ☆ ☆

● ● ● Pat Buttram, the National Barn Dance comic, has signed a five-year movie contract which calls for two pictures a year . . . Charles Lyon, NBC announcer, has been sporting a vari-colored shiner over his port eye. Charlie's version is that he bumped into a squash ball while same was in full flight . . . Vocalovely Marcella Hendricks is on the Oriental Theater bill this week . . . Carl Brisson, the singer, has a radio deal on the fire with J. Walter Thompson . . . David Davis, 11-year-old music whiz on the Quiz Kids, has gone to New York to study violin under Hans Letz . . . It's a seven pound 10 ounce girl for Lou Dinning of the Dinning Sisters, National Barn Dance trio. In private life the mother is Mrs. Eugene Betz. Papa is an army private stationed at Camp Maxey, Texas.

☆ ☆ ☆

● ● ● Radio station WLS, Miles Laboratories, Inc., Wade Advertising Agency and Paramount Pictures, Inc., are collaborating on the world premiere of the Paramount Picture, "The National Barn Dance" at the Eighth Street Theater on Saturday evening, Oct. 14. Following the picture there will be a buffet supper and reception in the North Ballroom of the Stevens Hotel . . . and Gabe Ward of the Hoosier Hot Shots is partying members of the press at his home tonight celebrating the completion of the Hot Shots' latest Columbia picture. Gabe reminds us that the Hot Shots are beginning their twelfth year of continuous broadcasting.

☆ ☆ ☆

Remember Pearl Harbor

AGENCIES

JOSEPH LINCOLN, formerly Donahue & Coe, has been appointed spot time buyer and business manager of the radio department at Lennen & Mitchell. FRED BUCK, formerly with Dancer, Gerald-Sample, has been appointed commercial writer for L. &

ASSOCIATION OF NATIONAL ADVERTISERS, INC. announce election to membership of the following companies, together with individual who will represent in the ANA: W. A. Taylor Co., York, James Swan, advertising manager; E. T. Wright & Co., Inc., Falmouth, Mass., Leo McCarthy, advertising manager; Graham-Paige-McCormac Corp., Detroit, R. M. W. Shaw; Motor Company, Dearborn, Mich. R. Donaldson, and Riverside & River Cotton Mills, Inc., New York. Lesley H. Browder, advertising manager.

PRINCIPAL OPERATING DIVISIONS of Owens-Illinois Glass Toledo, O., have been set up to direct their own advertising, merchandising, and product publicity. F. Solon, vice-president, said the arrangement is part of the company's post-war plan for an intensive of selling and merchandising.

OLIAN ADVERTISING CO., St. Louis, has been engaged to handle the following accounts: Hardy S. Company, St. Louis; Western Union Dairy, Chicago; American Fixture Mfg. Co., St. Louis, and Cardiac Diamond Ring Syndicate, St. Louis.

COLUMBIA GAS & ELECTRIC CORPORATION has engaged Cecil & Presbrey, Inc. as advertising and public relations counsel. Columbia is one of the large holding companies concerned especially in the production, transmission, and distribution of natural gas.

Radio Course Planned By Boston University

Boston—A course in radio announcing will be offered by Boston University's evening school of commerce. The instructor for the 15-week series will be Richard A. Cobb, production supervisor for the Yankee Network and the classes will be held in the new complete soundproofed studio on the university's campus.

Tele Pix Preview

Trade preview of three-minute musical motion pictures, produced and adapted to television, will be sponsored by the Television Motion Pictures Company, this afternoon at the Bonded Projection Rooms at 1600 Broadway at 3 p.m. This organization has plans for the production of a new series of pictures to be directed by Morris Green, Broadway producer of "Du Barry," "Desire Under the Elms," and "The Greenwich Village Follies."

ure Of Electronics plored By RCA Exec.

(Continued from Page 1)

ronic Conference that convened week.

He must be quick to recognize if science can be so effective in it can be even more effective pace. As soon as this war is won must reconvert science from dection to construction and by so g rehabilitate the world and g happiness and new comforts ving to every nation on earth."

Sees Post-War "Revolutionary"
al predicted that radio-electronic pphs achieved during the war by rican research, science and enering are clues to revolutionary war developments in a wide ty of activities in which the pro of the nation depends.

search in electronics and va-a-tube circuits is bringing into the vast radio spectrum which in the frequency range from 30 ,000 megacycles, he said. In his on, these staticless, non-fading wwaves "may well be the means establishing a new epoch in doic communications and ultimate-ve a profound influence on com-ications throughout the world." e outlook is bright," he con-d, "for radio communications ces that can connect automobiles other conveyances on land or into telephone circuits and communications services. It is n reason to predict that indi-ual communication sets of the e-talkie type will come into use, and may also be connected our national and world-wide hone circuits."

omment On Tele Development

ing the opening technical ses- of the Conferences, the RCA e prepared by Ioury G. Maloff David W. Epstein, both of RCA, led that the company's systems projection of television images st of a spherical front surface r and an aspherical lens for the use of changing dimensions to nvironment. The non-technical r may visualize the mirror as llow bowl, while the aspherical is flat on one side, with the p- surface rising slightly at the r and at the edges, but ded in the intermediate area. The ce contour of the lens renders ically positive in the center with dual change to negative in the portions.

ause of more nearly perfect ion of the light emitted by the scent face of a cathode ray as compared to light from an se source such as is used in mo- picture projection, the paper ed out, the efficiency of the onal motion picture projection is extremely low when such a s used to project a cathode ray image onto a viewing screen.

Other Systems Applicable

ause of their great light-gather- power, the paper stated, other of reflective optical systems;

PROGRAM REVIEWS

"TAXI! TAXI!"

Sustaining
WEVD, Tuesday, 9:45-10 p.m. EWT
Writer: Walter Armitage
Producer: Bena Shaw
Director: Edward Ludlum

Walter Armitage, former Holly-wood scenario writer and producer, has invaded Radio Row with a new program idea worthy of commercial attention. Its title "Taxi! Taxi!" is a catchy one, and the program this department listened to for review indicates that an economical budget should interest potential sponsors to back it on a network scale. While the program is adaptable to the operations of an independent station, and over which it is being sustained currently, this department feels that it merits network attention.

Its formula, briefly, concerns itself with a driver of a taxi. Armitage has endowed his cabbie with a whimsical and philosophical characteristic, in addition to making him an affably loquacious Alexander's Mediation Board on wheels. This particular broadcast had a young woman enter the cab from supposedly Pennsylvania Station. After a few lines of dialog, listeners learned that she had just left her serviceman-husband as the result of a domestic spat. At this point, it's the cabbie who intervenes to try to re-weld what looks like a marriage on the break. And before the lady in distress realizes it, she's pouring out her soul to him, which reach the ears of the listeners via the throw-back technique. The play's ending is a happy one, having the cabbie convince the emotional woman that her duty is at the side of her husband, etcetera, etcetera.

The number of situations that can arise for this format is endless, and should be as appealing to the women who listen to the soap operas. Or should a prospective sponsor want to adapt this 15-minute program to a half-hour format, there's no reason why Armitage couldn't up enough dramatic situations to make it a half-hour weekly series on the order of Armstrong Theater or Grand Central Station.

Bena Shaw, an alumna of the Norman Corwin Company, has sacrificed her acting career, much to the chagrin of Radio Row, to produce this opus. This department wishes to endorse and recommend her talents in this direction. Her results were taut and realistic. Edward Ludlum, whose previous directorial abilities were praised by this department, failed to get the support of his actors. Interesting to note is that the program had no music, and that it wasn't lacking.

built for infinite rather than finite throw, find very useful application in television pickup cameras under conditions of low illumination, such as during the last minutes of a football game or in direct pickup from a theater stage.

"TEXACO STAR THEATER"

Texaco
Buchanan & Company
CBS-WABC, Sun., 9:30-10 p.m. EWT
Director: Jack Wyatt
Producer: Henry Souvaine
Writer: Frank Phares

Buchanan & Company should be able to keep the new "Texaco Star Theater" traveling at last Sunday's rate of speed, providing Jack Wyatt refuels subsequent ether trips with the equivalent high octane content. To be heard as regulars are James Melton, signing master of ceremonies; Alec Templeton, incomparable pianist-composer, and Al Goodman's consistently good orchestra. The guest was Mary Martin, whose talents, as well as her beauty, this department has always admired.

In a brilliant, tenor quality, Melton joined the orchestra in the opening theme. With a minimum amount of continuity, his next chore brought forth the popular "Perfidia." From this the orchestra blended into Mary Martin's "One Touch Of Venus" theme song, followed by her singing the "Trolley Song."

One of the highlights of the evening was the debut of Templeton's All-American "Three Ton Opera Company," a play on names ending with "ton." This brought Jimmy Wallington, the program's announcer, into the scene. The title of Templeton's first opera was "Screaming On A Star," which included take-offs on Crosby, Sinatra, Lombardo and Kaltenborn.

After a well-timed commercial, Melton rendered Massenet's "Elegy." The next interlude paid tribute to the music of George Gershwin, with snatches eloquently embroidered by Templeton, Melton and Miss Martin. The Crossley for this show should reach very high for one particular reason, its tightly written continuity. Phares has avoided redundancy, permitting the "acts" to speak for themselves. He is one of the few who avoids the flagrant use of extravagant adjectives to announce the performers. In closing, we'll simply add that Henry Souvaine's production was flawless.

"THE WISHBONE PARTY"

Manhattan Kreole Products
WHN, Saturday, 1-1:30 p.m. EWT
Writer: Janis Schoenfeld
Producer-Director: Lester L. Wolff
Music: Sam Fiddler

While this new program has many things to recommend it, it also has its distractions. The two happy things about it are Fred Robbins, the master of ceremonies, and the format. Robbins has an engaging personality that helps to inject a certain amount of naturalness and spontaneity into the proceedings, which are otherwise hampered by a confining script.

Each week, Manhattan Kreole Products invites celebrities who, despite their success in their chosen fields, have unfulfilled ambitions in

Political Biz Heavy On WMAQ, Chicago

(Continued from Page 1)

nounced by Oliver Morton, manager of the NBC central division local and spot sales department. Chatham shopping, through M. H. Hackett, New York, is sponsoring Lois Long, the Gotham shopper in a new series of programs titled "The Chatham Shopper" for 52 weeks effective September 30. Program is heard Saturdays from 11:15 to 11:30 a.m., CWT.

The Illinois State Republican Committee, through McJunkin Advertising Company, ordered five quarter-hour periods on Mondays from 10:45 to 11:00 p.m., on Oct. 9, 16, 23, 30 and Nov. 6, in behalf of Gov. Dwight Green's campaign for re-election.

The other political business came from Scott W. Lucas, Democratic candidate for re-election to the United States Senate, who ordered three periods through Aubrey, Moore & Wallace, Inc., for speeches to be heard on Oct. 6 and 20 and Nov. 3 from 10:45-11 p.m.

"Darts For Dough" Renewed

The "Darts for Dough" program, heard Sundays at 4:00 p.m. over 154 Blue stations has been renewed by the Dr. Pepper Co. for their soft drinks.

other directions. Thanks to Kreole, they are able to realize them on this program. Either compliments or guffaws follow each realization scene. Among the participants were: John Gerstner of Hillman Periodicals who realizes his ambition by playing the violin in the Jack Benny manner; Anita Alvarez, ballet dancer in "One Touch Of Venus," whose wish it is to be a dramatic actress; Taylor Holmes, theatrical producer, who has always desired to be a taxi driver, etc.

Another feature of the program is one that utilizes the telephone system. The sponsor's "Miss Kreole" calls up a person on the telephone at random. If the person at the other end happens to be listening to the program and patronizes the sponsor's merchandise, he wins a \$25 War Bond. If the person is listening to the program but doesn't have the product in his house, a package of All Shine shoe polish is sent the listener plus a couple of tickets to a current, popular movie. A package of All Shine is sent to the person who is neither listening to the program nor owns a Kreole product.

The program could overcome its static effect if the guesting participants worked without a script, or didn't have to depend upon it as much as they do. Another observation is that the commercial copy reads much more smoothly than the continuity that opens the program. The production itself, however, was compact. With these few things remedied, and no doubt others have noticed these minor flaws, the wishes of the sponsor should come true.

Kesten Asks Increase In Tele Research, FM

(Continued from Page 1)

present operations in the video field be permitted to continue and, he added, to die of their own weight.

Kesten stressed his belief that CBS will be able to broadcast fine quality color tele within a little more than a year following the close of the war—on 16-megacycle channels rather than six megacycles.

Sees Technical Limitation

The six-megacycle band, Kesten said, limits the job the engineers and technicians can do. "As we have heretofore expressed it, the ultimate in six-megacycle television is equivalent to approximately 250,000 picture elements per image, while in 16-megacycle television the ultimate is the equivalent of 585,000 picture elements. As the image is enlarged through projection or other means in the home receiving set, the coarser picture tends to fly apart and could never approach the fine-screen television in its clarity and detail.

"I said earlier that I spoke of the IRAC report with respect. We heartily endorse its television proposals, or any other allocation plan which the Commission sees fit to adopt, provided only that it include four basic points:

"1. That television be moved up in the spectrum above 300 megacycles where there is room for far higher-grade pictures.

"2. That no fewer than 30 channels be assigned to it.

"3. That each channel be at least 16 megacycles wide.

"4. That as quickly as possible—by which I mean as soon as the improved pictures are fully tested and demonstrated on the higher frequencies—the lower frequencies be withdrawn from television service."

On the fourth point Kesten declared public resentment would be high if a large investment in sets for low frequency reception went sour with improvements in the higher bands. Makeover of these sets will not be possible, he said.

Asks FM Expansion

This country should have from four to five thousand FM stations—all with equal power and comparable wave lengths, Kesten told the FCC, and at the same time, advocated the moving up of television to 30 or more channels above 300 megacycles. This recommendation would mean the scrapping of television for immediate commercial exploitation in favor of further experimentation and perfection of color television.

As regards the television proposals, Kesten was restating the CBS proposal of last spring. He called for 100 rather than 40 bands for television, and predicted that 10 or more national networks could be organized under this plan. Larger markets such as New York, Chicago and San Francisco, he said, should have 25 or 30 stations, with as many as 5,000 throughout the country.

"We arrive at this position by no

★ PROMOTION ★

Tobacco Hypo

Something a little unusual in the way of station promotion is the method WDNC, North Carolina, is calling attention to the potential market served by the station. They bought the first pile of tobacco sold on the opening day of the Durham mart, and plan to send "hands" of it to time buyers over the nation, together with packages of the popular brands manufactured there, in order to drive home the fact that tobacco growing and manufacturing is the local source of income, and the statistics that may be of interest to time buyers.

technical or complicated process," Kesten said, "but by a simple philosophic one. It is so simple that I can state it in eight words: 'We want FM broadcasting to be wholly democratic.'

"That objective, translated into terms of space in the spectrum and licensing power, implies clearly two things: first, that the supply of frequencies, the total number, be enough or more than enough to meet any visible demand. Second, that what we have called the prince-and-pauper status of big and little stations be avoided."

Discussion Premature

Kesten's testimony on FM and tele came out of order, since these subjects are not due for detailed discussion until next week. He, however, is scheduled to leave for Europe soon and was not certain he could appear at any particular later date. A written statement on CBS plans was accepted for later insertion in the record despite objection by Attorney William A. Roberts of Television Broadcasters Association. The statement was also given the press yesterday.

Kesten recommended also that FM stations be limited by the FCC to coverage of a single market area, rather than permitted to cover several markets through high power or location between two or more markets.

"If the Commission can quickly assign the new and higher frequencies to television, if CBS, with the co-operation of one or more of the manufacturers I have mentioned, can get the brilliant, higher-grade pictures on the air in a matter of months, rather than years, (and we believe we can), the whole changeover can be made before public investment is deeply involved. This, we believe, is imperative."

Calls Set-Quality Low

"And now," added Kesten, "Let me say something which is often said behind closed doors but insofar as I know, has not been made part of the public record until now. It bears directly on the avowed purpose of these hearings and on the question of Commission action in television allocations. That something is this:

"There is more and more evidence to indicate that present television

Songbooks

WSM of Nashville, Tennessee has sent out a shadowbox photograph of the WSM-NBC "Grand Ole Opry" display window in Strobel's music shop in an arcade, which, according to statistics, has been seen by more than 100,000 persons during the two-week period it was on display. Songbooks of Opry stars shown in the window sold like the proverbial hotcakes and printers and wholesalers were hard-pressed to keep the pace with the day-to-day demand. Window was planned and produced by C. Lester Barnard, WSM publicity director and Eleanor Fossick.

standards are simply not good enough to put television over as a real public service or even as a going enterprise. The fact that only 7,000 sets were sold in an area containing 3,000,000 homes during nearly two years of pre-war broadcasting is a danger signal in itself. The fact that fewer than 40,000 sets were sold in England during a three-year period of daily television broadcasting, with roughly comparable picture quality—is another arrow in an ominous wind.

"The fact that the majority of our independent affiliates do not believe present television pictures are good enough to be viewed for more than an hour without eye-strain, or good enough to sell sets in large quantities is another omen.

"Finally, the fact that present television standards provide for no color is alarming to even the most practical mind—one not at all concerned with the artistic beauties of color.

"Television in the home must compete for the leisure-time attention of the family against movies in the theater. More and more of these movies as well as home movies will be in full and brilliant color after the war.

Cites Advertising Competition

"Television must also compete as an advertising medium with color reproductions of the advertiser's product in magazines, in Sunday supplements, or billboards, posters and car cards. Many an advertiser has told us that he will not take television seriously until its images are improved and are in color. This is especially worth noting because while our present audio broadcasting is a common denominator for almost all kinds of products and services, television promises to be much more selective."

Questioned by FCC General Counsel Charles Denny, Louis Caldwell, attorney for Press Wireless, and William A. Roberts, attorney for Television Broadcasting Associates, Kesten said CBS strongly favors private ownership and operation of the shortwave facilities. Caldwell, on the other hand, said the RTPB proposals can only mean government operation.

That international broadcast service should be dependent upon the co-operation of foreign governments,

FM Expansion Seen In A. T. & T. Proposal

(Continued from Page 1)

trical Engineers and the Institute of Radio Engineers at their meeting week.

Telephone broad-band carrier systems employed at present in the System form a nation-wide network which can readily be adapted for as program circuits to interconnect FM broadcasting stations, Baker said.

He pointed out that the swing recent years has been toward broad-band carrier systems in the telephone plant, including cable and open carrier systems carrying frequencies extending up to 60,000 cycles and beyond; and the new coaxial cable system which is capable of accommodating a band several million cycles wide with present equipment.

Baker pointed out that practically all the FM stations built thus far or for which application has been made, are in or near cities on existing intercity program routes. Over these and other routes the telephone companies are prepared to furnish types of circuits FM broadcast may require. Some of the present stations are currently being supplied with distant programs over existing networks, and it is entirely practicable to continue this arrangement or to provide separate networks of FM stations if the broadcasting industry desires them, he said.

Present interest in FM indicates a resumption of activity and an expansion of this type of broadcasting soon after the war ends, he added, pointing out that applications have been filed with the FCC for more than 250 broadcasting stations.

Mr. Baker said that program circuits are being provided on the same open wire lines and in the same cables with message telephone circuits and other communication channels. In addition to the several types of wire system, Mr. Baker stated the development work is in progress make use of radio.

and that the operators of foreign domestic radio broadcast stations are lacking in realism, the Crosley vice president, James Shouse said:

"Any plan which places the dissemination of programs originating in the United States under the control of foreign governments would inevitably lead to a deterioration and possible ultimate termination, of a substantial amount of international broadcasting by the United States.

"Under the IRAC proposals we might well find ourselves in the position of being cut off from any communication with the people of a foreign nation at the very time when such communication would mean most to this country, he declared.

General impression in the auditorium was that the Commission will not go along with IRAC and eliminate international broadcasting. On the other hand, it was not considered likely that the volume of frequencies requested by RTPB will be permitted.

Continuance Of Int'l Broadcasting Urged By Trade And Gov't Officials

(Continued from Page 1)

ment of the national interest, agreed. Although the exact organization, direction volume, content and responsibility has not been worked out, OWI Chief Elmer Davis said that "in any case such broadcasting should be continued. It will certainly be continued by other nations." It would be a mistake for this country to discontinue.

Fifty-Six Channels Needed

A minimum of 56 channels would be needed, Davis said. These were requested by Chairman Raymond Guy of the RTPB Panel 3—each between 6,000, 6,080 kc, and 9,580 kc, 11,700 and 11,780, 15,100 and 15,180 kc, 17,750 and 18,000 kc, 21,450 and 21,610 kc and 25,760 kc. Ten studio-transmitter relay links would be included among these channels. Davis said it was not now possible to pre-empt how far "voice broadcasts will continue to be the vehicle for news and the return of peace, nor how shortwave transmission of cultural programs will be a factor in bringing a better understanding of the United States abroad; all that can be said is that both these types of broadcasting may be needed, and cannot afford to put ourselves in a position where we have no means to employ them when they are needed. Also, there are likely to be reasons in the future, as there have been in the past, when the government of the United States will find it in the national interest that our citizens should be able to address, directly, anyone in the world who is willing and able to listen.

Certain factors put the United States at a disadvantage in international broadcasting—our distance from the more populous nations of the world, and magnetic conditions which make it difficult for us to reach certain areas with an effective shortwave signal. It seems probable, however, that increased transmitter strength and the technical advances which may be expected will materially overcome these disadvantages in this field. The Office of War Information may overcome them by maintaining relay transmitters in England and Africa, from which programs originating in this country are re-broadcast by medium wave to a far larger audience than could be reached by direct shortwave. This is purely a wartime expedient; but it is not impossible that arrangements could be worked out for relays at certain points abroad in the future of peace."

Morse Requirements Included

Davis said the five channels are reserved not only for voice broadcasts, but also for radiophoto and Morse code. The carrier shift makes it possible to use the same transmitter for both Morse and voice, and our estimate of the number of frequencies required is based not only on the probable needs of voice broadcasting but on

those of Morse code broadcasting, which promises to be the principal vehicle in the immediate future for the distribution of American news abroad.

Predicts Press Expansion

"It is generally held, I believe, that our national interest will be served by a much wider dissemination of American news throughout the world than was known before the war. Our press associations, which will have the responsibility for this when the war is over, and indeed increasingly so in its later stages, are making preparations for a wide extension of their services abroad. OWI's wartime experience has shown conclusively that the most efficient and speedy method for transmission of news to a considerable number of overseas outlets simultaneously is round-the-clock Morse broadcasting—a conclusion evidently reached also by the British Reuter agency, which has a powerful battery of transmitters used exclusively for distribution of news in Morse. They have found, as we have, that it is impossible to reach many areas with the requisite speed by any other means. It is possible that international agreements, at the end of the war, may arrange better conditions and financial terms for the transmission of American news over foreign-owned facilities; but these facilities would offer a far slower means of transmission than Morse broadcasts. Such an agreement, if it could be reached, would solve many of American communications problems; it would not by any means solve the problem faced by American news agencies, which must deliver their news on up-to-the-minute basis if they are to compete successfully with foreign news services whose transmission facilities are already fully developed.

"I may seem, here, to have dealt with incalculables; I frankly do not know—nor does anyone else, yet—precisely what we shall want to do, or how much. But we are certainly going to want to do something; and it would be the height of folly to discard, now, the means of doing it—facilities which could always be re-assigned if we should find that we had more than we needed, but might be impossible to get, or to expand, if we found in some future emergency that we needed them and didn't have them."

Rockefeller Gives Views

CIAA head Nelson Rockefeller followed Davis, pointing out our disadvantage in international broadcasting at the start of the war. Referring specifically to Latin America, Rockefeller pointed out that the audience there is conditioned to shortwave, "approximately half the stations are shortwave and over one half the receivers have shortwave bands. Initial listener surveys in key areas of Latin America showed that the powerful signals from England

and Germany had captured the shortwave audience." During the war period, our programs have become at least as popular as those from England.

Rockefeller said that, "it is inconceivable to us, as a result of our experience, that other nations would be willing to eliminate international broadcasting. We know in this hemisphere that Argentina, Brazil, Cuba and Mexico have developed extensive plans for international broadcasting."

"We have reached a stage in the conduct of foreign affairs where we must recognize public opinion abroad is a major influence in international relations.

"Shortwave radio broadcasting, said the Under-Secretary of State recently, is an indispensable instrument for creating an understanding of the United States. Direct international shortwave broadcasting is the only medium that is not subject to foreign censorship or control.

"To promote friendships and to prevent misunderstanding, it is essential that the character, intentions and actions of the United States be made known to peoples of other nations.

"It is our unqualified recommendation that in the United States there should exist direct international shortwave broadcasting facilities at least equal to those of any other nation."

Panel Chairman Heard

Guy supported the same position, speaking both for Panel 3 and for NBC-RCA. For the panel, he recommended ten West Coast and 16 East Coast transmitters, pointing out that "all the transmitters and practically all the antennas required will be in existence and in operation." We now have 39 transmitters.

Guy spoke of the importance of frequency sharing among international broadcasters, as well as of the necessity for greater freedom from interference than at present. He proposed also a diversity transmission calling for simultaneous programming over separate channels in adjacent bands. For instance, he said, the same program might be beamed at Sweden on both six and nine megacycles. This is, he said, from two to six times as effective as single-frequency transmission.

Four steps were recommended toward greater international cooperation in the use of the shortwave bands:

"1. In the assignment of channels, all nations co-operate in an attempt to beam on a given area only on alternate channels, or on every third or fourth channel where feasible, to eliminate or substantially reduce adjacent channel interference. This would involve some international cooperation.

"2. The exclusive assignment of frequencies be limited where possible. As an example, high frequencies use-

NEW BUSINESS

WNEW, New York: The Borden Co., six studio programs weekly, 52 weeks, through Young & Rubicam, Inc.; The Chattanooga Medicine Co., five ET anns., weekly, 13 weeks, through Nelson Chesman Co.; Penick & Ford, Ltd., five ET anns. weekly, 13 weeks, through Batten, Barton, Durstine & Osborn, Inc.; Francis Rogers & Sons, three studio programs weekly, 13 weeks thru Callo-McNamara-Schoeneich, Inc.; Triangle Publications, Inc., five ET anns. weekly, 49 weeks, through Al Paul Lefton Co.; R. M. Hollingshead Corp. (Whiz Floor Wax), three ET anns. weekly, 13 weeks, through Aitkin-Kynett Co.; Warner Brothers Pictures, Inc., three studio programs weekly, 13 weeks, through Blaine-Thompson Co.; Joe Lowe Corp. (Taystee Doughnuts), three studio programs weekly, 13 weeks, through Joseph Katz Co.; E. Fougere & Co., Inc., five anns weekly, 52 weeks, through J. M. Korn Co.; Celanese Corp., three studio programs weekly, 16 weeks, through Young & Rubicam, Inc.; Kitty Kelly Shoes, three studio programs weekly, 13 weeks, through Frederick-Clinton Co.; General Foods Corp. (Jello Pudding), three studio programs weekly, 13 weeks, through Young & Rubicam, Inc.; Hennafoam Co. (shampoo), three anns. weekly, 18 weeks, through Arthur Rosenberg & Co.; Luden's Inc., six anns. weekly, 13 weeks, through J. M. Mathes, Inc.

ful only with an all-daylight path could be employed on one side of the globe during the useful hours. The same frequencies, 12 hours later could be used on the opposite side of the globe by others to increase the daily number of hours use.

"3. Closer maintenance of carrier frequencies be observed on the part of countries which are lax in this respect.

"4. Manufacturers of shortwave receivers be urged to extend the frequency range to include all frequencies available to international broadcasting. In foreign countries, as in the U. S. most receivers are not equipped to receive frequencies above 18 mc. As a result, for many years broadcasters have preferred to use lower and less suitable frequencies. The employment of 21 and 25 mc. frequencies would relieve the congestion on the 17 mc. and 15 mc. bands and the frequencies are available."

Speaks for RCA and NBC

Speaking next for RCA and NBC, Guy termed the IRAC proposal ruling out international shortwave "completely unsound." He spoke as did other witnesses of the necessity for this country to keep on an equal footing with other countries, which certainly will not abandon shortwave transmission, and pointed out also that we can, through direct shortwave, reach millions of people throughout the world who are not served by domestic long-wave broadcast. To these people, he said, there would be no possibility of rebroadcast of our programs.

★ ★ ★ COAST - TO - COAST ★ ★

—PENNSYLVANIA—
PHILADELPHIA—With the coming of Fall WCAU has reinstated dance band remotes from down-town night spots. First on the list is the music of Bobby Sherwood and his orchestra twice weekly from the Shangri-La . . . Co-operating with the Philadelphia Association of Retail Druggists, WFIL is donating spot announcements, car-card advertising and other promotion aids in behalf of National Health Aids Week, which is October 6-16 . . . **PITTSBURGH**—A new musical show, "Relaxation in Music," is being aired over WCAE Sundays at 1:30 p.m. Designed to give war-working women needed relaxation, the show features Barry Roberts and Jean Tighe.

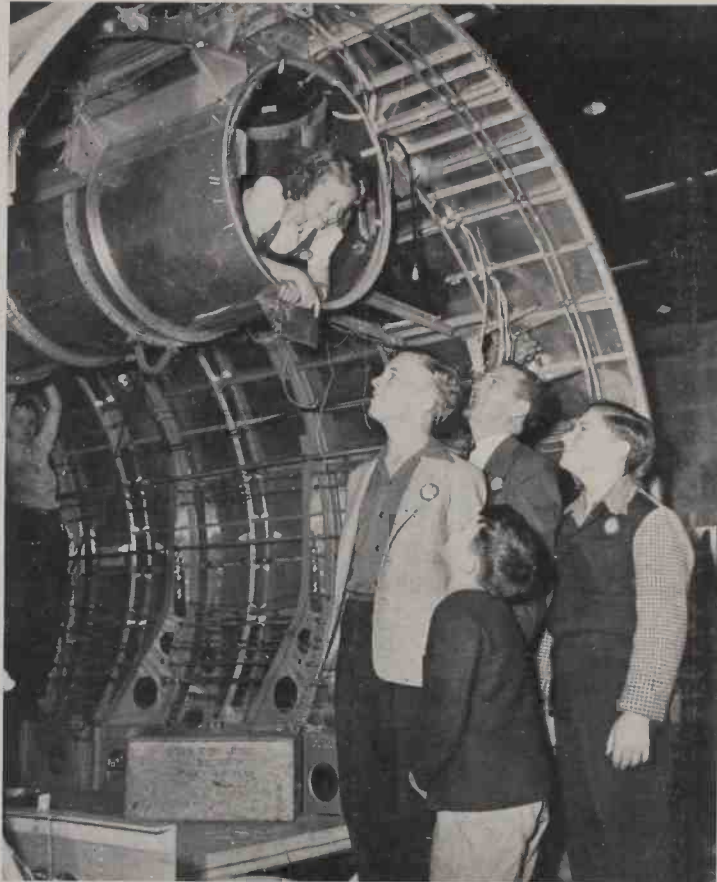
—MASSACHUSETTS—
BOSTON—George Lasker manager of WORL was honored recently at a meeting of the Jewish War Veterans for his public spiritedness . . . The new Saturday program on WCOP is titled "O! Men and Music" and consists of classics and interviews with musical personalities, with Gertrude Richmond handling the commentary.

—CALIFORNIA—
SAN FRANCISCO — Interviews with visitors and guests from the cocktail lounge atop the Mark Hopkins Hotel provide the entertainment for a new KGO half hour weekly program titled "Margo."

—TEXAS—
EL PASO—Former program director of WWRL, New York, Cpl. Fred Barr, who is now stationed at Fort Bliss, is doubling as announcer at KROD-CBS. Among other shows, Barr handles "The Night Club of the Air" heard every Saturday evening.

—MONTANA—
MISSOULA — "M.S.U. Talks To You," a program of collegiate news and views from the campus of Montana State University resumed weekly broadcasts over KGVO this week. The program is written, produced and directed by radio journalism students at the university.

PICTURE OF THE WEEK



"Quiz Kids," shepherded by John Lewellen, manager and program director, recently made a close range inspection of a Boeing B-29 Superfortress in Seattle. Ruth Duskin, 10 years old, peers out of the fortress communication tube while Richard Williams, Harve Fischman and Joel Kupperman, instruct her on the best way to get down.

—DISTRICT OF COLUMBIA—
WASHINGTON—A continuation of last year's "All-American Scoreboard" will be aired this year over WRC during the coming football season. Designed to prevent duplication on radio dials due to multiple broadcasting of the games, the program flashes the scores but features music and rebroadcasts of popular evening variety shows.

—WASHINGTON—
SEATTLE—Zena Peterson, recently with KOMO and the Pacific National Advertising Agency, has joined the continuity department of KIRO.

—ARIZONA—
PHOENIX—The one announcer at KOY that is allergic to canines is Steve Allen, so it was only natural that he was assigned to cover a recent anti-rabies drive.

Between Steve's sneezing and the dogs barking, station officials claim he cut the noisiest platter on record.

—NEW YORK—
NEW YORK—Gladys Shelley, short story and screen play writer, will guest on Ethel Colby's "Broadway Busybody" on WMCA today. . . . Believing that public service programs should be given the advantage of established programs WNEW this week offered their sustaining shows for "sponsorship" free to public service organizations . . . When the annual Pulaski Day parade goes up Fifth Avenue Sunday, October 8, WHOM will broadcast the details in a two hour continuous program . . . WHN aired the sixth in their current series to aid the New

York War Fund. Titled "Ex-Soldier," the program dealt with a veteran's return to civilian life, drawn from life.

—CANADA—
EDMONTON—A little over a year ago a group of Edmonton citizens met at the studios of CJCA and formed the Radio Theater. At this writing they considered an important part of the station's program department, putting on radio-play a week for various organizations, as well as a weekly sponsored program titled "For Valour."

—OHIO—
CLEVELAND—New additions to the staff of WJW include: Bert Alter, from WMT as an emcee; Albert Batchelder, who joined the engineering staff and William Hull, formerly with WOLF, who now alternates between his announcing duties and the engineering department . . . promotion of Carl E. George, director of WGAR's operations for the past three years, to the post of assistant manager was announced recently . . . **TOLEDO**—Toledo Board of Education has asked the FCC for an FM station, one of a proposed state-wide network they hope to build for educational purposes.

—INDIANA—
FORT WAYNE—Newly appointed advertising manager of the Magnavox is Rhoades V. Newbell, who was formerly associated with Edison General Electric Appliance Co. in Chicago . . . operating with Purdue University's training program are Bruce Ratts, Guy Thayer and Paul Luecke of the WOGL engineering staff who are currently teaching classes in the fundamental radio there.

—CONNECTICUT—
HARTFORD—The speakers at the inaugural program of the combined WDRS-Hartford Courant news program were F. M. Doolittle, president of WDRS, and Maurice S. Sherman, editor and publisher of the Courant . . . When Dr. James C. Hart was interviewed on "The Women's Radio Bazaar" over WTIC recently, Hartford Hospital decreed that was "required listening" for all the student nurses.

Wesson Account To K & J 'Hawthorne House' Off A

San Francisco—In a deal which involves change of programs as well as agencies, NBC here announced that, with the broadcast of October 1, Wesson Oil & Snowdrift Sales Co. New Orleans, will replace "Hawthorne Hoys," which it has sponsored for nine years, with "No Webster Says" on NBC Pacific Coast web. The Fitzgerald Agency, New Orleans, has been replaced by Keyon-Eckhardt, Hollywood, as agency handling the account. "Hawthorne House" will be taken off air.

SEND BIRTHDAY GREETINGS TO---

October 6

Tom Carson Charles Pearson
 Cork O'Keefe George Crandall
 Reo Fletcher

October 7

Guila Adams Phil Ohman
 Andy Devine Alfred Wallenstein
 Sally Vass Frances Moore
 Marjorie Carroll Charles Pekar
 Frances Hunt Bring Harold Davis

October 8

Sherill Ellsworth James R. Fouch
 William N. Robson Tiny Ruffner

Tele Battle Lines Drawn

Radio Relay Routes Regarded Practical

Chicago—Addressing the National Electronics Conference here on Friday, Frank A. Cowan, Transmission Engineer of the AT&T told his audience that new developments and untried techniques coupled with the desire of public interest in television may well result in significant allocations in the provisions made for intercity television transmission. One of these sources of possible relay, said Cowan, is relayed radio. He said relayed radio prove successful if it is possible, Cowan indicated it will take precedence over other ambitious plan to set up a series of coaxial cables as a future means

(Continued on Page 6)

AFM Board To Decide On Disc Strike Today

Chicago—Consensus of opinion exists that the AFM board of directors meeting with James C. Petrillo will vote to accept President Roosevelt's recommendation that they abide by the WLB directive and to work in their strike against the recording industry. The music

(Continued on Page 2)

Reported Joining Surplus Property Board

Washington Bureau, RADIO DAILY Washington—Most prominently mentioned to serve on the new Surplus Property Disposal Board is the name of Clifford J. Durr of the FCC. He has been with the Commission for three years now, during which

(Continued on Page 2)

No Halo, Please

During Thursday's televising of the Blue's "Town Meeting" program in Schenectady, the G.E. technicians decided that the bald head of one of the guests, Dean Christian Gauss of Princeton, would reflect light and cause a "halo" on the screen. Quickly they obtained a supply of powder, dusted over the Dean's scholarly dome, and the show went on.

S.R.O.?

Heavy reservations for the first of the 1944-45 season luncheons of the Radio Executives Club at the Hotel Roosevelt at 12:30 p.m., today, indicates a large crowd will greet Harold Ryan, president of NAB. Ryan is scheduled to address the radio executives on NAB's new station measurement plan.

Survey Shows Increase In Radio Receivers

That a new peak in ownership of radio receiving sets has been created due to increased income and increased need of people from everywhere for more news and entertainment, is indicated in a new study, "U. S. Radio Ownership, 1944," designed for use of all marketing experts and to show the significant changes in the county-by-county patterns of radio homes.

New study, to be released shortly by the CBS Research Department,

(Continued on Page 6)

Rochester Pix Adv. On Air As Strike Hits Newspapers

Rochester—Radio as an advertising medium for theaters scored again here last week when Rochester motion picture houses took to the air to publicize their productions during a two-day lack of newspapers caused by a strike growing out of a dispute

(Continued on Page 2)

Video Interests Lining Up Pro And Con On Retaining Or Retiring Bands In Use At The Present Time

NBC And Columbia U Sponsor Tele School

In collaboration with the University Extension of Columbia University, NBC University of the Air last week inaugurated a television course which is recognized for credit toward a University degree.

John F. Royal, NBC vice-president in charge of television, speaking on "Television Production Problems,"

(Continued on Page 7)

McClintock Appoints Heslep Wash. Operator

Appointment of Charter Heslep as Washington representative in charge of operations of the Mutual Broadcasting System has been announced by Miller McClintock, president. Heslep has been associated with the

(Continued on Page 4)

Davis Emphasizes Need Of Advertising Support

Washington Bureau, RADIO DAILY Washington—Advertising support for war campaigns is essential for the period between the defeat of Germany and the fall of Japan, Elmer

(Continued on Page 7)

Washington Bureau, RADIO DAILY Washington—A battle royal is expected over television frequency assignments as the allocations hearings of the FCC go into their second week. The argument, so far as frequencies are concerned, boils down to whether present bands should be retained for commercial use, with higher bands

CORRECTION

An error in transmission of the testimony of Paul W. Kesten, executive vice-president of CBS, before the FCC allocations hearing Thursday caused Radio Daily to publish an erroneous impression of the CBS television stand.

In substance, Mr. Kesten testified that post-war television development should remain at present status until wider bands and higher frequencies have been allocated. Radio Daily's version had inferred Mr. Kesten recommended that television development be held in the present channels.

The Washington account again was in error in quoting Mr. Kesten as having suggested that television be "taken back into the laboratory." No such statement was made by Mr. Kesten.

reserved for experimental use and eventual conversion to commercial use, or the present bands be retired gradually, with television development concentrating on use of the wider bands available in the portion of the spectrum above 300 megacycles. The latter is the CBS position.

(Continued on Page 7)

★ **THE WEEK IN RADIO** ★

FDR Wires Petrillo

By CHARLES MANN

PRESIDENT ROOSEVELT'S action last week in the Petrillo-AFM matter is expected to bring an end to the 26-month old recording dispute between the union, Columbia Recording Corp. and the RCA Victor Division of RCA. The President requested James C. Petrillo to comply with the War Labor Board's decision of April 30, of this year. Petrillo wired back to the President that he

was satisfied with certain results but was waiting for the AFM's Executive Board to hold its session this week. This dispute goes back to August 1, 1942.

International: Government and industry spokesmen were stunned when IRAC recommended that no frequencies be reserved for direct international broadcast. They said

(Continued on Page 6)

WLAW . . . CBS's Voice North of Boston . . . delivers a complete merchandising and promotional follow-through! **Advt.**

A signed contract is the beginning . . . not the end . . . of merchandising assistance at WLAW! **Advt.**

Overheard

Producers, directors, writers, idea men, account execs and the sponsors were seated around the conference table shredding various proposed program formats for the Andrews Sisters' new show to bow in soon. Dissatisfied with all, the sponsors' spokesman said very casually, "Oh, if you boys cooked up something on the order of 'Oklahoma!' it's sure to click."



Vol. 29, No. 6 Mon., Oct. 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. Mersereau, Treasurer and General Manager; Marvin Kirach, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Balm, 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

(Oct. 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 3/8	—
CBS A	33 1/8	32 7/8	32 7/8	— 1/4
CBS B	32 3/8	32 1/8	32 1/8	—
Crosley Corp.	24 7/8	25 1/8	24 1/2	— 1/2
Farnsworth T. & R.	14	13 3/4	13 3/4	— 1/8
Gen. Electric	38 3/4	38	38 1/4	— 1/2
Philco	34 3/8	34	34	— 1/8
RCA Common	11	10 7/8	10 7/8	— 1/8
Stewart-Warner	16	16	16	—
Westinghouse	106 1/2	106	106	—
Zenith Radio	41 1/2	41	41 1/2	—

NEW YORK CURB EXCHANGE

Nat. Union Radio	6	5 7/8	5 7/8	— 1/8
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OVER THE COUNTER

	Bid	Asked
WCAD (Baltimore)	23	23
WJR (Detroit)	36 1/2	38 1/2

Gorman Joins Blue Web

Walter Gorman has joined the production staff of the Blue Network, it was announced by Adrian Samish, national production manager.

20 YEARS AGO TODAY

(October 9, 1924)

It looks as though the radio public and even owners of crystal sets in New York, Washington, Schenectady and possibly Pittsburgh, Hastings and Oakland may get more long distance programs. Wire lines connecting WJZ and WJY in New York with WGY, Schenectady, and between New York and WRC, Washington, are ready for use.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

G. W. "JOHNNY" JOHNSTONE, Blue Network's director of news and special features, is in Washington for conferences with officials of the War Department and network personnel in the Nation's Capital. He's expected back in New York tomorrow.

RALPH EDWARDS and the program entourage of his NBC show, return today from Cincinnati, where last Saturday they broadcast their audience participation feature before a large group of defense workers.

HELEN JEPSON, soprano, and JAMES MELTON, tenor, to Montgomery, Ala., tomorrow for a joint concert.

DUNNINGER, mentalist heard on WJZ and the Blue Network, will broadcast tomorrow's program from the Naval Station at Lakehurst, N. J.

JIMMY SCRIBNER, star of WKRC's "The Johnson Family," is back in Cincinnati following a theater engagement in San Francisco.

EMMONS CARLSON, promotion manager of NBC's central division, conferring at network offices late last week with Charles Hammond, NBC director of advertising and promotion.

J. J. NANCE, vice-president and director of sales for Zenith Radio Corp., back from Sioux City, Iowa, where he attended a distributors meeting of the Wincharger Corp., Zenith subsidiary.

H. R. BAUKHAGE, Blue Network commentator, made a flying trip over the week-end to Jamestown, N. Y., where he spoke before the Optimists Club of that city.

RALPH MILLER, commercial manager of WKY, Oklahoma City, a visitor late last week at the offices of national reps.

ROBERT DEAN a visitor from KOBA, Rapid City, S. D., for a few days on station business.

FRED LAKE is back on the job with The Walker Company, station reps, following a week spent in the country.

Report Durr Joining Surplus Property Board

(Continued from Page 1)

time his appointment to various other jobs has frequently been rumored, but he never has indicated any strong desire to leave the FCC. He is prominently mentioned also as the logical successor to Chairman James Lawrence Fly, who is expected to step down soon.

The name of Durr is reported to have gone to the White House for appointment, but there is no indication yet that he will be chosen.

Durr has a reputation for intelligent, efficient administration and for resisting pressure or influence from any side. Although he would be a loss to the FCC, it is generally agreed that he would be admirably qualified to sit on the extremely important surplus property board.

AFM Board Will Decide On Disc Strike Today

(Continued from Page 1)

cians, however, are expected to qualify their acceptance of the Presidential request. They will ask, according to one AFM spokesman, that the strike be suspended only for the duration of the war.

Rochester Pix Adv. On Air As Strike Hits Newspapers

(Continued from Page 1)

pute between the Gannett organization and the local typographical union. Effect on the box-office receipts has not yet been measured. The walkout had not been settled at a late hour Friday.

During the strike period radio is carrying the entire publicity load, with the exception that theaters, generally, have engaged extra telephone operators to take care of the additional calls.

Movie 'Spot' Campaign

Los Angeles—An unprecedented radio campaign utilizing 1,002 spot announcements on 15 stations over a three-week period, was launched October 3, for the Los Angeles opening of David O. Selznick's "Since You Went Away." Picture will go into Los Angeles, Ritz and Egyptian theaters, October 10.

Hildegarde To Do Grieg

Hildegarde, on tomorrow's stanza of her "Raleigh Room" program, will give a performance of the Grieg piano Concerto in A Minor. She will be supported on this occasion by an augmented orchestra.



Somewhere in Tennessee

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-RE



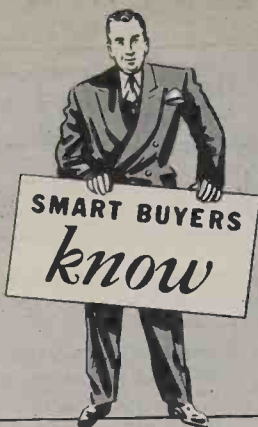
That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS



Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America's 4TH Largest Market
than any other station —
including
all 50,000 watters!*



**See Latest Surveys! Check Availabilities!
National Representatives
Spot Sales, Inc. (Outside N. Y. Area)*

WAAT
970 KC
NEWARK,
N. J.

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

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

LOS ANGELES

By RALPH WILK

FLEETWOOD LAWTON, noted war correspondent and news commentator who put in 25 hours flying combat over the Philippines during two months in the Pacific, has returned to Hollywood. He resumed his NBC commentating Wednesday (27). Ernst Gill, musical director for the Blue Network in Hollywood, has inaugurated a "Blue Preview" show broadcast Sundays. It is devoted to previewing new vocal and instrumental talent, presenting two songs for the boy aspirant and two for the girl. It also previews a song never before heard over the airlines, with Gill conducting the Blue staff orchestra. Most recent new song presented was "Did You Happen to Find A Heart?", ballad published by Southern Music Company.

Announcer Harry von Zell, vacation host on "Breakfast At Sardi's" during the absence of Tom Breneman, is being tested for comedy roles at several studios. Breneman returned October 2 to the Blue program.

Upton Close, news commentator, left here October 1, for a two-month lecture tour of cities in the West, Middle West and East. He will air his commentaries from San Francisco on Oct. 8, from Chicago on Oct. 15, 22, 29 and Nov. 5, and from Washington, D. C. Nov. 12. On Nov. 19 he will be back in Chicago, and will return to Hollywood by Nov. 26.

Grauer Football Roundup Bought By M-G-M On NBC

Ben Grauer, under sponsorship of Metro-Goldwyn-Mayer, is broadcast-ing each Saturday a football roundup of the day's scores throughout the country. The period will go on the air immediately following the close of NBC's football broadcast. The series started last Saturday.

Join WOR Staff

Edgar F. Higgins, Jr., and Roland Yoell have joined WOR's War Services and News division as news editors, Dave Driscoll, War Services and News Director has announced recently. Higgins was formerly an NBC news editor and more recently with WFAS, White Plains. Yoell was on the staff of Press Association for two years.

To Honor Flamm

Paterson, N. J.—Sidney J. Flamm, vice-president and general manager of WPAT, will be honored at a testimonial dinner Oct. 16 by the WPAT Baseball Team, at the Colonial Inn.



Memos Of An Innocent Bystander . . . !

● ● ● It couldn't happen to a nicer guy . . . or rather to two nicer guys . . . we're referring to news to the effect that the U. S. Armed Forces Radio Service, headed by former Radiolite and now Colonel Tom Lewis, is expanding with a view to have closer co-operation among all the branches of our Armed Forces . . . a meeting comprising representatives of the Navy, Coast Guard and Marines, will take place in Hollywood all this week, starting tonight . . . 1st Lieutenant George F. Putnam (former ace newscaster of NBC), currently stationed at Marine Headquarters at Washington, D. C., will represent that branch of the service . . . we're sure that George's intimate knowledge of Radio, complementing that of Tom Lewis' wealth of experience in our industry, augurs well for the success of the confab. . . ● Chester Gierlach, producer of BBD&O's CBSquibb program, will fly to Boston each week to do the honors for the new WBZ-WBZA musical, "Sunday at 4:30" which is sponsored by that town's First National Bank. . . ● The Lyn Murrays are awaiting the second arrival of Sir Stork. . . ● His many friends will be happy to learn that Jack Salter, vee-pee of Columbia Concerts Corp. and one of the best-liked personalities in show business, is recuperating from a severe illness in Hollywood.



● ● ● Gertrude Berg tossed a cocktail party at the Barberry Room Thursday to honor Elaine Carrington's new NBC soapera, "Rosemary". . . ● Nat Abramson should lend an ear to Chris Cross' new band . . . result will probably be a contract for Chris to record for Nat's fast-climbing Feature Record Co. . . ● Royal Arch Gunnison's MBSaturday broadcast, direct from General Douglas MacArthur's headquarters in New Guinea, was his first since the newscaster's capture by the Japs three years ago. . . ● Bob King, press chief for Doherty, Clifford & Shenfield will leave in three weeks for a five-week trip to this outfit's Hollywood office . . . (be careful of Professors, Bob). . . ● Sk-sk-sk-sk—such goings on . . . all because we had it that 'Johnny Johnson' was doing a fine trilling job at the Belmont-Plaza's Glass Hat, when the name should have read 'Johnny Thompson' . . . currently there are singers named Johnny Johnson, Bob Johnston and Johnny Thompson . . . that's what makes this job so tough . . . (Ed. Note: come, come, Herman, surely you're kidding). . . ● Jack Kirkwood left over the weekend for Hollywood to prepare his new show, "Madhouse," which will CBStart Nov. 13 . . . Don Reid, one of our discoveries, continues as the featured vocalist. . . ● Burl Ives, folk-singer featured at Cafe Society Uptown and CBSustaining artists, will be seen in the Theater Guild's forthcoming production, "Sing Out, Sweet Land."



● ● ● In Thursday's pillar we asked why the Merry Macs weren't on the air these days . . . Harry Norwood just phoned to say that after six years on some of the top radio shows including the Fred Allen, Al Pearce Grape-nut Flakes, Kraft Music Hall and Old Gold programs, to name a few, the group felt that some of their listeners might like to see them in person so for the past year, between pictures, they've booked a tour of theaters. . . ● Songstress Peggy Mann is now being handled as a 'single' by Frank Cooper . . . Remember the time Phil Baker asked a sailor contestant to name vegetables that have sound effects? . . . here is another fluff that strangely enough happened on a program also sponsored by the Blow Co. for Eversharp . . . some few weeks ago, Milton Berle, on his "Let Yourself Go" program, asked a soldier contestant how he liked the 'gift of an Eversharp pencil just given him' and the answer came back, "Swell, this pencil will go fine with the Shaeffer Pen I have." boy did Milton Berle (with apologies to our readers in 'Greenpernt').



Remember Pearl Harbor

CHICAGO

By BILL IRVIN

THE American Dairy Association through Campbell-Mithun, has renewed its weekly quarter-commentary program on NBC for weeks, effective Oct. 29, it has announced by Paul McCluer, manager for the NBC central division. Aired on 38 stations, the gram features Clifton Utley, west news commentator, and Ed Mitchell, director of Agriculture, the NBC central division. The program is heard on Sunday from 12:00 to 12:15 p.m., CWT.

Irna Phillips, author of "Road of Life," the "Guiding Light," "Today's Children" and "Woman White," has been invited to speak radio before the western division conference of the American League child welfare group in San Francisco in December.

Newest father in the NBC radio is director Parker Gibbs. He and Mrs. Gibbs are the parents of a baby girl, Carolyn Sue, born at Evans Hospital.

Paul Gibson, WBBM's radio commentator, became a father Sept. 29 when a baby girl was born to Mrs. Gibson. Another new WBBM father is Arthur Maus, engineer supervisor. His son was born Sept. 29.

McClintock Appoints Heslep Wash. Operate

(Continued from Page 1)

Office of Censorship under the direction of Bryon Price. Before that was news and special events representative of the National Broadcasting Company in New York. Lowell Caldwell of the Washington office, the firm of Kirkland, Fleming, Gray, Martin & Ellis, will continue to represent MBS in all matters pertaining to legal and related activities.

Recruiting Series

"For Men of 17," a series of half-hour programs to recruit young men of that age for the Army Specialized Training Reserve Program and the Army Air Corps Enlisted Reserve, is being broadcast over WGN Wednesday evenings from 10:30 to 11 o'clock. The cast of the program is comprised of Army personnel with the exception of guest stars.

Stork News

Second daughter, Imogene, was born to Mr. and Mrs. Lester Gottlieb Sept. 19, both mother and daughter doing nicely and now at home. Gottlieb, publicity director of Young & Rubicam agency, is slightly worried about an Eddie Cantor routine.

Magazine Profiles Collins

Ted Collins, manager of Kate Smith football team, is the subject of a feature article on the current issue of "Pro Football."

Gale Associates

SPECIALISTS
IN RADIO PACKAGES
AND TALENT

48 West 48th St. • New York City
LO. 3-0350

MRS. DOROTHY S. THACKREY

owner and publisher of the

New York Post

announces approval by the Federal Communications
Commission of her purchase of Radio Station

WLIB

broadcasting in New York on the 1190 kc clear channel



Mrs. Thackrey takes particular pleasure in confirming an agreement for continuing and enhancing present program policy under the same management that has successfully created and established WLIB as "a distinguished New York station." WLIB looks forward to increased power and more time on the air while planning FM, television, and facsimile.

News, and "the popular classics with a blend of the modern."

WLIB

"THE VOICE OF LIBERTY"

ELIAS I. GODOFSKY
President & General Manager

DOROTHY S. THACKREY
Chairman of the Board

ROBERT M. SCHOLLE
Vice-President, Sales

Radio Relay Routes Regarded Practical

(Continued from Page 1)

of having television networks. Experiments are now planned which should permit the evaluation of the possibilities of relayed radio in long distance transmission, according to Cowan who pointed out that AT&T has announced a trial of relay outlets between New York and Boston.

10 Relay Points Described

For this trial about 10 intermediate relay repeater points will be used and experiments conducted at frequencies in the 2,000 megacycle, 4,000 and 12,000 megacycle ranges. If such a system should prove successful and be capable of being operated at a reasonable cost, there is the possibility that the future will see extensive use of radio relay in long distance inter-city communication. It would be expected that as in the case of coaxial the broad frequency bands provided might be utilized for television, telephone or other types of communication.

Past experience, Cowan stated, has shown a continued trend toward the use of wider and wider frequency bands for communication purposes. With the need for additional communication channels or for greater definition in television pictures there may well develop requirement for broader bands on coaxial cables.

There is at present under development equipment for use with these cables which will provide a seven megacycle band capable of being used in furnishing an effective four megacycle television circuit together with 480 telephone, circuits.

The proposals for higher quality or color television which are now under consideration would require an effective-video band of nine or 10 megacycles. If the need develops, Cowan said, this might require the development of systems for transmitting this or even wider bands over coaxial cable.

Cowan also revealed that for more than a decade, the Bell System has conducted research on still another system of transmission which would provide bands of megacycles in width. In this system very high frequency waves are guided through hollow pipes. Just exactly how all the experiments will turn out as to future possibilities, or what new developments will be introduced, could not be foretold with certainty, Cowan believed, but it seemed clear that the frontiers of broad band frequency transmission have ample room in which to move forward.

New FM Development

Earlier in his talk, Cowan showed data on the recently announced plan of AT&T for coaxial cables built during the 1946-1950 period which when completed would completely link all cities in the country for television networks. All the routes, Cowan pointed out, were subject to last minute revisions.

Describing a new development as "frequency-dividing locked-in oscillator FM receiving system," George

THE WEEK IN RADIO

FDR Wires Petrillo

(Continued from Page 1)

relinquishment of a direct Voice of America would be "a step backward." Continuance of international broadcasting is a necessity for national interest, they pointed out, adding that it would be a grave mistake for this country to discontinue this activity.

Identity: The FCC will hold hearings Nov. 10 to obtain reactions of the industry to the proposed new rule requiring full and true identity of all sponsors of political time on the air. Meanwhile the Lea Committee is investigating to learn if there have been violations or corrupt practices in this direction.

Rehabilitate: Steps are being taken by the Columbia Broadcasting System and the National Broadcasting Company to help solve the problems of ex-servicemen. CBS' plans include a program series entitled "Assignment Home," to begin Dec. 9, in collaboration with the Army Service Forces; NBC's plans are to have private auditions for ex-servicemen who wish to make radio their vocation. These "Welcome Home Auditions" start Oct. 14.

Blame: Stanley Hubbard, president and general manager of KSTP, Minneapolis, held Petrillo responsible when the Minnesota Democratic-Farmer-Labor party cancelled a scheduled talk by the party's gubernatorial candidate which was supposed to be aired over this station. The party objected because of the dispute between the station and AFM.

Platter: Neither NBC nor the Blue Network expressed their views during the two-day hearing before Trial Examiner James C. Paradise of the NLRB on the petition of NABET to obtain jurisdiction over platter-turners in Chicago radio studios where the AFM now holds forth. The outcome is expected sometime this week.

Co-op: An RCA spokesman urged that industrial research laboratories continue to work hand-in-hand with the Army and Navy even after the war is over.

Progress: Dr. Ray H. Manson, vice-president and general manager of

L. Beers of the Radio Corporation of America, told the Electronics conference Friday, that the new advance promises a high degree of freedom from noise and from undesired stations in FM reception.

"Frequency modulation," Mr. Beers pointed out, "is still in its infancy in terms of a nation-wide entertainment service. Until a large number of high-powered FM broadcasting stations are operating on a commercial basis, the major technical problems which are involved in the design of FM receivers will not be fully appreciated.

"Probably the most difficult requirement to be met is that of obtaining adequate adjacent channel selectivity. This problem was emphasized by a report on 'Blanketing of High Frequency Broadcast Stations' issued in 1941 by the Federal Communications Commission."

the Stromberg-Carlson Company, said that the post-war radio home receivers will include a wire recording device.

Situation: WPB disclosed that combined military and civilian requirements of receiving tubes after Germany's defeat will be about 60 to 70 per cent above current maximum production rates.

Plans: Officials of the networks, OWI and the Treasury Department's War Finance Division gave the finishing touch to the network plans for participation in the forthcoming Sixth War Loan campaign which will open with a talk by FDR.

Ratings: Bob Hope, Walter Winchell and Charlie McCarthy are the top three in C. E. Hooper's recent results.

Tele Tales: Philco Radio and Television Corporation has filed application with the FCC for seven relay or booster stations in the area between Philadelphia and Washington

Worthington Miner, CBS tele director, and Allen B. Du Mont, president of Television Broadcasters Association, are still writing to each other over the former's resignation from TBA. Survey conducted by Allen B. Du Mont Laboratories indicate greater tele interest evinced by the public.

People: Edward W. Wood, Jr., sales manager of MBS, resigned because of disagreement with Miller McClintock, president, on sales policies. Harry Ackerman, associate director of radio department of Young & Rubicam, Inc., has been appointed vice-president of the agency. Thomas F. Harrington, vice-president and director of radio of Young & Rubicam, Inc., has joined Ted Bates, Inc. Dorothy Thompson replaced Janet Flanner on the Blue's "Listen—the Women."

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

N. Y. Post Plans Entry In FM And Video Fields

Indications that the New York "Post" through the purchase of WLIB, Brooklyn, have plans for participation in FM, television and facsimile is gained from a statement to that effect issued last week by Dorothy S. Thackrey, owner and publisher of The "Post."

Wyler Watch On WEVD

Wyler Watch Agency has signed a 52-week contract with WEVD for a spot announcement series to be broadcast over this station daily beginning October 7, on the "Metropolitan" program. The live commercials will be written by the Zlowe Company, advertising agency for Wyler Watch.

Survey Shows Increase In Radio Receivers

(Continued from Page 1)

will reveal the changes in ownership in the United States 1940 census and was brought by the need for up-to-date ownership data for counties by of events following the census then the 1940-1941 defense program has merged into war production of 1942 and 1943. Over 10,000,000 and women have become members of the armed forces, says CBS. In addition, marriage and birth rates have been accelerated, and the family unit has changed in size.

Radio Homes Increase

Thus the peak in radio ownership is in spite of cessation of radio manufacture in 1941 and the presence of some 20,000,000 secondary units many of which became primary in certain family units, has made increase possible.

Analysis of all available data indicates a nationwide growth of most 3,700,000 radio homes since Census of April 1940, the net study states. Late in 1943, the War Relocation Authority's Office of Civilian Requirements of the Production Board released the results of a national consumer survey placing radio ownership at 80 per cent of all U. S. families and a figure was used by the NAB in projecting a total of 32,000,000 U. S. States radio families.

In preparing its county-by-county estimates of radio ownership first derived a new count of the families in each county. This estimate was based on population given in War Ration Book No. 1. Careful statistical analysis of Census data concerning changes in the size of the family unit.

Several Factors Considered

Having established a new figure for the total families in each county CBS attacked the problem of projecting a growth of 3,700,000 families since 1940 to each of 48 states and then to cover 3,000 individual counties. Study of the conditions of war industry centers such growth factors as the increase in income payments to individuals, increased telephone ownership, the growth of electric-wired homes were made. Other factors were taken into consideration in arriving at figures for each county.

CBS has also prepared a graphic area showing population, families and radio ownership for the individual U. S. counties. This data will be available later, together with detailed explanation of the techniques used in arriving at the figures.

Bergen Heads East

Edgar Bergen and "Charlie McCarthy" will originate in New York on Sunday, October 15, with Gertrude Niessen as guest star. Program will be heard at 8 p.m., EWT.

And Columbia U Sponsor Tele School

(Continued from Page 1)

...ced the first session of the ...ks course last Thursday night. ...g Fisher, director of the NBC ...sity of the Air, and Dr. Rus- ...tter, director of the Columbia ...sity Institute of Arts and ...es, also participated in the first

...persons, representing ten ...nt of the total application for ...ions are enrolled in the course. ...announced that 20 guest ex- ...n the various fields of televi- ...ould address the class during ...weekly sessions.

Emphasizes Need Of Advertising Support

(Continued from Page 1)

...said Friday. He issued a spe- ...atement concerning disclosure ...Wall Street Journal of a con- ...al report prepared by OWI for ...isers. This report attempted to ...the disposition of various gov- ...nt activities after "V-E Day," ...as designed to aid advertisers ...nning their campaign and how ...in with national needs.

...ertisers and their agencies have ...great help to government war ...ation programs designed to ...the public to do things and ...from doing things in support ...war effort, Davis said. "Ex- ...s of such advertising campaigns ...ve your fats' and 'don't travel ...can help it.' It is highly desir- ...that this support should be con- ...after the defeat of Germany, ...whatever extent it is needed. OWI ...convinced that this support ...be continued if the adver- ...and their agencies were frank- ...d realistically informed as to ...would be needed, as nearly as ...uld tell. Otherwise an impres- ...sion might have spread that the gov- ...nt would no longer need any ...support at all.

...nce advertising appropriations ...made and plans laid far in ad- ...it was important to get this ...ation to the advertisers in ad- ...of the time when it could be



...ul WFDF, Flint, reports a tire ...age back home."

Video's Battle Lines Drawn At FCC Allocations Hearing

(Continued from Page 1)

...and it was indicated Thursday by Paul Kesten, CBS that Zenith and three other receiver manufacturers have been converted to this position.

...It was obvious, however, that the Television Broadcasting Association has not been won over to this position. Along with RCA, Du Mont and GE, it favors immediate full-scale commercial exploitation of the present black and white tele service on bands starting at from 56 to 62 megacycles. As for the higher frequencies, this group would have them assigned to tele for experimental purposes, converted to commercial use as the services in those assignments become commercially perfected.

...Reducing the controversy to bare essentials, it amounts to an argument whether present-day television is an adequate service to serve up to the public. CBS believes it is not. It believes acceptance color and theater tele can be accomplished only on wide bands, available only at higher frequencies.

CBS Views Opposed

...Kesten said popular priced sets for home use cannot be built which will be able to cover both portions of the spectrum. Furthermore, he holds, present-day sets are inadequate to bring in the refined images and the colors which will be developed in the higher bands. Kesten gave a definite impression also that the delay in commercial tele which must result will be much shorter than has been thought. Release of war technics and discoveries for civilian use will disclose tremendous strides, he said.

...The opposition maintains that it has already in operation a satisfactory service, that improvements to be effected as a result of still-restricted discoveries in connection with the war program will make possible on the lower frequency bands a televi-

...offered with complete accuracy. All the war agencies therefore were asked to collaborate with OWI in assembling a necessarily speculative forecast for the tentative guidance of the advertisers. The war agencies were all told that the forecast would be for this restricted use and purpose, and some of them undoubtedly went further than they would have been willing to go at the time they supplied their information, had they known that it was to be used not for a limited technical purpose but as an authoritative pronouncement to the public.

... "Now that the Wall Street Journal has seen fit to make public a summary of a document marked restricted, OWI will ask all the agencies contributing the information to release OWI from the promise of restriction under which the information was obtained. I hope they will all consent, and to the extent that they do, we will make the document available for publication immediately."

...sion service which will strike the public fancy. They maintain also that immediate exploitation of the service will mean hundreds of thousands of jobs for the post-war.

...CBS proposed that FM broadcast-ers be given a major part of the present tele bands. Non-commercial FM witnesses will probably support the CBS proposal, however.

...Kenneth Warner, of the Amateur Radio Relay League on Friday told the Commission that amateurs are anxious to retain their 56-60 megacycles position, presently between FM and tele. Absorption of this by FM has been urged.

Witnesses Listed

...Witnesses for the broadcast serv-ices presently scheduled to be heard were announced Friday night by the FCC. Additions to the list, or dele-tions, may be made, but it is re-quested that the FCC general coun-sel be apprised of any change.

...Tuesday morning will see the open-ing of discussion on AM broadcast-ing, to be followed by FM, non-com-mercial FM, television, facsimile and other services. An effort will be made to finish with these services' during the week.

...AM witnesses announced, and in their approximate order of appear-ance, include C. H. Owen of the FCC; Howard S. Frasier, RTPB and NAB; Andrew Ring, RTPB; J. Harold Ryan and Paul Peter, NAB; Frank Stanton and William Lodge, CBS, and W. F. Cotter, Stromberg-Carlson.

...FM representatives scheduled in-clude R. H. Willoughby, FCC; C. M. Jansky, RTPB; Walter Damm and R. H. Manson, FMBI; Joseph Ream, Frank Stanton and William Lodge, CBS; T. A. M. Craven and Worth-ington Lent, Cowles; Lewis Allen Weiss and Frank Kennedy, Don Lee, John Caraway, Evansville-on-the-air, and Major Edwin H. Armstrong.

Stokowski to Appear

...Thirty-five witnesses on non-com-mercial FM will follow, including Leopold Stokowski and Prof. Harlow Shapley. Appearing then to argue on television will be C. M. Brown, FCC; David B. Smith RTPB; T. A. M. Craven, and Worthington Lent, Cowles; Joseph Ream, Frank Stan-ton and Peter Goldmark, CBS; Dr. Alfred N. Goldsmith, Albert F. Du Mont, TBA; T. T. Goldsmith, Du Mont; Lewis Allen Weiss, Frank Kennedy and Harry Lubcke, Don Lee; Paul Raibourne, G. R. Town and B. Ray Cummings.

Sponsor Tele Show

...Augusta Knitting Corporation, makers of Jones Health Underwear, will sponsor a television production of "The Blackout Mystery" on Du Mont's WABD, Sunday, Oct. 22, 9 p.m. The production is under the direction of Norman D. Waters & Associates, also handling the Augusta account. The Television Workshop will assist.

Tele Election-Cover Set By WCBW-CBS

...WCBW, the CBS television station in New York, plans video coverage of Election Night, Nov. 7, it has been announced by Worthington Miner, director of the CBS television depart-ment. A three-hour period from 9 p.m. to midnight, EWT, has been scheduled by WCBW for a telecast of the 1944 election, the first war-time presidential balloting since the Civil War.

...Returns (national, state and local), trends, implications of the early vot-ing, talks, analyses, and statistics are to be reported in the coverage. As New York is one of the key states in the national picture this election, special attention will be focused on the Empire State's returns and local conflicts. Special lines and teletype equipment are being installed in the WCBW Grand Central studio for the television operation, including a UP election wire. Tie-ins also are planned between the station and the nation-wide setup arranged by Paul White, CBS director of news broadcasts, will be under the supervision of Everett Holles, tele-news-caster who'll be acting election night in his capacity as assistant director of news broadcasts, aiding White in the radio coverage.

...Alan Jackson, newscaster on CBS "News of the World" radio program roundup, has been signed as analyst for the WCBW election telecast. Other participants and guests will be an-nounced later.

Grove's Buys Quartet For New NBC Campaign

...Golden Gate Quartet has started a new series over NBC, replacing the "Reveille Roundup," Monday, Wednes-day and Friday for 26 weeks. Pro-gram will originate in Chicago stu-dios and sponsored by Grove's Bromo Quinine. Deal set through MCA and Herman N. Levin.

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

\$23,040,000

That's Sales Management's estimate of retail sales in Hartford for November, an increase of 10.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO CONNECT IN CONNECTICUT

COAST-TO-COAST

—NEW YORK—

SYRACUSE—At the request of Prof. K. G. Bartlett recently, Samuel Woodworth, WFBL head, gave a talk on and demonstration of the new G.E. wire recorders before students of the Radio Workshop at Syracuse University . . . Accompanying featured article on "Classroom Navigation" in a recent issue of "Flying" are photos of Lt. Neal L. Moylan, former special eventer at WFBL, and now navigation instructor at Selman Field, Monroe, La. . . Greetings to Irene Creamer, Robert Soule's secretary, back at her desk after long illness.

—WASHINGTON—

SEATTLE—The new weekly "Swap 'n Shop" program on KIRO offers listeners opportunity to buy what they want and sell what they don't want. Bill Corcoran and Norm Runions act as emcees; show sponsored by Vano; articles offered for exchange run from wedding gowns, boats, holly trees, to refrigerators.

—CALIFORNIA—

SAN FRANCISCO—Wilton Gundendorfer, former manager of KSRO, Santa Rosa, and head of the recording division of Associated Broadcasters, Inc., has been appointed manager of KSFO . . . Elmer Peterson, KPO commentator, now filling Louis Lochner's twice-weekly spot on NBC, latter having joined the net's European staff with the Allied forces . . . Art Linkletter who conducts NBC's "People Are Funny" did a three-day broadcast from the stage of the Golden Gate Theater.

—WEST VIRGINIA—

CHARLESTON—Lt. Joe H. Farris, AAF, former WGKV announcer and script writer, was commissioned recently at the Bombardier School in Carlsbad, New Mexico. Lt. Farris is spending a 10-day leave with his parents here.

A Little DANCE at ANY TIME!

• The Music You Love
always ready
to please
you if you
leave
your dial
on 1430.
Continuous
music plus
news



WBYN
MINUTE STATION

For Availabilities:

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

—KENTUCKY—

LOUISVILLE—Bess Lyman, women's editor and publicity director of WINN, is scheduled to speak on "The Real Glamour Girls of Radio" before the professional group of the College Women's Club, this week . . . Hollers Concentrated Beverages has bought a year's participation in "The Homemakers' Treasure Chest," a five-times-weekly telephone show over WINN, through M. R. Kopmeyer Company of this city.

—MISSOURI—

ST. LOUIS—Station Manager Merle S. Jones was tendered a farewell party by KMOX staffers recently in connection with his departure for Washington, D. C. to assume charge of WOL . . . Recent visitors at KMOX were Charles H. Smith, director of research for Columbia-owned stations; Howard Meighan, eastern sales manager of radio sales; and J. Kelly Smith, general sales manager, radio sales, Chicago . . . Dennis Volas, KMOX engineer, is the father of Peter, just seven pounds.

—INDIANA—

EVANSVILLE—Evansville on the Air, Inc., operating FM station WMLL as well as two standard stations, and applicant for FM station in Rush County, has filed an Exhibit in the Allocations Hearing urging use of FM relays using frequencies of 300 to 400 megacycles and above. Evansville is represented in the hearing by J. B. Caraway, Jr.

—NEW YORK—

SYRACUSE—Of all the shortages this war has created, none was quite so important to Bob O'Hara, WFBL's staff pianist, and his new son Bob Jr., as the shortage of clothespins. Situation was aired on the early morning "Musical Clock" show, and clothespins of all sizes, types and amounts have been streaming into the station.

—CONNECTICUT—

NEW HAVEN—Connecticut's largest brewery, the Hull Brewing Company of this city, has signed King Lear, popular sportscaster, to a one year contract. Lear will review the sport news at 6 p.m. daily over WELI where he holds the job of sports editor . . . **HARTFORD**—Professor Allen B. Overstreet of Wesleyan University, an authority on government, was the speaker on WDRG's "College Digest" last Sunday.

SEND BIRTHDAY
GREETINGS TO---

October 9

John Tackaberry	John Guedel
Robert Armbruster	Bart McHugh
Walter Compton	Henry Hunter
Norman Gottschalk	Jack Pysner
Mary Louise Stein	Lee Wiley
Gordon Taylor Van Dover	
Dell Peters	



... broadcast your own
NBC adventure show

This year . . . more than ever . . . ADVENTURE in fiction form has reached a new high . . . in comic strips . . . magazines and radio. And for adventure that can't be beat for family entertainment . . . it's the NBC Recorded shows listed below—cast with distinguished actors . . . written by experts . . . produced with NBC's unmatched production facilities. All yours at budget-fitting rates . . . since costs are shared by many non-competing advertisers over the country.



Destiny Trails . . . recreates immortal classics of James Fenimore Cooper . . . the spirit of adventure that is our American heritage. First to be dramatized *The Deerslayer*—39 programs. Next, *The Last of the Mohicans*—39 programs. 78 quarter-hour three-a-week broadcasts.



Stand By For Adventure . . . exciting happenings in far places among strange people . . . as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.



The Weird Circle . . . modern dramatizations of the eerie classics . . . by such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. 13 brand-new adventures bring program total to 65 half-hours.

—TWO STAR CHRISTMAS SHOWS—

HAPPY THE HUMBUG . . . whimsical adventures of that fanciful beastie of the Animal Kingdom and his fascinating animal pals . . . brimming with experiences for little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.

THE MAGIC CHRISTMAS WINDOW . . . Adventures of two typical kids who discover the secret of walking into The Magic Christmas Window where favorite fairy tales come to life. A Visit from St. Nicholas, The First Christmas and others . . . old and new. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

These shows . . . based on a perfect formula for family audience appeal and compounded to do a successful sales job for an unlimited variety of sponsors . . . are all set to go. Nothing to do but write your sales message. Write direct for audition records and complete details.

National Broadcasting Co.



A Service of Radio Corporation of America

NBC

RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



29, NO. 7

NEW YORK, N. Y., TUESDAY, OCTOBER 10, 1944

TEN CENTS

FCC Okays Station Deals

Board Considers Strike Problems

go—That some additional
tion is at hand or at least
ment on the decision of the
return to making recordings
RA Victor and Columbia Re-
Corp. was indicated in the
of James C. Petrillo, president
union in holding off with the
decision until this morning at
CWT. The request to halt the
ing ban was made last week
sident Roosevelt who asked
to abide by the WLB's direct
t recordings and negotiations
med.

is meeting here with the
(Continued on Page 6)

200 Pay Tribute Can You Top This?"

than 200 guests attended the
"killer" midnight supper to
the second anniversary of
rogram "Can You Top This?"
of Harry Hershfield, Senator
oe Laurie, Jr., and Peter
held at the Park Lane Hotel
Sunday. Among those present
Ildegarde, Jimmy Walker,
(Continued on Page 7)

apt Practice Hearings ed By Lea Committee

ington Bureau, RADIO DAILY
ngton—Date for hearings by
committee on broadcasters'
ce of the corrupt practices
the Hatch act has not yet
t, and it appears doubtful
t such sessions will be held
(Continued on Page 2)

DR On Thursday

ident Roosevelt will be heard
day, October 12 on the major
orks in a non-political address
ed to the people of the South
Central American Republics.
President's talk, which will
at 4 p.m. and last for about
minutes, will originate in the
ion room of the White House
an audience of Latin-Amer-
diplomats.

Philanthropy

Mayor Fiorello La Guardia of
New York extended the facilities
of WNYC to the Republican and
Democratic National committees as
a medium for correcting inaccurate
or misleading statements by the
opposition. Both parties accepted
and will be heard in a "Keep The
Record Straight" program nightly
starting next Monday from 9 to
9:30 p.m. Mayor La Guardia will
"umpire" the first program.

Reader Interest High In Press Radio News

Statistical ammunition for radio
editors who are fighting for news and
radio program space in their papers
was furnished them the past week-
end by John McKay, manager of the
NBC Press Department, in a letter
quoting from current findings of the
Advertising Research Foundation,
Inc.

The McKay letter revealed that
"any radio program or news" ranked
fourth in the reading preferences of
(Continued on Page 8)

New Chesterfield Show Replacing John Nesbit

Liggett & Myers Tobacco Co. for
Chesterfield cigarettes, has set a new
three-times-weekly program over
CBS to replace John Nesbit's "Pass-
ing Parade," Tuesday, Wednesdays
(Continued on Page 2)

Record REC Attendance Hears NAB Coverage Plans

NBC News Personnel Shifted By Brooks

Shift in NBC news personnel has
been announced by William F.
Brooks, director of news and special
events for the network. In the new
moves, Francis C. McCall, manager
(Continued on Page 6)

Included in WLAW's promotional activities are
personal calls on dealers and distributors. Adv.

Sale of WCOP and WNBC Sanctioned— Cowles Seeks Mpls. Outlet— Other FCC Activities

Appointments Named For CBC Shortwave

Ottawa—In line with the expansion
plans for the CBC shortwave pro-
ject, Dr. Augustin Frigon, general
manager of the Canadian Broadcast-
ing Corporation announces the ap-
pointment of Peter Aylen to the post
of supervisor of international short-
wave service. Aylen, who has been
(Continued on Page 7)

Pellegrin Promoted To Lieut. Colonel In Army

Sixth Army Group, (France)—
Frank E. Pellegrin, 4801 Connecticut
Avenue, Washington, D. C., recently
was promoted from major to lieu-
tenant colonel, it was announced
here.

Col. Pellegrin, operations execu-
tive officer of the public relations
(Continued on Page 8)

Educators Balloting For SBC Merit Award

Chicago—Members of the Advisory
Committee of the School Broadcast
Conference are balloting by mail on
the seven nominations for the SBC
(Continued on Page 6)

Record-breaking attendance of
more than 200 members and guests
ushered in the first meeting of the
season of the Radio Executives Club
of New York yesterday at the new
meeting room at the Hotel Roose-
velt. Warren Jennings, new presi-
dent, presided and the guest speakers
were J. Harold Ryan, president of
(Continued on Page 6)

Direct mail contacts with wholesalers stimulate
sales of products advertised over WLAW. Adv.

Washington Bureau, RADIO DAILY

Washington—The Cowles interests
yesterday applied for a new standard
station in Minneapolis, while the FCC
was approving their purchase of
WCOP, Boston, for \$225,000. While
John and Gardner Cowles are push-
ing their expansion, Arde Bulova and
Harold Lafount cut two stations
from their string as the Commission
approved the WCOP sale and also
that of WNBC, Hartford. The Hart-
ford station purchased by the Yankee
network for from \$220,000 to \$250,000
(Continued on Page 4)

Turkey Day Dates Cleared Up By ANA

Radio's Thanksgiving Day program
planning was simplified yesterday
by the Association of National Adver-
tisers, New York, who announced
that only eight states will celebrate
Thanksgiving on the traditional last
Thursday in November this year.

The states which will celebrate on
(Continued on Page 8)

ATS To Sponsor Exhibit Of Special Tele Films

American Television Society will
sponsor exhibit of films produced for
television Thursday, Oct. 12, at the
Museum of Modern Art Auditorium
(Continued on Page 6)

Honored—

Hollywood—Bob Hope entrains
for the East today to be an hon-
ored guest at the annual New York
Herald-Tribune Forum. Traveling
with "America's Ace Soldier in
Grease Paint" will be his wife,
Delores, and their two children,
Linda, five and Tony, four. Hope
returned recently from a tour of
the South Pacific, where he enter-
tained men of the armed services.



Vol. 29, No. 7 Tues., Oct. 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. 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, Oct. 9)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163 3/8	163 3/4	+ 1/8
CBS A	33	32 3/4	32 7/8	+ 1/8
Crosley Corp.	24 3/4	23 3/4	23 3/4	- 1/8
Farnsworth T. & R.	13 3/4	13 1/2	13 1/2	- 1/2
Gen. Electric	38 3/8	37 3/8	37 3/8	- 1/8
Philco	33 3/4	32 3/4	32 3/4	- 1/8
RCA Common	107 1/2	107 1/8	107 1/8	- 1/4
RCA First Pfd.	76 3/8	76 3/8	76 3/8	- 3/8
Stewart-Warner	15 3/8	15 3/8	15 3/8	- 3/8
Westinghouse	106 1/4	106 1/4	106 1/4	- 3/4
Zenith Radio	41 3/4	41	41	- 1/2

NEW YORK CURB MARKET

Nat. Union Radio	6	5 7/8	6	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	
WJR (Detroit)	36	

War Fund Speaker

Lisa Sergio, WQXR commentator, will address a meeting of the Women's Division, New York War Fund, in the Crystal Room of the Ritz Carlton today at 11:30 a.m.

20 YEARS AGO TODAY

(October 10, 1924)

Commencing shortly and continuing daily, WJZ will broadcast a morning program designed especially for the feminine listener. Schedule will include five or six features which have been found to be most appreciated by the women folk during the station's three years of broadcasting. Features will vary from day to day.

**Two Networks!
Three City Market!!**

• CBS • **WENT** • MUTUAL •

Gloverville • Johnstown • Amsterdam

• THOMAS CLARK, Nat. Rep. •

MacFarlane Of Mutual Dies Of Heart Ailment

Chicago—W. E. MacFarlane, chairman of Mutual Broadcasting System executive committee, died yesterday from heart disease at his home in Lake Forest, near here.



W. E. MACFARLANE

MacFarlane, who was 60 years old, was vice-president of WGN at the time of his death and until last year was president of Mutual. He was business manager of the "Chicago Tribune" and a director of the American Newspaper Publishers Association.

Corrupt Practice Hearings Delayed By Lea Committee

(Continued from Page 1)

before the election. Purpose would be to study charges reaching Rep. Richard B. Wigglesworth, Bay State Republican, that broadcasters are "permitting guest speakers to make political appeals for the election or re-election of candidates on radio time bought and paid for by commercial sponsors."

It was originally announced that officials of the four networks would be brought here for a public session yesterday, but this session did not materialize. Subpoenas were issued, however, for the scripts used by guest speakers over the nets, and committee investigator Robert Barker said yesterday all news scripts except the straight news broadcasts have been supplied the committee by all four major nets. This would include all commentator and analysis scripts between June 1 and Sept. 28.

New Chesterfield Show Replacing John Nesbit

(Continued from Page 1)

and Thursdays at 7:15-7:30 p.m., EWT, beginning Oct. 17.

New program will be headed by Martin Block announcer-emcee; Paul Baron's orchestra; Johnny Johnston and Jean Tighe, vocalists. The agency is Newell-Emmett, Inc.

Royal Going To Mexico For Radio Contab Talk

John F. Royal, NBC vice-president in charge of International Relations and Television, will address the First National Radio Conference in Mexico City, Oct. 12. Royal will speak on "Radio in Education" at the request of the National Office of the Broadcasting Industries.



NETS NEED MENDING

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

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

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

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

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

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



W-I-T-H IN BALTIMORE

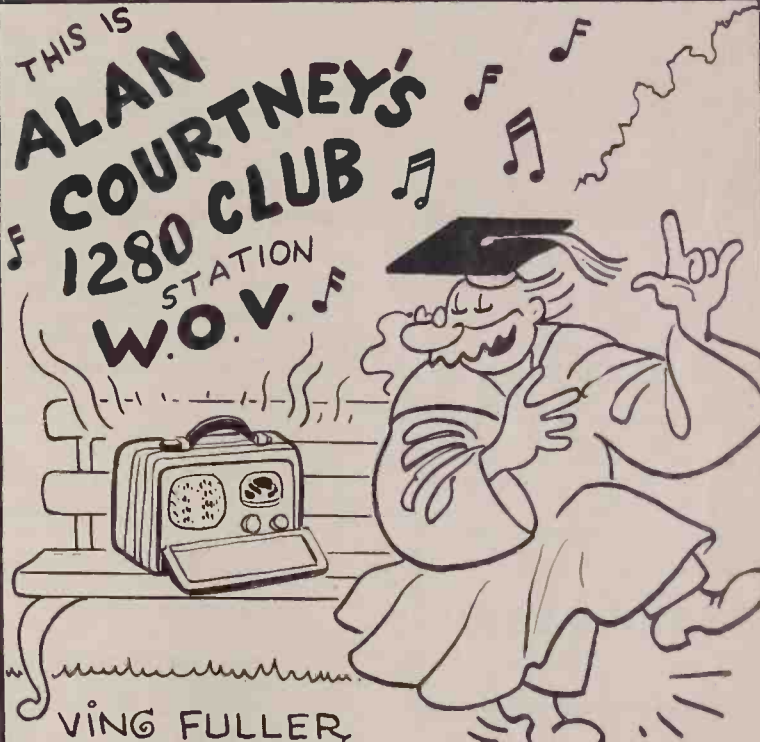
TOM TINSLEY, President
REPRESENTED BY HEADLEY

Building...

a strong post-war station for your clients and for ourselves is WPAT'S prime objective. That we are accomplishing our purpose is evident from our increasing program mail... the constant flow of audience phone calls... and the unsolicited praise from numerous sponsors.

Sell Your Clients WPAT... the fastest growing station in the metropolitan area.

RADIO STATION WPAT PATERSON, NEW JERSEY • PARAMOUNT BLDG. NEW YORK

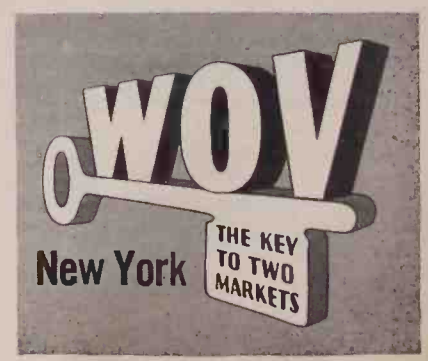


Tops in New York Among All Evening Independents



CCOURTNEY conscious New York comprises the largest metropolitan evening audience listening to any New York Independent station between the Hooper hours of 7:30 and 10:00 p.m. Alan Courtney's fast moving, recorded "1280 Club" show delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. The Big Town's popular disc jockey has a listener appeal that spells sales opportunity an appeal that has resulted in a 25% audience increase for the first six months of 1944 over the same period in '43. A very few participating periods are still available, three or six nights a week.

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



Several Station Deals Okayed By The FCC

(Continued from Page 1)

will hereafter be known as WHTD. The Commission approved also the transfer of control of KGKB, Tyler, Tex., from J. G. Kretsinger to James G. and Minnie Ulmer for ten dollars in cash and cancellation of a note for \$300.

A new station in Columbia, South Carolina, was also approved to operate on the 1,490 band with 250 watts, applicant being the Inter City Advertising Co.

The Cowles application of yesterday, in the name of the Northwest Broadcasting Co., was for operation in Minneapolis with one kilowatt on 580 kilocycles. Applications were received also for two commercial television and two FM stations. Television applicants were Indianapolis Broadcasting Inc., licensee of station WIRE, Indianapolis, and the Central Ohio Broadcasting Co., of Columbus, Ohio.

FM applicants were the Midland Broadcasting Co., Kansas City, licensee of standard station KMBC and the Keystone Printing Service of Waukegan, Ill., publishers of the Waukegan "News-Sun."

W. E. Joins TBA

Western Electric was admitted to membership in the Television Broadcasters Association, Inc., at a special meeting of the TBA board of directors held last Friday. F. R. Lack of the Western Electric Company will represent the organization on the TBA membership list.

GOP On Blue

Clare Booth Luce, Republican representative from Connecticut, will make an address over the complete Blue Network October 13, under the sponsorship of the Republican National Committee.

"A new program idea worthy of commercial attention," Radio Daily.

WALTER ARMITAGE'S

"TAXI! TAXI!"

Producer—Ben Shaw
Director—Edward Ludlam
WEVD Tonight 9:45



MIMEOGRAPHED

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

LEE LETTER 5 19 W. 44th STREET
N. Y.



California Commentary!

• • • Rupert Hughes, Upton Close, Fleetwood Lawton, Elmer Peterson, Jim Doyle, Ray Maypole, Carveth Wells, James Harris and Joy Storm were among the commentators attending the farewell luncheon honoring Louis

Los Angeles

P. Lochner, NBC commentator, who has been assigned by the Associated Press to follow American troops into Berlin and re-open the AP bureau he managed before the war. Sid Strotz, NBC's top man on the Coast, played host at the affair. By the way, Lochner addressed a recent session of the first Congregational church's Sunday night forum and was kiddingly introduced by Hughes as a German spy busy in this country. Later, it was discovered, that several persons in the audience had taken the introduction seriously and were disturbed. . . • Another pleasant party of the week was that tossed by the press by KFI. Sybil Chism, organist on the Lum and Abner show, who in private life is the wife of Hal Bock, NBC Western Division Boswell, has recovered from man attack of the flu.

☆ ☆ ☆

• • • Last Sunday, Announcer Jay Stewart, who just celebrated his fifth anniversary on the air, worked from 8:30 a.m. to 12:30 a.m. the following day. He is a CBS spieler and worked the last few hours of the day at the Hollywood Palladium. Jay broke into radio at Terre Haute, Indiana. • Another transplanted mid-Westerner, who is now busy on the Coast, is young Bill Roy, who was on Lionel Barrymore's "Mayor Of The Town" show for a year. Bill who hails from WXYZ, Detroit, is an ardent Bette Davis fan and has a collection of 800 stills of the star. By, the way, Bill just finished an important role in the screen version of "The Corn Is Green," starring Bette. . . • Manager Thelma Kirchner, of KGFJ, reports that during the past month the station's library of classical music has been more than tripled in size and that increases have also been made in its semi-classic, popular and jive libraries.

☆ ☆ ☆

• • • Bud Abbott, partner of the irrepressible Lou Costello, celebrated his 49th birthday three days before the new Abbott and Costello airer's fall premiere Oct. 5. Surprise gifts included two tax bills, a tired piece of pre-war chewing gum from Songstress Connie Haines, a broken fiddle string from Maestro Freddie Rich and Lou Costello's present—a hotfoot. . . .

• Kenny Baker is making a 15-minute transcription for the Tuberculosis and Health Association of America for its annual Christmas Seal campaign. Dick, Mack, producer of the "Kenny Baker Program," will produce it. . . .

• Leo Solomon and Alan Woods, writers on the Moore-Durante show, have been given a new contract, calling for increased writing chores. Phil Cohan, producer-director on the show, for William Esty Company, set the deal. . . • Ge Ge Pearson, one of the best dressed actresses on Hollywood's radio row, and who is Herbert Marshall's flip young financee on "The Man Called X," not only designs her own wardrobe, but actually makes most of it.

☆ ☆ ☆

• • • Leonard Callahan, formerly active in radio and now chief of West Coast office, public relations, War Department, and 12 members of Ray Noble's orchestra, recently experienced an unscheduled thrill. They were in a flying fortress en route to Hollywood from the Alamogordo Air Base, N. M., where they had participated in the Edgar Bergen broadcast, when their plane encountered trouble and circled about for three hours before Pilot Arvid Anderson negotiated a safe crash landing at the San Bernardino Air Base.

☆ ☆ ☆

Remember Pearl Harbor

NEWS EVERY HOUR ON THE HOUR

That's a well-known listening habit Washingtonians because WINX has broadcast NEWS on the hour ever since it went on the air.

Hourly news available for sponsorship at a price so scarce—but they do occur at infrequent intervals. Some are 5-minute newscasts and others are 15-minute round-ups.

Right now—there are several choice available. Write, wire or phone for time and rate.

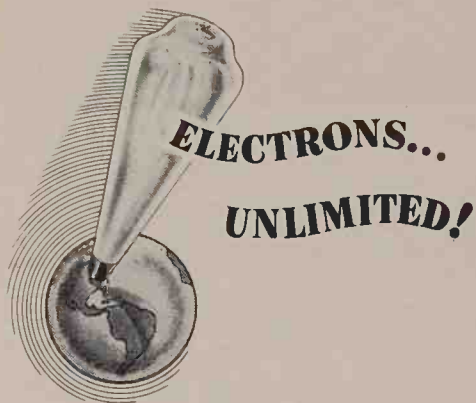
The Best Test Market at MINIMUM COST



WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY



RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility . . . with awe, with eager enthusiasm, and with humble confidence.



DIVISION OF THE CROSLY CORPORATION
CROSLY SQUARE, CINCINNATI 2, OHIO

AFM Board Considers Disc Strike Problems

(Continued from Page 1)

members of the AFM's executive board which must make the decision since it is the body that decided to put the ban into effect, officially at least. Meeting to discuss the Roosevelt wire got under way yesterday afternoon at 2 p.m., CWT and Petrillo announced at the time that no word would be forthcoming until this morning.

In view of the specific request from the President of the United States, there was strong belief that the AFM would not at this time make an adverse decision. On the other hand, there are some who believe that Petrillo will go back to work only with an "if" and qualify as well as protect his position for the future. Generally speaking, it is said on good authority that the decision has no doubt been made, but that some window-dressing is needed and the additional time needed to work out just on what basis the musicians will return to making disks for the two large companies involved.

Possibility of the RCA Victor and CRC accepting a proposal whereby the musicians would return to work and they in turn would resume negotiations is also evident. NBC Radio Recording Division, also subject to the ban, is concerned mostly as a transcription company and not obliged to pay the additional fees on the ETs which are made for commercial clients at the start. The stand of the AFM in not licensing a transcription firm alone when it is part of a home recording company keeps the NBC organization in the middle, due to RCA Victor affiliation.

ATS To Sponsor Exhibit Of Special Tele Films

(Continued from Page 1)

at 7:30 p.m., which will be open to the public.

David Hale Halpern, chairman of the ATS program committee, said the program will include Don Widlund, chairman of the ATS motion picture committee, as informant on a tele movie made for Chevrolet by Jam Handy; Benjamin E. Dyer of Willard Pictures, demonstrating films to show commercial products over television; Bud Gamble, president of the Television Producers Association, to project movies of live talent programs given by the Sketch Book Group over WABD; Raymond E. Nelson, vice-president of ATS and of Charles M. Storm Advertising Agency, offering slides of the Esquire-sponsored production "The Boys From Boise."

WANTED

KSRO, SANTA ROSA AND VALLEJO, CALIFORNIA, CAN USE TWO MORE SALESMEN. GIVE STARTING SALARY AND EXPERIENCE IN FIRST LETTER.

Record REC Attendance Hears NAB Coverage Plans

(Continued from Page 1)

the NAB and Paul F. Peter, organization's research director. Both Ryan and Peter spoke on the proposed standards for measuring a station's circulation.

New York station and network executives were on the dais while a good sprinkling of out-of-town station men were also present. Jennings introduced the new officers of the REC and the committee chairmen who will serve for the coming season of 1944-45.

Ryan gave the background and a chronological listing of the important moves that led up to the adoption by the NAB of the new coverage plan, and Peter outlined the ballot method in detail, along the same lines as the presentation made at the recent NAB convention. After his talk, Peter answered questions from the members present.

Seated on the dais were: Morris

Novik, managing director of WNYC; Craig Lawrence, WHOM and Cowles stations; Ralph Weil, WOV; J. V. McConnell, manager of NBC spot sales; Arthur Hull Hayes, manager of WABC; Miller McClintock, president of Mutual; J. Harold Ryan; Warren Jennings, Paul F. Peter, Ed Evans, Blue web research; Dr. Frank Stanton, vice-president, CBS; John McNeil, manager of WJZ; Charles P. Hammond, NBC director of promotion and advertising; Henry Greenfield, WEVD; Clarence G. Cosby, manager, WINS and W. I. Moore, general manager, WBNX.

Out-of-town attendees were: Walter P. Downs, of Recording Registered, Montreal; A. E. Joscelyn, of WCCO, Minneapolis; Bill Shrader, WCAE, Pittsburgh; Harold Lamb, KYW, Phila.; L. Kreuger, WTAG, Worcester, Mass. and Edward Hoffman, WMIN, Minneapolis-St. Paul.

NBC News Personnel Shifted By Brooks

(Continued from Page 1)

of operations of NBC's news department who has been in Honolulu, will return to San Francisco shortly and coordinate news from the Pacific areas.

Robert McCormick, web reporter in Honolulu is returning also to the U. S., but for a vacation and his place will be taken by Bud Foster now in the Alaskan area; Ralph Howard Peterson, in the Mediterranean area, is returning to the U. S. and Grant Parris of Cairo will take Peterson's place in Rome. Guthrie Jansen will remain in Cairo.

Hill Relieves St. John

Changes also will include the transfer of Max Hill, NBC representative in the Balkans, to London, relieving Robert St. John when he returns to the U. S.

Educators Balloting For SBC Merit Award

(Continued from Page 1)

Annual Award of Merit which will be presented during the organization's eighth annual meeting at the Morrison Hotel on October 22, 23 and 24. Those nominated are Kenneth Bartlett, director of Radio Workshop, Syracuse University; William D. Boutwell, editor, American Vocational Association; Gertrude Broderick, FREC, U. S. Office of Education; Lyman Bryson, Director of Education, CBS; Kathleen Lardie, supervisor of radio, Detroit Public Schools; Harold McCarty, director of WHA, University of Wisconsin and Keith Tyler, director of radio activities, Ohio State University. Balloting is being conducted by Judith Waller.

WKY IS THE BIG FAVORITE OF OKLAHOMA LISTENERS FOR NEWS AND MARKET REPORTS

says

The OKLAHOMA RADIO AUDIENCE OF 1944

WKC—Oklahoma City

WBAL means business in Baltimore

Edward Petry & Co., National Representative

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, continuously

WRC

Represented by NBC Spot Sales Washington



Appointments Named For CBC Shortwave

(Continued from Page 1)

the CBC and its predecessor, CRBC, for 12 years, has been program liaison officer at Ottawa since the start of the war. This new appointment will move his headquarters to Montreal.

Canadian shortwave service, which is expected to be in operation early next year, will be broadcast from the transmitters being built in Sackville, N. B., connected by land lines to the program studios in Montreal. The transmissions to Europe are scheduled to start before the end of September.

Other Appointments

Among the other appointments, Maurice Rene Garneau, Quebec journalist and radio commentator, has been appointed supervisor of the service to France; Gordon Skilling of Toronto will supervise the service to other parts of continental Europe.

CBC engineers who have designed the Sackville antenna system on the pattern of BBC installations and accepted their plans to meet Canadian requirements believe that when operations are under way Canada will be able to send to Europe the most powerful broadcast signal on this continent.

Over 200 Pay Tribute To "Can You Top This?"

(Continued from Page 1)

Bobby Clark, J. C. Nugent, Walter Hampden, Colonel Stoopnagle, George Shelton, Fred and Paula Stone, Roger Bower and Rube Goldberg.

The press turnout included John Hutchens, New York "Times"; Ben Gross, "Daily News"; George Frazier, "Life"; Lou Frankel, "Billboard"; George Freedley, "Morning Telegraph"; Andrew Hecht, "Click"; Marvin Kirsch, RADIO DAILY; Earl Wilson, New York "Post"; Abel Green, Variety; M. Oakley Christoph, Hartford "Courant"; Louis Sobol, "Journal-American"; J. Robert Warburg, "PM"; George Rosen, "Variety"; Zaza O'Hara, "Herald-Tribune"; Arthur Reef, "Parade"; Virginia Stevens, "Cue"; Tess Buxton, "Tune In."

Others were: Charles Oppenheim, Morten Gottlieb, Blanche Wolfe, Blayne Butcher, Don Cope, Benson Inge.

Program is heard on WOR, Wed., 7:30-8 p.m., EWT, and NBC-WEAF, Sat., 9:30-10 p.m., EWT.

Colombo Wines To Mogul

Napa Valley Grape Products of Oakville and Mills, Calif. and New York has appointed Emil Mogul Co., Inc. to handle advertising for Colombo brand wines.

POSITION WANTED PROGRAM MANAGER AND DIRECTOR

Former Program Manager for many years with one of the major networks, and director of many outstanding network programs, is returning to radio after a year's absence. Desires suitable connection in program capacity.

Write Radio Daily Box 909, 1501 Broadway, New York 18, N. Y.

TOP Radio Appointment

John Donaldson, formerly radio life buyer for McCann-Erickson and Radio Director of the Red Cross War Fund of Greater New York, has been appointed to handle radio schedules and programs for the All American Division of the Republican National Campaign, New York headquarters. Mr. Donaldson supervises campaign broadcasting on all foreign language stations of the eastern states.

HAPPY BIRTHDAY TO YOU

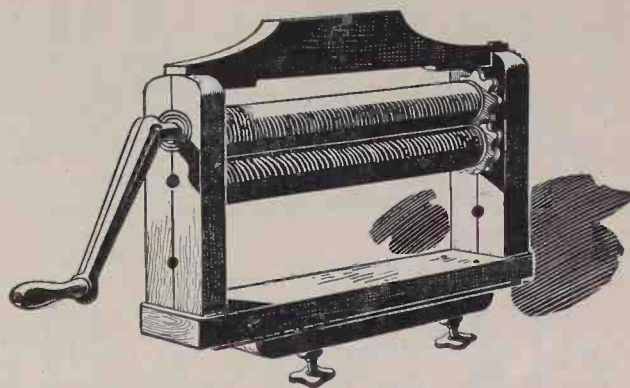
October 10
Johnny Green Charles Pickard
Virginia West

WBYN

SAY, ROSE! KEEP YOUR DIAL ON 1430 FOR THEIR MINUTE NEWS!

SURE, 1430 HAS ALL THE RACING AND SPORTS, TOO... AND MUSIC! WON'T MISS A THING!

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



12 Minutes in the Life of an Old-Fashioned Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for wringers, to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p. m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the selling power of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES? Yes, a few!

Represented Nationally by GEORGE P. HOLLINGBERRY CO.



MEMBER OF THE MUTUAL BROADCASTING SYSTEM

KCKN

The VOICE of GREATER KANSAS CITY
24 Hours a Day

BASIC MUTUAL
AFTER 6 P.M.



Vol. 29, No. 8 Wed., Oct. 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. 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, Oct. 10) NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, and Net Chg. for various stocks like Am. Tel. & Tel., CBS A, etc.

Welles To Speak Ex-secretary of State Sumner Welles, who begins a series of commentaries over WOR-Mutual today, will be the featured speaker at the annual Birthday of the America's dinner...

20 YEARS AGO TODAY (October 11, 1924) It has been learned that W.E.A.F. New York, does not plan to operate its broadcasting network except on occasions of national importance...

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N. Y.

Benny's Canada Sustainer Abandoned After Tryout

(Continued from Page 1) last Sunday on an experimental basis but, the CBC said, "the arrangement has not worked out for the CBC and Mr. Benny had hoped it might and the plan has been dropped."

Original plans called for the insertion of war effort messages in Canada in spots where commercial announcements were heard in the United States without any mention of the American cigaret in the entertainment portion of the program.

Ryan Cites Progress Of Radio Industry

(Continued from Page 1) the FCC yesterday, speaking during the session on AM frequency allocation. Ryan declared that public acceptance is proof of the importance of broadcast service, that approval of the service is demonstrated by the billions invested in home receivers.

As further indication of the service of the industry, he pointed to the fact that between 1920 and 1940 the number of sets in use rose from 400,000 to 50,000,000.

Ryan spoke also of the importance of radio's war service, in terms of aid on government campaigns and general morale raising.

Radio Club Meeting

The Radio Club of America will resume their monthly meetings on October 12, at which time the paper "Fluctuating Noises as a Factor in Receiver Input Circuit Design" will be delivered by Dr. John R. Ragazini, assistant professor in Engineering at Columbia University.

Blue Web Forecasts \$40,000,000 Gross In '44

(Continued from Page 1) search department reveals that in the first seven months of this year, the network had gross sales of \$21,828,000 topping all networks in dollar gains for the period, as compared with the same seven months during 1943.

Other statistics for the Blue show that since it became an independent network, 98 sponsored quarter-hours, including 71 daytime and 27 evening quarter-hours have been added.

Regarding the number of stations used, the survey reveals that 41 advertisers were using the complete Blue web for 51 programs, as of Oct. 1. Advertisers are using an average of 137 per cent more stations per program daytime and 93 per cent more in the evening than in January 1942.

Jack Stewart Takes Post With McGillvra In Chicago

(Continued from Page 1) was announced yesterday. The Chicago organization otherwise remains unchanged, Mr. McGillvra said, with Robert S. Russell continuing as sales manager and Jack Kamsler on the sales staff.

Macfarlane Funeral Services In Chicago

(Continued from Page 1) about 3 a.m. Monday, Oct. 9 in his home in Lake Forest, Ill., was 60. Cause of death was coronary occlusion, a form of heart disease.



"DUMB AS A FOX"

As little time as two years ago... it took a lot of nerve for a time buyer to put the independent station on a schedule for Baltimore.

It was so much easier to pick out the big name call letters. Less fighting to keep them on the list.

Then came the dawn when "cost-per-sale" figures were figured. In Baltimore those time buyers who are known to be "dumb as a fox" earned the title to shrewdness when they stuck to the independent W-I-T-H!

W-I-T-H'S record for years shows biggest results for lowest costs in this, the country's 6th largest market.

Facts to back up the judgment of shrewd time buyers are available for those who like upward sales curves and downward sales costs.



W-I-T-H IN BALTIMORE TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

ON TARGET! "PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA. Includes an image of a target and a pen with 'WDAS' written on it.

You Can Buy National Network Radio Programs FOR YOUR LOCAL USE



**Blue Network Co-operative Programs can sell for you
—and you pay only for your own area**

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell *your* merchandise or services—*locally*. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

HOW BLUE NETWORK CO-OPERATIVE PROGRAMS WORK:

The Blue Network broadcasts coast-to-coast. At a given signal—at the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as *yours* and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling

story told against this important background.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs, during the past two years. The names of these local advertisers are yours for the asking.

Blue Network Co-operative Programs are an exceedingly fine and effective group. Each series is heavily merchandiseable and for sale separately.

HERE ARE THE BLUE NETWORK CO-OPERATIVE PROGRAMS:

Baukhage Talking—Direct from Washington. Baukhage gets his news from the men who make it. He is in daily touch with the White House, Secretaries Hull, Stimson, Forrester and other cabinet members, as well as Speaker Sam Rayburn, Joe Martin, Senator Vandenberg and other congressional leaders. Baukhage is a top Washington figure. Midday, Mondays through Fridays, 15 minutes.

Kiernan's News Corner—Direct from New York, Walter Kiernan. One of the outstanding human interest reporters of our time. Has had famous interviews with many of the world's great, including Pope Pius XII (when Cardinal Secretary of State), Winston Churchill, the King and Queen of England, Madame Chiang-Kai-Shek, General Eisenhower, Jimmy Doolittle, etc. Kiernan has an informal slant that has endeared him to millions of listeners. Early afternoon, Mondays through Fridays, 15 minutes.

Martin Agronsky—Direct from Washington. One of the world's great war correspondents. Got out of Singapore 6 days before the Japs marched in—was with General Montgomery in battle, with General MacArthur in Australia, and has been under fire on most of the fighting fronts. Martin Agronsky has broadcast from hot spots all over the world. Early morning, Mondays through Saturdays, 15 minutes.

The Mystery Chef—Direct from New York. Tells women how to cook luxurious meals at low cost. Has the largest audience of any cooking expert in the United States. This is a highly merchandiseable program and can create substantial, traceable store traffic. The Mystery Chef personally will endorse an acceptable product or store and recommend it to his responsive audience. Daytime, Mondays through Fridays, 15 minutes.

Henry J. Taylor—Direct from New York. World-famous authority on international affairs. One of the great journalists of our day. Writes for Scripps-Howard newspapers, Reader's Digest, Life Magazine, Saturday Evening Post, Cosmopolitan, etc. Henry J. Taylor has seen the war through the eyes of the prime ministers and leading military figures of 27 countries abroad, including President Inonu in Turkey, Franco in Spain, Salazar in Portugal, Per Albin Hansson in Sweden; as well as Anthony Eden and others in England, General Eisenhower and our military leaders on many fronts. Evening, Mondays through Fridays, 15 minutes.

The Green Hornet—One of radio's best adventure shows. 30 minutes of concentrated excitement. A great cast and highly-skilled network writing, direction and production account for the vast audience throughout the country that listens regularly to the Green Hornet. Evening, half-hour program, once a week.

The Blue Network furnishes merchandising support for all of its Co-operative Programs. *The personal attention and advice of Blue Network executives is available to all Blue Network Co-operative sponsors.*

By sponsoring a Blue Network Co-operative Program you get its full value in your area but only pay a small part of the total talent cost, because other

sponsors in other cities pay their share.

Outstanding local businesses from coast-to-coast are successfully using Blue Network Co-operative Programs. You can get complete sponsor lists upon request and can then contact other sponsors direct, asking their experience with Blue Co-operative Programs. THERE ARE HUNDREDS OF SUCCESS STORIES.

For all information ask any Blue Network Radio Station, or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .

Bakers' Weekly
Bakers' Helper
National Carbonator & Bottler
Modern Brewery Age
The Milk Dealer

Women's Wear Daily
Men's Wear
Retailing Home Furnishings
The Jewellers' Circular-Keystone
Chain Store Age
Ice Cream Review

**THIS
ADVERTISEMENT
APPEARS IN:**

.... WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW



HISTORY IN THE MAKING

**AUBREY R. WATZEK
VOLUNTEER CHAIRMAN
RED CROSS BLOOD
DONOR COMMITTEE**

SAYS.. Up to the minute news broadcasts and commentaries are of the utmost importance to every phase of the war effort, and to none more so than blood donations. The high plasma quota assigned last fall to the Portland area, 2500 pints a week, was an honor, but it has been a constant challenge. News broadcasts, and their interpretation, bringing home to civilians the pressing need for more and more plasma as each new front is opened, helped us meet the challenge. As in all its public service programs, the news-casting service of KGW has set a high mark of distinguished achievement.



AUBREY R. WATZEK

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



Radio Vitamins For Wednesday! ! !

● ● ● Comes to hand a gripe by a leading music publisher who says that in radio there obtains "a vicious cycle," all predicated on the selections played on "The Hit Parade" . . . Ye publisher complains that radio's own showmen should select their songs for production on their own sense of showmanship and not wait to include a song in a singer's or band's routine until it is in the first ten of the "Parade" . . . he points out that in the past, the great personality singers who held forth at the Palace and elsewhere throughout the country, thrived and made songs and themselves, because they always introduced a new song destined to become a hit . . . and never waited until some other source did it first . . . it is easy to put on the "payola" and run a song into many performances during a week or month and then get it on the "Parade" . . . which it is said, is no true indication of the song in question, value as a real good tune or its popularity as to sheet music sales over the counter . . . he goes so far as to state that 75 per cent of tunes heard on the sustainings later at night have no calls at the music counter and that a plug is one that is heard on a commercial show a little earlier in the evening . . . therefore to cooperate with the men and women who write the songs, producers should get new material and get in on when it means something to the writers . . . in conclusion the music man says the showmen in radio should assert themselves and pick their own tunes. He cites Paul Whiteman's late show on the Blue as an example of digging up new stuff.

- ● ● Sgt. Al Hine of "Yank" magazine was doing an overseas broadcast the other day for the OWI and slowed up on his delivery to the point where Joe Bolton, OWI producer, got panicky . . . Joe gave the Sgt. the radio signal for a speedup, but this meant nothing to the uninitiated non-com . . . in desperation Joe who used to be in the army himself, gave Hine the Army signal for "on the double" . . . Sgt. Hine caught on fast, and finished on the proverbial nose . . .
- For five years Steve Ellis, WOR disk jockey has been dreaming about going on a coast-to-coast hookup . . . Friday night with Don Dunphy and Bill Corum in St. Louee for the "Series," Ellis and Tom Slater did the fights on Mutual from Madison Square Garden . . .
- Speaking of disk jockeys, Jessyca Russell has a swell article about these folk in the October issue of "Read" magazine . . . same mag has a raft of other radio stuff such as articles on Fibber McGee, Edgar Bergen and "Religion On Radio."

● ● ● They say when the story of television is written, the renaissance will date back to about 15 months ago when Sam Cuff, now general manager of Du Mont's WABD persuaded Allen B. Du Mont to invite advertising agencies to use the outlet's facilities for commercial experimentation. . . ● Frank Sinatra will grab himself a new announcer soon and make a tour of army camps to get away from the little screeching dames in the studio. . . ● Norman Corwin and his assistant, Lou Sawyer, decided to bind the "Columbia Presents Corwin" series for safe keeping . . . back from the bindery in handsome red board and gold, Miss Sawyer opened the book and gasped . . . instead of the famed "Movie Primer," heading the copy was 30 pages of opening and closing announcements . . . she forgot to include the script and the binder went ahead with what he had. . . ● Campbell Crawford, WOR news editor was virtually evicted from his apartment when the lease ran out and no new one could be found . . . so-o Dave Driscoll built him some apartment scarcity continuity on the public service newsreel show and then they mentioned that right in the studio was also a man who was in sore need of an apartment for his wife who was expecting another child etc. . . . but nothing happened, not even one call on a high rating show . . . no call except one from a woman in New Jersey who even had a cow, but no modern conveniences.

—Remember Pearl Harbor—

**This Week's
BOSTON
SYMPHONY
REVIEWS**

By Leading Radio Editors

**BILL IRVIN
Chicago Times**

The "Eroica," Beethoven's Third Symphony, was accorded a brilliant radio performance Saturday night by Dr. Serge Koussevitzky and the Boston Symphony Orchestra. Fittingly enough, this work, dedicated by the composer to the heroic spirit of man, comprised a concert which Dr. Koussevitzky dedicated to the heroes of the United Nations. Under the skillful baton of Dr. Koussevitzky the Boston Symphony's interpretation of the "Eroica" from the majestic sweep of the opening Allegro through the variations of the fourth and final movement, was indeed an impressive tribute to the "Heroic Spirit of Man."

**VIRGINIA STEVENS
Cue Magazine**

It was a rare pleasure to hear the "Eroica" Symphony of Beethoven superbly directed by Serge Koussevitzky on the opening broadcast of the Boston Symphony. Koussevitzky chose this great symphony to dedicate to the Heroes of the United Nations. At this heroic period in history it was a peculiarly right choice. The troubled grandeur of the "Eroica" sweeping toward the magnificent final climax of victory is a wonderful promise of the end of world conflict. This music has never seemed so moving as it did Saturday night in the beautiful and powerful performance of the Boston Symphony. Koussevitzky, at seventy brought all the rich maturity and understanding of his distinguished career to his direction. His performance had amazing vigor and eloquence.

**NEXT SATURDAY
— PROGRAM —**

Foot's Suite for Strings
Diamond's Symphony No. 2

Sponsored by


ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.

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

What's "The Answer Man" got

that you haven't?



One of the most unique programs in America today is WOR's "Answer Man". Unique for these reasons:

1. "The Answer Man" brings you 1,000,000 young, active listeners every weekday evening.
2. "The Answer Man" has ranked as one of the most popular local shows in New York for more than six months.
3. "The Answer Man" personally writes to *each* listener who submits a question. As your or your product's name appears on all letters, you get the additional benefit of this personal contact.

"The Answer Man's" smooth, rapid-fire parade of questions and answers is always interesting, provocative news-making. (His recent scoop on the cousin-ship of Roosevelt and Dewey, for example, clocked up nation-wide publicity.)

Simple in conception, but powerfully provocative, educational and entertaining, WOR's "Answer Man" is probably one of the most successfully sales-slanted shows ever offered by WOR to a sponsor or his agency.

"The Answer Man" is now open for immediate sponsorship from 7:15 to 7:30 P.M., Mondays, Wednesdays and Fridays.



WOR

THAT POWER-FULL STATION AT 1440 BROADWAY, IN NEW YORK

Petrillo, AFM Reject FDR Request To End Ban On Making Recordings

(Continued from Page 1)

Toronto, and Jos. N. Weber, honorary president.

Petrillo's Comment

Petrillo, commenting to the press, following release of the telegram to the President, said that if the AFM had been asked a year ago to lift the strike ban on the recording industry the musicians probably would have complied. He pointed out that since WLB panel decision contracts have been signed with 105 recording and transcription companies whereas only two companies (RCA-Victor and Columbia) are seeking relief from the strike at this time.

Speaking of the royalties gained from recordings under present contractual arrangements, Petrillo, said that \$125,000 had been received so far. This money together with other funds which will be derived from recording royalties will be used for the rehabilitation of musicians now in the armed forces and for musical culture after the war.

Citing membership figures, Petrillo, disclosed that the union had 138,000 members before the war and that 55,000 are now in the armed forces. He added that AFM expected a total membership of 200,000 after the war.

Industry Leaders Surprised

The action of the board came as a surprise to recording and radio executives in New York, Chicago and the West Coast. It was the consensus of opinion that the musicians would accept the President's suggestion with the provision that the strike against the recording companies would be suspended for the duration of the war.

Highlights of Petrillo's answer to President Roosevelt's request follow:

"In response to your communication of October 4th, I called a meeting of the International Executive Board of the American Federation of Musicians for October 9th at Chicago for the express purpose of acting upon the subject of your telegram. All members of the International Executive Board were present at the meeting and gave full and deliberate consideration to your telegram. I am directed respectfully to communicate to you the following which represents the unanimous action of the board.

Says Some Details Lacking

"The executive board is of the opinion that were all of the facts and circumstances pertaining to this so-called recording controversy made known to you, knowing your position

on labor's rights and your humanitarian viewpoint, you would not ask it to reverse the unanimous action of three conventions and by which action the International Executive board is bound. There is, evidently, a misapprehension concerning the so-called ban with respect to the making of mechanical recordings and transcriptions.

Recounts History of Ban

"A ban was imposed by order of the convention of the American Federation of Musicians at Dallas, Texas, in June 1942, effective as of August 1, 1942. This ban applied to all companies and persons engaged in the manufacture of recordings and transcriptions. It is no longer in existence except as to the two companies who now seek competitive advantage over 105 other companies and persons who have entered into contractual arrangements with the American Federation of Musicians and who are now engaged and have been engaged for over a year in the making of recordings and transcriptions.

Cites Danger to "Benefits"

"Thus, the issue as it existed in August 1942, has been resolved except for two companies who have refused to abide by the solution procured through the efforts of a panel of the War Labor Board. Therefore, to request us to resume employment with these two companies who refused to sign contracts with us for the employment of our members, and to work for these two companies on terms different than those now prevailing would be to destroy the benefits and advantages of the one hundred and five existing contracts.

Points to Gov't Recordings

"There has been some talk by others that we have struck against these two companies. We have never struck against any of these companies and certainly we have never struck against the Government. During this entire controversy we have made records and transcriptions for practically every governmental agency, for the armed forces of the United States and our Allies, in the overwhelming number of cases without

any compensation, and we are continuing to do so.

"Much is made of the fact that, as president of the American Federation of Musicians, I had made the statement that in the event the President of the United States, asked me to lift the ban I would comply with such request I did make that statement. At that time no records were being made by us for any record manufacturers and no such manufacturers saw fit to ask you to intervene, but sought instead through court procedure and through a Senate investigation to compel us to make records without regard for either our rights or our desires. Now, however, we are making records to the extent of nearly 4,000,000 per month for 105 companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

Asks Pact Signatures

"Now 26 months after the ban was imposed, realizing that the circumstances have greatly changed, virtually making it impossible to lift the ban as to these two companies without disrupting the relationships brought about by 105 existing contracts, they run to you, Mr. President, and ask you to aid them. To direct members of the American Federation of Musicians to work for these two companies would inevitably result in incalculable harm to our membership.

"Mr. President, as a matter of fairness there is only one solution to this problem the federation can accept and that is for these two companies to sign the same contract as 105 other companies have signed if they wish our members to work for them in making recordings and transcriptions. The federation is aware that this case is a small matter compared with the many tremendous problems of na-

Spot Biz Harvest Follows Press

(Continued from Page 1)

the Stromberg-Carlson 50, affiliated with NBC; WFAT watts day and 500 nights with CBS, and WSAY, 250 a CP for 1,000 affiliated and Mutual. WSAY in part a windfall in spot sales newspapers have bought the stations for news papers to mention motion picture and stores of all kinds. York newspaper "PM" has ing here for as high as 2 copy and the "Shopping" out a special Sunday edition for advertising and radio listings.

Newspaper strike started question of what should be deduced as to type-setting maintain mat advertisements are. The newspaper publishers they should be the judges typographers union believe should be the ones to set should be reset. Strike of the "Democrat-Chronicle" to the "Times-Union" and other nett papers.

tional and international in which are confronting you it is one of the greatest which organized labor has involved, a fight for the maintenance and preservation of basic human rights, a fight to preserve us as against conscription and tary servitude. Knowing your opinion on human rights, we you would not want to impose harmful conditions upon sands of musicians, or anyone that matter."

Gale Associates
SPECIALISTS
IN RADIO PACKAGES
AND TALENT
48 West 48th St. • New York City
LO. 3-0350

KLZ
DENVER
More advertisers — local and national — buy more time on KLZ than on any other Denver station!
5000 WATTS ON 560 Kc

Cover the Rich Lehigh Valley

WEST
EASTON, PENNA.
NBC Mutual

"AIR"-VIEW
OF THE RACE
Observation post: Your radio! . . . Dial tuned 1430 — daily 12 to 6 exclusive Racing Report
ON WB
For Availabilities:
WILLIAM NORINS, Gen.
Station WBYN, Brooklyn, N.

Standard, FM Broadcasting Discussed At FCC Hearing

(Continued from Page 1)

all in transmission on 540... rebuilding and altera... be necessary before they... broadcasts on the lower

This was borne out by... "The transition of... to higher frequencies—... der way," Lodge said... and 530 are held now by... for ship to shore ser... ere has been some inter... with these services from... Paul F. Godley, Montclair... ulting engineer, testified... and 530 bands would be... ar local service relieving... crowded condition of the... ney William J. Dempsey... Corp. immediately ob... the grounds that discus... h type of service for these... yond the scope of the... osley is believed to have... the low frequencies for a... ed clear channeled AM... Dempsey objection was... FCC Chairman Fly.

on of the FCC engineering... appeared first. Present... statistics on interfer... erall limit of interference... ce from local stations at... id, was universally con... e the 1 MV/M contour.

ley and W. F. Cotter of... Carlson were very defin... e inadequacy of the vast... ets in the home today... broadcast below 540 kilo... ll could go even that low... but a substantial major-

ansky, Washington FM... appearing for FMIBI, dur... on on FM broadcasting,

Av. Club Celebrates Anniversary Today

anniversary of the Adver... of New York will be... at the Celebrity-Forum... eld today, by entertain... r guests 85 present mem... club who have belonged... od of 25 years or more... will be Allan T. Preyer... the club, who will dis... Victory, What?"

Wolly sez—
IN WASHINGTON
THERE'S A BILLION
DOLLAR MARKET?
AT YOUR FINGER—
TIPS
Sell Them on

WOL
Affiliated with Mutual
Natl Reps. SPOT SALES, INC.
New York, Chicago, San Francisco

testified that interference in the present FM band is not objectionable, being a problem only on the outer fringe of the service. There is no evidence, he said that it does not exist in other bands. Present band, he said, is so far as he can see the best band for the FM service, but he admitted in reply to questioning by Commissioner E. K. Jett that the quality of propagation to be achieved by moving the service up to from 88 to 108 megacycles would be "quite good," and that there would be little difference in quality.

Damm Testifies

Walter J. Damm, president of FMIBI and general manager of WTMJ and WMFM, Milwaukee, testified that FM applications have been so stimulated by the Commission's dismissal of proceedings against newspaper ownership and its decision to hold FM applications in the pending file that there already appears to be "a dearth of available channels in the more densely populated metropolitan areas where demands surpass the supply." Damm supported the RTPB recommendation which would increase the FM portion of the spectrum from 42 to 50 megacycles to 41 to 56 megacycles.

Testimony on FM will be continued today, with appearances by P. B. Laeser and J. E. Brown for FMIBI, Paul Kesten replacing Joseph Ream, scheduled to appear for CBS, and Frank Stanton, canceling his appearance for CBS. William B. Lodge is expected to appear for CBS, T. A. M. Craven and Worthington Lent for Cowles, Lewis Allen Weiss for Don Lee, John B. Caraway for Evansville-on-the-air, and Major Edwin H. Armstrong. They will be followed by 33 representatives of various organizations interested in non-commercial educational FM broadcasting. Maestro Leopold Stokowski, who was scheduled to appear here, will instead file a statement with the Commission.

CHATTANOOGA

IS THE HEART OF A POWER EMPIRE SERVED BY

WDOD

CBS

5,000 WATTS

DAY AND NIGHT

PAUL H. RAYMER CO.

The "Voice" that has captured New England



Connie Stackpole

Director of the

New England Cupboard

Participations now available over five stations of The Yankee Network:

WNAC, Boston WAAB, Worcester WEAN, Providence
WTHH, Hartford WCOU, Lewiston

Time: 11:15 A.M. Tuesdays and Thursdays

Cost: \$105.00 per broadcast, subject to discounts and agency commission.

For details of the fastest growing women's show in New England—conducted by the smiling "voice",

WRITE TO

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD
448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4460

Radio Sales Outlook Good For Post-War

(Continued from Page 1)

Development, at the Waldorf-Astoria yesterday.

"It is reasonable to estimate that, by the end of the war, say, in 1945 or 1946, the accumulation of deferred demand will be equal to two year's sales at the 1940 rate. This is a conservative estimate.

According to his figures, 23.0 million radio receivers will have reached an accumulated demand, as compared with the following top durable household goods listed: electric irons, 10.3 million; clocks, 7.2 million; refrigerators, 5.2 million; toasters, 4.5 million; percolators, 3.7 million; vacuum cleaners, 3.5 million; Washing machines, 3.1 million; heating pads, 1.8 million; waffle irons, 1.5 million.

Among those present at the special luncheon were: Edward J. Noble, chairman of the board, the Blue; Alfred McCosker, president of WOR, chairman of board, MBS; Paul M. Hollister, vice-president of CBS, and Edgar Kobak, executive vice-president of the Blue Network.

Count Sforza On WOV From Italy Tomorrow

(Continued from Page 1)

at 1:00 p.m. This is the first time since the war that an Italian government official has broadcast via short-wave to the United States.

The 10-minute broadcast, keyed to the significance of the day on which it is being made, is titled "Columbus Day—America and Italy." It will be in Italian.

Lyle Van To Speak

Lyle Van, NBC newscaster and announcer, will be principal speaker tomorrow at a luncheon given by the New Brunswick, N. J. Community and National War Fund agencies.

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

KOA FIRST IN DENVER
50,000 WATTS
850 KC

REPRESENTED NATIONALLY BY  SPOT SALES

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—Don Martin, WFIL production manager, is conducting his 8th series of radio classes for the Junto, Philadelphia adult education project. . . **PITTSBURGH**—The annual "Garden Sports Parade" program heard over WWSW and conducted by all-sportscaster Joe Tucker started its 5th year yesterday. The show reviews all the various winter sports and is broadcast nightly.

— NORTH CAROLINA —

GREENSBORO—New series heard five afternoons a week over WBIG is Johnny Harris and his Ramblers, who give out with mountain music and efforts to boost the home front morale. To date the station reports that the program has far outstripped all expectations, and that fan mail is coming in at the rate of a thousand letters a week.

— COLORADO —

DENVER—New addition to the announcing staff of KLZ is Glen Bromwell, formerly with KVOR, Colorado Springs. . . Harley C. Renollet, former farm director of WOWO, Fort Wayne, has been named farm director of KOA.

— CONNECTICUT —

HARTFORD—Mayor Mortensen of Hartford will speak on a cut-in with the "Mayor of the Town" CBS show October 21. The mayor will speak from the studios of WDRC in connection with the war chest drive. . . The "Encores" program, which originates from WTIC and is carried by the NBC network, returned to the air Saturday with Moshe Paranov, WTIC musical director directing.

— ARIZONA —

PHOENIX—New announcer at KTAR is Merrill Workhoven, who transferred from KSOO-KELO, Sioux Falls.

— FLORIDA —

ST. AUGUSTINE—As a climax to a month-long safety campaign over WFOY a bicycle rodeo was staged under the sponsorship of 23 of St. Augustine's leading business firms. Cash prizes were presented to the winners, and the rodeo was witnessed by 1,500 spectators.

SEND BIRTHDAY
GREETINGS TO---

October 11

Judith Allen Opal Craven
Jeff Bryant Jimmy Donnelly
Norman Stanley Case Jack Votion

WANTED

KSRO, SANTA ROSA AND VALLEJO, CALIFORNIA, CAN USE TWO MORE SALESMEN. GIVE STARTING SALARY AND EXPERIENCE IN FIRST LETTER.

— ILLINOIS —

CHICAGO—In observance of Fire Prevention week WIND broadcast a special program reenacting the Iroquois Theater fire tragedy of 1903. The program featured several eyewitnesses and stressed the need for preparedness. . . Newcomer to the WJJD sales staff is Harry L. Thompson, formerly real estate building editor of "The Downtown Shopping News."

— TENNESSEE —

NASHVILLE—In response to requests from their rural listeners, WSM will go on the air at 5:00 a.m., one hour earlier, starting October 16. The extra morning hour will be devoted to performers from WSM's "Grand Ole Opry."

— WISCONSIN —

MILWAUKEE—Having enlisted in the Navy last May, Lee Dreyfus, youngest son of Woods O. Dreyfus, WISN's program director, was called up this week. Lee was WISN's youngest radio artist, having started his career on WISN at the age of eight.

— NEW YORK —

SYRACUSE—John C. Duvall, WFBL news commentator and former lecturer and world traveler, will be the guest speaker on Saturday evening at a meeting at the Masonic Temple in Syracuse. . . **WATERTOWN**—Two new additions to the announcing staff of WWNY are Ed Parker of New York City, and Jimmy Rice, of Watertown.

Amos 'n' Andy Di At New York '21'

(Continued from Page 1)

few pertinent and casual remarks John McKay, Niles Trammell, prexy and Amos 'n' Andy. With blackface comedians were full for having been so well met by the radio audience for these years and Freeman recalled was Niles Trammell more years ago as Chicago NBC vice ident, who signed up the team Kansas vaudeville house opera Pantages. Coincidentally, it the 21 Club that NBC execs the duo when they first came York. Amos was particularly proud in describing his first fall Trammell in Chicago, when mell must have been fresh Marietta, Georgia." Amos gave mell the accent usually belong Amos, in the delivery.

Comedians Wives Present

Wives of both comedians present and were introduced. NBC execs present included: Mullen, general manager and vice-president; A. L. vice-president and counsel; Menser, vice-president in charge programs; Charles P. Hammon, charge of advertising and promotion; Clay Morgan and Albert Dale. As host, McKay was ably assisted by E. Linwood Bragdon and Beaverbrook Eiges.

Congratulations!

NEWELL-EMMETT COMPANY

On winning this special citation in

THE BILLBOARD SEVENTH ANNUAL ADVERTISING AGENCY RADIO PROGRAM PROMOTION SURVEY

For outstanding personality program promotion for Kem-Tone with Dunninger.

To quote the judges: "Newell-Emmett took a personality and by promoting him also promoted Kem-Tone, his sponsor. And they did a good job with it."

And our sincere appreciation to you and the Sherwin Williams Company, sponsors of the Dunninger Kem-Tone radio program.

NATIONAL CONCERT AND ARTISTS CORPORATION

DANIEL S. TUTHILL, Vice-President and Director of Popular Division
NEW YORK · HOLLYWOOD · CHICAGO · SAN FRANCISCO

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 9

NEW YORK, N. Y., FRIDAY, OCTOBER 13, 1944

TEN CENTS

M-Tele Witnesses Heard

Vinson, Early, WPB Assess Buck Re Petrillo

Washington Bureau, RADIO DAILY
Washington—There appears to be a chance of further action from Washington toward ending the AFM leading ban as it applies to Victor Krumpholtz. WLB Chairman Wilbur H. Davis has made it plain that the board intends no further action. The matter is being turned over to economic stabilizer Vincent Vinson was the end of the affair, as WLB is concerned, he said. Vincent Vinson's office said yesterday turning it over to the White House was as far as it would go. The board's wire of refusal, in reply to the president's plea that the music return to work, had not reached the Vinson's office, it was said, and the matter became one for
(Continued on Page 6)

Hubbell To Cincy; Joins Staff Of Crosley

Richard Hubbell, television writer and producer, joins the staff of WLW Cincinnati as a producer next week. Hubbell eventually will take over the production role of the Crosley television station which expects to be in operation by January 1st.

Announces Series Of Political Speeches

Major political talks have been scheduled for broadcast over the Blue Network, it has been announced. The first of this series will be made by Gov. Thomas E. Dewey, Republican candidate for President,
(Continued on Page 7)

Anniversary

The Lux Radio Theater will celebrate its 10th anniversary by presenting "Seventh Heaven," the play first broadcast in 1934. Scheduled to be started in the Oct. 16th presentation will be Van Johnson and Jennifer Jones, and over 100 Hollywood stars will attend the broadcast to honor Cecil B. DeMille, who has emceed the show during the past nine years.

Merry Christmas

Six hundred and three men and women of the NBC organization now in the armed forces will receive a check and a personal letter from Niles Trammell, president of the network, as their 1944 Christmas gift. Last year a similar gift went to 590 former NBC employees.

Harbord Envisions Bright Radio Future

Vast strides of radio-electronics and the many developments in its wake, was the subject of a statement by Lieut. General James G. Harbord, chairman of the board of RCA, who issued the statement by way of commemorating the observance this month of the company's 25th anniversary. Television, Radar and other wartime developments have brought the American radio industry to the threshold of another great era of expansion, General Harbord said, as he
(Continued on Page 4)

Television Will Be Used In 6th War Loan Drive

Television will be used as a public service function when it is employed this fall as a training medium for Sixth War Loan workers, it has been disclosed. The War Finance Committee of New York has announced that the major portion of its recruiting
(Continued on Page 4)

American Interests Attend Mexico's Annual 'Radio Fair'

All Webs To Broadcast President's War Fund Talk

President Roosevelt's talk in behalf of the Community War Fund, Tuesday, 10:30 p.m., EWT, will be broadcast over the four major networks, NBC, CBS, Blue and MBS.

Your radio schedule North of Boston isn't complete without WLAW! Send for a coverage map!

FCC Allocations Hearing Gets Views Of Experts On Postwar Needs For Industry Development

Views Overseas Tele As Future Prospect

Transoceanic television has not been stressed quite enough, Gilbert Seldes, head of Columbia Broadcasting System's television division, declared at the weekly luncheon of the Overseas Press Club of America in New York on Wednesday. He referred to a request for an article recently made by an Australian pub-
(Continued on Page 4)

New SHAEF Circuit Open With Special Web Pickup

Opening of the new Army Signal Corps circuit from SHAEF in France was observed yesterday with Harold Peters, Blue Network correspondent, originating the first broadcast. Peters, just back from the First Army front
(Continued on Page 2)

Stradivari Orchestra Renewed By Sponsor

The "Stradivari Orchestra," unique in that it is made up of the world's rarest violins, has been renewed by Prince Matchabelli, Inc., cosmetics
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Lengthy questioning concerning the post-war production of FM receivers lent added weight to the strong impression here that the FM service may eventually be moved up to about 90 megacycles, with room for perhaps a hundred or more 200-kilocycle channels. Decision such as this would indicate that a compromise on the television assignment is in the making, with the lower frequency channels in which current telecasting is going on re-
(Continued on Page 6)

Treas. Starts Mailing Sixth War Loan Discs

Washington Bureau, RADIO DAILY
Washington—The Treasury's War Finance Division has begun mailing out the first six of the series of 24 "Treasury Salute" discs for local sponsorship during the Sixth War Loan—Nov. 20-Dec. 16. Radio Chief Robert J. Smith said the Treasury intends to make certain that every broadcaster who desires to sell these
(Continued on Page 5)

"Mr. District Attorney" Leads Coast Top 10 Shows

For the period of August and September, Pacific Coast evening program ratings finds "Mr. District Attorney," leading the "top ten," according to
(Continued on Page 5)

No Mr. Sponsor

A high executive of Waltham Watch Company, sponsor of Sumner Welles, who made his debut on Mutual Wednesday, had a hard time getting into the sponsor's box at the studio. A newly-employed, conscientious—and very hefty—guard informed him in labored English that he had been instructed to admit "Mr. Welles, Mr. Announcer, but no Mr. Sponsor."

(Mexico City Bureau, RADIO DAILY)

Mexico City—Leaders of the broadcasting industries of many of the Allied nations will participate in the Radio Fair to be inaugurated in this capital today under the joint sponsorship of the Mexican Ministry of Communications and the government
(Continued on Page 7)

One reason for WLAW's popularity is its 5000 W., clear-channel signal at 680 kc. Advt.

RADIO DAILY

VOL. 29, No. 9 Fri., Oct. 13, 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, Oct. 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 3/8	+ 1/8
CBS A	33	33	33	+ 1/8
CBS B	31 3/4	31 3/4	31 3/4	- 1/4
Crosley Corp.	25 3/4	25	25 3/4	+ 3/4
Farnsworth T. & R.	13 3/8	13 3/8	13 3/8	+ 3/8
Gen. Electric	38 3/4	38 3/8	38 3/4	+ 5/8
Philco	33 3/8	33 1/2	33 3/8	- 1/8
RCA Common	11	10 5/8	11	+ 1/8
RCA First Pfd.	77	77	77	+ 3/8
Stewart-Warner	15 3/8	15 3/8	15 3/8	+ 1/8
Westinghouse	107 1/2	107	107 1/2	+ 3/4
Zenith Radio	41	41	41	

NEW YORK CURB EXCHANGE

Na Union Radio	6 1/4	6 1/8	6 1/4	+ 1/8
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OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	22	
WJR (Detroit)	36	

20 YEARS AGO TODAY

(October 13, 1924)

Preponderance of talks on local air waves is beginning to draw the ire of fans. In the opinion of one listener, writing to local newspaper, every advertiser in the business is beginning to put in a bid for his product . . . Hans Meuser's recent bassoon recital over local airwaves would denote the instrument is not for radio.



"Umbrella Coverage"

See page 8

Coming and Going

NILES TRAMMELL, president of NBC, left Wednesday on a business trip to Washington.

WYLLIS COOPER, program manager for the Compton Advertising, Inc., has left for the Coast to iron out the Jack Kirkwood show format. He's expected back in about a month.

C. L. MENSER, vice-president of NBC in charge of programs, is back from Rochester, N. Y., where he addressed the Sales Managers Club of the Chamber of Commerce.

AUSTIN E. JOSCELYN, general manager of WCCO, CBS-owned outlet in Minneapolis-St. Paul, who was at network headquarters in New York City this week for business conferences, has returned to his home offices.

WALTER DOWNS, Montreal transcription executive, a visitor to New York. He was one of the out-of-town attendees Monday's luncheon of the Radio Executives Club.

BARRON HOWARD, business manager of WRVA, CBS affiliate in Richmond, Va. in New York City on station and network business.

J. E. (DINTY) DOYLE, manager of press information for WABC, has left for Gloucester, Mass. to recuperate from his recent illness.

DANNY O'NEIL, star of the CBS "Blue Jacket Choir" program originating in Chicago, is spending a few days in the East. He appeared early this week on WCAU, Philadelphia.

HARRY LE BRUN, commercial manager of WNOX, CBS outlet in Knoxville, Tenn., a caller at CBS headquarters.

BERNARD BERK, president and station manager of WAKR, Blue Network affiliate in Akron, Ohio, is spending this week in New York. He is accompanied by MRS. BERK.

BILL MALONEY, publicity chief of BBDGO, is expected back today from Montreal, where he conferred with executives of National Breweries, Ltd. until Friday.

BILL STERN, NBC director of sports, leaves today for Madison, Wisc., where on Saturday he will broadcast a play-by-play description of the Wisconsin-Ohio State football game.

New SHAEF Circuit Open With Special Web Pickup

(Continued from Page 1)

at Aachen, was introduced by Brigadier General Frank A. Allen, Jr., army public relations director attached to SHAEF. New Signal Corps circuit will be used by all radio networks.

Stradivari Orchestra Renewed By Sponsor

(Continued from Page 1)

manufacturer for another 13 weeks beginning October 15. At this time the show will be starting its second year on NBC. Paul Lavalle will continue to both arrange and direct the presentations of popular classics.



Gets what he goes after

That's the Army's first fighting falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away. He gets what he goes after.

That last phrase is the one we want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, radio advertisers get what they go after IF they buy W-I-T-H, the independent station. Facts from outside sources prove that W-I-T-H produces more results per dollar spent than any other station in this 6th largest market.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Building . . .

a strong post-war station for your clients and for ourselves is WPAT'S prime objective. That we are accomplishing our purpose is evident from our increasing program mail . . . the constant flow of audience phone calls . . . and the unsolicited praise from numerous sponsors.

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.

RADIO STATION **WPAT** PATERSON, NEW JERSEY PARAMOUNT BLDG. NEW YORK



Ready...*set...set...set...*

... but he seldom *goes*.

Organists in NBC's stand-by studios are constantly ready and waiting to go on the air at a second's notice if a power, mechanical or production failure should interrupt a scheduled broadcast.

True, NBC programs have a habit of going on as scheduled and running from start to finish without interruptions. But just once in a while something does go wrong. Then the red light flashes in "stand-by" and the organist, all set for such emergencies—*goes*.

But goes with what? The first tune that pops in his head? Hardly.

Day after day, he listens to every program, and selects music appropriate to play should it be interrupted. That's why NBC listeners aren't apt to hear "*Mairzy Doats*" during an emergency break in a symphony program.

★ ★ ★

Selecting appropriate music for network emergencies is but a small part of a network's job. But it illustrates the manner in which NBC plans details in every department, overlooks nothing in building smoothness of presentation. A combination of all these little things done well helps give NBC its leadership, helps make NBC "*The Network Most People Listen to Most.*"

A Service of Radio
Corporation of America

National Broadcasting Company

America's No. 1 Network



Harbord Envisions Bright Radio Future

(Continued from Page 1)

pointed out that these developments were providing the armed forces with some of the most essential means of winning the war.

"Ahead," said Harbord, "lies the new Age of television and other electronic marvels, which may be expected to have a profound influence on the habits and customs of people everywhere." Calling attention to the fact that RCA was created in 1919, at the suggestion of officials of the United States Navy, to give America a system of international radiotelegraph communications independent of foreign interests, General Harbord said that the most sanguine hopes of 25 years ago have been far surpassed.

Further reviewing the achievements of RCA during the past quarter of a century and during the current war effort, General Harbord mentioned the RCA Victor manufacturing plants and referred to NBC being formed in 1926 and now comprising 145 stations as a leading network and medium of entertainment, news and education. Also that WNBT was New York's pioneer tele outlet, and that NBC had the first FM station in the city.

In all the regions of the radio-wave spectrum, RCA has developed the all-electronic system of television, radio facsimile and many other items including certain radio electronic "marvels which cannot now be described because of wartime restrictions," Harbord concluded.

Television Will Be Used In 6th War Loan Drive

(Continued from Page 1)

and educating campaign to secure and train Blue Star Brigadiers for the Sixth War Loan Drive will be handled via Television.

Allen B. Du Mont Laboratories has made arrangements for a series of seven half-hour television broadcasts which will be inaugurated on Tuesday, Oct. 31, and continued through Sun., Nov. 9, the day preceding the opening of the drive. These half-hour broadcasts will feature Hollywood and Broadway talent in some of their most famous bits together with instruction for the Blue Star Brigadiers in films made especially for tele.

Du Mont will install television receivers in the 13 district headquarters of Manhattan where the War Finance Committee workers will assemble recruits for the training campaign.



"Umbrella
Coverage"

See page 8



Reporter At Large . . . !

● ● ● We're very happy to see so many radiolites, being taken back to their radio jobs following their respective honorable discharges from the Service . . . from time to time, we've mentioned their names in this pillar and shall continue to do so . . . the most recent are Norman Barasch, writer, who has been signed to collaborate with Al Garry and Stan Adams, on Henny Youngman's comedy material for the Raleigh NBCiggye show, Bill Koblenzer, who has joined the Music Corporation of America and Nat Freyer who left over the week-end to take charge of Chelsea Music Co.'s Hollywood office . . . we congratulate them and their employers. . . ● Nice to see our predictions on the "Mary Small Revue" proving correct . . . the ratings have increased steadily since its debut. . . ● The Korn Kobbler will appear Sunday on Paul Whiteman's "Hall of Fame" . . . they'll render their interpretation of a zany tune after which Pops will give his version . . . first time that stunt's been tried. . . ● Jerry Lawrence rates a bow for a fine announcing-emcee job he's turning in on Frank CBSinatra's program. . . ● Peter Donald has taken out a 25,000 dollar insurance policy on the life of his gagster, Martin Ragaway. . . ● Edwin C. Hill will have as his guest Tuesday (6:15 p.m.) Hon. Joseph E. Davies, former U. S. Ambassador to Russia.



● ● ● Guy Lombardo is quite proud of Christyne Hvass' Lombardo League, of Kenosha, Wisconsin, one of the first 'Fan Clubs' in the country. . . ● The Johnny Thompsons are awaiting the second arrival of Sir Stork . . . He hopes it'll be a little soprano this time. . . ● Mary Small (her hubby is songwriter Vic Mizzy, now in the U. S. Navy) is rehearsing lullabies which she'll sing seven days a week (and nights too). . . ● Capt. Robert G. Jennings (he's Radiolite Betty Winkler's husband) will help produce the Air Forces' new rehabilitation program for disabled Airmen, "First In The Air," which marks the debut of a new Friday series of CBSshows, called "Service Time". . . ● Ted Husing and Jimmy Dolan will CBS-WABCover the Army-Pitts. game from Michie Stadium tomorrow. . . ● Arthur Henley, producer-scripiter, currently writing the Sammy Kaye-Tangee program, has been signed to supply material for Harry Savoy's spot on the Kate CBSmith program. . . ● Lee Davis, comic on Charlie Furey's "Keep Aheadliner," comes up with a nifty . . . sezze, upon learning that Frank Sinatra has thrown his 'full weight' behind F.D.R., "every little hit helps". . . ● Milton Kramer, attorney-turned-scripiter, has been signed as writer by the Bernard L. Schubert Productions. . . ● A Low Bow to Frances Scott and her troupe of entertainers, including Mildred Clinton, Maurice Minnick and Frances Joy, who have been quietly entertaining these past few months at hospitals, bases, camps, etc.



● ● ● Bill Slater, twice during his announcing chores of the 'World MBSeries' broadcasts, with Don Dunphy, referred to his brother Tom, quote:—my older brother, Tom Slater . . . unquote:—he was ribbing, because Bill is four years older than Tom. . . ● Eddie Mayehoff, formerly heard on the "Beat The Band" NBCcommercial, has been signed for the comedy lead in new Fritz Kreisler musical, "Rhapsody," now in rehearsal. . . ● Tony Lane's Air Lane Trio, heard five nites a week from the Hotel Dixie, MBSerenades stay-up-lates. . . ● Phil Brito's vocalisthenics at Loew's State in Gotham is 'big-time'. . . ● For many years Patsy Campbell has admired Ethel Barrymore so when Producer Bob Nolan, phoned her Wednesday and gave Patsy a role in La Barrymore's "Miss Hattie," this Sunday, he really RANG the Camp'BELL'. . . ● Harry Levin of the Radio Division of OWI gave Red Barber a grand tribute, during the recent Old Gold Baseball Broadcast.



Remember Pearl Harbor

Views Overseas Tel As Future Prospe

(Continued from Page 1)

lication which has evinced great interest in the new medium and prospects for the "world down und

Perhaps after the war, when regional television networks have been consolidated, programs may be projected to Europe via relay station established on Newfoundland, and relayed beyond point via "floating docks" or "bargo" to Ireland, then to Scotland, Seldes, visualizing a trans-Atlantic tele network.

At the present time, what technical restrictions, international television appears quite remote, said, adding that it seemed safe to predict that a transcontinental project may be established within years after the war.

Tele laboratories are currently experimenting with the projection-type equipment which will give televisioners enlarged picture results comparable to the home movie projector, pointed out. When this technique perfected, television will take place alongside the other media of the world of entertainment, he said.

The remainder of Seldes' talk was devoted to a list of 23 questions which he said he had received from a 4A agency recently on the status quo of television. At a machine-gun pace, he declared that there was a basic rivalry between Television and the Cinema; tele-color can be transmitted, but the process is not so and will take a few years before it is successful; tele productions should be reduced to film because it is cheaper that way; among the investors in television are newspapers, radio, movies and department stores; television may see a new type of commercial: the "dancing commercial," etc. with the foregoing commented on length in past issues of RADIO DAILY and Television Daily following an interview with Seldes, one of the foremost authorities.

WPAT's Account Exec.

Sidney J. Flamm, vice-president and general manager of WPAT, Paterson, N. J., has announced the appointment of Harry W. Barnum as account executive for the station.



MIMEOGRAPHED

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

LEE LETTER 19 W. 46th STREET
NEW YORK, N. Y.

PROGRAM REVIEWS

Starts Mailing War Loan Discs

(Continued from Page 1)

hour discs for the loan has plenty of time. Pressing of the two dozen discs already is ahead.

series is composed of dramatic material telling the stories of heroes in all the services, and in the cast of the various such prominent mike artists as Monte, Frank Lovejoy, Elizabeth Morgan, Margaret McDonald, Preuger, Ted Osborne, Arnold Joseph Julian, Walter Kinsella, Ginny Gibson. Scripters were Chevigny, Forest Barnes and Lon.

readying are two other sponsored series—four quarter-hour featuring Horace Heidt and his 24 hour-minute bond briefs of all walks of life.

Oboler and William Robson, of the series in the last drive, distribute another series of four these to run only 15 minutes than half an hour. They will be for local sponsorship.

packets of live announcements will also be in the mails shortly for local sponsorship. One in 5-word and 100-word spot for the audiences, another for farm

FIBBER MCGEE & MOLLY

S. C. Johnson & Son
WEAF-NBC, Tue., 9:30-10 p.m., EWT
Needham, Louis & Brorby
GOOD CLEAN FUN USHERS IN THE FIBBER MCGEE SEASON.

Back at the old stand, Fibber McGee and Molly were a welcome addition to the seasonal returnees, the duo getting away to a powerful start, and the entire program moving swiftly, with a high degree of comedy value at all times. Cast remains about the same, with Marion and Jim Jordan; Shirley Mitchell as the gal cutey and Arthur Q. Bryan as Doc Gamble, all of them making for a set of lovable characters.

Situations set up by the script revolved around the finding of Fibber's hip boots, which are finally found in the garret and what's more he leaves them there. Just wanted to know where they were, that's all. But one can hear the average woman saying, "isn't it just like a man" to raise Cain about nothing special. The good natured tiff between Fibber and Doc Gamble was really terrific Tuesday night.

The Jordans and company have set a high mark to follow for the rest of the season and their army of listeners on the Tuesday night se-

WILLIAM LANG

(Commentator)
WOR-Mutual, 9 to 9:15 p.m., EWT
Agency: Irwin, Wasey, Inc.
Len Sterling, announcer.
EXCELLENT REPLACEMENT.

William Lang, commentator replacing Gabriel Heatter who is vacationing in Florida, brings to Mutual a refreshingly new voice whose pacing and dramatizing of the news ranks him high in the field of radio commentators. Lang, gifted with a fine sense of news values presents the day's developments in convincing story telling form. Definite improvement over the Heatter presentation is Lang's treatment of the commercials. Instead of delivering the commercials personally in Heatter style he allows the announcer to take over. Result is that even the middle commercial is tolerated under these circumstances. Lang, according to reports, writes his own script. He hails from Philadelphia and aside from having an NBC syndicated recorded show, "The Name You Will Remember," is night news editor of WHN.

quence most likely won't be let down. Credits for Johnson's wax and polishes for woodwork, etc. were worked in nicely and sound reasonable.

'Mr. District Attorney' Tops Coast Programs

(Continued from Page 1)

ording to the Hooper findings. The survey covers only such shows as were on throughout the two-month period and does not include shows that may now be on the air such as the strong comedy programs et al that returned either during latter part of September or the early part of October.

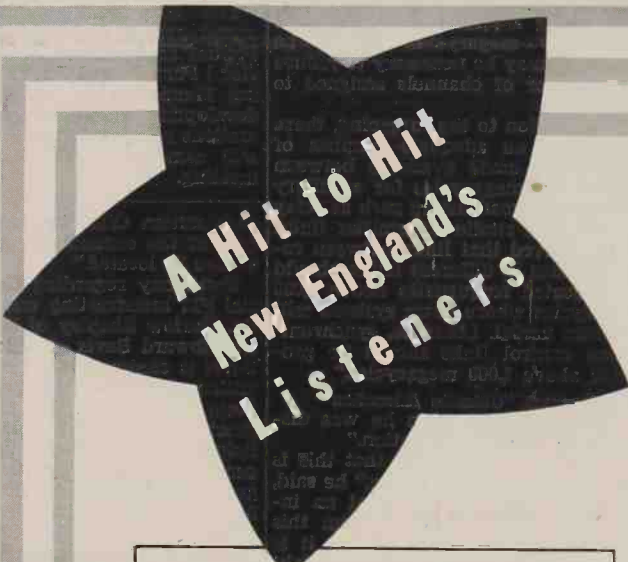
Second on the list is "Your Hit Parade," followed in succession by "Ellery Queen," "Can You Top This," Screen Guild Players, "Thanks to the Yanks," Hildergarde, Quiz Kids, "Take It Or Leave It" and "Mr. and Mrs. North."

Football Cover

Both Mutual and NBC plan to cover the coming clash between Ohio State and the University of Wisconsin October 14. Handling the Mutual mike will be Tom Slater and Russ Hodges, while Bill Stern will do the honors for NBC.

WCBW Staff Holds Soiree

The WCBW-CBS television staff gathered Wednesday night at a rodeo and dinner party. Some 20 staff members and their wives and friends attended the evening festivities.



NERN STATIONS			
	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCBS	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit
San Francisco, Hollywood

A VAILABLE, at the moment, for sponsorship: Chet Gaylord, one of New England's most popular baritone tones, accompanied by Salvi Cavicchio's novelty musical group.

Chet Gaylord and The Rhythm Rascals is a 15-minute morning program—9:45-10 A.M., Mondays through Fridays—now giving NERN listeners a five-a-week treat of currently popular tunes and old-time favorites—over a network that blankets New England.

A brochure with complete details is available from any Weed man or from NERN. Investigate today for sales results tomorrow.

NEW ENGLAND REGIONAL NETWORK

n e r n

26 GROVE STREET ★ HARTFORD 3, CONN.

Manufacturers Join Kesten, Craven In Testifying At Allocations Hearing

(Continued from Page 1)

served for the service for perhaps a specified number of years.

At the same time, channels above 300 megacycles will be made available for development of wide-band television on an experimental basis with the understanding that it be opened for commercial use as soon as the service is well enough developed. There could be little objection with the industry to such a course. The important question is how the matter is presented to the public.

Schools of Thought

The CBS idea, apparently, is that the public be told, in effect, "you can have a stop-gap form of primitive television now but the real goods will come later." Position of NBC, TBA, Du Mont and others calls for the public to be told, "television is here. An acceptable service is ready. In the meantime, experiments are continuing and there will be refinements." CBS would abandon any attempt to improve transmission or reception on the six-megacycles channels, while the others would not limit improvement to the wider channels available farther up the spectrum.

FM Testimony

As for FM: Wednesday saw exhaustive questioning of W. F. Cotter of Stromberg-Carlson, W. R. David of G.E., and J. E. Brown of Zenith concerning their companies' ability to turn out receivers set for higher-frequency FM transmission. While all three companies could get into production as soon as controls are lifted on FM combinations for the present FM frequencies, they indicated it would take a year or more to redesign in order to pull in FM broadcasting at 80 or 90 megacycles and better.

They indicated that production for the higher bands would be slightly more expensive—a dollar or two more at the manufacturer level and from 10 to 20 dollars at retail. Biggest problem, said Brown, would be in turning out the lower-priced sets. Effect upon the more expensive sets would not be of major importance.

Kesten Is Heard

Paul Kesten, appearing for CBS, read into the record the statement he had prepared a week earlier on FM, briefed in RADIO DAILY, Oct. 6. He called for democratic FM broadcasting, with four or five thousand stations all limited to coverage of a single market area. Ten national FM nets would be possible, he said. For this he proposed 100 channels run-

ning up from the present FM position in the spectrum.

CBS engineer William B. Lodge followed Kesten, pointing out the danger of frequency shortages in large cities unless there is a large number of available channels. Lodge

PK Wows 'Em

During cross examination of Paul W. Kesten by William A. Roberts, attorney for Television Broadcasting Associates, Roberts hinted at CBS having ulterior motives regarding FM broadcasting. "Look," Kesten retorted, "there are no jokers in this deck!" This brought forth many laughs from those present who weren't expecting that sort of answer.

Roberts also tangled with T. A. M. Craven relative to a certain tube that would reduce 40 kw to 100 megacycles. Craven told Roberts that although he never saw one, he could assure him that there was such a thing.

offered also the possibility of 150 kc channels. In which event 100 could be crowded in between 41 and 56 megacycles—the position recommended by the RTPB panel. Any reduction in band width from the current 200 kc bands, Lodge said, "must be viewed with considerable reservation."

Waters Heard For ATS

Norman D. Waters of the agency which bears his name and as representing the American Television Society, appeared before the FCC yesterday and explained that his organization was not a technical one, but an independent non-profit group interested in the advancement of the new art. After further explaining the workings of the ATS, Waters introduced in his statement a letter received by him April 19, 1944 from FCC Commissioner E. K. Jett, expressing his personal opinion on the matter of tele frequency allocation and published in the press at the time. Waters said he was in full accord with Jett's views which proposed the operation of two tele systems or networks, one with the facilities now at hand and the other in the different channels and to later embody all of the developments brought forth by the military and other laboratories. In order not to hamper the progress of tele, one would proceed at once and eventually there would be a merger of the best qualities of both systems.

Waters also said that the ATS was

in full accord with RTPB findings and reiterated that the ATS was out to offer every encouragement to television without hurting individuals or organizations, or the public which will have a large stake in the new art.

Craven Speaks for Iowa

T. A. M. Craven, former member of the FCC and now vice-president of the Iowa Broadcasting Company, called for moving of television to above 480 megacycles. He was also the first witness to support the IRAC proposal for narrow band FM. Craven, while with the FCC, was its representative on IRAC. He foresees at least 2,000 FM stations after the war.

His recommendations, in brief, include the following:

"52 to 56 megacycles—facsimile broadcasting, utilizing FM channels 50 kilocycles wide (80 channels).

"60 to 100 megacycles—FM broadcasting (educational and commercial) utilizing channels 100 kilocycles wide (400 channels).

"475 to 480 megacycles—Facsimile broadcasting—utilizing FM channels 50 kilocycles wide (100 channels).

"480 to 1,000 megacycles—television broadcasting, utilizing channels 13 megacycles wide. (This provides 40 channels. If existing navigational aids, using frequencies between 956 and 1,000 megacycles, cannot be moved, it may be necessary to reduce the number of channels assigned to television).

"In addition to the foregoing, there should be an adequate number of frequencies made available between 30 and 480 megacycles for auxiliary services to broadcasting such as relay stations and studio transmitter links. It is believed that links between radio stations in different cities, should be allocated frequencies above 1,000 megacycles where beam systems will be more useful. Likewise, synchronization control links should be provided above 1,000 megacycles."

Stresses "Ultimate Allocation"

Craven made it plan he was discussing "ultimate allocation."

"I desire to emphasize that this is our concept of the ultimate," he said, "while we do not deny that an interim allocation different from this may be necessary, we believe it is essential now to give proper weight to the inevitable requirements of expanding services."

Regarding FM, he said his company intends to operate six stations. He urged that "the Commission permit

Vinson, Early, WF Pass Buck Re Pe

(Continued from Page 1)

the White House as soon as the text sent his wire.

On the other hand, the House press secretary, Steve in his Wednesday morning preference, reported that he comment on Petrillo's reply—the text had been sent to Vinson.

In the light of the foregoing,ington is not awaiting with gratification any further develop-

Infirmiry Note

"The show must go on," "Truth or Consequences" heard as usual tomorrow night the blight of indisposition blanketed the program person week. Ralph Edwards had a moved from his neck; Charles blast, his attorney is down stomach ulcers; Al Pascall sprained ankle, Phil Davis, was treating food poisoning; Esther scriber, is nursing la grippe; M Brown, publicist, is mending a collar bone; Carl Jambel is ing from the flu, and Herb M trying to diagnose an ailment has him constantly fidgety.

SMPE To Meet

The 56th semi-annual conference of the Society of Picture Engineers will be held Hotel Pennsylvania, New York, ing Monday, October 16. Tech developments and economic erations relating to theater tele will come under discussion at meeting.

each station (FM) to serve the area of the community in which station is located."

Testimony regarding non-commercial FM broadcasting was offered Dr. Harlow Shapley of Harvard Dr. Howard Bevis of Ohio State. Bevis is chairman of the radio, mittee of the National Association State Universities. He pointed great expansion of university participation in broadcasting, and posed assignment by the FCC group of medium-distance channels for AM broadcast between 25 megacycles for state-wide coverage on 10-kilocycle channels with up to 5,000 watts. In addition, he 15 FM channels for educational between 41 and 56 megacycles.

Two Networks!
Three City Market!!

CBS • **WENT** • MUTUAL •

Glensville • Johnstown • Amsterdam

• THOMAS OLARK, Nat. Rep. •

JOHN TILLMAN


CBS Announcer

Now serving in the Army
of the United States



THE SAN FRANCISCO RADIO
PICTURE HAS CHANGED!

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



"Umbrella
Coverage"

See page 8

COAST-TO-COAST

—NEW YORK—

SYRACUSE—After a two month absence due to illness Irene Creamer, secretary to Messrs. O. F. Soule, treasurer, and R. G. Soule, vice-president of WFBL, has returned to her duties at the station.

WATERTOWN—Recent additions to the control room staff are Gail Branch, Nancy Bugbee, and Charles Tessier.

—OKLAHOMA—

OKLAHOMA CITY—Two of WKY's engineers are now on leaves of absence to attend schools of television. They are Lester Tucker and Horace Merryman.

—LOUISIANA—

NEW ORLEANS—A new Sunday morning farm program titled "Dixie's Early Edition" which was started experimentally, has met with such approval by the rural audience that it is now a regular feature. The show, developed by Gordon Loudon, WWL farm director, consists of music, news and farm information.

—MASSACHUSETTS—

BOSTON—After four years on WNAC, "The New England Cupboard" featuring Connie Stackpole has been signed for the entire Yankee Network. The show will continue locally over WNAC three days a week, and be released over the web the remaining two week days . . . WBZ commentator John Barry faced the mike for the first time in a month this week. He has been recuperating from injuries received in the "Dewey Special" train wreck in Washington.

—MISSOURI—

ST. LOUIS—Latest addition to the news staff of KXOK is W. R. Wills who joins the station as a news analyst. Wills joins the station after 14 years in Japan where he published the "Japan-News Week."

—ARIZONA—

PHOENIX—The Arizona Broadcasting Company has instituted a series of weekly 30-minute local newscasts to supplement the normal news coverage. Each of the six stations in the state-wide hook up contributes four minutes of local news and comments. Stations participating are KTAZ, KVOA, KYUM, KGLU, KWJB and KYCA.

—WEST VIRGINIA—

HUNTINGTON—Plans have been completed by WSAZ to inform all general industries of Huntington immediately upon the capitulation of Germany. The purpose of this notification is to encourage a sensible and quiet celebration of "V-E Day" as far as possible. WSAZ has also planned several special programs to stimulate this idea.

—COLORADO—

DENVER—During the recent "Mile High Boat Association Regatta" held at Sloan's Lake in Denver, two members of KOA's engineering staff won the Commodore Cup. They are Stan Neal and Aubrey Blake who "built their own." . . . Phil Baker and his "Take It Or Leave It" company are in Denver preparatory to launching Colorado's United War Fund drive with a broadcast over KLZ.

—KANSAS—

SALINA—New assistant mahager and sales manager of KSAL is Ray Jensen who was formerly with KOAM and KTRI. Jensen replaces Owen H. Balch who has joined the representative firm of John E. Pearson and Co. at their Kansas City office.

—PENNSYLVANIA—

PHILADELPHIA—Upwards of 4,000 teachers manuals for classroom use in connection with the "Science is Fun" program, have been distributed this week by WFIL. The manual contains suggestions for pre- and post-broadcast activities. . . . Recently WPEN announcer Joe Daniels, formerly with WFIL, was called in by an advertising agency to make some "rush" transcriptions. After they were done Daniels found out that they were for a WFIL account.

—ILLINOIS—

CHICAGO—Latest program to make its debut over WIND is a daily newscast that devotes a good part of its 15 minutes to local "Chicagoland" news. The local happenings are combined with the news obtained from the press services, and are presented by Rog Underhill, WIND newscaster.

—ALABAMA—

BIRMINGHAM—One of WAPI's most successful programs is their "WAPI Model Kitchen" which has been under continual participating sponsorship ever since it was launched, about six years ago. The format consists of talks on foods with the commercials woven into the narrative, and sponsorship is limited to five non-competitive companies. For background there is a pipe organ and a few vocal numbers interspersed through the program.

Blue Announces List Of Political Speeches

(Continued from Page 1)

who will speak Oct. 16, 10-10:30 p.m., EWT, replacing Raymond Gram Swing sponsored by Socony-Vacuum Oil Company and "Top of the Evening" with Ted Malone, sponsored by Westinghouse Electric & Mfg. Co. A repeat broadcast on Oct. 17 at 12:30 p.m., EWT, will cancel "Farm and Home Makers."

Gov. Dewey's talk on Oct. 24, will be broadcast Oct. 24, from 10:30-11 p.m., EWT, replacing "Let Yourself Go" with Milton Berle, sponsored by Eversharp, Inc. A rebroadcast will be heard Oct. 25, at 12:30 p.m., EWT, cancelling "Farm and Home Makers."

Senator Harry S. Truman of Missouri, Democratic vice-presidential nominee, will be heard Oct. 27, from 9:30-10 p.m., EWT. His address will cancel the Coca-Cola Company's "Victory Parade of Spotlight Bands" and the "Coronet Storyteller" sponsored by Esquire, Inc. The Democratic Committee scheduled as well a five-minute address by Sen. James E. Murray of Montana on the Blue, heard on October 12, cancelling the last five minutes of "America's Town Meeting of the Air" with a repeat at 12:55 a.m., EWT. Biow Company is the agency.

On Nov. 6, Election Eve, Gov. Dewey will be heard from 11-11:15 p.m., EWT, cancelling "Esso News."

International Press-Radio

Characteristics of the British press and radio will be the subject of the CBS-BBC October 15 broadcast of the exchange series, "Transatlantic Call," heard Sundays over WABC from 12:30 to 1:00 p.m.

New MBS Series

A new weekly series will make its debut over Mutual, Sunday, October 15, which will feature singing canaries. Titled "Canary Pet Show," the program will be under the guidance of Jess Kirkpatrick and the sponsorship of Hartz Mountain Products.

United Allied Leaders Mexico Radio Fair

(Continued from Page 1)

federal District in this nation. the organizations which represented are the Mutual Broadcasting Company, RCA of Mexico, General Electric Company, CMQ of Cuba, the British Broadcasting Corporation, the Canadian Broadcasting System, the J. Thompson Advertising Agency, National University of Mexico, Mexican Ministries of Defense, War, and Communications, Mexican Chamber of the Radio and numerous local stations.

will be divided into three sections: the first devoted to the following themes: Broadcasting and Radio Schools of the Americas, Radio as a Means of Education, Education by Radio, Broadcasting the Post-War Period, Radio Public Service, Radio and Public International Broadcasting.

second section will cover commercial, musical, dramatic, news, and sports programs as well as radio and legislation. The third section will be given over to problems of transmission and reception, recent technical developments, amateur radio, television, and military radio.

Latin Speaks Series

radio drama in the series, "Latin Speaks," will feature Joseph Schildkraut, star of stage and screen. The series is sponsored by the Latin American Organization of America, and heard over WHN Sunday afternoons at 4:45.


Service Time Series

Gen. Hubert R. Harmon, commander of the 13th Air Force, will be the guest speaker today on the "Service Time" show. This is the first program of CBS' "Service Time" five-a-week series devoted to the many branches of the armed forces.

AND BIRTHDAY MEETINGS TO---

October 13
 Anna Backus Harry Hershfield
 Henry Payne Irene Rich
 Hugh James McIlrevery

WE-AIR RECORDINGS
 by
 CARL FISCHER, Inc.
 Cl-7 2965
 57th STREET, N. Y., N. Y.



"Umbrella Coverage"

See page 8



WAKR

TOWERS OVER AKRON

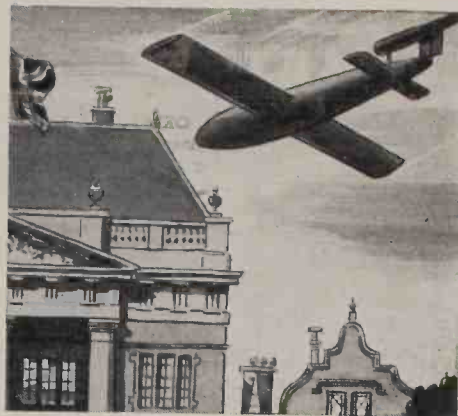
Basic Blue Network

5000 WATTS • DAY & NIGHT

WEED & CO., National Representatives



Left: The English Channel on D-Day with "Umbrella Coverage." Below: A Robot Bomb ready to nose-dive over a town in southern England. ("Directional Coverage")



"Umbrella Coverage" and "Directional Coverage"

In Air Power—Either Military or Radio

The Robot Bomb represents "directional air coverage" in warfare, and the armada of planes which roamed the English Channel on D-Day, over the Invasion Fleet, represents "umbrella air coverage." Obviously, "umbrella coverage" is of greater importance.

It's the same way in Radio. Stations with "directional air coverage" are aimed in certain directions like the

Robot Bomb, and therefore give limited coverage. On the other hand, a 50,000 Watt station like WCAU with "free" Watts surging out in a great flow of power in all directions represents "umbrella coverage." For this reason WCAU covers millions more people than any other Philadelphia station. . . . For *your* merchandising, rely on this "umbrella coverage."

WCAU

CBS AFFILIATE



Umbrella Coverage

50,000 "FREE" WATTS giving "Umbrella Coverage" over a Clear "American Channel" on D-Day and Every Day and Night

PHILADELPHIA'S LEADING RADIO INSTITUTION



The National Daily Newspaper of Commercial Radio and Television

29, NO. 10

NEW YORK, N. Y., MONDAY, OCTOBER 16, 1944

TEN CENTS

Disk Companies Hopeful

FM Plan Asked; Hearing Opens

Washington Bureau, **RADIO DAILY**
 Reservation of at least three channels for subscription broadcasting—an FM service—was approved by the FCC Thursday by Joseph P. Weiner, New York business man who was formerly a WPB vice-chairman. Weiner identified William Benton as retired head of Benton & Bowles and presently chairman of the board of the Encyclopedia Britannica, as a sponsor for such a project, with Charles Ruml and possibly OPA administrator Chester Bowles, Benton's former partner in the advertising agency as board members.
Fly Leaving FCC?
 Pending of this matter now is being held here as a definite tip that FCC (Continued on Page 7)

Closes Two Deals With Latin Amer. Groups

Broadcast Music, Inc. has concluded contracts with the official performing rights societies of Uruguay, Argentina, and under the terms of the contracts which run for a number of years, BMI will exclusive license in the United States performing rights to all written (Continued on Page 4)

Sarnoff, Head Of RCA, Awarded With Legion Of Merit

British Bureau, **RADIO DAILY**
 London—Col. David Sarnoff, president of the RCA and chairman of the board of the NBC network, now on temporary assignment as special consultant (Continued on Page 4)

"Der Bingle"
 Bing Crosby, back from a six week tour of France and 10 days in England for USO Camp Shows, said that "White Christmas" was the favorite number among American servicemen overseas. "Der Bingle," wearing a captured German helmet, told reporters he had lost 10 pounds on the trip.

Code Com. Of NAB Meets In New York

Members of the Code committee of NAB met in New York last Thursday and Friday to hear a statement prepared by Richard T. Frankenstein, CIO United Auto Workers vice-president, and to discuss other code matters pending since the Chicago convention.
 In the absence of Frankenstein, Ernest Goodman, counsel for the UAW of Detroit, presented the statement which in substance criticized the radio industry for alleged failure to (Continued on Page 7)

Films For Tele Programs Stressed At ATS Session

Emphasis on the use of films as television entertainment characterized the presentations of four speakers before a meeting of the American Television Society at the museum of Modern Art in New York last Thursday. The theme of the meet- (Continued on Page 6)

Encouraged By FDR's Plan To Study Laws In Effort To Compel Petrillo To Comply With Recent Request

Musicians Divided As Election Nears

Rival factions in 802, New York musicians local, are girding for battle for the union's forthcoming election with the re-election of Jack Rosenberg, veteran president, to be contested by a new "Victory Ticket" headed by Max Aarons, chairman of the union's trial board, it was learned the past week-end.
 Definite indications that an oppo- (Continued on Page 5)

AFRA-Web Preliminaries Narrowed To Wages-Terms

Preliminaries to the negotiations for new wage scale and working conditions for AFRA members on network commercials, are expected to be adjusted early this week without (Continued on Page 5)

Blue Sets Adv. Campaign For Co-op Spot Department

Appealing directly to potential sponsors through the medium of trade paper advertising, the Blue Network has launched an advertising (Continued on Page 2)

That President Roosevelt has not taken James C. Petrillo's "No" as a final answer, was regarded by the recording companies as an encouraging sign and hope is being placed in the fact that the Chief Executive will study the law in effort to find ways and means of making the AFM head comply with the (Continued on Page 6)

'Bev' Kelley Upped By Robt. Ringling

F. Beverly Kelley, widely known as radio director of the Ringling Brothers and Barnum and Bailey circus and radio publicity director for the National Foundation for Infantile Paralysis, has been named general press and radio director of the circus, Robert Ringling, president of (Continued on Page 6)

NBC's Central Division And WMAQ Show Gains

Chicago—Both the NBC central division and its key Chicago station, WMAQ, showed strong gains for the first nine months of 1944, according to reports just released. Paul McCluer, sales manager for the central (Continued on Page 2)

★ THE WEEK IN RADIO ★

AFM Continues Recording Strike

By CHARLES MANN

DRAMATIC event of the week was the American Federation of Musicians' refusal to abide by President Roosevelt's recommendation that they comply with the War Labor Board's directive in their strike against recording companies.
 James C. Petrillo, president, said that if the AFM had been requested a year ago to lift the strike, ban, the musicians may have gone back. He

declared that 105 recording and transcription companies have signed contracts since the WLB decision, and that only two companies, RCA-Victor and Columbia, want to see the strike terminated.
Hearing: Post-war production of FM receivers held the limelight during the FCC allocations hearing, with the expectation that FM service may (Continued on Page 6)

Included in WLAW's promotional activities are personal calls on dealers and distributors. Adv. Direct mail contacts with wholesalers stimulate sales of products advertised over WLAW. Adv.

Tele Info

NBC's Mail Bag, a mimeographed handle of news for the men in service got out a special edition to keep the "subscribers" informed of what is going on relative to the allocation hearing before the FCC. Paul Kesten's testimony was reported at length, giving the web's stand on tele. Currently 800 former members get "Mail Bag" sent to them by the network.

Way Out West!

Detroit—Duncan Moore, newscaster of WJR, apparently has had a hand in the capture of an Iowa rustler and ten purloined cows nearly 500 miles away. He received the following telegram from Sheriff Tim Phelan of Mason City: "Thanks to your kind assistance, cattle located. Cattle rustler in jail. Please notify your radio audience that cows are back."



VOL. 29, No. 10 Mon., Oct. 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. 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

(Oct. 13)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net	Chg
Am. Tel. & Tel.	163 1/2	163 3/4	163 3/8	—	1/4
CBS A	33 1/8	32 3/4	32 3/4	—	1/4
CBS B	32 1/8	32 1/8	32 1/8	+	3/8
Crosley Corp.	26	25 5/8	25 3/4	—	1/8
Farnsworth T. & R.	14	13 3/4	13 7/8	—	1/8
Gen. Electric	38 3/4	38 1/2	38 5/8	—	1/8
Philco	34	33 1/2	34	+	3/8
RCA Common	10 3/4	10 5/8	10 3/4	—	1/4
Stewart-Warner	16	16	16	+	1/8
Westinghouse	107 3/4	105 1/2	107	—	1/2
Zenith Radio	41 1/4	41 1/4	41 1/4	+	1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 3/8	6 1/4	6 3/8	+	1/8
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OVER THE COUNTER

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

Nora Stirling Is McNellis Guest

Nora Stirling, star and scribe of NBC's "Serenade to America," will chat with Maggi McNellis, vocalist-turned-commentator, on the latter's WEAF program tomorrow at 12:15 p.m.

20 YEARS AGO TODAY

(October 16, 1924)

Local airwaves yesterday presented Tom Terris as the guest of "Hollywood" McCosker in a narration of his adventures in Spain . . . If the battle between Wills and Firpo at Boyle's Acres didn't thrill the radio audience, it was not the fault of Major Andrew White.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

Coming and Going

MARY LITTLE, radio oracle of the Des Moines "Register and Tribune," who for some 10 days had been gracing New York and its environs, left us Friday to return to her home and her public.

CHARLES P. HAMMOND, director of NBC's advertising and promotion, and JAMES H. NELSON, manager of network sales promotion in the same department, are in Boston for the web's advertising and distribution meeting being held today and tomorrow.

TOM SLATER, Mutual's manager of special features and sports, is returning today from Madison, Wisc., where on Saturday he covered the game between Ohio and Wisconsin.

I. R. LOUNSBERRY, executive vice-president of WKBW, CBS affiliate in Buffalo, a visitor here last week.

BEN LUDY, general manager of WIBW, Topeka, Kans., in Gotham for a week on business.

HAROLD STRICKLAND, music publicist of the Blue Network, and MORRIS HASTINGS, musical continuity writer for the web, spent the week-end in Boston for the broadcasting of the Boston Symphony program.

E. J. FREY, station and commercial manager of WBRY, Columbia network affiliate in Waterbury, Conn., a visitor Friday at the headquarters of the network.

ROBERT A. KELLEY, assistant manager of WCAX, CBS outlet in Burlington, Vt., arrived in town last week on station and network business.

JOHN McKAY, manager of the NBC press department, returns today from Cleveland, where on Friday he addressed the Federation of Women's Clubs of Greater Cleveland.

ED EAST and POLLY spent Columbus Day in Baltimore, where they filled an engagement at the Hippodrome Theater.

Blue Sets Adv. Campaign For Co-op Spot Department

(Continued from Page 1)

campaign in the interest of its cooperative program department. Copy is designed to point up the fact that network programs are available to local and national spot sponsors and explains the entire setup to industries which are not, on the whole, familiar with radio advertising. Seventeen trade papers are being used.

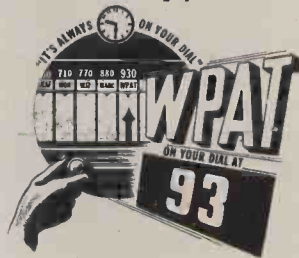
NBC's Central Division And WMAQ Show Gains

(Continued from Page 1)

division, revealed that division billings for the period were 18.8 per cent ahead of the same period a year ago. Simultaneously, Oliver Morton, manager of the central division local and spot sales department, disclosed that WMAQ billings in 1944 topped the same nine-month period in 1943 by 15.3 per cent.

NO TIME FOR FOOLING

No sir-ee, we've no time for fooling . . . every minute of the time in our radio day is pledged . . . FOR RESULTS. But we've plenty of time for chatting . . . about programs audiences like to listen to . . . and about how to get the most out of limited radio budgets. Call us soon . . . we'd like to help you . . .



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

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



TRICK STUFF

That kind of picture stuff is often in a circus . . . but we don't think tricks have a part in radio time buying.

That's why radio station W-I-T-H sells only on facts. And maybe that's why advertisers get the biggest results per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you come up with power, popularity and cost. Don't take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for: the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you buy W-I-T-H, the successful independent station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R

WOMEN

Alice Hughes—noted newspaper woman with crisp comments on world and home affairs. 9:03-9:15 Daily; 7:45-8:00 p.m. Sunday



PERSONALIZED

Norman Jay—vivid reporting by newsworthy open letters to famous personalities. "Very Truly Yours", 9:15-9:30 p.m. Monday, Wednesday, Friday

ANALYSIS

James Steel—his hard-hitting material comes from international contacts, from the diplomatic circles. 7:30-8:00 p.m. Daily



WASHINGTON

Richard Eaton—presents diplomats, statesmen and last-minute facts broadcast direct from the Nation's Capital. 9:15-9:30 p.m. Tuesday

COMMENTARY

Frank Kingdon—distinguished for searching interpretation and widely-quoted opinions. 10:30-10:45 p.m. Tuesday through Saturday

● Whatever they're looking for, New York listeners know they can count on WMCA for all the angles on the news. It's all there—in one place, on one spot on the dial. Besides running an unusual news department, WMCA likes to tackle the rest of its schedule with this brand of thoroughness—the very same thoroughness that has earned for WMCA a reputation as "America's Leading Independent Station".



DRAMATIC

"Five Star Final"—unfolds the day's news events in stirring dramatization. 7:15-7:30 p.m. Monday thru Friday

wmca

FIRST ON NEW YORK'S DIAL 570



HOURLY BULLETINS

New York Times News Bulletins broadcast every day . . . every hour . . . on the hour.

WORLD-WIDE

"World's Front Page"—reports from world news centers by Christian Science Monitor correspondents. 6:30-6:45 p.m. Monday thru Friday



LOS ANGELES

By RALPH WILK

JIMMY NOLAN has been signed as vocalist for the new "Tom Breneman Highlights" program which debuts over Pacific Coast Blue Network stations today, as a weekly half-hour feature.

Contestants on Mutual's Wednesday-night "Stop That Villain" are taking the title literally: To date 17 have stopped him with the correct answers and only seven have missed and gone into the villain's cage.

Producer Sam Pierce has announced that the format of the new Bob Burns show will include a guest each week who will be recruited from the entertainment, military and journalistic fields. Harmonica Wizard Larry Adler guested on the opener, October 5, and Diana Lynn, actress-pianist, Oct. 12.

BMI Closes Two Deals With Latin Amer. Groups

(Continued from Page 1)

or published works of the members of the societies involved. Contracts for each country are separate.

Argentinian contract is a renewal of an existing pact, while the Uruguayan contract marks the beginning of a new relationship. This is part of BMI's expanding activity in the field of Latin American music, according to BMI officials. Contract for SADAIC, the Argentinian society, was negotiated by Dr. Mario Benard, its general manager. Contract with AGADU, the Uruguayan organization, was concluded by Roberto Fontaina, the international delegate of the society.

In addition to the above agreements, BMI also licenses the music of Mexican, Brazilian and Chilean writers and organizations.

Pepper, Burton Guesting

Guests on NBC's "Information Please" tonight will be Senator Claude Pepper and Senator Harold Burton who will vie with the regular experts, John Kieran and Franklin P. Adams.



"WFDF, Flint, says I should keep in touch with all the boys."



Memos of an Innocent Bystander. . . !

● ● ● We're proud of that little Bay State with that old Indian name, Massachusetts (though we had difficulties galore in trying to pronounce it, during our childhood days . . . Ed Note:—how can we remember THAT far back?) . . . anyhow, Dad helped simplify matters by moving to Boston, where, in the very shadows of the State House, we finally mastered the word . . . but getting back to the two main reasons for our high regard for that State, we're rather proud of the wonderful experiment and success of the so-called 'Springfield Plan' which is an excellent example of 'How Democracy, with Liberty, Justice and the rights of all Americans, SHOULD and CAN be established and maintained' . . . we've just received a reproduction of an advertisement that appeared in several Worcester, (Mass.) newspapers, defining the aims and purposes of that city's co-operation with WTAG in instituting and furthering this great cause in a new civic series called "Worcester and the World," with the avowed purpose to quote:—make a unified and concentrated attempt to further understanding between the people of Worcester and our United Nations Allies through schools, theaters, art and library centers, stores, newspapers and RADIO (caps are ours) unquote:— . . . other cities and radio stations please note . . . there's a bandwagon we all can climb aboard.



● ● ● Just prior to the inauguration of his new MBSeries of programs last Wednesday, former Under-Secretary of State Sumner Welles was feted at a dinner party held at the Plaza Hotel in Gotham . . . among those who paid their respects to the statesman were, Ira Gulden, Pres. of Waltham Watch Co.; Leo Kamion, N. Y. Rep. for that company; Richard Humphrey, Henry Humphrey, Herbert Hand and William Eynon, execs of the H. B. Humphrey Co.; Al Collins, Welles' personal manager, Ted Ashley of the Wm. Morris office; Keyes Perrin, announcer of the program and Jess Barnes, MBSales Manager. . . ● Mary Little, radio editor of the Des Moines "Register-Tribune," spent a hectic week in Gotham, sporting a handbag that not only defies duplication but description as well . . . a little gift from friend hubby, currently with the armed forces somewhere in South Africa. . . ● During the past eight years, the last six of which he's been musical director, Bob Stanley, has beamed programs that run from 'boogie-woogie to Beethoven' with marked success . . . yet, when the juicy commercials are handed out, the MBSolons seem to be looking out the window . . . we can't understand it.



● ● ● Joan Fontaine, Academy Award Winner, gets the coveted role as 'Ann Rutledge' when NBCavalcade of America presents, Norman Corwin's story, "The Girl Lincoln Loved," next Monday. . . ● Vocalist Kay Mooney will guestrill, Oct. 30 on the Blue Net's "Blind Date". . . ● Donna Dae, Fred Waring's vocalovely will leave next month on a three-month overseas entertainment tour. . . ● Lovely Evelyn Knight will introduce Pvt. Frank Loesser's new ballad, "When He Comes Home," on Ed Wynn's "Happy Island," publisher is Words & Music. . . ● Virginia Stewart, B.S., M.A., with several years of writing in Hollywood, has joined the NBC script department. . . ● Dick Gasparre's music will be featured when the new Monte Carlo, opens tomorrow nite. . . ● Dick (Henry Aldrich) Jones sends letters to but one person . . . Betty Bacon of Los Angeles, whom he met through Shirley Temple.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

THE Wilson Sporting Goods Company, Chicago, on September began sponsorship of Arch W. sports editor of the Chicago "Tribune" over WENR. The contract, through United States Advertising Agency, is for 13 weeks. The program features news of the sporting world and guest interviews with sports headlines and is heard Thursday from 9:15 to 9:30 p.m., CWT.

The Chicago Daily "News," through Schwimmer & Scott, Chicago has renewed for 52 weeks its Monday through Saturday "Rhythm Editor" musical recorded program, and Monday through Friday "Stories Malcolm Claire" series, both WENR.

Col. Sarnoff, Head Of RC Cited With Legion Of Merit

(Continued from Page 1)

sultant on communications to General Ike Eisenhower in the European sector, has been awarded the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service." Specifically, the radio executive was largely instrumental in arranging D-Day communications which permitted prompt coverage of news and in reopening of communications in Paris with Britain and America.

New Keystone Affiliate

The Keystone Broadcasting System announces the addition of more stations to its list of KBS Affiliates. The two stations—WFIN, Findlay, Ohio, operating on 1,000 watts daytime at 1,330 kilocycles, WAJR, Morgantown, W. Va., operating on 250 watts at 1,230 kilocycles bring the total KBS Affiliated Station List to 209.

WDRRC

HARTFORD 4 CONNECTICUT
W D R C - F M

RETAIL SALES UP Again in November

A predicted increase, according to Sales Management, of 10.5% over last year's record high in Hartford. WDRRC will sell your product in Connecticut's Major Market.



USE WDRRC TO CONNECT IN CONNECTICUT

Unions Divided As Election Nears

(Continued from Page 1)
Ticket would be in the field
ed at a union meeting the
vening. At this meeting it is
Aarons walked out on pro-
several name orchestra lead-
ed with him.
Administrative policies are said to
basis of the battle. Between
d November 7th membership
will campaign for their
tion slates and the final elec-
will be held on December 7.

Gen. J. H. Gardner

Washington — Brigadier General
J. H. Gardner, 55, a native of
Ithaca, New York, died here
Wednesday, October 11, of a
illment at the Walter Reed
Hospital. Assistant Chief of
Procurement and Distribution
of the Army Signal Corps,
ed as director of the aircraft
laboratory at Wright Field,
1940.

CBS's War Effort Time

During the first six months of
CBS devoted 419 hours, 42 min-
utes to the war effort on network
radio programs. This is a gain
of approximately 30 per cent over
the period in 1943.

AFRA-Web Preliminaries Narrowed To Wages-Terms

(Continued from Page 1)

the dispute being brought before the
War Labor Board. Dispute arose as
to the question whether the pro-
posed new contract is to be treated
as one single pact as AFRA looks
upon it or whether it would be
broken into four separate pacts as
the networks, agencies and other
signatories to the AFRA Code desired.

Meeting held Friday took place in
the offices of Mutual in New York
and was a large one as to attendance
with many network, agency and
AFRA officials on hand. Neither side
was desirous of going to the WLB
and the attorneys for both AFRA and
the networks believed they had a
solution which will be ready today
when another confab will be held.

Current contract between the net-
works and AFRA runs out on Octo-
ber 31, 1944 and the pact was ex-
tended to that time last March.

Fundamentals in the contract are
expected to remain status quo now
and the conferences will narrow
down to wages and conditions of
working.

International Interest

The Earl of Halifax, British ambas-
sador to the United States; Archibald
MacLeish, Librarian of Congress; and
a leader of the French underground
will speak at special program in con-
nection with the National War Fund
over CBS, tonite 8:30 to 8:55 p.m.

WFIL

... means progress!



WFIL has maintained a con-
sistent policy of producing
local programs fitted to meet

the exacting demands of discerning Philadelphians. WFIL is pri-
vileged to broadcast, among other fine programs, "Cross Town
Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet
Land of Liberty."

Because they are constantly aware of the need for the develop-
ment of new radio programs, the WFIL Program Department is
alert to new trends in listening preferences. Almost daily experi-
mentation with new program ideas has kept WFIL free from
hardening of the kilocycle arteries . . . has tended to make it
"Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK
AFFILIATE

WFIL

★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION

"GLAMOUR TIME"

New Network Show . . . No Commercials



at Premiere Show . . . The Three Suns, Ward Wilson,
Anne Parker, Charles Barnet and Al G. Schwartz

Dear Weave Hosiery (Boston) presents "GLAMOUR TIME" . . . A new
network radio show, minus the usual commercials. Al G. Schwartz, C. W.'s
Advertising Director, originator and producer of the show advises listeners, if
they [listeners] want any commercials, they'll have to write in for them!

"Glamorously Yours . . . C.W."

Disk Firms Hopeful Of Help From FDR

(Continued from Page 1)

order of the War Labor Board. Joint statement by RCA-Victor, Columbia and NBC reiterated that these companies were willing to pay into escrow pending final adjudication of the dispute, the full dollar value of fees sought by Petrillo, but that the musician union's president has repeatedly refused.

Latest development in the recording ban came on Friday when President Roosevelt during his press conference, stated he would undertake a legal study to determine whether he can take action to compel Petrillo to comply with a Presidential request that he relax the ban on making recordings for certain companies, namely, RCA-Victor, Columbia Recording Corp. and the Radio Recording Division of NBC.

Stating that it was largely a question of law and that some 40 laws were involved, the President said he would shortly make a study and see if he could do something about it legally. Fred M. Vinson, Economic Stabilization Director has held that the ban was not impeding the war effort. Because of this ruling by Vinson, the government has been unable so far to compel compliance with War Labor Board directives.

On Oct. 4, Roosevelt asked Petrillo in a wire to obey a WLB directive to resume making disks for the three companies involved. In a reply on Oct. 10, Petrillo after a session with the AFM Executive Board, rejected the President's request.

Recording Firms' Statement

On Friday, following President Roosevelt's statement at the press conference at the White House, officials of RCA-Victor, Columbia Broadcasting System (as parent organization of Columbia Recording Corp.) and the National Broadcasting Co. issued the following statement on the Petrillo situation:

"We are encouraged that President Roosevelt in his efforts to withdraw the ban of the American Federation of Musicians on the making of phonograph records and transcriptions, has not taken Mr. Petrillo's 'No' as a final answer in the case. The President's decision to study the law in order to find what he can do legally on the question is encouraging to us, who in this long drawn-out fight against an alarming and perhaps subversive principle have sought to uphold American tradition.

"We deeply regret that Mr. Petrillo's refusal to obey the order of the War Labor Board has imposed upon the President the additional burden of a wartime strike by the American Federation of Musicians against our companies.

"We have offered again and again, hoping to keep this issue from reaching the overburdened desk of the President, to pay into escrow the full dollar amounts which Mr. Petrillo demands, pending proper determination of the issues between us. These offers Mr. Petrillo has repeatedly re-

THE WEEK IN RADIO

AFM Continues Recording Strike

(Continued from Page 1)

be moved up to about 90 megacycles, with room for perhaps a hundred or more 200-kilocycle channels. If this happens, a compromise may effect the television status quo. . . . Meanwhile, several schools of thought are being grilled in Washington, with Paul Kesten appearing for CBS; Norman D. Waters for the American Television Society, and T. A. M. Craven for the Iowa Broadcasting Company.

Revelation: Radio receiving sets will be more in demand than any of the other six hundred articles of iron and steel that have not been made for civilian use since early in 1942 when the war is over, Dr. Sumner, chairman of the Research Advisory Board Committee for Economic Development, has disclosed.

Corruption: The Lea Committee has not set the date for the hearings of broadcasters regarding the corrupt practices act and the Hatch act, with the likelihood that they'll be aired after the election.

Death: W. E. Macfarlane, chairman of Mutual Broadcasting System, executive committee, died from heart disease at his home in Lake Forest, near Chicago. He was 60 years old.

Confusion: Broadcasters were confused until the Association of National Advertisers of New York announced that Thanksgiving Day will be celebrated on the traditional last Thursday in November this year by only eight states.

Essential: Elmer Davis, director of the OWI, declared that advertising support for war campaigns, is essential for the period between the defeat of Germany and the fall of Japan. He added that advertisers and their

refused. We have been fighting, not for competitive advantage, but against what we believe to be a dangerous principle. He would force us to pay a private tax on every record sold, directly into his union treasury. Obviously, such a tax would have to be added to the price of records purchased by the public. It would make the union officials financially independent of the union membership.

"Mr. Petrillo made a basic misrepresentation in his recent statement to the President that the capitulation of other companies to his demands resulted from efforts of the War Labor Board itself. The true fact is that the War Labor Board panel expressly and officially disclaimed responsibility for the contracts which the other companies signed. With one single exception, these companies are small companies which yielded to economic coercion.

"Furthermore, Mr. Petrillo overlooks the fact that the War Labor Board concluded that the strike did impede the war effort. This conclusion was reached and publicly stated at least four separate times during the lengthy procedure before the War Labor Board and its panel as follows:

"First, in July 1943, the War Labor

agencies have aided greatly in the war effort.

Tele Tales: Transoceanic television has not been emphasized quite enough, Gilbert Seldes, head of CBS' tele division, who visualizes telecasting to Europe via Newfoundland, floating docks, barges, etc. . . . NBC University of the Air is collaborating with the University Extension of Columbia University on the television course which is recognized for credit toward a University degree. . . . The tele medium will be utilized as a public service function when it is employed this fall as a training medium for Sixth War Loan workers.

People: Dick Hubbell, telewriter and producer, joins the staff of WLW, Cincinnati as a producer. . . . Peter Aylen has been appointed supervisor of international shortwave service of CBC; Major Rene Garneau, appointed supervisor to the CBC service to France; Gordon Skilling, to supervise service to other part of continental Europe. . . . Charles Hespel has been made Washington representative in charge of operations of MBS. . . . Jack Stewart, formerly of KCMO, Kansas City, has been made an associate member of Joseph Hershey McGillvra, Inc. . . . John Donaldson, formerly radio time buyer of McCann-Erickson, has been appointed to handle radio schedules and programs for the All American Division of the Republican National Campaign.

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

Board concluded that it had 'substantial evidence' that the strike impeded the war effort when it first accepted jurisdiction in the case.

"Second, in March 1944, the same conclusion was reached by the panel which stated 'the stark fact is that a union, by successfully halting the production of goods, has impeded the war effort.'

"Interference" Charged

"Third, in April 1944, in the hearing on the confirmation of the panel's report, Chairman Davis referred specifically to this labor dispute as one 'which interferes with the war effort.'

"Fourth, in August 1944, after Mr. Petrillo had for months defied the War Labor Board's back-to-work order, Mr. Frank V. Morley, the public member of the Board designated as 'specialist' on the case, again denied the union's claim that the strike had no effect on the war effort, with the statement 'that is a claim which we find cannot be substantiated.'

"We are strong in our hope that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of the administration, and permit musicians to resume recording."

'Bev' Kelley Uppe By Robt. Ring

(Continued from Page 1)

"The Big Show" announced day.

Kelley, who has been a writer and narrator since 1919, announced that the personnel publicity department in 1945 include Frank Braden, Allen Carter, Frank Morrissey, Bernard and William Fields. Roland J. who has directed press publicity the circus for several seasons, reported to be resigning.

Realignment of the circus radio publicity department means Kelley will work closely with old associate, Arthur Hopper, recently became general agent. Kelley is in New York to arrange the 1944-45 "March of Dimes" exploitation. He will be assisted by Allen Lester.

Films For Tele Program Stressed At ATS Ses

(Continued from Page 1)

ing was "The Use of Films in Television."

Dan D. Halpin, ATS president, opened the meeting at 7:30 with a brief welcoming message and allowed with the introduction of H. Halpern, program chairman, presented the speakers. The latter included in the order of their appearance on the program Bud Gann, head of Television Productions; Widlund, chairman of ATS film committee, by proxy; Ted Byron, member of radio and television departments of N. W. Ayer; Benjamin D. business manager of Willard Productions, and Hayland Bettinger, manager of WRGB, Schenectady, N. Y.

Washington Bureau, RADIO DAILY

Washington—Elaborate television broadcasting on a basis comparable to expensive feature motion pictures is not to be expected for a long time to come, Paul Raibourne, television expert of Paramount Pictures, declared at a luncheon held here today. Pointing to the cost of the films—as high as \$25,000 per minute of screen time—he said he could see how there could be an adequate return on such an investment except through theater box-offices. However, he added, lower-price video production could be sponsored by national advertisers.

James M. Cox On CBS

Former Gov. James M. Cox of Ohio will make a political broadcast on the Columbia network, Thursday night, October 19 (WABC-CBS 10 to 11:00 p.m., EWT). Cox, who is a Democratic nominee for the Presidency in 1920 will be heard from CBS station WHIO in Dayton, Ohio. Time for the broadcast has been purchased by the Democratic National Committee.

Allocations Sessions Hear FM Plea and Opening Arguments Anent Tele

Code Com. Of NAB Meets In New York

(Continued from Page 1)

(Continued from Page 1)
 man James Lawrence Fly does
 and to remain with the FCC
 after the election. Fly, it is
 not, will leave in a month or
 assume active direction of the
 Benton projects, including
 service. It is unlikely that he
 to participate in any FCC
 on the subject of setting
 channels for subscription radio.
 the same time, it is not un-
 what Fly has reason to believe
 tion might be voted by the
 sion. What Weiner proposed
 radio without advertising or
 ce sponsored radio." His pur-
 e said, is not to supplant radio,
 other "to create a new avenue
 ovement." A construction per-
 a station to experiment with
 ervice was granted in 1941,
 said, but the work was held
 b the war. General operation
 ould include "marking" the
 n so that no one could tune
 ell without a special patented
 or use of which a fee would
 charged. He mentioned a five
 te per day.
 er made it plain that he was
 king frequencies just for his
 mpany, but rather for the sub-
 n type service. He also sug-
 a single-area coverage for the
 s. Weiner said that "to the
 that others will require the
 our device in order to con-
 similar service elsewhere, it
 ntion to make it available
 ractically nominal rental. We
 rease that when this type of
 is established the incentive
 xperiment further will result in
 oduction by others, of different
 s better devices which will
 ar make possible subscription
 ervice. We are concerned
 er with the setting aside at
 me of the channels to make it
 le for such a service to be
 ted by whomever it may be.

Describes Programming
 Radio system free of advertising
 pt makes possible the develop-
 of at least three new and dis-
 types of programming, not now
 ble to listeners," Weiner said.
 e these three types are put to-
 into an integrated system of
 ervice, they combine into
 ight be called a "family pack-
 of unmistakable broad appeal
 ilities of every type. One of the
 ervices to be delivered to sub-
 s would be a continuous music
 m, covering the entire range
 music. It would present, with-
 interruptions of talk, both light
 erious concert music, the vast
 of famous operettas, classical
 of widest appeal, Viennese
 s and all types of good music
 ould provide a maximum music ser-
 of the family. A continuous pro-
 of popular music is proposed
 el to the fine music, for the

different needs and moods it can
 serve. It, too, would be available
 whenever the listener wishes it and
 for as long as he wants it. And it,
 too, would be music uninterrupted
 by talk. "The combination of these
 two services would bring to radio an
 important oasis of programs designed
 to be enjoyed without the listeners
 guard having to be put up; programs
 which invite relaxation." Weiner said
 radio must provide "non-aggressive
 as well as aggressive programs. This
 becomes increasingly difficult to do
 under the present system of broad-
 casting since advertisers quite prop-
 erly in their own interests seek to get
 as intense a reaction from the audi-
 ence as possible. They want their
 listeners to focus their attention com-
 pletely on the individual program of
 the advertiser. Yet always there
 are many millions of listeners who
 are not in the mood for the hard im-
 pact of such programs. Even the most
 popular programs on the air today
 have more people not listening to
 them while they are being broadcast,
 than are listening. It is for these
 other people, millions of whom would
 like continuous music from their ra-
 dios as a background for family ac-
 tivity that we propose the two basic
 music services, available at all times
 neither of which duplicate the ap-
 peal and audience of the other.

Cites Third Major Service

"But there was a third major ser-
 vice which becomes available to the
 radio audience for the first time in
 the new system we propose. It would
 comprise a wide range of features
 most of which cannot fit within the
 framework of an advertising me-
 dium; and the others have never had
 an opportunity to reach their full
 development in radio because of the
 great pressure for time that comes
 from the advertisers whose use of
 radio steadily increases from year to
 year, and whose preference in pro-
 grams lies in other directions.

"These features would range from
 an impartial 'Radio shopping news
 service' free to discuss choice items
 for sale in the community each day
 without reference to who might be
 advertising which to critical reviews
 of the current offerings of motion
 picture theaters; with reminders to
 listeners of choice radio programs
 scheduled on other stations which
 they might not want to miss; and
 descriptions of special services avail-
 able in the community, which can-
 not afford to advertise themselves.
 In addition, there will be plenty of
 room in the schedule for many dif-
 ferent types of cultural and educa-
 tional features worked out in co-
 operation with authoritative institu-
 tions and individuals of all kinds."

A request that at least two televi-
 sion channels be reserved for non-
 commercial educational use was
 voiced at the hearings Friday by U. S.
 Commissioner of Education John W.

Studebaker. This was in addition to
 his request for 15 FM bands adjacent
 to the commercial bands.

Educators appearing at the Friday
 session generally supported wide-
 band FM transmission and were un-
 animous in their prediction of wide
 use of FM by educational institutions
 after the war.

Tele Session Saturday

Initial session on television was
 held Saturday.

Briefly summarized, Dr. Stude-
 baker's statement called for the fol-
 lowing:

"First I urge for the exclusive use
 of educational FM broadcasting under
 the auspices of non-profit schools,
 school systems, colleges or other
 agencies, the allocation of a minimum
 band of 15 consecutive 200-kilocycle
 channels to be located in the radio
 spectrum immediately adjacent to
 and continuous with the commercial
 FM band. This represents but five and
 one-half ten thousandths of one per
 cent of the total number of kilocycles
 which I understand are being re-
 quested by all broadcast service. Or
 esen stated in terms of numbers of
 channels it still represents only seven
 and one-half per cent of the total
 number of channels requested by all
 broadcasting services put together.
 In other words I am urging this
 reservation of only a speck on the
 spectrum to be used exclusively by
 tax-exempt educational agencies and
 institutions in behalf of the great
 and indispensable business of organ-
 ized education.

"In addition I urge the reservation
 of at least two television broadcast
 channels.

"Second, I urge the allocation for
 educational use of a sufficient num-
 ber of relay-transmission frequencies
 (up to a maximum of 10) to make it
 possible wherever desirable to
 connect stations by means of radio-
 relay links and to connect studios
 of outlying program-production cen-
 ters with nearby school-owned trans-
 mitters by means of studio-transmit-
 ter radio-relay links."

Dr. Joseph Maddy, of the National
 Education Association and the Music
 Educators' National Conference,
 spoke about the need for education
 in Democracy on the air. Head of the
 National Music Camp, Dr. Maddy was
 especially bitter about AFM head
 James C. Petrillo's blocking of broad-
 cast from that camp. Petrillo, he
 said "had no use for radio music les-
 sons or for any other kind of music
 lessons. He feared they might de-
 velop more musicians to share em-
 ployment with the members of his
 union."

Foster Joins CRA

Bill Foster, recently honorably dis-
 charged from the Armed Forces, has
 joined Consolidated Radio Artists,
 Inc., as agent for bands and cocktail
 units. He spent 20 months overseas.

measure up to responsibilities as set
 by the Code. He suggested the grant-
 ing of free time to organized labor
 and "other non-profit organizations"
 to discuss important issues.

The Code committee recorded the
 statement and took the suggestions
 under consideration without com-
 ment.

Harold Ryan, president of NAB and
 ex-officio member of the committee,
 commenting on the WHKC, Colum-
 bus, incident, said "the code was
 wrongfully interpreted in applica-
 tion to the case."

William B. Quarton, chairman, of
 WMT, Cedar Rapids, Ia., presided at
 the Code committee meeting. Other
 members attending William S.
 Hedges, NBC, New York; Felix
 Hinkle, WHBC, Canton, Ohio; Eugene
 P. O'Fallon, KFEL, Denver; Arden
 X. Pangborn, KXEL, Portland, Ore.;
 Jan Schimek, CBS, New York and
 Lee B. Wailes, KYW, Philadelphia.

The committee members reviewed
 all the provisions of the code in
 round table fashion and adopted
 some recommendations for the in-
 coming Code committee whose mem-
 bership will be announced by Pres-
 ident Ryan in the near future.

**Rickenbacker And Jeffers
At 'War Dad' Meet On MBS**

The Mutual network's special fea-
 tures division has arranged to broad-
 cast tomorrow a portion of the con-
 vention of The American War Dads
 now being held in Omaha, Nebr.
 Among those scheduled to speak dur-
 ing the program are Capt. Eddie
 Rickenbacker and William Jeffers,
 president of the Union Pacific Rail-
 road. The broadcast will be on from
 10:37-11 p.m.

Gilbert A. Munro

Charlotte—Gilbert Alexander Mun-
 ro for 15 years a member of the WBT
 engineering staff, died early Wednes-
 day morning after a brief illness.
 Born in Glasgow, Scotland, on March
 1, 1894, Scotty Munro served in the
 Royal British Navy during World
 War I, and during a part of his ser-
 vice he was attached to the Royal
 Flying Corps, receiving several cita-
 tions and decorations for outstanding
 service. He came to the United States
 in 1923. Prior to joining WBT he
 was a radio operator with the U. S.
 shipping board.

Forum To Discuss PAC

The topic for discussion on WOR-
 Mutual's "American Forum of the
 Air" Tuesday night will be "The
 PAC and its Effect on the Election."
 Supporting the PAC will be Sen.
 James M. Tunnell and Dr. Frank
 Kingdon, while the opposition will
 be taken by Rep. F. A. Hartley and
 Louis Bromfield.

PROGRAM REVIEWS

"KEEP AHEAD WITH LEE DAVIS"

Edelbrew Beer
Roy S. Durstine Agency
WOR, Fridays, 7:30-8 p.m., EWT
Producer-Director: Charles Furey
Writers: Sam Carleton, Matty Norman
Music: Ray Block & Orchestra

It isn't news when it's announced that another musical variety show will hit the air, but it is news when a modestly priced package is able to hold its own against similar network programs that are star-studded.

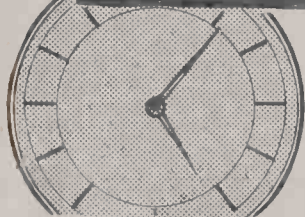
Charles Furey is the director, producer and, to simplify matters, the program's cook and bottle washer. He's responsible for the selection of music and wields the red pencil whenever he feels his better judgment nudging him.

The broadcast this department caught for review had Davis in the role of a restaurateur confronted with the employment situation. With a few references to Duffy's Tavern, the comedy pace was kept brisk throughout by Davis' good sense of timing.

Todd Williams Sponsored

Todd Williams, featuring local news about New York City in story form, has been sponsored by Wilbert Products Corp., on WHN, New York.

"WATCH" on the Rhine



Every few minutes on 1430. Keeping an ear on official A. P. and I. N. S. war news.

Minute service always on the job, all day.

WBYN

For Availabilities:

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

COAST-TO-COAST

-NEW YORK-

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25%

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WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson

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The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 11

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Los Angeles — Radio's first-line talent backed by others of stage and screen have recorded a two-hour program to be shipped overseas in time for Christmas entertainment for the men and women in the armed forces. Recording is considered the prize effort of the Armed Forces Radio Service and the "Command Performance"

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PROGRAM REVIEWS

"KEEP AHEAD WITH LEE DAVIS"

Edelbrew Beer
Roy S. Dursline Agency
WOR, Fridays, 7:30-8 p.m., EWT
Producer-Director: Charles Furey
Writers: Sam Carleton, Matty Norman
Music: Ray Block & Orchestra

It isn't news when it's announced that another musical variety show will hit the air, but it is news when a modestly priced package is able to hold its own against similar network programs that are star-studded.

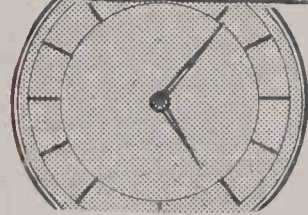
Charles Furey is the director, producer and, to simplify matters, the program's cook and bottle washer. He's responsible for the selection of music and wields the red pencil whenever he feels his better judgment nudging him.

The broadcast this department caught for review had Davis in the role of a restaurateur confronted with the employment situation. With a few references to Duffy's Tavern, the comedy pace was kept brisk throughout by Davis' good sense of timing.

Todd Williams Sponsored

Todd Williams, featuring local news about New York City in story form, has been sponsored by Wilbert Products Corp., on WHN, New York.

"WATCH" on the Rhine



Every few minutes on 1430. Keeping an ear on official A. P. and I. N. S. war news.

Minute service always on the job, all day.

WBYN

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

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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. Mersecau, 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, Oct. 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 3/8	+ 1/8
CBS A	33 1/4	33	33	+ 1/4
CBS B	32 3/4	32 1/4	32 1/4	+ 1/8
Crosley Corp.	25 5/8	25	25	- 5/8
Farnsworth T. & R.	13 1/8	13 5/8	13 3/4	- 1/8
Gen. Electric	38 3/4	38 1/2	38 5/8	...
Philco	33 3/4	33 1/2	33 3/4	- 1/4
RCA Common	10 3/4	10 5/8	10 5/8	- 1/8
RCA First Pfd.	77 1/4	77 1/4	77 1/4	+ 1/2
Westinghouse	107 1/4	106 1/2	106 1/2	- 1/2
Zenith Radio	41 1/4	41	41	-

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 3/8	6 1/8	6 1/8	- 1/8
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OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	17 1/2	18 1/2
WCAO (Baltimore)	23	...
WJR (Detroit)	36 1/2	38 1/2

WKBV Joins Mutual

WKBV, Richmond, Indiana, has joined the Mutual network as a full time affiliate, effective Nov. 5. WKBV operates on 250 watts, 1,490 kilocycles.

20 YEARS AGO TODAY

(October 17, 1924)

Anna Pavlova, the incomparable, is bidding the United States farewell via the radio. The musical score of her performance at the Manhattan Opera House this evening will be aired over WJY, New York... Vance Thompson of the "Eat and Grow Thin" program on WJZ is the author of a book titled "Woman."

Two Networks!
Three City Market!!

CBS • **WENT** • MUTUAL •

Gloversville • Johnstown • Amsterdam
• THOMAS CLARK, Nat. Rep. •

Coming and Going

MILLER MCCLINTOCK, president of the Mutual network, returns today from Chicago, where he attended the funeral of W. E. Macfarlane.

ROBERT McCORMICK, NBC commentator recently returned to the states from Honolulu, left New York for Chicago late last week accompanied by MRS. McCORMICK.

JOSEPH B. CARRIGAN, president of KWFT, Columbia network affiliate in Wichita Falls, Tex., a visitor yesterday at the headquarters of the network.

GENE KRUPA and the members of his band are in Harrisburg, Pa., where from the Madrid Ballroom last night they were heard over the Blue Network as a feature of the "Spotlight Bands" series.

M. B. WOLENS, commercial manager and director of sales at WCFL, Chicago, in town last week for conferences with the national representatives of the station.

W. P. WILLIAMSON, JR., president and general manager of KWBN, CBS outlet in Youngstown, Ohio, is spending a few days in Gotham.

C. W. MYERS, president and station manager of KOIN, outlet of CBS in Portland, Ore., is in New York on station and network business.

GEORGE WEIST, of the Blue Network's production department, left Sunday on a trip to San Francisco and Los Angeles in connection with the Dunninger program. He'll return around Nov. 15.

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt, Inc., is in Hollywood to supervise the opening of new programs produced by the agency.

GENE O'BRIEN, radio director for Universal Pictures, in town on business, from Hollywood.

LAWSON PAYNTER, assistant radio director of McCann-Erickson, Inc., has returned to his post following a two-week vacation at Buck Hill Falls, Pa.

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Royal addressed the conference Thursday on "Radio in Education."

In an impromptu talk at the luncheon, Royal paid tribute to Emilio Azcarraga, owner of station XEW and termed him "one of the outstanding radio personalities in the western Hemisphere if not in the world."

The NBC executive closed with a forceful plea for free radio and freedom to listen. "Competition," he said, "is the life blood of radio. In those countries where there is no competition, radio is threatened with dry rot."

Delegates attended the conference from Guatemala, Peru and San Salvador.

Toscanini Returns Sunday For All-Beethoven Cycle

(Continued from Page 1)

thoven programs, via a nine-week Beethoven Festival. Occasion marks the opening of the winter series of GM also the beginning of Toscanini's eighth season with the NBC Symphony Orchestra.

Toscanini, long regarded as one of the foremost interpreters of all time Beethoven music, is reported as having devoted full time for the past several months to programming the Beethoven cycle. Climax of the cycle will come on the final two broadcasts, Dec. 10 and 17, when the maestro will conduct Beethoven's only opera, "Fidelio," with full orchestra, a cast of soloists from the Metropolitan Opera and a mixed chorus of 40 voices. Among the principal singers already cast are Rose Bampton, Jan Peerce and Eleanor Steber. Musical soloists will be heard on some of the earlier programs, in addition to the regular musicians.

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Kaye Collection To Congress

The Library of Congress has accepted from Sammy Kaye, band leader, a collection of "Musical Americana," representing arrangements by the maestro of a large group of the nation's leading popular songs.



The work boat

The harbor tug is a tiny vessel. But what she lacks in glamour and size, she makes up with her powerful, hard-working, slugging power.

Some radio stations are like that tug. You take W-I-T-H in Baltimore. W-I-T-H is the successful independent station. It has no glamour call letters. No network affiliation.

Yet when advertisers want the job done in Baltimore, the shrewd time buyer buys the W-I-T-H audience. Because W-I-T-H produces more sales results per dollar spent than any other station in town.

There are a lot of facts about that for you to see. Clean, cold facts. Glad to show them to you any time.

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Cross Takes New Post As Publicist For BBC

Christopher Cross, assistant publicist for Mutual Broadcasting System for the past three years, took over his new duties as publicity manager for the British Broadcasting Corporation in North America yesterday at the BBC's New York office. Cross was tendered a reception by Mutual associates on last night.

Cross, newspaper man, author and radio writer, brings to his new position at BBC a decade of wide experience in institutional, industrial and radio public relations.

Red Football Coverage Assigned By Oil Company

(Continued from Page 1)

Over WMCA with Steve Ellis and Joe O'Brien handling the Saturday afternoon events.

When the quarter-hour shows "Up Time" and "Sports Extra" on Friday afternoons will be heard behind after the games of the New York Giants, with Bert Lee and Ward Wilson. Also on WHN, 6:25-6:30 p.m., final scores and highlights of professional games played that day. An additional program on WHN on Friday and Saturday at 6:45-7:00 p.m. with Bert Lee and Ward Wilson covering college games; predictions for the day and results on Saturday.

WOP, Boston, Sunday play-by-play of the Boston Yankees a team led by Ted Collins. On WINS, New York Tidewater is already broadcasting all games of the Brookline Tigers by Stan Lomax and Don Kelly.

Promotional maps, skeds and other material is being distributed by Tide-dealers in connection with the program. Lennen & Mitchell, the agency.

JOB WANTED

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

WIBW

The Voice of Kansas
TOPEKA

Wm. Ludy,
N.L. MGR.

Swift & Co. Renews Portion Of McNeill 'Breakfast Club'

(Continued from Page 1)

announced this week by Gil Berry, sales manager of the Blue's Chicago office. The present renewal contract, placed through J. Walter Thompson, Chicago, is effective Nov. 1 and will make the fifth straight year that Swifts have sponsored a 15-minute portion of the "Breakfast Club."

Detroit Symphony Set On Mexican MBS Network

First broadcast (Sat. Oct. 21, at 8:30 p.m., EWT) of the Detroit Symphony Orchestra, presented through the courtesy of Reichhold Chemicals, Inc. will be heard over 11 stations of Radio Mil, in addition to 61 stations of the Mutual network. Expansion of the outlets to include for that evening full coverage in Mexico, through the facilities of Radio Mil, Mutual's affiliate below the border, is in respect to the appearance on the program of the Honorable Francisco Castillo Najero, Ambassador to the United States from the Republic of Mexico. Dr. Najero will speak briefly over Mutual from the Detroit Masonic Temple, the emanation point of the Symphony broadcasts.

Grant Advertising Agency services the account.

Sen. Green, Rhode Island, On CBS Web Friday Nite

Senator Theodore Francis Green, Democrat of Rhode Island, will be the speaker on the Democratic National Committee five-minute broadcast on Friday night, Oct. 20, over the Columbia network. The talk will be heard from 9:55 to 10 p.m., EWT and will shorten the "That Brewster Boy" program to 25 minutes, 9:30 to 9:55 p.m., EWT.

smart egg

soft-boiled ... 2 1/2 min.
hard-boiled ... 10 min.
just right ... 3 min.

In radio you want your sports, racing news, general news just about every minute ... only on the minute station.

WBYN

1430 ON YOUR DIAL

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

File Complaint With FCC On Political Spot Biz

(Continued from Page 1)

spot announcements without identifying the sponsors. It was also reported that the American Civil Liberties Union discussed the matter at a luncheon yesterday and indicated they likewise would file protest with the FCC.

24-Hour Sked At KGO

With the increased importance of national and international news developments, a further service to KGO, San Francisco, listeners will be extended this week when the Blue newsroom goes on a 24-hour schedule with five-minute news summaries given every hour on the hour, throughout the night, beginning October 12.

Vallee Show To New Slot

On Thursday, November 9, the recently launched Rudy Vallee show will move to the 10:30-11 p.m. spot on the NBC schedule vacated by the "March of Time" program.

Renew WJZ Program

The "Letter to Your Serviceman" show has been renewed for another year over WJZ by John David Inc. At the same time that the renewal was made, the firm expanded their radio campaign with a five minute weekly sports forecast over WJZ.

Xmas Show For GI's Ready To Be Shipped

(Continued from Page 1)

includes addresses by Secretary of War Stimson, and Secretary of the Navy, James V. Forrestal.

Secured by the Hollywood Victory Committee, the talent represents an annual saving to the AFRS of a possible \$10,000,000. Roster of stars for the program readied for Xmas Day overseas includes. Bob Hope, Jack Benny, Dinah Shore, Jerry Colonna, Frances Langford, Fred Allen, Ginny Simms, Spike Jones and orchestra, Jimmy Durante, Danny Kaye, Ken Darby Chorus, W. C. Fields, Spencer Tracy, Dorothy Lamour, Xavier Cugat, Kay Kyser, Judy Garland, Johnny Mercer, Ken Carpenter and others.

Each of the singers will do a request number and for the first time a Christmas playlet is included. Additional equipment installed for the GI is expected to make this Xmas soldier audience the largest by far, to date.

Ralph D. Palmer

Ralph D. Palmer, native of Akron, O., and feature editor of the United Press Radio News Division, died at 43 years of age, at his residence in New York City, last Friday, of a heart attack. He is survived by his widow, Mrs. Osta Palmer.

IN METROPOLITAN CINCINNATI

WCKY

DELIVERS A STRONGER SIGNAL TO MORE PEOPLE THAN ANY OTHER STATION

L. B. Wilson

CBS

FIFTY GRAND IN POWER

LOS ANGELES

By RALPH WILK

THEME song of Joe Yocam's "America Dances" over KFVB, "Dancing With a Dolly," is being given a national revival. Thus was introduced 12 years ago.

Two local Hollywood writers, Jacqueline Rhodes an Elizabeth Latimer, will hear their prize-winning radio play broadcast on Columbia's "Doctor Christian" program, October 18. Entitled "Homecoming," the story was judged one of the winners of this year's annual "Doctor Christian" script contest.

Pinky Tomlin has taken over the entire Annual Sheriff's Show at the Shrine Auditorium as emcee. Original plans called for Tomlin to emcee half of each show, but his glib talk during outlets from the auditorium won him the job of handling the entire three and a half hour show.

Cass Daley, radio-film comedienne, reported at Paramount studios to begin work on her new flicker, "Duffy's Tavern," in which she is featured. On her first day at the film factory she received executives' congratulations on her part in "Out Of This World," previewed last week.

Dinah Shore, recently returned from an eight-weeks' overseas entertainment tour of England and France, reached the furthest point toward Germany of any entertainer up to the present—she did a show a few miles from Metz, with Germans still within firing distance.

Hal Carlock writes a radio version of his newspaper column "Radio Fanfare" for presentation over KFI Monday through Friday. The program will feature highlights and information concerning what's doing along radio row.

Jack Edwards, Jr. has replaced Fred Barton as the male lead in NBC's "Aunt Mary" serial. Barton has shifted to New York.

CBC Writers Report

A report just issued by Andrew Allan, drama supervisor for the CBC states that the CBC Trans-Canada and Dominion Networks have presented 193 plays written by 71 Canadian authors, for which the authors were paid \$15,000.



Chicago-land Sidelights . . .

James C. Petrillo was in jovial mood last week as he handed to the press copies of the nine-page telegram which he had just sent to President Roosevelt rejecting the President's request that Petrillo, as president of the American Federation of Musicians, lift the AFM ban on making recordings and transcriptions. Petrillo handed out the statement at the conclusion of lengthy meeting of the union's international executive board . . . Commenting on the fact that the board had been in session until 12:30 the night before, Petrillo added, "for after all, it's a letter from the President, and you can't just go off bang-bang." Petrillo said he was withholding announcement of the board's decision, on advice of counsel, until the President had a chance to receive the message . . . "But I like to have Chicago newspapermen break the story," he continued, "because they treat me so nice—they call me a big boss and a czar" . . . Caesar Petrillo, director of music at WBBM and younger brother of Jimmy, joined the press waiting in the corridor outside Room 505 at the Morrison Hotel, where the meeting took place. And when the door was opened signifying that a statement was ready, Caesar filed in with the press to find out whether Big Brother Jimmy had given in or defied the President.

Chicago

Quiz Kid Richard Williams has received a letter from a Major with the American Third Army, now attacking defenses in Germany, "We went through France pretty fast," he wrote Richard. "I gave my laundry to a French woman and three days later I had to send a jeep back 75 miles to pick it up!" . . . Willard Waterman, NBC actor (Dr. Frazier of Road of Life, Dr. Wilton of Woman in White and John Murray of Today's Children), is noted for what Gilbert and Sullivan call "elegant diction." But he is beginning to wonder just how elegant it is. Leaping into a cab the other day he shouted to the driver, "To NBC." He wound up at Henrici's a favorite Chicago restaurant. Now Waterman wonders whether he needs speech lessons or the cabbie an earphone . . . WGN officials feted the station's music director, Henry Weber, at a dinner last week in celebration of Weber's ten years in that post . . . Freeman Gosden and Charles J. Correll, Amos 'n' Andy, and their families, and their press agent, Maggie Ettinger, were stopover visitors here en route to New York for a couple of broadcasts . . . As a special Fire Prevention Week feature, WIND aired an "Iroquois Fire" program Tuesday night. Guests were Michael J. Corrigan, Chicago's fire commissioner, who, as a fireman on Engine No. 13, turned in the 4-11 alarm at the Iroquois Theater holocaust in 1903, which claimed 601 lives, and Mrs. E. J. Buchan, one of the performers on the stage of the Iroquois that day.



Bill Anson had a tragic problem last week. His kitchen faucet leaked and he couldn't get a washer the right size to fix it. Neither could his plumber. Bill joked about it on his WGN program, "Telephone Quiz," heard at 6:15 p.m., Mondays through Saturdays. A few days later the post man had brought his 103 assorted washers from almost as many listeners. The best part of it was that some of them fit . . . Joe Wright, director of WILL, University of Illinois' non-commercial station at Urbana, has announced that three U. of I. courses will be broadcast direct from classrooms this semester for benefit of armchair students. The sources are marketing organization and operation, animal hygiene and a non-technical discussion of the life of insects and their importance to man.



Remember Pearl Harbor



First

✓ listeners
✓ advertisers
✓ results

BUT, THAT IS THE USUAL STORY FOR WRC FIRST, CONTINUOUSLY SINCE 1923



WRC

Represented by NBC Spot Sales

Washington



MIMEOGRAPHED

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

LEE LETTER 5 19 W. 44th STREET
A. VA. 6-4137 N. Y.

CBS Vice-President, Agency Men Discuss Television At FCC Hearing

Postwar FM Receivers Rate High In Survey

(Continued from Page 1)

(Continued from Page 1)
 concerning the identity of factors mentioned earlier. Vice-President Paul Kesten, who is in charge of the high-frequency-type service for which CBS is planning, should come to the FCC to support the CBS position, Commissioner E. K. Jett said. Jett also said the CBS plan differed from the IRAC recommendation that a dual system in effect during the transition from the present commercial bands to the ultra-high frequencies of the future. Ream said CBS does not advocate interrupting the present service. He feels the FCC should warn that this service is only temporary. Unless CBS rushes ahead, he said, "they'll lose out and be saddled with the inferior type television."
 Jack A. Long of BBD&O, said he considers television "a potentially most effective advertising medium; probably in the long run the most effective available to the advertiser."

ignment of the channels between 460 and 1,000 megacycles, sought by CBS for commercial tele service in the near future, he assigned for experimental purposes and for commercial relaying "until such time as it may be required for commercial broadcasting."

For immediate use he wants 30 nearly continuous channels, six megacycles wide, between 50 and 246 megacycles, with relay above 300 megacycles. Smith said under questioning that he believes it practical to use coaxial cables or radio point-to-point with highly directional antennae in many cases in order to cut down on relay frequency demands.

Discussing the panel conclusions, Smith presented the following:

"1. The theoretical lower frequency limit suitable for commercial television broadcasting is about 40 mc. The panel recognizes that practical television broadcasting may have to start at a somewhat higher frequency in view of the existing allocation to other services.

"2. The channels assigned to commercial television broadcasting should be nearly as continuous as possible. The reasons for this are as follows:

"(a) Continuous channels permit simplification of receiver design, specifically a less expensive and more reliable tuning mechanism, and less technical difficulty in obtaining receiver stability, which is a serious problem in television receivers.

"(b) Continuous channels simplify the problem of obtaining transmitters of the necessary power outputs for broadcasting use.

"(c) Continuous channels permit the simplification of the receiver antennae problem since the overall frequency band to be covered is minimized.

"(d) Continuous channels permit a material simplification in the receiver problem from the standpoint of interference, since the receiver in general will then experience a small variety of interference signals and the types of interference for which protection must be provided is reduced.

"3. The channels allocated to commercial television broadcasting should

be six mc in width and should be within the present Group AA and Group B channel assignments.

"4. Adjacent channels should not be assigned in the same area.

"5. For the frequencies contemplated by the panel for broadcast use, the service limits are 5.0 MV/M for built-up city areas and business districts; and 0.5 MV/M for residential and rural areas.

"6. The area within the 5.0 MV/M contour should be protected against adjacent channel interference by maintaining a ratio of not less than 2:1 between the desired and undesired signal in favor of the desired signal.

"7. For common channel interference, the ratio of desired to undesired signal should be at least 100:1.

"8. If the above service limits are to be maintained then it will not be possible to re-assign stations on the same channel closer than about 170 miles, nor can the stations be re-assigned on adjacent channels closer than about 80 miles. The service limit of the stations will be about 1/3 the interference limit. These calculations assume a 50 kw transmitter with 1,000' antenna elevation and receivers with a 30' antenna elevation."

tion. As soon as FM receivers are available, 26.9 per cent of those answering the questionnaires stated they would buy a new set.

Replies to the questionnaire also showed that 80 per cent knew about FM and that one out of every ten had already purchased an FM receiver.

Another angle to the poll revealed that about 15 per cent of all radios owned by those making replies were out of order because of wartime shortage of parts and tubes. About 20 per cent stated they had one set currently out of order, while 10 per cent showed they had two or more sets idle for lack of service.

Additional statistics culled from the ballots indicated a trend in selection of models. Some 38.9 per cent now owned table models while 13.5 per cent said they had floor radio-phonograph combinations. In giving post-war preferences, 33.8 of the respondents stated their choice was a combination set as against 22.2 who preferred table sets.

Nearly 85 per cent of those replying said they planned to buy a portable radio after the war. Some 2,268 stockholders replied that they use a portable 75 per cent of the time indoors.

Bright Tele Future
 E. Nelson, vice-president of Charles M. Storm agency, deputy after "an extended period of experiment television is to write one of the most dynamic in the story of advertising. Already, he continued, there is interest among advertisers, and are witnessing the start of that will spell financial success for the television industry. Television's television—will do a job that staggers the imagination.
 Nelson urged against deferring commercial tele service for the public. Both executives found that the rules of selling and showmanship apply in television as in radio.
 Nelson take a good four or five more standards can be set for band television service in the frequencies, David B. Smith of Panel Six, a Philco engineer at the FCC. Smith said also that shadows increase the spectrum one goes. As-

"I'M SINGLE MYSELF"

... That line gets 'em,
 and if you're selling women
 it'll get 'em for you!

Our "Bradley Brown" can reach a lot of women. We'll tell you how, if you're interested. And if women buy your product, you are interested. Ask us about our new 15-minute daytime show, "I'M SINGLE MYSELF"

HAWK RADIO CO.

JULIUS P. WITMARK, JR., Mgr.

6 East 45th St.

MU. 2-0330

New York 17, N. Y.

WALTER COMPTON

BACKGROUND FOR NEWS

add
WHIT
 to his
 sponsor list

WATCH THIS LIST GROW	
WSIX	WJHO
KALE	WOMI
WMOB	KOL
KOCY	KFRE
WGOV	KROS
WSAY	WHIT

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



Tele-In-Homes First, Austrian Tells SMPE

(Continued from Page 1)

yesterday at the Hotel Pennsylvania. It will take approximately two years after the war before the motion picture theater owners avail themselves of the possibilities of commercial television possibilities, he pointed out. "Home television's effect on theater attendance will undoubtedly follow the pattern set by the advent of radio broadcasting, which was no effect at all until several millions of sets were in operation," Austrian said.

He also pointed out that there are still those who believe that home television or theater television will hurt the motion picture business.

"I am not one who shares this view. It is now pretty well established that radio has not hurt the motion picture business and yet it is a device designed to keep people in their homes. Properly used, radio has helped the picture business. Within the last year motion picture companies have awakened fully to the tremendous possibilities offered by radio for the exploitation of their product," he declared.

New Personalities

Television will bring hundreds of new personalities to the public eye—the same as radio did, he said. Many a picture star has reached the level of stardom via radio broadcasting, he asserted, adding that in 1944-45 program of RKO Radio Pictures, the following feature or star personalities achieved their popularity via the air waves: Charles Winninger, Fibber McGee & Molly, Bing Crosby, Bob Hope, Frank Sinatra, Joan Davis, Dennis Day, Vera Vague and Lum and Abner.

The exhibitor (motion picture theater owner) will become one of television's favored beneficiaries, Austrian said. "How? Here is an example: There will undoubtedly come into being one or more programming companies—booking offices—agencies—call them what you will, who will have a dual purpose—that of making arrangements with the owners or promoters of such events as prize-fights, football games, baseball games, horse-racing, etc., and selling these events to the motion picture theaters of America on either a 'per theater' or a 'per seat' basis," he said.

If satisfactory large screen theater equipment were available today, intra-city television would be a commercial reality immediately upon the conclusion of the war, he said, adding that all that theater television needs to become a reality other than the theater equipment itself is a means of interconnecting a chain of theaters with a camera or cameras located at the scene of the subject matter desired to be exhibited upon the theater screen.

Chain Function

In reference to the question "who is going to supply the necessary pick-up equipment and personnel to tele-

WHO'S WHO IN RADIO

ELIAS I. GODOFSKY

PROVERBIALLY speaking, some say it has been a small world for Elias I. Godofsky, president and general manager of WLIB, Brooklyn, simply because he has spent most of his 32 years in that city. However, that hasn't been so, since Godofsky is a realist, not an escapist. Proof of that is the fact that he enjoyed being editor-publisher of several Brooklyn and Queens weekly newspapers, some of which include the Kings County Observer, the Brooklyn Guide and the New York State Democratic Guide. Further proof that he's no resident of the ivory tower is his previous affiliations with the New York Journal, Evening Graphic and the Standard News Association. One might call this his grooming stage, since consensus of opinion asserts that a newspaper background is the essential tributary to almost any given career. Godofsky, apparently, has taken the right course.



Brooklyn Broadcaster

In 1940, he enlisted his services with what was then called WCNW, a part-time, 250-watt local in Brooklyn. Within two years, after much policy revision, call letters WLIB succeeded WCNW, moved to 1,190 kilocycles and projected its purpose with the power at which it currently operates, 1,000 watts.

One of the chief purposes of this station is, and has been, to experiment to determine just what the public enjoys most. As the result of Godofsky's progressive thinking, this station has successfully toyed with various types of programming, thus bringing to the average listener programs few independent stations can afford to produce. In addition to this enviable status, the policy of the station permits freedom of access to the microphone to legitimate groups who have purposeful messages for the public. Recently the FCC approved the sale of this liberal station to an equally liberal newspaper, the New York Post.

In capsule, Godofsky, formerly press secretary to the late Democratic National Committeeman John H. McCooney of New York, delegate to several Democratic state and judicial conventions, continues at a merry pace as director of various civic, educational and social organizations, and is married to the former Miriam Newman. They have a daughter, Laura, who is two.

His hobbies, boating and golf, are attacked with the avidity he pours into his vocational interests.

Diction Award Planned For Mexico's Announcers

(Mexico City Bureau, RADIO DAILY)
Mexico City—In an effort to stimulate the use of "pure language" and "correct diction" by radio speakers, the Mexican Academy announces the establishment of an annual prize to be given to the Mexico City announcer who best demonstrates these qualities.

The award, which consists of a gold medal and diploma of honor, was presented for the first time on October 12, 1944, covering broadcasts for the preceding year.

visé these events and carry them as far as the nearest coaxial telephone cable connections?", Austrian pointed out that the broadcast chains or telecasting chains could perform this function. If they do not desire so to do, the theater could well afford their own co-operative sets of pickup equipment and their own operating personnel would transport it to the scene of the event, just as sound newsreel cameras are today, he said.

D. W. Epstein of RCA Laboratories said that projection television is most practical way of getting large television pictures today. He pointed out that the two basic problems of projection television are: (1) the problem of providing a cathode-ray tube

New Business & Renewals Reported By WABC, N. Y.

Announcement has been made by WABC, New York, of several new campaigns and renewals. Abraham & Straus, advertising for personnel, have taken a once-per-week participation in the "Margaret Arlen" program. Railroad Savings is sponsoring a three times weekly midnight news period, in the interest of their Savings Association. Herman Basch & Co. have renewed their twice weekly participation in the Arlen program for "Hammered" brand Persian lamb.

capable of producing very bright pictures with the necessary resolution and (2) the problem of providing the most efficient optical system so as to utilize the largest possible percentage of the light generated.

Over a period of years RCA has succeeded in solving these problems to a great extent by the development of cathode-ray tubes capable of operating at high voltages, he said, adding that the second problem had been solved by development of reflective optical system about six or seven times more efficient than a good F:2 refractive lens; the reflective optical system consists of a spherical front face mirror and an aspherical correcting lens.

Petrillo 'Racketeer' Says Capital Editor

(Continued from Page 1)

and Columbia. "It is late in the year for the President to be looking for the law in the Petrillo case," "Post" said, referring to the department's comment of Friday. "Department of Justice is only looking up the law on the subject (of course the President has no to do it himself), the case has rather grossly mishandled."

More likely, said the paper, President was talking with an eye to the election. "He put himself in position of wanting to do something about Mr. Petrillo's high-handed conduct, while implying that the uncertainty of the law stands in the way. Do his critics wish him to assume dictatorial powers?" But, the editorial continued, Congress would be delighted to pass a law forbidding "little dictators to collect the equivalent of taxes on the sale of goods use of the strike-method. Does President intend to ask for such legislation?"

Hits "Wartime" Angle

Real mistake in the handling of the case, the paper declares, has been "trying to deal with the Petrillo affair as a wartime emergency. Since the production, mining or manufacture of goods for war is not directly involved, it does not appear that War Labor Disputes Act can be invoked. But that is beside the point for no monopoly should be permitted to tax consumers by coercive means for its own benefit in time of war or peace. Certainly this is time to begin rummaging in the statute books for law that does appear to be there. The only thing right and courageous thing the President can do, in our opinion is to send a stiff message to Congress, its return, asking that monopoly rackets be curbed in the ranks of labor, as well as those of industry and business."

French Language Needs

Quebec—Abbe Paul Emile Gosselin, secretary of the committee of French Survival in America in convention here, said last night that the problem of the lack of the French language in broadcasting in Canada is even in some parts of Quebec "acute" and is being discussed at the committee's convention.

SEND BIRTHDAY GREETINGS TO---

October 17

- | | |
|----------------|-----------------|
| Helen Cheat | Radie Harris |
| Roger Kinne | Irene Noble |
| Jack Owens | John Prosser |
| Marilyn Thorne | Frank Welje |
| Claire Barry | Frances E. Kaye |

COAST-TO-COAST

Tele Transmitter
Purchased By Columbia

Continued from Page 1)
originate in the studios of Columbia's television station at Central Terminal Building. "Now now," said Mr. Ream, "that the fine picture quality secret war research has made this feasible to broadcast, but as soon as the new CBS transmitter is installed, it actually broadcast." And while CBS has no receiving apparatus, we have complete confidence in the ingenuity and know how of receiver manufacturers to produce home sets in time to receive the new fine screen pictures broadcast from WCBW. To this end, CBS is actively co-operating with Zenith Radio.

Visual-Sound Transmission
The new transmitter, according to the manufacturer, will combine the visual and sound transmission on the same frequency. Sound and picture are combined at the studio and broadcast as a composite. This feature cuts down the number of tubes needed and eliminates the need for a separate transmitter.

Telephone and Radio
The new transmitter, a subsidiary of the International Telephone and Telegraph Corporation, will manufacture the transmitter at their Newark fac-

Sets For Wounded

Members of the Philco organization in Philadelphia have contributed sets from their homes to the war veterans at Valley Forge General Hospital. John Balaban, president of Philco, made the donation to Major Deymour, executive officer of the hos-

Town Hall's New Series

The new series of Town Hall discussed "The People's Congress" for Wednesday, at 5:30 p.m. will be presided over by Dwight D. Eisenhower, chairman of WABC's weekly "Platform." The forthcoming series will be sponsored by the West Association."

Harry Godfrey

Harry Godfrey, 54, and a veteran music publishing business in New York, passed away last Monday at the Queens General Hospital after a long illness. He was production and publicity manager of the Mills Music Company, New York City, music pub-

WRITER WANTED

Write script for radio program. Write, stating experience and references. Radio Daily, Box 910, Broadway, New York 18, N. Y.

PENNSYLVANIA

PHILADELPHIA — Superstitious Benedict Gimbel, Jr., president and general manager of WIP, walked under a ladder, broke a mirror and allowed a black cat to cross his path when he was initiated into Philly's "Friday the 13th Club" last Friday. And just to prove that Ben was unafraid WIP sent out cutout black cat announcements of Gimbel's induction into the club.

MASSACHUSETTS

BOSTON—The Yankee Network's director of station relations Gerald Harrison has been elected commander of the Crosscup-Pisho Post of the American Legion. . . . An intensive radio campaign in Boston has been launched over WNAC by the Morgan Furniture Company. . . . Kay Ivers, WBZ vocalist, was the guest of the crew at a submarine commissioning party recently at Portsmouth, New Hampshire. . . . HOLYOKE—The Hadley Falls Trust Company of Holyoke has assumed cooperative sponsorship of Boake Carter, Mutual commentator, three days a week. The other two days are held by McCallum's Department Store.

INDIANA

FORT WAYNE—Emphasizing the idea of National Fire Prevention Week to home makers, WOWO's "Modern Home Forum" program under the direction of Jane Weston made its regular broadcast direct from the kitchen of one of the local fire houses. At the same time that firemen were being interviewed on their culinary problems, fire prevention tips for the home were brought out.

KANSAS

SALINA—The KSAL Radio Forum returned to the air this week, and Dr. E. C. Howe of Kansas Wesleyan University will again lead the panel which meets alternate Monday evenings to discuss topical subjects.

WEST VIRGINIA

CHARLESTON—In recognition of WGKV's public service and war-time efforts, Mayor D. Boone Lawson proclaimed October to be the Parade of Stars month. . . . HUNTINGTON—Barbara Binns, formerly associated with the Blue Network in New York, has replaced Irene Bruce, who has returned to Chicago. . . . She will take over Miss Bruce's duties on WSAZ's women's program, the "930 Club."

NEW YORK

SYRACUSE—Tom MacMahon, who has been describing football games over WSYR, has become permanently affiliated with the station as a salesman. He will continue to broadcast the eastern games as well as his other duties as salesman. . . . WATERTOWN—CBS affiliate WWNY recently originated its first broadcast for the network. They "fed" the "Church of the Air" to CBS from 10:00 to 10:30 a.m. last Sunday.

CALIFORNIA

SAN FRANCISCO—This city's 1944 War Chest Drive will bow in this week with two special programs over KGO. The first will be a "dawn show" at 6:30 Saturday morning. At the same time the local Boy Scouts will deliver 150,000 leaflets to residential doorsteps. The second program is titled "Lest We Forget" and is scheduled for Sunday afternoon. Format is a resume of the last five years of war. . . . OAKLAND—KROW has inaugurated a new platter show titled "Darling Hit Parade" and sponsored by the Darling Shop, a newly opened women's apparel store. Commercials will take a "thank you" form for the patronage already received by the shop.

CANADA

ONTARIO—At various hours throughout the day and evening CKLW plays a few bars of some favorite melody, a total of 10 per week. Listeners are asked to write down the titles and at the end of the week to send them in. Those who have the correct list receive \$50 in War Bonds. Feature is called "CKLW's Tune Diary."

MISSOURI

ST. LOUIS—Bob Leonard, KXOK announcer is replacing Bert Metcalf, resigned, as theater newscaster. He will do 10 newscasts a day for Fanchon-Marco direct from the company's theaters.

Six FM, Tele Stations
Applied For At FCC

(Continued from Page 1)

Providence, R. I., while the experimental license is asked for Chicago by Zenith Radio. Zenith has applied for the ultra-high frequency band recommended last week for tele by T. A. M. Craven, Iowa Broadcasting Co., vice-president. Operation on a 16-megacycle band between 488 and 504 megacycles was asked with 250 watts (one kilowatt peak) for visual and one kilowatt for aural.

In addition FM applications were received from Temple Ehmsan, Portland, Ore., for experimental transmission of FM and facsimile; from the Portland Broadcasting System, Bangor, Me., and from the Press Publishing Co., Sheboygan, Wisc. Application for a 250-watt standard station on the 1,490 band with unlimited hours was filed by the Central Louisiana Broadcasting Corp., Alexandria, La.

Navy Cuts 2nd Wave Series

Another 12 program series of the WAVE show "Something for the Girls" will be released October 21. The first series proved to be such an excellent aid to recruiting that this second series was decided upon. The format will be the same as used previously, with the recordings being made here and on the West Coast.



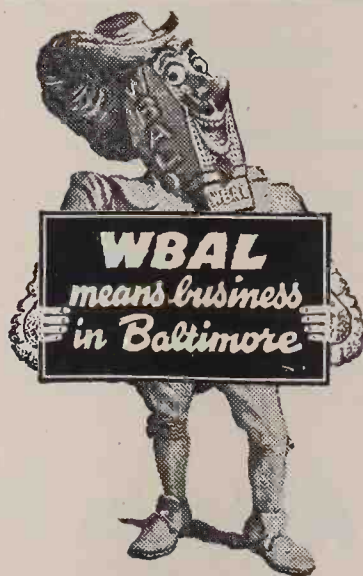
What's a radio station's best testimonial?

RENEWALS

And 91% of WWNC's local advertisers renewed

1942 contracts during 1943

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE
DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

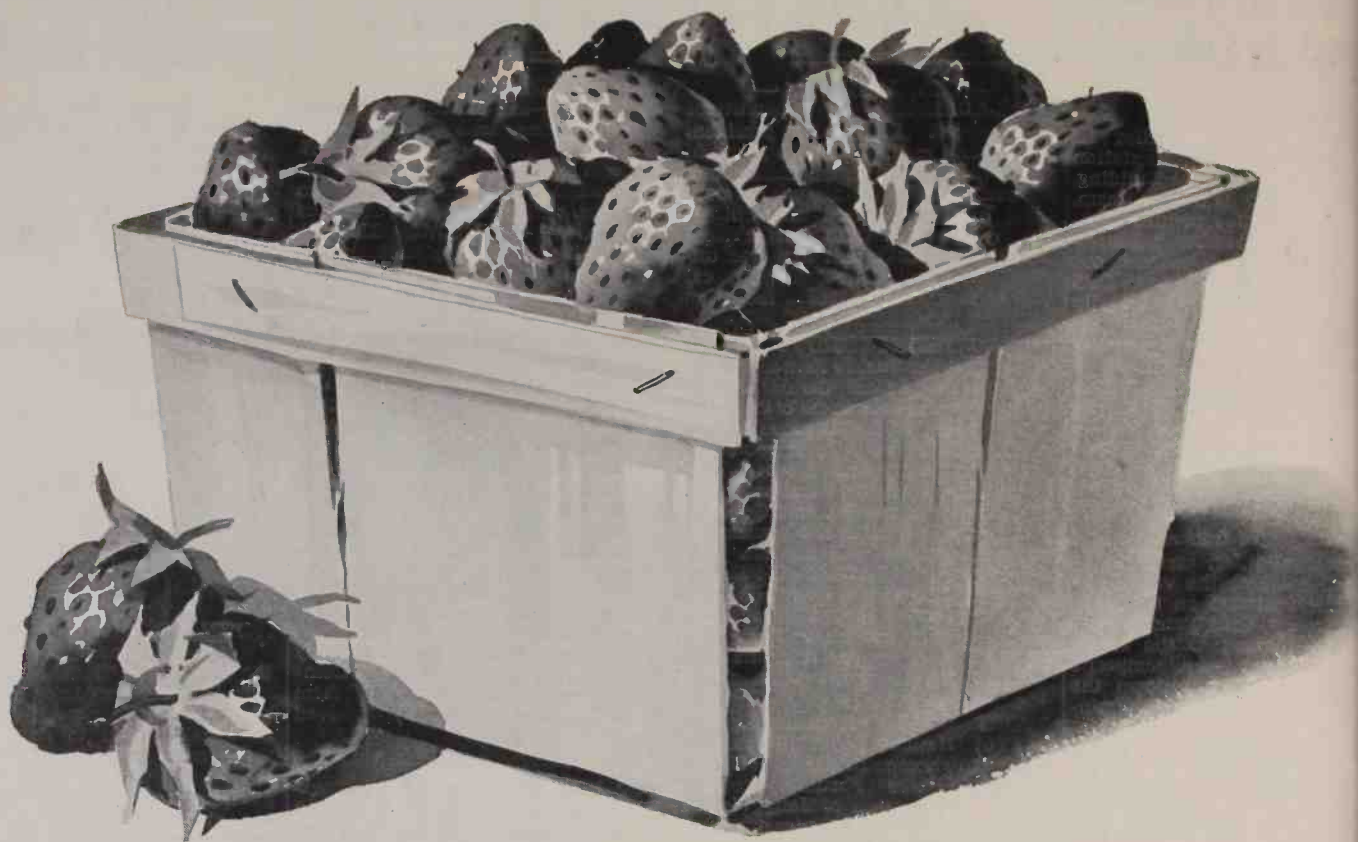


Edward Petry & Co., National Representative

AVAILABLE—
YOUNG LADY

Competent secretary with one year radio and one year motion picture experience. Write

RADIO DAILY, Box SK
1501 Broadway
New York City



Are they as good underneath?

WATCH A SMART HOUSEWIFE go marketing, and you'll find she always checks the strawberries *beneath* that luscious top layer... just to make sure the quality's the same throughout.

That's the wise way to choose a transcribed library, too!

A display of some top names presents a tempting picture—but what you also need, just as vitally, is solid and useful radio material *all along the line*. A few "peaks" don't make up for a lot

of valleys! There are a lot of hours in the day...

It's the ASSOCIATED LIBRARY that consistently gives you, not just playing hours but *paying* hours—*more* hours of big-time, big-audience *radio* music than any other library!

You've got a real story to tell clients when you can offer today's radio headliners, in elaborate network-caliber productions, on ASSOCIATED top-quality, vertically-cut transcriptions. Why not get the story now?

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



9, NO. 12

NEW YORK, N. Y., WEDNESDAY, OCTOBER 18, 1944

TEN CENTS

ees Big-City Tele Only

& T. Spokesman Colores Tele Future

can Telephone & Telegraph
y is prepared to provide the
n industry with satisfactory
nion networks throughout
ntry if and when the develo-
of the industry results in a
them, Harold S. Osborne,
ngineer, has informed attend-
to the Society of Motion Pic-
ngineers conference at the
nnsylvania.

band of frequencies which
used in the coaxial cable sys-
somewhat greater when the
rs are used for television

(Continued on Page 6)

erts Plan New Serial; teenth Current Show

g their fourteenth current
serial, Hummert Radio Feat-
d launch "The Strange Ro-
Ellen White" on CBS, Nov.
o 5:30 p.m. Program will be
g by Sweetheart soap. Air
will produce the show in
Duane-Jones agency repre-
the Manhattan Soap Com-

der Leaves NBC; Newly Created Post

Schneider, who recently re-
s magazine editor of NBC
d the Institute of Life Insur-
ere he will supervise public
and advertising and promo-
ctivities. The department
will direct is newly created,
Continued on Page 2)

Air Debut

ld Lloyd, one of cinema-
greats, will make his first
one appearance in Amer-
then he acts as director and
r a series of comedy-dramas
NBC beginning October 29.
will be director of "Comedy
e," which will be heard
ys from 10:30 to 11 p.m.,
Lloyd starred in some of
n's biggest grossers.

Xmas Shower

Bessie Beatty, WOR commenta-
tor, will hold a "Servicemen's
Shower" at Asbury Park, N. J., to-
morrow at 10:15 a.m. Anyone
bringing a suitable gift for a ser-
viceman's Christmas may attend
the broadcast. Gifts will be dis-
tributed by the Red Cross to ser-
vicemen at Fort Monmouth and
other nearby posts.

Agenda Announced For Chicago Meeting

Chicago—Complete agenda for the
Eighth Annual meeting of the School
Broadcast Conference to be held at
the Morrison Hotel in Chicago, Octo-
ber 23 and 24, was announced the
past week-end by George Jennings,
acting director.

This year's conference is called a
wartime working meeting. Dr. Wil-
liam H. Johnson, superintendent, Chi-
cago Public Schools, will act as Hon-
(Continued on Page 6)

"Date" And "Jury Trials" Renewed On Blue Network

Two programs on the Blue Net-
work have been renewed effective
late this month and on Nov. 10, "Fa-
mous Jury Trials" for Williams
Candy Co. is renewed on the Blue
for the fifth year starting next month
and at the same time will shift from
its current Tuesday night spot at
(Continued on Page 2)

Envisions 30,000,000 Tele Sets In American Homes By 1955

Moore Resigns Blue Post Of Coast Div. Sales Head

West Coast Bureau, RADIO DAILY
Hollywood—Tracy Moore, sales
manager of Blue Network, western
division, is resigning his post, effec-
tive November 1st. No successor has
been appointed as yet.

As a public service, WLAW presents a weekly
half-hour program from the Chelsea Naval
Hospital.

Lewis Allen Weiss, At FCC's Hearing, Says Cost Limits Station-Building; Goldmark Testifies For CBS

Radio Artists To Aid Canadian Victory Loan

Montreal—Canada's Seventh Vic-
tory Loan campaign opens officially
next week with two Victory star
shows for radio-listeners coast to
coast, presented by the National War
Finance Committee marking the open-
ing of the campaign. The first of the
two shows will be aired on Victory
Loans eve, Sunday, October 22, at
8:30 p.m., EDT, will be heard over
(Continued on Page 7)

All-Purpose Receiver Perfected By Admiral

Chicago—An eight-in-one com-
bination television-radio-phonograph
has been perfected by Admiral
Corporation, Chicago, Radio and
Radar equipment manufacturers and
will make its debut in the Ameri-
(Continued on Page 6)

Gallup Signed By Blue For Pre-Election Series

Dr. George Gallup, conductor of the
Gallup Poll and director of the Amer-
ican Institute of Public Opinion, will
be heard in a series of three pre-
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Television stations, at
least for a good many years to come,
will be limited to cities having popu-
lations of more than 500,000, Lewis
Allen Weiss, head of the Don Lee
Broadcasting System, told the FCC
yesterday at its allocation hearing.
Only cities of a half million or more
will be able to support a video broad-
casting station, Weiss declared.

The West Coast executive said he
arrived at the half-million minimum
by counting 125,000 family units for
(Continued on Page 5)

NABET-AFM Dispute Decision Postponed

No decision by the National Labor
Relations Board on the dispute be-
tween NABET and the AFM on juris-
diction over platter turners in Chi-
cago NBC and Blue studios will be
forthcoming until after Nov. 1, it was
officially declared yesterday by NLRB
(Continued on Page 7)

Webs Election Cover To Be Comprehensive

With Election day just three weeks
away, the major networks are com-
pleting their plans, readying facili-
ties, and organizing staffs to present
to the listening public what will
probably be the most complete, com-
(Continued on Page 5)

Grounded

John Neal, popular announcer,
was having a bit of difficulty with
the mike adjuster while emceeing
the auditorium show at the Marine
Hospital, Staten Island this week.
Seems the mike wouldn't stay put
and kept slipping to the floor. His
patience spent, he sat on the floor,
and continued his chores. Adele
Rogers, songstress, said, "Nice hav-
ing a man at my feet."

Families and friends of servicemen eagerly
await WLAW programs from N. E. service
installations.



Vol. 29, No. 12 Wed., Oct. 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. Messereau, 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, Oct. 17)

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, Stewart-Warner, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Unlon Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(October 18, 1924)

Radio listeners will have the opportunity of hearing some of the songs which the Prince of Wales enjoyed during his recent trip here on the Berengaria when William Ballyn, chief steward of the liner, appears on the local airwaves in another of his popular songfests titled "Songs of the Sea."

WOL advertisement featuring a woman's face and text: 'WOL REACHES THEM EVERY MINUTE OF THE DAY - WASHINGTON'S ONLY 24 HOUR STATION'.

"Date" And "Jury Trials" Renewed On Blue Network

(Continued from Page 1)

9 p.m., EWT to Friday 8:30 p.m. Sponsor will continue to use 101 stations. Last Tuesday show will be heard Oct. 31. Aubrey, Moore & Wallace, Chicago, is the agency.

Lehn & Fink Products Corp. renews "Blind Date" for the second year for Hinds Honey and Almond Cream and lotion. Show is heard Monday nights over the complete Blue Network. William Esty Co. is the agency.

Nat. Women's Radio Group Marks 10th Anniversary

The Women's National Radio Committee will celebrate its 10th anniversary October 25 with a dinner at the Waldorf-Astoria in New York. Guests of honor will be outstanding persons in radio who have captured the Committee's annual awards during the past decade.

Dual purpose of the occasion is to honor Mme. Yolanda Mero-Irion, founder of the committee in 1934. A variety show of talent from commended programs will be featured.

Schneider Leaves NBC; Takes Newly Created Post

(Continued from Page 1)

according to Holgar J. Johnson, president of the Institute. Schneider was magazine editor in NBC press since September 1943 and before that was associate news editor of "Editor and Publisher."

Mrs. Fredrica Montgomery is currently holding down the post of magazine editor at NBC. She was assistant to Schneider.

Gallup Signed By Blue For Pre-Election Series

(Continued from Page 1)

election broadcasts over the Blue Network. Dr. Gallup will be presented on successive Saturdays, October 21 and October 28, from 7 to 7:15 p.m., EWT, and on Monday, November 6, from 11:30 to 11:45 p.m. Series will be entitled, "Gallup Looks At the Election."

John Erskine Signed For 'Carnegie Hall' Series

John Erskine, noted author and lecturer, has been signed for the role of commentator for the "Carnegie Hall Concerts" series under the production of Hu Chain Associates. The program is expected to bow in over the airwaves shortly. However, the network has not been disclosed.



Made to order

There's another kind made to order... it's in Baltimore more radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest market... it's the W-I-T-H coverage. For it is a fact that W-I-T-H, the successful independent, delivers more results per dollar spent than any of the four other stations in town.

If you're thinking about the oldtime "buyer" market that is on its way back... you want to know more about W-I-T-H. That's the Baltimore more station that sells merchandise. It always has.



W-I-T-H IN BALTIMORE

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

NO TIME FOR FOOLING

No sir-ee, we've no time for fooling... every minute of the time in our radio day is pledged... FOR RESULTS. But we've plenty of time for chatting... about programs audiences like to listen to... and about how to get the most out of limited radio budgets. Call us soon... we'd like to help you...



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

RADIO STATION WPAT PATERSON, NEW JERSEY PARAMOUNT BLDG. NEW YORK



Both Are of Equal Importance

TWO great metropolitan New York markets listen to WOV. Two great markets, in their respective listening hours, combine to give this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV delivers the largest average metropolitan audience of any New York Independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY MCGILLVRA, Nat'l Rep.



WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW

HOMER WELCH,
KGW Bond Show
M. C.



WILBUR M. CARL
DIRECTOR METROPOLITAN
DISTRICT, OREGON WAR
FINANCE COMMITTEE
SAYS... "The many enter-
taining war bond shows put
on by KGW in Portland
shipyards and in the outside
counties in the Metropolitan
district really spearheaded
the Fifth War Loan drive.
In Hood River, for instance,
after the fine KGW show at
the Victory Center there, the
bond staff pledged in new
enthusiasm to double the
original quota. And it was
done! The cooperation of the
KGW staff is highly prized
by the War Finance
Committee, for KGW's
public service is always on
the beam—and gets results."



WILBUR M. CARL

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



Notes From a Ringside Seat . . . !

● ● ● We just heard a brand new radio idea written by composer-conductor Gerald (Dixie) Marks which seems to have everything . . . but it seems to us that the producer should follow through and surprise Marks (who at one time was a top band-leader) with the appointment as baton-wielder on the program . . . we'll reveal the idea as soon as time has been purchased . . . just remember we told you 'it's a natural'. . . ● Joe O'Hara, Seaman First Class, formerly with the NBC and Blue Net production departments, has been named producer of a series of weekly GI shows to originate at the Coast Guard Base on Ellis Island . . . first show will feature Jean Bartel (Miss America of 1943), Jackie (Homer) Kelk, songstress Marilyn Day and six John Powers Models. . . ● Jerry Wayne, currently giving Frank Sinatra a battle for the Gotham bobby sox trade (Jerry is at the Roxy and the "Swoon-king" at the Paramount) will emcee the first anniversary show of the Newspaper Guild Canteen, Oct. 27. . . ● A letter from Sgt. Sid Weiss informs us of the heroic exploits of a troupe which included Erin O'Brien-Moore, Philip Ober, Vivian Vance, Alice Longmire, Harry Bellaver, Judson Laire and Bob 'Tex' Allen, who thrilled the lads of the Fifth Army In Florence with a show titled, "Over 21" . . . a salute to them all.



● ● ● Edelweiss Beer will sponsor a new musical program for the next 52 weeks, starring the harmonies of the Dinning Sisters . . . Sam Harrington of CNChicago office set the deal with the Olian Advertising Co. . . ● Radio Columnist Arnold Blom of PM (New York City) is feuding with Jessyca (spelled with a 'Y') Russell of Magazine Digest . . . not sotto voce but rather fortissimo crescendo. . . ● John Sebastian who starts his harmonicapers next week at the Iridium Room of the St. Regis Hotel, will be Lyn Murray's guest artist tomorrow on the CBSquibb Program. . . ● Gregory Coleman, former manager of Maestro Emil Coleman's Orchestra, (currently movieville's favorite at the Mocamba in Hollywood) will soon launch a radio vehicle that is 'big-time'. . . ● Les Brown will take his band into the New York Strand Friday and during his first week will guest on Disc Jockey's Dick Gilbert, Alan Courtney and Jerry Lawrence programs via WHN, WOV and WMCA, respectively. . . ● Caught Bill Bendix's "Life Of Reilly" program Sunday . . . liked it very much. . . ● Milton Kramer, just signed by the Phillips Lord office to script "Counter-Spy" episodes is an attorney who puts his legal training to good (and lucrative) use. . . ● Edwin L. Dunham, NBC production director has been reappointed expert consultant to the office of the Secretary of War for another year.



● ● ● Bill McCune, Ork Pilot at the Green Room of the Hotel Edison will ask for volunteers for the newly-organized Women's Army Corps unit, during his MBS remote broadcasts . . . the unit will be called the Wainright Company . . . nice goln' Bill. . . ● Sgt. Mel Allen has been transferred from Ft. Benning to Gotham where he will short-wave sports events direct to men overseas. . . ● Scriptor Ann Barbinel has recovered from a lingering illness and is back on the 'beat'. . . ● Because she listened (and what's more HEHEDED his advice) contestant Mrs. Max Bryan of Philadelphia, earned herself 200 dollars on Ralph Edwards' Truth Or NBConsequences program . . . she was persuaded by hubby to select the doggiest of fifteen new hats . . . and discovered the dough secreted in the lining of the chapeau . . . see what happens when a woman listens to her spouse? (are you reading, Mrs. "Main Street"?).



— Remember Pearl Harbor —

**This Week's
BOSTON
SYMPHONY
REVIEWS**

By Leading Radio Editors

PAUL K. DAM
Hammond Times

While radio in some respects, is mulling and puling in its crib, grown up in others. There are several symphonic programs on the air and all of them are sponsored. Koussevitzky and his Boston Symphony last Saturday proved to be place as number one all around in the longhair parade by playing Diamond's New Symphony Foote's Suite for Strings. Mr. Koussevitzky, at once vigorous and romantic, showed virtuality in contrasting compositions. The tone doesn't lean on its strings like the Philadelphia nor spotlight individual virtuality like the Symphony.

VIOLET ZACHA
TIFFANY
Springfield Union

For their second broadcast of the season, the Boston Symphony Orchestra with Dr. Serge Koussevitzky conducting, offered an all-American program featuring the world premiere of David Diamond's Symphony. Though in sharp contrast musically with the "Suite for Strings" by Arthur M. Foote, heard, the Symphony has more to real melody than do many modern compositions, but like most of the needs to be heard more than to be thoroughly appraised and appreciated. I sincerely hope listeners may have the opportunity of hearing this new Symphony again.

**OCTOBER 21st
PROGRAM**

Corelli's String Suite
Schoenberg's Theme and Variations
for Orchestra
Mozart's Concerto for Two Pianos in E flat
8:30 P.M., E.W.T.—BLUE NETWORK

Sponsored by
ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WIS.
"Engineering That Aids All Industries
Further American Good Living"

Miss Sees Television for Large Cities Only

(Continued from Page 1)

City of 500,000, figuring tele receivers in 10 per cent of these homes. Group of less than 12,500 tele receivers would be attractive to an advertiser, he added.

Weiss estimated that the large metropolitan centers: New York, Philadelphia, Los Angeles, and others, could support 600 tele receivers easily, but added that television is a luxury for which cities of smaller cities will have to wait. Chain telecasting, he said, will not alter this picture materially.

Don Lee station in Los Angeles said Weiss, has an operating budget of \$150 per hour, a base rate to which must be added production costs. These production costs, he stressed, are particularly worrisome because of the various craft unions, "insinuating themselves into the picture."

Sees Immediate Commercialization

Don Lee believes in proceeding at once with commercial service, Weiss declaring that color is "a remote possibility."

When FCC General Counsel Charles E. Ladd asked Weiss about the potential loss if tele were to be limited to the ultra high frequencies, Ladd's witness answered that Don Lee had an investment of \$250,000 in telecasting, a large part of which would be lost.

Chairman James Lawrence Fly at first objected to this line of questioning, declaring it not pertinent, but subsequently withdrew his objection, agreeing that it was important to the issue.

Weiss said, with regard to production that special events are much more likely to be received by tele viewers than staged productions, and added that objections to the small size of pictures (10" x 12") are heard more from those who have never seen the

★ AGENCY NEWSCAST ★

PAUL MANNING, WOR war correspondent and radio reporter for MBS, the first correspondent to broadcast from Paris on the day of liberation, will be the guest speaker at the Celebrity-Forum Luncheon today at the Advertising Club of New York. His subject will be "The Battle of France."

DON McCLURE, has been appointed television director of N. W. Ayer & Son, Inc., replacing Herb Sanford, who has taken over the Hollywood office.

CRANE HAUSSAMEN of the Compton agency's copy department has returned to this post, following a two-year leave of absence spent as copy chief of WPB and later chairman of the OWI's Planning and Review Board. He has written a play "Return To Eden" which will be produced on Broadway early in January.

DAVID M. HAUSDORFF has joined Advertisers' Broadcasting Company, New York, for creative work and post-war planning.

LITTLE TOT FOOD PRODUCTS COMPANY, makers of quality foods for children, has named the Byron Keating Company, Cincinnati, to handle an extensive spot announcement and newspaper campaign for Little Tot Peanut Butter.

RICHARD H. ROFFMAN has resigned his position as director of public relations, promotion and radio for Hillman Periodicals, effective November 1.

RICHARD E. GOEBEL, president of the Pacific Coast Advertising Agency, San Francisco, has been elected vice-president of American Public Relations Association.

MENNEN COMPANY is making plans for six test campaigns to be run in 15 cities during October and November. Radio, newspapers and store displays will be used. The results obtained from these tests will form the basis for the 1945 campaigns on Mennen Shave Creams, Talc for Men, Skin Bracer, and Skin Balm. Duane Jones Company is the agency.

service than from those accustomed to viewing.

Extensive technical discussion of the progress of "CBS-type" television—ultra high frequency color transmission—was provided by the network's chief tele engineer, Peter C. Goldmark. Although experimentation is not yet concluded, Goldmark made it plain that CBS believes "the new system would be superior to any yet utilized."

Feels Pictures Inadequate

Goldmark discussed picture size and definition, remarking that "the pictures available to the public prior to the war averaged about seven inches in height. If these pictures possessed unlimited definition they could be viewed most comfortably from a distance of about four times their height or a little over two feet. At this viewing distance the picture falls within that portion of the field of vision of the observer's eye having maximum resolution. But pre-war television pictures did not possess sufficient detail to be viewed that close. Moreover a person 28 inches from the screen obstructs the view of others. To permit comfortable viewing by several persons, television pictures will have to be larger almost everyone concedes this point. As a matter of fact most plans for post-war receivers call for projected pictures several times as large as the pre-war images."

"We feel certain that to ensure continued public acceptance and to conform with the established viewing requirements and habits the definition of pre-war pictures, both black-and-white and color, must be increased. Thus we propose to widen the present four mc video band to 10 mc which would require a maximum channel of 16 mc to be utilized for transmission in black-and-white

at 735 lines per picture or in color with 525 lines. (In both cases there would be substantially equal definition in the horizontal and vertical direction)."

"A 10 mc video band-width for the ultra high frequency television channels is proposed for the following reasons: data and calculations have shown that the average 16 mm professional film will produce a picture with a texture which is equivalent to about 680 lines or 750 lines. If we allow for blanking the definition of such images we believe will satisfy nearly everyone's requirements for the same. The proposed 735-line black-and-white system which actually gives 660 lines per picture is thus almost identical in definition to the average professional 16 mm film."

Cites Advantages of Color

"With regard to the discrepancy in pure geometrical definition that exists between the 735 line monochrome and the 525 line color pictures our experience indicates that the added information resulting from color more than offsets that difference."

AVAILABLE—

PUBLICITY GAL with extensive background in radio trade writing and network station publicity is seeking a position with station, agency or publicity office in New York City area. Write **RADIO DAILY**, Box PB, 1501 Broadway, New York 18, N. Y.

Webs Election Cover To Be Comprehensive

(Continued from Page 1)


prehensive coverage of a presidential election in the history of radio.

A running picture of all phases of the election is planned by CBS, with broadcasts from their special election-news studio in New York, from stations all over the country, and from mikes installed in the homes of all major candidates. NBC plans to program the whole evening as a unit, with most emphasis on returns and news, but making use of the regular Tuesday night stars as much as possible. Blue has cancelled all programs not fitting into the picture, and has scheduled their Washington correspondent, Earl Godwin, for a special broadcast sometime shortly after 7:00 p.m. To date, Mutual's plans are incomplete, and will be released later.


NBC will transform studio 8H, into a news dissemination center, and has added W. M. Kiplinger to the election night staff. All commercials have been cancelled by Blue from 7:00 p.m. on, and the network will remain on the air until the final returns are in. They will also feature pickups from all over the country, with the following commentators taking part: Raymond Gram Swing, William Hillman, Earl Godwin, Baukhage, John B. Kennedy, Walter Kiernan, Bruno Shaw and Leon Decker.

Both CBS and NBC's coverage will start at 8:00 p.m. and continue until all results are in. NBC commentators to be heard are H. V. Kaltenborn, Richard Harkness, Morgan Beatty, John W. Vandercook, Don Hollenbeck and Don Goddard. At least twice during the evening CBS plans to make a swing around the country with analyses selected to give a regional picture of the trends as they develop. CBS commentators will include Quincy Howe, Edwin C. Hill, Paul White, Bob Trout, Bill Henry, John Daly, Elmo Roper, and Don Pryor.

all the Booming Hard Coal Region!





Hazleton, Pa.



Few Stations in the Nation Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

Represented Nationally by  Spot Sales

FIRST IN DENVER  50,000 WATTS 850 K.C.

Thirty Million Tele Sets By 1955, Says Joyce

(Continued from Page 1)

receivers, offering that many show-rooms for merchandise as against 1,777,000 retail spots now used for display.

Stating that a strong, nationwide consumer demand is a necessary requisite to full production, Joyce analyzed television's role in creating this demand. Full production would set the machinery rolling for full employment as against "made" work projects. As a measure of what television can do to bring the needed increase of 50 per cent over pre-war production and consumption of consumer goods, Joyce told the assembled business leaders and economists that American business has invested several billion dollars in showroom and window display facilities for the retail establishments needed to market the nation's goods and food in pre-war times; 30,000,000 tele-equipped homes are a reality in 1955, farmers, manufacturers and service industries will have that many personalized showrooms, fully dramatized and under the most favorable conditions.

Will Create Employment

This, said Joyce, is the dream of every sales manager who before the war would be well pleased with one-thousandth of 30,000,000 home showrooms. After revealing how well television would do the job of selling in the home, Joyce highlighted his address by presenting to the conference a performance of simulated television commercials on widely used articles such as soap, tires, motors, and home financing. In contrast to the spoken radio commercial of today, Joyce presented a tele commercial of the future enhanced by visual demonstration.

Television's second important contribution to post-war economy, said Joyce, is the great increase in employment it is expected to provide in the radio and electronic field to manufacturer equipment and operate and service the medium.

In conclusion, Joyce said there would probably be 40,000,000 families in the United States and if tele gets the go-ahead then it is reasonable to assume three-fourths of these families will have a television set by the end of 1955.

"Assuming the average cost of the television receiver is to be \$200," Joyce concluded, "this would represent a 10-year market for over six-billion dollars worth of television receivers. It is my conviction that the end of the third year of full television production, that radio and television industry's employment will be about 600,000 as compared to the pre-war peak of 300,000."

New Haven To P & R

S. A. Boyer, assistant to the president, New York, New Haven & Hartford Railroad, announces that the road's account will be handled by Pedlar & Ryan.

Agenda Announced For Chicago Meeting

(Continued from Page 1)

ary Chairman; Dr. Lyman Bryson, Director of Education of the Columbia Broadcasting System will be permanent chairman. Following is the agenda of the meeting:

MONDAY, OCTOBER 23

Registration—8:00 a.m.

1st General Session—9:00-12:00 Noon. Welcome to delegates and introduction of Permanent Chairman. Philosophy of Radio Education and Classroom Use of Radio—Lyman Bryson, presiding.

Utilization of the Radio Program—Kathleen N. Lardie, Supervisor of Radio Detroit Public Schools. Program—"American Neighbors."

1:00 p.m.—Special showing of Motion Pictures.

2nd General Session—2:00-5:00 p.m. Administrative Problems—Lyman Bryson, presiding.

The Use of News Broadcasts in the Classroom.

5:00-7:00 p.m.—Reception for delegates—Chicago Principals' Club.

7:00—Annual School Broadcast Conference Dinner.

TUESDAY, OCTOBER 24

3rd General Session—9:00-12:00 Noon. Implications in the growth of FM Broadcasting—Lyman Bryson, presiding.

In-School Use of a Radio Program. Program—"Places and People."

12:00 Noon—AER Luncheon—Association for Education by Radio—Dr. I. Keith Tyler, presiding.

4th General Session—2:00-3:00 p.m. Recapitulation of General Sessions and Unfinished Business—Lyman Bryson, presiding.

3:00 p.m.—Educational Radio and Television Look to the Future.

Set Coast Show

Los Angeles—The fiction-detective Michael Shane became a radio personality in a new mystery series October 16 over KHJ-Don Lee. The new show consists of half-hour complete stories of comedy-mystery and will be under the sponsorship of the Union Oil Company, replacing their "Point Sublime" show. Foote, Cone & Belding is the agency.

Teaching Tele Course

Jo Lyons, assistant head of television at BBD&O, commences to teach a special course in "Television Programming" at New York University tonight. The course will run for 12 weeks and includes lectures, open forum and practical work at television studios. The first studios to be visited by the students will be at WRGB, Schenectady.

To the Colors

A Holbrook, it seems, will brook no delay in getting into the U. S. Marines. John S. Holbrook, son of Charles S. Holbrook, of the Blue Network sales staff, joined the Devil Dogs on his 18th birthday (minimum age). He's now learning the Semper Fidelis traditions at Parris Island, S. C.

All-Purpose Receiver Perfected By Admiral

(Continued from Page 1)

can home sometime after the war. A working model of the "dream" instrument has been in use in Admiral Corporation's Laboratories for some time, according to Ross D. Siragusa, president of the company.

The set, first of its kind announced, will offer standard television reception with an image 5½ by 8 inches in size; standard wave length radio reception; frequency modulation (FM) reception; short-wave, phonograph with slide-away automatic record changer and a home recorder—all in one. Its modern cabinet will be about the same size as that of most "de luxe" combination radio-phonographs in countless American homes. Dimensions of the present model are 43 inches in height, 40 inches in width and 24 inches in depth. Admiral distributors will see the super-instrument for the first time on Thursday, Nov. 2, when it will be unveiled and put through its paces in the Blackstone Hotel, Chicago, at a national Admiral Corporation distributor meeting. Its initial market price will probably be \$625 to \$1,000 retail, contrasted to regular radio sets which will sell from \$19.95 to \$300.

GOP Sets Schedule Of October Speeches

Republican National Committee has announced the major network political speeches for the month of October, the first of which hits the Blue Network airwaves tonight, Oct. 18, 9:30-10 p.m., EWT, with Gov. Thomas E. Dewey, Republican presidential nominee, appearing on the Herald Tribune Forum.

Other dates include, Monday, Oct. 23, time and network and speaker to be announced; Tues., Oct. 24, NBC and the Blue, 10:30-11 p.m., EWT, Gov. Dewey, speaking from Minneapolis; rebroadcast Oct. 25, Blue, except on Pacific Coast, replaces Farm & Homemakers, 12:30-1 p.m., EWT; Oct. 25, Blue, 6:15-6:45 a.m., PWT, Pacific Coast only; Wed., Oct. 25, CBS, Gov. Dewey, from the Chicago Stadium; Fri., Oct. 27, NBC, 10:30-11 p.m., EWT, Gov. John Bricker, R., vice-presidential nominee, from Kansas City, Mo.; Tues., Oct. 31, NBC, 9:30-10 p.m., EWT, Gov. Dewey, from Buffalo, N. Y. Three network talks have been scheduled for November: on Wed., Nov. 1, NBC, 9:30-10 p.m., EWT, Gov. Dewey, from Boston; Sat., Nov. 4, NBC and CBS, 10:30-11 p.m., EWT, Gov. Dewey, Madison Square Garden; Mon., Nov. 6, NBC, CBS, Blue, MBS, 11-11:15 p.m., EWT, Gov. Dewey, place not set.

New ET Series

"Pleasure Parade," is now in production by Frederic W. Ziv Radio Productions. Emceed by Jimmy Wallington, the cast will include Kay Lorraine, Bob Kennedy, the Glen Miller Modernaires and Paula Kelly, and Irving Miller and his orchestra.

A. T. & T. Spokesman Explores Tele Future

(Continued from Page 1)

transmission than when they used for multiplex telephone transmission," Osborne said.

Development work which started before the war and is expected to be successfully concluded shortly after the war is over, led to improved equipment capable of transmitting a band of seven megacycles, he said, adding that with this system, it will be possible to transmit a 4,000,000 cycle band for television plus 480 telephone channels simultaneously over the same conductors or to transmit a broader television band if the standards of television should be so raised to require it.

Cable Service Limited

"While the coaxial cable system has been in service in this country for several years, its application to the present has been narrow limited," he said. "A section of cable between Stevens Point, Wisconsin and Minneapolis about 180 miles long has been in service since 1940. Cable have been placed between New York and Washington and are equipped between New York and Philadelphia. Cables between Atlanta and Jacksonville and between Terre Haute, Indiana and St. Louis are under construction," he added.

"If, as we confidently expect, use of telephone service continues its upward trend (except for temporary setbacks during periods of low industrial activity) the Bell System Companies will have, in a few years, a very considerable network of coaxial cable plants suitable for television transmission and supplemented by microwave repeatered radio relay systems, if this development proves to be successful.

Survey Made

"In order to guide the manufacturing preparations, a general study of the needs of the Telephone Companies for this type of cable in meeting the requirements of their present form of service was made early this year. This has led to a tentative program for the next five years, of construction of 6,000 to 7,000 route miles of coaxial cables. One feature of the coaxial cable network so proposed is a cable from Boston along the Atlantic Seaboard to Atlanta thence across the southern part of the country to Los Angeles and to San Francisco. Another main route will be from the Eastern Seaboard route west to Chicago and St. Louis with a connecting link south from St. Louis to New Orleans intersecting the main east-west route.

Capacity Enlarged

"While, in detail, this plan will doubt be modified as it progresses, we have built up manufacturing capacity to the levels necessary to carry out a plan of this size and expect within about five years something substantially similar to this will be in operation," he concluded.

Radio Artists To Aid Canadian Victory Loan

(Continued from Page 1)

Trans-Canada network of the When a Canadian and British note will be sounded. All stars appearing on the broadcast are citizens of either Britain or Canada. Musical Hershoren will direct the orchestra and chorus in musical arrangements by Percy Faith.

Among the stars who are journeying to Toronto in support of the loan are Canadian-born contralto Jean Harlow; Pat O'Malley of "Albert and the Lion" fame and the perennial radio and screen favorite, Ronald Reagan.

Participating in the third victory show in Montreal, Wednesday, October 25, at 8:30 p.m., EST, 9:30 p.m. EDT over CBC's eastern network will be another notable panel of stars, who are donating their art to Canada's loan. High on the list are Franchot Tone, stage and film star; the soprano, Dorothy Kirsten; Alexander Brodt, Canadian violinist and composer, and Jack Smith, popularizing radio star. Percy Faith and his arrangements will come from the studio and orchestra, under Alan ...

Controversy Settled

The controversy over vocalist Phil ...'s contract to sing on the NBC "Song of Cheer" show has been settled. Officials of the Russel M. ... Agency, AFRA, and Brito ... signed an agreement whereby the ... was promised the vocalist slot on the Red Skelton show, when and ... the comedian returns to the air after his Army discharge.

University Buys Series

The University of Rochester recently bought, for sponsorship over ... AM, a series entitled "Let's Learn ... nish," from Harry S. Goodman, ... tributors.

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

COAST-TO-COAST

—OKLAHOMA—

OKLAHOMA CITY—Recent guest on Edd Lemon's "WKY's Farm Reporter" program was Secretary of Agriculture Claude R. Wickard, who was on a mid-western tour, and addressed a one-day session of Oklahoma REA co-operatives.

—TEXAS—

PORT ARTHUR—Recent additions to the staff of KPAC include Dale C. Rogers, Marine Corps veteran, who has assumed the duties of commercial manager; Jack Daugherty, formerly with KGO, who has taken the post of program director; and Sam Leavitt, formerly with WBIR who is now the chief announcer.

—UTAH—

SALT LAKE CITY—Some new faces at KUTA are those of Gloria Guymon in the office, and Betty Newell in the recording department.

OGDEN—George Hatch, vice-president and general manager of KLO was inducted into the Army Friday. During his absence he has appointed Lynn L. Meyer, general sales manager, as acting general manager of the Tri-state network.

—DISTRICT OF COLUMBIA—

WASHINGTON—Russ Hodges, MBS sportscaster heard over WOL, is currently conducting a series of jam sessions at the Walter Reed Hospital, at the same time bringing the wounded veterans there up-to-date on happenings in the sports world. . . . CBS director of television program Gilbert Seldes, will address the Women's Advertising Club of Washington Monday, October 23, at which time he will present the facts regarding both the development and obstacles of television.

—GEORGIA—

ATLANTA—A new quiz show recently made its debut over WGST. Titled "The 219 Quiz," the new program is aimed at teen aged girls exclusively, with Don Naylor doing the emceeing and production.

—ILLINOIS—

CHICAGO—A new weekly program titled "Chicago Marine's Report" was inaugurated over WJJD Sunday. The quarter-hour program is built around the combat experiences of Chicago Marines in the Pacific theater of operations.

—IOWA—

DES MOINES—Latest addition to the staff of WHO is William T. Diamond, who will take over the duties of assistant farm editor under farm editor Herb Plambeck.

—KENTUCKY—

LOUISVILLE—WINN has divided all available program time equally between the Republicans and the Democrats, and now announces that they are "sold out" of all spots for some time to come, as many advertisers have taken spots in lieu of program time until after election.

—MICHIGAN—

DETROIT—The only speech at the recent MacGregor Goldsmith, Inc. radio and press dinner honoring sportscaster Dick Bray was the statement by the sponsor's promotion manager Joe Kelly saying there wouldn't be any speeches. Among those knocked speechless by the announcement were Joe Gentile from CKLW; Ty Tyson, WWJ; Don Watrick, WXYZ; Owen Uridge, WJR and Dale Stafford from WJR.

—ARIZONA—

PHOENIX—During the absence of Paul Gribben, night news editor of KTAR who is on vacation, Francis Connally, publisher of the Tempe Daily News, and former day news editor of KTAR, has returned to fill in. Connally, who bought the Tempe Daily News several weeks ago, was replaced by John Snow.

—NORTH CAROLINA—

ASHEVILLE—With the opening of the National War and Community Fund drive, WWNC ran the OWI, CBS network, and national spots, but scheduled 19 community leaders for three-minute talks as well as 37 chain break reminders. . . . CHARLOTTE—Gilbert Alexander Munro, for the last 15 years a member of the WBT engineering staff, died Wednesday, October 11th, after a brief illness. . . . GREENSBORO—Latest addition to the staff of WBIG is Jack Stewart, who will assist Madge Banks with program promotion.

NABET-AFM Dispute Decision Postponed

(Continued from Page 1)

in Washington. This was regarded as highly disappointing to some 800 NABET members who believed that after the hearings in New York before NLRB Examiner James Paradise that a decision would be rendered in two weeks, as indicated by the Examiner at the time.

Two weeks were up on Monday of this week and briefs had been filed in the meantime and the findings of the Examiner sealed and forwarded to the NLRB. It is understood that deadline for filing all briefs has been extended to Oct. 27. Hearings on the jurisdictional dispute were held on two days with witnesses heard and cross-examined from New York, Chicago and Washington. Joseph A. Padway, special counsel for the AFM handled the case for the musicians' union, assisted by Henry A. Friedman, also AFM counsel and David Katz, representing the Chicago AFM Local 10.

Kellogg on Pacific Blue

"Tom Breneman Highlights," the new Kellogg Company show, will be launched over the Pacific coast stations of the Blue Network Friday October 20 from 9 to 9:30 p.m. The program was originally scheduled for Monday, October 16 at 9:30.



...that's the magic spot on the dial for Western North Carolina listeners, where they find favorite CBS programs, and outstanding local shows like

- Top of the Morning
- Western North Carolina Farm Hour
- Woman's Page of the Air
- Invitation to Understanding
- Rhyme and Reason
- Moore General Varieties
- AAF Quiz-Fest

... all listener-favorites on

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

THE RACE is "neck and neck!"



Exciting as a grandstand view ... watching races via radio. Keep dial on 1430 for exclusive minute reports from all tracks ... 12 to 6:30 daily.

WBYN

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

SEND BIRTHDAY GREETINGS TO---

October 18

Helen Claire William Drips
Louise Fitch Annette Hamshaw
J. D. Henry Meveric Clyde Rudd
Lorraine Mantler Jack Turner
John MacBryde Peter Petrushka

Like a beauty contest



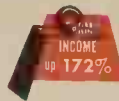
the

San Francisco Bay Area market reveals

some nice, luscious figures. 194 years'



weight



has been added

while general business activity

is up 57% and population



up 25%. And 2/3 of these newcomers

say they'll remain here



after

the war. With plenty of \$\$\$, they're

good folks to sell now—and for the

future — by using KPO.

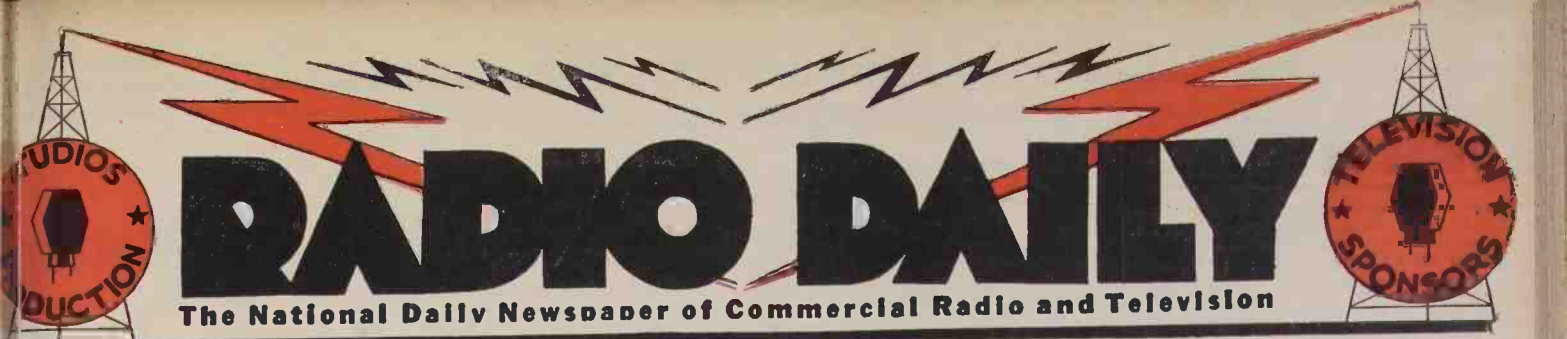
KPO

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



The National Daily Newspaper of Commercial Radio and Television

V. L. 29, NO. 13

NEW YORK, N. Y., THURSDAY, OCTOBER 19, 1944

TEN CENTS

\$100,000,000 Bond Show

Tele-Station Expense Again Cited To FCC

Washington Bureau, *RADIO DAILY*
Washington—Buttressing the statement of Don Lee's Lewis Allen Weiss that television is too expensive for small but the larger cities, James D. Mean, General Electric television sales manager, told the FCC that the annual expense for a television station would run from \$150,000 to \$300,000, with operating expenses amounting to about another \$350,000 per year. His estimate for the initial cost makes provision for grounds, buildings and antenna supporting structures.

R. Town, Stromberg-Carlson engineering manager, spoke briefly on giving set costs, estimating that \$100 would be the minimum for ultra high frequency tele of the type produced by CBS. Receivers for the
(Continued on Page 5)

Twenty Stations Enter Annual Davis Awards

Entries from more than 20 stations have been received for the 1944 competitions for the H. P. Davis National Memorial Announcers Awards, according to an announcement made by Majory Stewart, director of the Microphone Playhouse. The awards, since their establishment in 1933, will be announced on a special broadcast to coast November 2 at 10:15 p.m. over the NBC network. The awards were established by H. P. Davis in 1933 in memory of her husband, H. P. Davis, a pioneer in radio.

In Bronze

Bob Hope has been chosen for inclusion in the newly-opened Living Hall of Washington, a new section of the Smithsonian Institute composed of 50 small bronze statues, two feet in height, representing eminent contemporary Americans. Also included were Elmer Davis, director of the OWL, and Nelson Rockefeller, head of the CIAA.

Just Show 'Em A Mike

Paris—Sergeant Hugh H. Benson, with the Ninth Air Force Service Command in France, varies his engineering duties at the Thunderbolt fighter strip with numerous microphone appearances.

Over a public address system which he installed near the mess tent, he delivers a noon-hour resume of the news for the past 24-hour period. As an added attraction, the sergeant offers a short, humorous program which he calls "The March of Slime."

This has become so popular that nearby Air Force units have "piped" in. Sergeant Benson was formerly with WMCA, New York.

NBC Sustaining Time Equal To Commercial

According to a survey completed by NBC's research division, network time for the first six months of 1944 was shared almost equally between sustaining and sponsored programs. Of the 4,207 hours of total operations, commercial broadcasts accounted for 2,081 hours, a substantial increase over the corresponding period for 1943.

A further breakdown of the data reveals that entertainment programs occupied 55.4 per cent of the time, while public service presentations consumed the remaining 44.6 per cent.

FCC Names Willoughby To Succeed G. P. Adair

Washington Bureau, *RADIO DAILY*
Washington—John A. Willoughby, has been named by the FCC as assistant chief engineer and chief of the broadcast division of the engineering dept., succeeding George P. Adair, now FCC chief engineer.

Six FM-One Tele CP Asked Of Commission

Washington Bureau, *RADIO DAILY*
Washington—Applications for six new FM stations, one commercial tele station and one low-powered standard station have been received at the FCC this week.

The tele application for operation on Channel No. 1 is from WAVE, Louisville, Ky., FM applications from KOIN, Inc., Portland, Ore.; Topeka Broadcasting Assn., Topeka, Kans.; Ned Shepler Lawton, Oklahoma Surety Life Insurance Co., Columbia, S. C.; John W. Haigis, Greenfield, Mass., and the "Passaic Daily News," Passaic, N. J. The Coast Ventura Co. of Ventura, Calif., is the applicant for the standard station to operate on 1,450 kilocycles with 250 watts unlimited time.

Indicative of the heavy demand for television and FM stations, these applications follow closely the receipt of six other requests for video and frequency modulation construction permits received at the FCC earlier in the week.

Mexico Gov't To Use Radio In Vast Educational Move

Mexico City Bureau, *RADIO DAILY*
Mexico City—The owners and staffs of Mexico's radio stations are ready and willing to co-operate with the government's efforts to stamp out illiteracy, it is revealed by the Mexican Chamber of the Broadcasting Industry. The organization's pledge of

support came on the heels of a decree by President Avila Camacho ordering every station in the country to devote two 10-minute programs daily to transmitting information about the steps being taken to provide Mexico's untutored classes with the rudiments of an elementary education.

Through its CBS affiliation, WLAW provides its listeners with complete reports on national politics.

Political parties are cognizant of WLAW's complete, inclusive coverage North of Boston. Adv.

Radio Will Be Drawn At Garden Rally Set For Nov. 20

With the house scaled at \$100,000,000 War Bond Sales four regular network radio programs will be broadcast from Madison Square Garden Monday night Nov. 20, for a two-hour air show with other network stars filling in the non-aired time during course of a rally for the Sixth War Loan Drive. Apart from the sales
(Continued on Page 6)

Strong Radio Turnout For WNRC 10th Anni.

Women's National Radio Committee will celebrate its 10th anniversary with a dinner Wed., Oct. 25, at the Waldorf-Astoria. Due to wartime conditions, no poll will be announced. The committee of arrangements for the affair includes Mrs. Marion Miller, vice-chairman of the WNRC; Mrs. Lytle Hull, president of the New Opera Company, and Mrs. Albert Spalding, member of the Women's Auxiliary Board of the Musicians Emergency Fund. The latter two organizations are co-operating as a tribute to Mme. Yolanda Mero-Irion, founder and chairman of the WNRC, who is also executive director of the MEF, and general manager of the New Opera Company.

Fred Waring will be the master of
(Continued on Page 6)

Contact

When Robert St. John arrived back from London yesterday morning, he found himself a man without a home, as it were. His wife had taken a new apartment and this info crossed him on the high seas. Phone company had no knowledge of the new phone if any and St. John did his 10:15 a.m. broadcast hoping the missus was listening. She was.



Vol. 29, No. 13 Thurs., Oct. 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 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, Oct. 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/2	163 3/8	164	
CBS A	33	32 3/4	33	
Crosley Corp.	25 5/8	25 1/4	25 5/8	+ 1/2
Farnsworth T. & R.	13 3/8	13 3/8	13 3/8	+ 1/8
Gen. Electric	39 3/8	39	39 3/8	+ 1/2
Philco	34 1/8	33 3/8	34	+ 1/8
RCA Common	10 7/8	10 3/8	10 7/8	+ 1/2
RCA First Pfd.	77 3/4	77 3/4	77 3/4	+ 1/2
Stewart-Warner	16	15 3/8	16	+ 1/4
Westinghouse	107	107	107	+ 1/2
Zenith Radio	42 5/8	41 3/4	42 5/8	+ 1 1/8

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6 1/8	6 1/8
WCAO (Baltimore)	22 3/4	
WJR (Detroit)	36 1/2	

20 YEARS AGO TODAY

(October 19, 1924)

Notably good programs on the airwaves during the week include May Singhi Breen Syncopators over WEBJ; Arthur Baecht, violinist heard on WNYC; Jerry Doscher, jazz piano player on WAHG; the Radio Franks presented over WJY. Local news note: Radio has no limits. We'll be listening to chess matches on the air some day.



LIVESTOCK RECEIPTS GAIN Receipts were up 15.8% at Denver Union Stockyards the first 8 months of 1944.

REPRESENTED BY THE KATZ AGENCY

Coming and Going

DANIEL S. TUTHILL, vice-president of National Concert and Artists Corp. in charge of the popular division, left recently for Chicago, the first leg of an extensive trip that will take him to the West Coast, to Dallas and other points on general business and in the interest of the Dunninger program.

E. L. "BRAG" BRAGDON, occupant of the editorial chair in the trade news division of the NBC publicity department, is expected back at his desk today, having recovered from a cold which had kept him bedded for a while.

RUSS HODGES, Mutual sportscaster, leaves Washington tomorrow for South Bend, Ind., where on Saturday he will broadcast the football game between Notre Dame and Wisconsin.

CARROLL MARTS, Mutual's manager of sales service in Chicago, is visiting at network headquarters in New York.

GRACE MOORE, is expected momentarily from the West Coast, and will guest Sunday on the "Texaco Star Theater" program.

J. E. "ED" WILLIS, station director of WLAP, Lexington, Ky., is in New York on network business.

HOWARD P. ROBERSON, manager of KFDA, Blue Network affiliate in Amarillo, has arrived from Texas for conferences at the home offices of the network.

MILTON BACON, narrator on CBS' "Trans-Atlantic Call: People to People," has left for Cincinnati to fulfill a speaking engagement.

R. S. LANGHAM, CBS Co-ordinator of Broadcasts, off for a meeting in Washington today with officials of the Treasury Department to confer on CBS' plans in the forthcoming Sixth War Loan.

GENE O'FALLON, president of KFEL, Denver, is in town on business.

J. WYTHE WALKER, president of The Walker Company, national station representatives, has left on a business trip to the far West. He'll be gone for several weeks.

GEORGE F. BISSELL, president and station manager of WMFF, Blue Network affiliate in Plattsburg, N. Y., plans to leave for the home offices today or tomorrow after having been here since early in the week.

DOLPHE MARTIN, producer of the CBS "Youth on Parade" program, which originates from the CBS-owned station in Boston, WEEI, was a visitor this week at the headquarters of the network.

PAUL KAPP, personal manager of several radio artists, has returned from a short trip to Chicago, where he discussed program plans with advertising agencies.

ALLAN METZGER, public relations manager, is back in town, following two weeks of conferences on the West Coast.

HARRY HOESSLER, commercial and sales manager for WHKC, Mutual outlet in Columbus, Ohio, is spending this week in Gotham.

ELL HENRY, Blue Network publicist in Chicago, is here for conferences with network executives.

DORIS CORWITH, NBC public service lecturer and assistant to Dwight Herrick, manager of the network's public service department, was in Montreal this week, where she addressed the Montreal Women's Club.

JOE E. BROWN in town from Boston. He will broadcast his Blue Network program on Sunday from New York.

DONALD COE, Blue Network was correspondent in the Mediterranean theater of war, is back in the states for a short vacation. He's now at his home in Albany.

Manning Pays Tribute To Servicewomen In ETO

Paul Manning, WOR war correspondent, paid tribute to the women and the role they are playing overseas, in a talk before attendants of the Advertising Club of New York luncheon yesterday. Manning is credited with being the first correspondent to broadcast from Paris on the day of liberation, and is the only correspondent now in America who covered the actual battle of France.


In opening his talk, he said he had a much greater respect for the advertising business after a "certain incident" which took place during one particular aerial combat in which he

George Lewis To WHN As Publicity Director

George Lewis, for the past two years on the publicity staff of the Mutual network, has resigned to become publicity director of WHN, New York. Lewis served Mutual in the capacity as trade news representative and also as a news editor. Prior to joining MBS, Lewis was associated with Select Theater Corp.

participated. He said that the plane in which he was riding was low on fuel and had lost half its motors. Without mentioning the name, Manning said the pilot was formerly a New York advertising copywriter, and that was the reason for his "respect."

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.

No Matter how you slice it.

If you don't look coverage, popularity, and cost right in the eye . . . it's still baloney!

POWER alone is no basis for buying radio time. What good are a lot of people if they don't listen?

POPULARITY alone is no basis. Suppose it costs you 5 times as much to get twice as many listeners?

COST alone is no yardstick either. If nobody listens it's a waste of money.

Intelligent advertisers look at ALL THREE.

We've got the facts for Baltimore on all three of these vital factors. They prove that W-I-T-H delivers more listeners-per-dollar-spent!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Do You Know?

WHN has more than 15 million people in its primary area!

WHN blankets more than 11.6% of all people in entire U.S.A.!

WHN renews more sponsors than any other independent station in New York... actually 75%!

WHN airs more than 280 minutes of news daily!

WHN broadcasts exclusive in New York Reuters British News dispatches!

WHN has many success stories concerning its proved selling powers!

WHN secondary coverage blankets most of New England like a local station!

WHN has more varied types of approved advertising than any other New York city station!

WHN is a big name station... more big names of stage, screen, radio, sports, business and political fields appear on WHN than any other New York station (except network feeds)!

WHN is affiliated with Metro-Goldwyn-Mayer pictures and Loews Theatres. It also operates its own FM station (WHNF) seven hours daily!



AMERICA'S MOST POWERFUL
INDEPENDENT STATION

Represented by R A M B E A U

CHICAGO

By BILL IRVIN

AMERICAN Radio Warblers, one of Chicago's veteran radio programs, returned to the air for its 17th season on Sunday, Oct. 15, over WGN and Mutual. The program is heard Sundays, from 1:45 to 2:50 p.m., CWT. The Warblers are a group of real canaries who do all their own singing, accompanied by Helen Westbrook on the organ. Contract, for 29 weeks, was placed through the Weston-Barrett agency of Chicago.

Al Hattis, WJJD's 16-year-old commentator - producer - writer - director, has been appointed director of the station's school activities. Young Hattis will supervise many of WJJD's programs directed at teen-age-audiences.


Clarence Reuter, former production manager of the now defunct "movie-radio guide," is editor of a new publication, "Radio Programs." The magazine features radio listings and material on radio personalities.

A new 15-minute program devoted to news of Chicago and its suburbs, called "Chicago Reporter," is heard over WIND Mondays through Saturdays at 6:45 p.m. and at 5:15 p.m. Sundays. Sponsored by the Pilsen Brewing Company of Chicago. The contract, placed through E. H. Brown Advertising Agency, Chicago is for 52 weeks.

Sen. Scott Lucas, Democrat of Illinois, will be heard on WGN each Monday, from 7:15 to 7:30 p.m., CWT, for five consecutive weeks, beginning Oct. 9, under the sponsorship of the Democratic National Committee. Account was placed by Aubrey Moore and Wallace.

Two Additional Teachers For NBC's Tele School

Two additional instructors have been added to the teaching staff for the radio and television courses being given by Columbia University and NBC. They are Hatcher Hughes, Columbia professor of English, and Walter McGraw, production director for NBC. The additions were necessitated by greater enrollment than had been anticipated.



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California Commentary!

● ● ● It did not take Frank Contad, the new Pacific Blue station relations manager, very long to become a real Californian—he bought a home here on his second day in Hollywood . . . Jimmy Nolan, featured singer at Earl Carroll's restaurant, has been signed to appear on Tom Breneman's new show, "Highlights," which takes to the air, Oct. 20. Jeanette Nolan has been given a role in "The Man Called X," which her husband, John McIntire announces. Before coming West, the couple were very busy in New York and were known as the "Lunt and Fontanne" of the a.r. Little Billy, son of Perry Ward, is following in the footsteps of his father, who is an announcer and emcee. Billy has become a thespian and is enacting the role of Hedy LaMarr's son in an RKO Radio movie. Incidentally, Wendell Niles has been so busy he could only accept a one-scene assignment in Al Pearce's picture, "Highway to Happiness" at Republic. Al had planned a fat role for the announcer, but Wendell's four shows weekly are keeping him too active. Before finishing with spielers we must report Boh O'Connor has moved from KMPC to Don Lee-Mutual.

Los Angeles

★ ★ ★ Tom Holland, rising character actor, recently won an audition for the new role of "Everett Todd" in "The Great Gildersleeve." He enjoys playing the part of a 16-year-old hep-cat, and it recalls to his mind the jivers of a decade or more ago when he was a Charleston and Black Bottom addict. By the way, Patti Burns, petite member of the 20th-Fox publicity department, is often mistaken for Shirley Mitchell, member of Hal "Gildersleeve" Peary's cast. Lt. Charlie Spangler, who was with the Jules Goldstone agency before joining the armed services and prior to that with Universal and Republic, is now on the Coast in the public relations offices of Col. Tom Lewis, of the Armed Forces Radio Service branch, which handles the radio programs for overseas shows.

★ ★ ★ Joe E. Brown, Fleetwood Lawton, Erskine Johnson, George Fisher, Irwin Allen, Hal Halley and Noel Corbett were among the members of the radio colony who attended the Russell Birdwell—"I Ring Doorbells" party at PRC. Really note—Howard Blake, of New York, producer of the "Scramby Amby" show, has bought a canyon home near Hollywood. . . . Sam Hayes, the newscaster and recent benedict, has purchased a home in North Hollywood. By the way, Sam is also a member of the North Hollywood ration board. . . . Leo Solomon and Alan Woods, comedy writers, should be authorities on cigarettes. They came to Hollywood four years ago and during the past four years have worked on the Red Skelton-Raleigh, Jack Carson-Camel, Sammy Kaye-Old Gold, Abbott and Costello-Camel and Durante-Moore Camel shows. Chuck Lewin, who was Norman Corwin's assistant for two years and who's been producing a long time on his own, is in a position to listen to show offers. Chuck is certain to prove of great value to any far sighted creative agency.

★ ★ ★ Danny Thomas, night-club star on "Toasties Time," starring Fanny Brice, sang a ditty called, "I'm Cecil D. De Dingle" on the Oct. 8th show, and when he had finished, Cecil B. DeMille phoned and requested a "dubbing" or copy of the show's recording containing the clever parody. Jack Bailey, who emcees "Meet The Missus," received a letter from an ambitious mother. The lady wanted to know if her daughter and her son-in-law-to-be could get married on the program.

★ ★ ★ Remember Pearl Harbor

Winx
is truly

Washington
"Home"
Station

With its symphony hour . . . news on the hour. public service features. traffic court broadcast and educational broadcast etc.

WINX has a constant desire to give its listeners the type of program they prefer.

It's this type of station. that's important to its listeners . . . and provide the proper medium for your product.

The Best Test Market at
MINIMUM COST



WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

vision Station-Expense Again Emphasized To FCC

(Continued from Page 1)

... channels will cost about much, he said. Such sets include tele, FM and AM dials. Estimated initial expense intermediate station at \$140,000, with the annual operating cost. Satellite stations would initial cost of from \$48,000, he said, rising to from \$69,000 if film-origination are included. Operating cost he estimated at \$15,000, \$45,000 and attended with titles \$65,000.

... estimates, McLean said, upon the cost of apparatus. Actual operating costs of televisions providing program serc- accordance with RTPB stand- upon GE's pre-war prices.

Program Day of Eight Hours
... operating costs are based on eight-hour program day divided between live talent programs and programs, permitting a single all personnel. No attempt to include talent costs. Basic costs for equipment for a television station, McLean as follows:

... five studio camera channels, on picture channels, control equipment, microphones and apparatus, studio lighting equip- studio-to-transmitter, radio pment, antenna system, mon- quipment, 40 kw visual and aural transmitters. The cost ury from \$250,000 to \$300,000

... intermediate television station defined as "one which has

... small studio facilities for live talent programs and relatively low powered visual and aural transmitters. It can originate both live talent and film programs but not to the extent out- lined above for the master television station." The equipment required for an intermediate television station he outlined as follows:

Two studio camera channels, two motion picture channels, control room equipment, microphones and audio equipment, studio lighting equip- ment, antenna system, monitoring equipment, 4 kw visual and 2 kw aural transmitters. Cost would vary from \$140,000 to \$165,000 he said.

Three Satellite Types

McLean defined a satellite as a station equipped with low power transmitting equipment and no local facilities for the originating of live talent programs. It receives a major- ity or all of its programs from a tele- vision network. For purposes of clar- ity, he divided satellite stations into three types, unattended, attended, and attended with film origination facili- ties. The unattended and the at- tended stations would provide pro- gram service entirely from a televi- sion network while the attended sta- tion with facilities for the origina- tion of film programs could provide both network programs and film shows.

Equipment costs for these three types of satellite stations McLean estimated as: unattended, \$48,000 to \$58,000; attended, \$55,000 to \$66,000, and attended with film-origination facilities, \$58,000 to \$69,000.

Brings Recording Palau Island Invasion

... battle records of the inva- Peleliu in the Palau Islands Pacific will be presented by War Services and News Divi- an exclusive special broad- WOR, tomorrow, 8:15-8:30 VT. The records, made by Corps Correspondent Sgt. Janagan, have just arrived in ed States and are presented ely through the co-operation Marine Corps Public Relations

Janagan, a former WOR pro- nouncer who joined the in December, 1942, has made of transcriptions which will gh in the recorded history of r. They were made with a FM relay pack set which n carried on his back, and lude actual invasion battle and what is, as far as is the first actual running ac- y a war reporter of a hand-to- ght with a Jap, whom the re- killed with a carbine while his microphone in the other

Janagan also made a series of re- interviews with marines from New York who participated

Johnson, JWT Executive, REC Speaker October 23

Arno H. Johnson, director of media and research for J. Walter Thomp- son and past president of Market Research Council, will be the guest speaker at the luncheon meeting of the Radio Executives Club of New York Monday, October 23, to be held at the Roosevelt Hotel. His subject will be "An Analysis of Post-War Advertising and Marketing."

Sgt. Louis On Mutual

Master Sergeant Joe Louis, U. S. A., was heard for about eight minutes yesterday afternoon on Mutual's "Your Army Service Forces Presents" program. The world's heavyweight champion was heard from New York. The show originates in Washington, D. C.

Gracie Fields' New Series

English commedienne Gracie Fields will return to the air with her own show Tuesday, November 14, at 9:00 p.m. over the Blue Network.

in the Peleliu invasion which are being presented this week on "WOR Newsreel," documentary series heard Tuesday, Thursday, Saturday from 6:15 to 6:25 p.m.

Calling all Sponsors
Calling all Sponsors



"Look for man going under name of Sam Henderson— alias 'Opportunity'— genial, witty, friendly . . . emcees a half hour radio show . . . topnotch modern music, inter- spersed with fast-paced quips and commercials . . . can be heard over WGAN, 3:30 p.m., Mondays through Fri- days . . . when last seen this man was buried under land- slide of fan mail and requests for 560 REVUE member- ship cards . . . calling all sponsors . . ."

(And when you find him take advantage of his wide- spread popularity . . . people in WGAN's listening area — 14 Maine counties; 1 in New Hampshire — like Sam Henderson instinctively . . . and they TELL us about it! This chap's no novice to the entertainment world — and the grand music on 560 REVUE is only half responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only — our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large and responsive — so here's your opportunity to tap a rich market! Send in your request for membership today — we'll divulge complete details by return mail!

STATION **WGAN** PORTLAND
MAINE

5000
Watts

560
Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station

National Representative: PAUL H. RAYMER CO.

Strong Radio Turnout For WNBC 10th Anni.

(Continued from Page 1)

ceremonies of a special program which will feature distinguished radio figures who have repeatedly scored first place or stood high on the Committee's annual polls.

Those to appear are: Mary Margaret McBride and Lisa Sergio, continuing favorites on the list of feminine commentators; George V. Denny, Jr., moderator of America's Town Meeting of the Air; Theodore Granik, director of the American Forum of the Air; and William Benton, vice-president of the University of Chicago, which sponsors the Chicago University Round Table, oldest educational program on the air. Robert Emory and his Rainbow House Chorus will appear; also H. V. Kaltenborn and Raymond Gram Swing, who have repeatedly emerged in top position on the news analyst list.

Shows Represented

Preceding the dinner will be a reception to representatives of the networks and sponsoring agencies whose programs have long stood at the head of the Radio Committee list.

Among these will be representatives of the New York Philharmonic-Symphony Orchestra which has repeatedly headed the popularity poll for musical programs, but because of the very nature of its program could not contribute to the entertainment; also of the NBC, Boston, Philadelphia and other major symphonies more recently on the air, which have been highly approved by the committee again and again.

West Coast Figures Scheduled

On this roster will also be representatives of several program originating on the West Coast which could not furnish entertainment for that reason, chief among them the Lux Radio Theater and Chase and Sanborn, sponsoring the appearances of Edgar Bergen and Charlie McCarthy. Others on this preferred list are: March of Time; Cities Service; America's Town Meeting of the Air; University of Chicago Round Table; Information, Please; Metropolitan Opera Broadcasts; Sinfonietta; Firestone Symphony; American Album of Familiar Music; Let's Pretend; American School of the Air; American Forum of the Air; National Farm and Home Hour; Columbia Workshop; Camel Playhouse; One Man's Family; The Aldrich Family; Telephone Hour; Cavalcade of America; The Pause That Refreshes; Fibber McGee and Molly; Kate Smith Hour; The Quiz Kids; Rainbow House and Friendship Bridge.

Includes 25 Organizations

The Women's National Radio Committee numbers 25 affiliated organizations, with a total membership of many millions.

In recent years its annual awards have been for programs furthering the war effort. Its customary poll was omitted this year because of the abundance of war questionnaires currently in circulation.

★ PROMOTION ★

Modern Music Piece

In an effort to swing popular sentiment and school musical education programs toward modern American Music, as represented by the works of Ferde Grofe, George Gershwin, Domenico Savino, Rube Bloom and others, Robbins Music Corp. has released a special promotion folder with pictures of various choirs, orchestras and other groups that have recently performed this type of music with much success.

Photographs of the composers and some of the titles of their better known works are also included, as well as commendatory letters, newspaper clippings and a running column of editorial comment, to present a rather complete picture of the increasing favor this school of music is meeting.

Real Romances

In promoting their "Real Romances" series as well as many of their other syndicated disc shows, Kasper-Gordon, Inc. has mailed out a promotion piece consisting of a sales letter describing their various tie-ins with any of their shows, a list of some of their programs now available, and a two-color folder promoting their "Real Romances" show. This show, taken from the Hillman Periodical of the same name, is designed for women, and the company has lined up quite an impressive list of tie-ins that should be of interest to a time buyer.

Sale Of "The Shadow" On 30 Stations Announced

Sale of "The Shadow" as a local co-op program is announced to 30 stations by Charles Michelson Radio Transcriptions, all sponsored by Lin-X, a product of Acme White Lead and Color Works, a subsidiary of Sherwin-Williams Paint Co. Agency is Henri, Hurst & MacDonald, Chicago. "Shadow" is heard live over WOR-Mutual for Blue Coal and the stations taking the program on a co-op basis pick it up at the same time for local sponsors.

Michelson also announced the sale of Smilin' Ed McConnell, on nine 50,000 watt stations for the Early & Daniel Feed Co. through the Keeler & Stites agency of Cincinnati. This is by transcription.

"Shadow" Stations Listed

Stations taking "The Shadow" range from the Northwest to the South and are: KGNU, WAYS, WKRC, WHK, WRR, KRNT, WDSM, KVOX, WTHT, WHB, KFJI, KHJ, WGRC, WLOL, WNOE, KOCY, KBON, KBIZ, KALE, WRNL, KSAL, KMAC, KFRC, KLO, KGB, KOL, KFIO, KWK, KMO and KFBI.

Smilin' Ed McConnell stations include: WLW, WHAS, WSM, WBT and others. Additional contracts for both programs are still coming in according to Michelson.

Tele Promotion

Photographs taken during the telecasting of the first modern tablecloth to be woven entirely of Celanese yarn are being distributed by Norman D. Waters & Associates, the agency that produced the dramatic presentation spotlighting Cel-o-sheen tablecloths over the Du Mont tele station WABD recently. The entertainment sponsored by this product featured Gilbert & Sullivan's "Trial By Jury," presented by the Savoy Opera Guild.

"Touchdown Tips"

Due to the curtailing of so many of the collegiate football schedules, the annual series "Touchdown Tips" has been cut from its usual 15-minute length to only four minutes. The series is supplied in script form to be read by local announcers, and consists of game forecasts prepared by Sam Hayes. Recorded by NBC the series is skedded for 12 weeks.

News Digest

A digest of national and international news gotten up in brief topical form has been released by WAYS, Charlotte, N. C. Taking the highlights of a week in review and presenting them in the form of a newspaper column, they cover most of the important news from war and European to home politics, strikes and economics, in a quick-reading terse manner.

Special Treasury Concerts Set For WQXR Broadcast

Arrangements have been completed between the War Finance Committee for New York and the National Orchestral Assn. to conduct a series of "Treasury War Bond Concerts" in connection with the forthcoming Sixth War Loan Drive. Programs will be broadcast over WQXR, New York, beginning Nov. 12 and heard each following Sunday from 9.05 to 9.55 p.m. EFT.

Concerts for the War Loan will be performed by the 70-piece orchestra of the NOA under the direction of Leon Barzin, with Abram Chasins as commentator. Prominent soloists will be featured and performances will be before War Bond purchasers only, at the Association's studios on West 56th street.

Kathryn Fecke Appointed To Succeed F. McGrann

Kathryn Fecke, formerly in the research department of Young & Rubicam, succeeds Frank McGrann as head of the radio, television, motion picture department of the Position Securing Bureau, Inc., George L. Stone, president, announced. McGrann leaves this week on a secret mission for the government in the Far East.

Set Radio Program For Huge Bond

(Continued from Page 1)

of bonds for admittance, Frank tra will head the list of program names who will take bond over the phone.

Rally will be under the auspices of the War Activities Committee Motion Picture Industry, of Harry Brandt is national chairman and Ted Lloyd, chairman of the Radio Division. Programs scheduled: Lowell Thomas, over NBC 6:45-7:00 EWT; "Blind Date," on the Blue 9 p.m.; Gabriel Heatter, 9 p.m. Mutual; Coca-Cola "Spotlight 9:30-10 p.m. over the Blue and I. Q." on NBC 10:30-11 p.m.

In the Garden and not bro will be Milton Berle ("Let Yo Go"); Phil Baker ("Take It Or It"); also other acts, some of will do singles and others represent copies of their network sponsored programs. Possibility of at least web program doing a special on a network 11:30-12 midnight.

In addition to Sinatra on the a strong list of motion picture will also be on hand for bond via the telephone. Activity of motion picture organization related to war bonds will in no way in upon plans made by stations and works for their respective bond campaigns.

CAB Issues Report On Service Innovation

Summary of improvements in service to members during the summer, has been released by Cooperative Analysis of Broadcast the report covering the four months of the summer, May, June, July, August, and includes an additional list of improvements at present process of production.

CAB emphasized however that improvements listed are for the limited time of the first few months of expanded program and are indicative of future plans which call for "most complete, reliable and most formative national program service consistent with economy membership." These plans says CAB include an absolute rating service cover smaller U. S. cities, rural areas as well as non-telephone homes.

The organization lists 15 items on agenda under the head of "improvements noted." Under improvement "at present being prepared for release to members," there is included expanded geographic areas to be covered analytically and certain breakdowns to be released more often.

Gets Sales Rights

The sole distribution rights in Eastern Pennsylvania have been granted to the Bell-Clark Co. of Allentown, Pa. by Stromberg-Carlson according to announcement by Clifford J. Hunt, manager of the company's radio sales. The rights include post-war radio, FM and tele-

PROGRAM REVIEW

UNIVERSITY OF THE AIR

We Came This Way" Public Service

Friday, 11:30-12 p.m., EWT

Director: Ira Avery

Conductor: Milton Katims

...agna Charta and how it came ... was effectively dramatized ... in Wishengrad for the NBC ... of the Air's new series ... "We Came This Way." Wishengrad ... episodic events leading up ... John's reluctant signing of ... a dramatic document during the ... of the 13th century, and ... with a sympathetic pen the ... business exercised by a ... people. In brevity, he ... how this despot killed his ... in cold blood, taxed his ... unmercifully, abused ... authority, etc. The fore- ... informatively interspersed ... unavoidable in a tale ... so much exposition. Despite ... the effect retarded the ... made much appear re-

... Vandercook, the news- ... portrayed the narrator in a ... reminiscent of his usual ... Especially in the pro- ... epilogue, scenes between ... and GI Joe, Vandercook ... descend from his pedestal ... relating England's history to ... perhaps it was the director's ... of projecting an English- ... ing Americans.

... in Rooten generated enough ... make his tyrant convincing. ... Robinson played the Arch- ... angton in an authoritative ... Cecile Roy bit off more than ... chew in attempting to in- ... the only two women written ... script. Joe de Santis per- ... the role of Fitz-Walter, the ... visor, with commendable ... And Milton Katims' con- ... paralleled Director Ira ... clear and impressive results. ... department regrets that this ... sn't aired at an earlier ... when it can perform a greater ... rvice.

Danley Joins Mutual Eastern Sales Dept.

... (ed) Danley has resigned ... Office of War Information ... a post as Eastern Sales Ser- ... rvisor of Mutual it has been ... ed by Jess Barnes, network's ... ales manager. For the past ... s. Danley has been New ... rvisor of the OWI Over- ... ophoto Division and Radio ... of the OWI Technical ... School in Long Island. Prior ... e was with CBS 13 years, ... as Traffic Supervisor and, ... Acting Sales Service Man- ... danley joins Mutual this week.

WOMEN IN RADIO

By MILDRED O'NEILL

LADIES and gentlemen, my greatest ambition is one day to become the Governor of this glorious state of Massachusetts!"—and as she told about the handsome sailor lad and repeated his words you could see him there on the stage . . . at first shying away from her query on his ambition, then in response to her friendliness, straightening up to gaze out into the audience and in ringing tones make his declaration . . . so graphic was the picture drawn by Arlene Francis, mistress of ceremonies on "Blind Date," the saga of which is as listenable as the show itself. It was some weeks ago in Boston that our sailor boy stole the show, the occasion being a vaudeville try-out of "Blind Date" which was so successful as to be followed by a run in Newark, New Jersey, and a booking for New York's Capitol Theater later this month.

☆ ☆ ☆

While Arlene Francis is one of radio's personality gals—her many and varied spots are too numerous to mention—she confesses without hesitation that the stage is and always has been her first love. Most of all she enjoyed playing in The Doughgirls which ran for over a year on Broadway. But from the artistic standpoint she defends radio against all comers, considering it a magnificent training for the legitimate theater, requiring utmost skill and plenty challenging. "Blind Date," of course, is her great love of radio. The ever popular boy-meets-girl theme, she thinks, will carry the show through into the post-war picture, with perhaps a change in format due to the disappearance of uniforms.

☆ ☆ ☆

"Radio and Public Service," "Radio, the 4th R," and "Radio's Unlimited Horizons" are just three of the subjects that NAB's Dorothy Lewis will discuss on her Fall tour of seventeen states during which she will meet with representatives of local organizations and educational groups. Over 100,000 miles is her record of travel and the current trip should add immeasurably to her accomplishments as coordinator of listener activity as well as to her mileage score. Although Dorothy Lewis is one of radio's busiest femme executives, she is also a new and doting grandmother and we hear her diversions run the gamut from music to the farm up in old Kinderhook and canning the products of her extensive victory garden. She also finds time to aid the war effort in many branches. And last but not least is her expert timing, for she arrives back home Thanksgiving morn just in time to pop the festive bird into the oven.

☆ ☆ ☆

Charles Lamb said: "A laugh is worth a hundred groans in any market," and some of the best laughs of all time have come from anecdote. But somehow, indulgence in this kind of story-telling appears to be a masculine fashion. Most girls seem to think the word still retains the early Greek meaning of something to be concealed. So when we ran into Mary Jane Higby the other day as she was telling her funniest experience, we were all ears. Seems Mary was playing Wendy in "Peter Pan," and she was to fly on stage at the cue "the Wendy Bird, how slowly it flies." But the flying apparatus not being up to scratch, Mary was shot across the stage like a cannon ball, clear off the other side. Desperately she grabbed the rope and back across she went, whirling like a top, to be stopped by a papier mache oak tree which collapsed like a sack of flour about her. Mary Jane is the Joan Davis of NBC's serial "When a Girl Marries." Further introduction would be superfluous.

☆ ☆ ☆

Wendy Willard is a little over two weeks old—a very tender age to make radio news. Of course it just happens that her father is WOR's announcer on the Bessie Beatty program. Nevertheless, it's generally believed Wendy has a radio personality. So recently, on her program, Bessie read a poem to the baby . . . presented her with an old-fashioned bouquet of flowers "because every girl gets flowers at important occasions in her life" . . . with a bank account "because all girls like to have money of their own" . . . and with a Mother Goose book "because it's the cornerstone for every girl's library."

AGENCIES

JOSEPH HERSHEY MCGILLVRA, INC., national station representatives, has moved its Chicago office from the Palmolive Building to a more spacious suite in the Pure Oil Building, 35 East Wacker Drive.

McCANN-ERICKSON has been appointed to handle the Latin American advertising of Home Products International, Ltd., beginning January 1, 1945. Luis G. Dillon, for ten years with McCann-Erickson's office in Buenos Aires, has been assigned to the Foreign Department of the New York office to handle the account.

GEYER, CORNELL & NEWELL has inaugurated a series of weekly exhibits presenting paintings of leading contemporary advertising artists to acquaint members of the agency's New York creative staff with the versatility of these artists.

HOME PRODUCTS SALES CORPORATION, selling organization for the Taylor-Reed Corporation's products—Tumbo Puddings and Cocoa Marsh Chocolate Syrup—announces the appointment of Mr. F. Stoddard Drake as sales manager. Drake has been associated with Procter & Gamble for a number of years as a member of the advertising and promotion department.

REPUBLICAN STATE CENTRAL COMMITTEE OF RHODE ISLAND and the Republican City Committee of Providence, R. I., have announced the appointment of the Joseph Maxfield Company of Providence, to direct all radio and newspaper publicity for the coming political campaign.

YOUR TICKER ---and ours! I.N.S. NEWS SERVICE A.P. NEWS SERVICE 1430 WBYN every few minutes For Availabilities: WILLIAM NORINS, Gen. Mgr. Station WBYN, Brooklyn, N. Y.

COAST-TO-COAST

— MASSACHUSETTS —

BOSTON—Bill Cunningham, Boston "Herald" columnist and sports editor of Liberty Magazine, is being featured on his own news commentary program every Sunday afternoon on WNAC and the Yankee Network. . . . One of the activities in connection with WEEP's celebration of its 20th anniversary was the party given by Mr. Fellows, general manager, for all employees who have been with the station for 15 years or longer. . . . **GREENFIELD**—New addition to the announcing staff of WHAI is Jim Dean, newcomer to radio.

— TENNESSEE —

KNOXVILLE—Latest addition to the staff of WNOX is Barbara Draper who takes on the duties of a continuity writer.

— PENNSYLVANIA —

PHILADELPHIA—The first of a series of guest stars on WCAU's all-Navy personnel "Welcome Aboard" program will be Danny O'Neill, ex-sailor and vocalist of CBS' Blue Jacket Choir. The "Cultural Olympics," a program for discovering local talent in Philly's secondary schools will again be carried by WFIL for the 1944-45 season, and will be under the direction of Dr. Frederick Gruber of the University of Pennsylvania.

— MONTANA —

MISSOULA—Art Mosby, general manager of KGVO, recently announced the presentation of a \$100 scholarship in Radio Journalism, to be awarded each year to the student of the Journalism School of Montana State University who shows the most proficiency in radio journalism.

— OHIO —

CLEVELAND—WTAM's managing news editor and publicity director Bob Dailey has resigned to become radio director for the Cleveland office of McCann-Erickson. . . . New sports editor daily WJW "Sports Page" program is WJW announcer Howard Lund. . . . **COLUMBUS**—Jack Price, program director of WBNS, has been granted a leave of absence for the duration to join the radio division of the OWI. . . . Carl M. Everson, vice-president and general manager of WHKC, has been named chairman of the public service division of the Community Chest Campaign. **MARION**—WMRN's manager Robert T. Mason, has just been elected president of the Marion Kiwanis Club.

SEND BIRTHDAY GREETINGS TO---

October 19

Addison Amor Tom Barton
Opal Bates Clive Davis
Jack Shannon W. B. Ryan
Simon Oppenhuizen

— NEW JERSEY —

NEWARK—Latest addition to the staff of WAAT is Pat Green, who will be attached to the public relations department. . . . Dave Golden, WPAT director of public relations, was appointed to the same post for the Junior Achievement League in North Jersey by the board of directors at a recent meeting.

— NEBRASKA —

OMAHA—Station WOW recently received a letter from the National Archives in Washington, D. C., thanking the station for sending them a transcription of the late Wendell L. Willkie's speech withdrawing from the 1944 Republican Primaries. This recording is believed to be the last made by Willkie before his death.

— MINNESOTA —

MINNEAPOLIS—Ruth Rye, head of the WCCO transcription department, has been appointed teaching assistant to Professor Joseph Beech at the University of Minnesota.

— CONNECTICUT —

HARTFORD—The guest speaker on WDRG's "College Digest" program Sunday was Professor Leonard W. Labaree, chairman of the history department at Yale University. The program originated from the station's New Haven studios.

— PENNSYLVANIA —

PHILADELPHIA—The Curtis Institute of Music will present another series of programs over KYW beginning Sunday, October 22. . . . **PITTSBURGH**—Newest addition to the staff of WCAE is Barbara Goldsmith, who replaces Marion Arnheim as assistant to promotion director Michael DeGroot.

— NEW YORK —

NEW YORK—A new type of sustaining program dealing with the issues involved in the coming election was introduced over WNEW recently and is titled "The People's Choice." . . . A line up of perennial favorite "hit parade" tunes was presented by Mark Warnow's orchestra on the WAVE show "Something for the Girls" over WHN Friday, Oct. 13 at 8:00 p.m. . . . Guest on Bennett Cerf's "Books are Bullets" program over WQXR October 18 will be Howard Fast, author of "Freedom Road" . . . Performances of the ballet from the Metropolitan Opera House will again be broadcast over WNYC under the title of "Nights at the Ballet." Antal Dorati will conduct the orchestra. . . . Johannes Steel, WMCA news analyst and author-lecturer has been booked by the Roxanna Wells Agency for 51 lectures between now and March 31st.

— WEST VIRGINIA —

CHARLESTON—Howard L. Chernoff, managing director of the West Virginia network arrived back in this country early this week, after a three month tour of the European battlefield. During his tour he made several broadcasts and many transcriptions of servicemen from West Virginia. . . . **HUNTINGTON**—Henry King, sports editor for the Huntington Advertiser, is now sports announcer at WSAZ, replacing Herb Mazo who recently returned to New York.

What EVERY WOMAN wants to hear

Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food!

If you want women to know about your product . . . build your message around one of these eternally feminine subjects . . . grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.



Modern Romances . . . true-life stories from the pages of Modern Romances . . . exciting, warmly human dramatizations women (young and not so young) find helpful, inspiring . . . in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-, 2- or 3-a-week broadcast.



Let's Take a Look in Your Mirror . . . starring Stella Unger whose helpful hints on how to be more attractive and charming . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman (young and not so young) . . . 156 5-minute programs—3-a-week for 52 weeks.



Betty and Bob . . . people like your neighbors but they live exciting lives . . . convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth Orchestra. Startling sales record for many products. 390 5-a-week quarter-hours.



Come and Get It . . . first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows—ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select . . . all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . . Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D.C. . . . Sunset and Vine, Hollywood, Cal.



The National Daily Newspaper of Commercial Radio and Television

29, NO. 14

NEW YORK, N. Y., FRIDAY, OCTOBER 20, 1944

TEN CENTS

FCC Okay Sets Precedent

Skeds LaGuardia Fireman-Allocation

Washington Bureau, RADIO DAILY
Washington—With further television presentations deferred until the conclusion of other testimony, the allocations hearing this morning will welcome Mayor Fiorello H. LaGuardia of New York, who will discuss the need for radio frequencies to be used by fire departments. Earlier in the week it was advocated that allocations be made for a frequency network of police throughout the nation, so that the city's police could readily communicate with another for both apprehending criminals and in cases of emergency concerning civilians.

Democrats' Radio Lineup Announced By Reinsch

Edward Reinsch, national radio director of the Democratic National Committee, yesterday announced the broadcasting schedule for the four series which will be heard over our major networks. President Franklin D. Roosevelt on NBC and the Blue, Oct. 21, 9:30-10:00 p.m.
(Continued on Page 11)

Stevenson Joins NBC As Staff Commentator

Stevenson's staff of commentators has been augmented with the addition of William L. Stevenson, a Lieut. Colonel in the Army, now on the inactive list. He will begin a series of broadcasts tomorrow at 11:15 p.m., EWT. At the same time John W. Vandercook, who has been on the staff for some time.
(Continued on Page 2)

6-Year-Old Cellist

Sixteen-year-old Bobby La Marina will occupy the cellist's chair on Arturo Toscanini's concert on the "General Motors Symphony of the Air" to be broadcast Sunday. Although the lad is the youngest person to ever play the G.M. Symphony, he is a first veteran of eight years standing. Youthful artists on the cello are very rare.

In The Family

Father and son interview will take place tomorrow when Louis P. Lochner war correspondent and radio commentator appears as guest of his son, Robert Lochner, head of the German section of NBC International. Younger Lochner who broadcasts daily to the Reich by shortwave will interview his father on war developments. Elder Lochner will return overseas soon.

FCC Warns Stations Against Political Spots

Washington Bureau, RADIO DAILY
Washington—Alleged failure by some broadcasters to identify fully the sponsors of political spot announcements yesterday brought a warning from the FCC that the law must be fully adhered to by all stations. "Numerous complaints," the Commission said, "have recently been received by the Commission concerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these complaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or organizations paying for them."

Promotion Parties Held In N. Y. By Out-Of-Town Radio Stations

Flurry of station promotion parties in New York past two days by out-of-town stations brought big turnouts to a cocktail party sponsored by WHKC, Columbus, and a luncheon given by WGAR, Cleveland. Harry H. Hoessly, commercial and sales promotion manager of WHKC, entertained the press, agency and station rep crowd at a cocktail party at Sherry's. Party served to launch station's new radio and television promotion plans of United Broadcasting Company and their stations WHK, WHKK and WHKC. Among those attending were Miller McClintock, president of Mutual and Paul Raymer, station rep. The WGAR luncheon yesterday at the Ambassador was staged by John Patt to welcome home Dave Baylor, the station's program director, back from the European battlefields. Patt stressed the public service theme of WGAR in presenting Baylor who talked interestingly of his experiences in the foreign theaters of war as a radio correspondent.

New programs on WLAW enjoy thorough, advance merchandising and publicity build-ups. Advt.

Sale Of WSAR, Only Outlet In Town, To Only Newspaper In Same City, Marks First Such Approval

FM And Tele Subjects On Educators Program

Chicago—Educational advantages of FM and post-war television will be the main topics of discussion during the two day meeting of the School Broadcast Conference at the Hotel Morrison next Monday and Tuesday.

Early reservations indicate that from 400 to 500 educators engaged in radio will attend the conference, George Jennings, acting director, said. In addition Chicago school teachers who are active in the Radio Council of the Chicago Public Schools will attend.

Army-Notre Dame Game Scheduled By Web Nov. 11

Army-Notre Dame game which will be more or less regarded as a national championship game, will again be broadcast by NBC Saturday Nov. 11, at 1:45 p.m., EWT. Bill Stern, network sports director will do the play-by-play account of the game.

Publicity aids are furnished by WLAW for all new and regularly heard programs. Advt.

Washington Bureau, RADIO DAILY
Washington—Transfer of WSAR, Fall River, Mass., from Doughty & Welch Electric Co., to the Fall River Broadcasting Co., was approved yesterday by the FCC—a significant action simply because it marked the first case where the Commission has okayed purchase of a town's only radio station by the town's only newspaper. The Fall River Broadcasting Co., is a subsidiary of the Fall River "Herald."

Issue upon which the Commission acted, after the case had been pending for several years, was operation of the station by a trustee, since stock for both the newspaper and the broadcasting company are held in trust, but the question of monopoly of public information media was also

(Continued on Page 11)

Four CBS Renewals; 3 Others Add Outlets

Four accounts have renewed their current campaigns on CBS and three others have expanded to complete networks, all effective the latter part of this month. Renewals are: Wm. Wrigley, Jr., Co.; Whitehall Pharmaceutical Co.; Cheesebrough Manufacturing Co. and Bourjois, Inc.

Expansion to full network are by P. Lorillard Co.; International Silver Co. and Pillsbury Mills Co., Inc.
(Continued on Page 2)

Relief!

Ted Estabrook, tele director of Geyer, Cornell & Newell, Inc., had his share of woes during the highly praised production of the "Magic Hat Show," a musical fashion show over WABD, Du Mont. During the second scene, the monitor went dead for six minutes, leaving no contact between director and camera men. However, all the men remembered their lines.



VOL. 29, No. 14 Fri., Oct. 20, 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 W4iconsin 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, Oct. 19)

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, Net Chg. columns.

NEW YORK CURB EXCHANGE

Table with columns: Hazeltine Corp., Nat. Union Radio. Includes Bid, Asked columns.

OVER THE COUNTER

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

WIP Execs. Dine Gimbel

Philadelphia—Executives of WIP today will dine Benedict Gimbel, Jr., president of the station, to honor his birthday.

20 YEARS AGO TODAY

(October 20, 1924)

After hearing Secretary of State Hughes speak on the radio, consensus of opinion is that should he ever decide to quit politics, no station would turn down his application for an announcing job. According to George Marvin, heard recently over local airwaves, the Japs are recovering from the disaster which befell them almost 12 years ago.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Four Renewals on CBS; Three Others Add Outlets

(Continued from Page 1)

International Silver Co. and Pillsbury Mills, Inc. have scheduled the full domestic network for their respective CBS shows, "The Adventures of Ozzie and Harriet," and "Grand Central Station." J. B. Williams Co., has increased its "William L. Shirer" network by six stations, to a total of 141.

International's increase is from 63 United States CBS outlets to 141 stations in the states plus the two CBS Canadian outlets, CKAC in Montreal and CFRB in Toronto. "The Adventures of Ozzie and Harriet," starring Ozzie Nelson and Harriet Hilliard, is heard Sunday evenings from 6 to 6:30 EWT for the client's International Sterling and 1847 Rogers Brothers Silverplate. Young & Rubicam, Inc. handles the account.

Pillsbury jumps its "Grand Central Station" network from 73 stations to 119 effective October 21. The program, featuring Broadway players in original dramas, is heard Saturdays from 1:00 to 1:25 p.m., EWT. The agency is McCann-Erickson, Inc.

Lorillard for Old Gold cigarettes also launches a new program entitled, "Which Is Which," with Ken Murray as host; and a change of time on Wednesday, 9:30-10 p.m., EWT. This show replaces Allan Jones show, now heard Wed. 8-8:30 p.m. The Jack Carson show for Campbell Soup Co. moves from the Wed. 9:30 p.m. slot to the 8 p.m. time vacated by Jones.

Stevenson Joins NBC As Staff Commentator

(Continued from Page 1)

has been heard in this spot starts a new series over NBC at 5:30 p.m. sponsored by the Electrical Research Laboratories, Inc. Vandercook will continue to be heard Monday through Friday at 7:15-7:30 p.m.

Stevenson is not new to radio and was with WJR, Detroit in 1931 as a writer and actor. In 1936 he started as a news commentator. Since then he has acquired extensive military as well as civilian background.

ET Show Sold

"Sing For Your Supper," a 15-minute transcribed package, has been sold through the Frederic Ziv Associates to WJR, Detroit, for sponsorship by the Tivoli Breweries for 52 weeks effective October 24.

AVAILABLE—YOUNG LADY

Competent secretary with one year radio and one year motion picture experience. Write

RADIO DAILY, Box SK

1501 Broadway New York City

Alburty Buys WHBQ Stock; Memphis Co. Reorganized

Memphis—E. A. (Bob) Alburty, general manager of WHBQ, Memphis, since 1931, announces purchase of the stock in WHBQ, Inc. formerly owned by Hoyt B. Wooten, owner of WREC, Memphis. Mr. Wooten sold his interest in the station in compliance with the "dupoly" order of the FCC.

Transfer of the stock does not disturb the stock interest in the station of S. D. Wooten, Jr., chief engineer of WREC and of Mrs. Stella H. Thompson, widow of Thomas Thompson, founder of WHBQ.

Coinciding with the announcement of the sale of stock, the corporation was reorganized and Mrs. Thompson was named president, an office held by her late husband at his death. S. D. Wooten, Jr., was named vice-president and Emily P. Alburty, secretary-treasurer. Mr. Alburty continues as general manager. Although S. D. Wooten is employed at WREC he was not obliged to sell his stock in WHBQ as he is not a stockholder in WREC.

Baldwin Tells Of Formosa Via Pooled-Reporter Plan

Bill Baldwin, Blue Network correspondent who was aboard one of the aircraft carriers which attacked Formosa, yesterday broadcast from Pearl Harbor an eye-witness account of the action. The Blue Network picked up the program, which was aired under the pooled-correspondent plan.

To Use Fan Mail

Publicity department of WOV is utilizing fan mail to promote programs and the first of this campaign will spotlight Hans Jacob, station's news commentator. Lola Woursell, public relations director, said that while perusing mail pieces, "high-powered testimonials" were uncovered and which will be used in a series of one-minute transcriptions.

CKLW BEST RADIO BUY in the DETROIT AREA. 5,000 WATTS DAY and NIGHT 800 Kc. MUTUAL SYSTEM



Booby trap

That gadget up there, in the language of the British Army, is German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

TELEVISION DAILY

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★ SECTION OF THE RADIO DAILY • OCTOBER 20, 1944 ★ ★ ★

TELE BATTLE LINES DRAWN

Mexican Tele Expert Lays in Color Field

Mexico City Bureau, RADIO DAILY
Mexico City—Mexican investors or appropriators should provide financing for Guillermo Gonzales Camarena's researches into color television before a foreign power carries off to Russia, Argentina, or the United States," in the opinion of Dr. Agustin Leyva.

Laying a plea for government and assistance for the Mexican inventor, Dr. Leyva, who is one of this country's best-known scientists and authorities on radio, declared:

"A valuable researcher has created a television system which, although similar in certain respects to the Englishman Baird, is original and more advanced in its methods and their applica-

tion. It consists of a chromoscopic adapter which gives television the illusion of color. It works by means of three disks—red, green, and blue—which are rotated simultaneously before the screen and the camera.

It is superior to the Baird method while the latter demands three lenses, that of Camarena requires one. Moreover, in spite of the cost and future progress of television, the invention is so arranged that it can be adjusted to any new

chromoscopic adapter was exhibited to the public for the first time at a recent meeting of the Scientific Association of Mexico. What is now necessary for every Mexican, and especially those in official circles, to lend pecuniary support in order that the young inventor can continue his investigations. And this should be done before foreign power, awakened to the importance of color television, carries him off to Russia, Argentina, or the United States."

Fly's Future

All of television personalities attending the Allocations Hearings in Washington think that James Lawrence Fly, chairman of the FCC, will resign following the election of Mr. E. A. Tamm to the post of Chief Justice of the United States. Mr. Fly has declined to comment on rumors to the effect that he would leave the Communications Commission post.

Video Applications Increase

Growing interest in the post-war development of television is indicated from the increasing number of television video license applications received by the FCC. Today, Television Daily, publishes a list of these applications. This list, furnished by the Television Broadcasters Association, Inc., appears on pages 6, 7 and 8.

Tele Window Displays To Tour 12 Chief Cities

To better acquaint retailers and the general public with the medium of television, window displays depicting its history began a tour of 12 principal cities October 15, it has been announced by Irwin A. Shane, executive director of the Television Workshop.

The department stores listed below are sponsoring the displays which will include 30 photo-murals and drawings and actual television equipment: J. N. Adame Co., Buffalo, N. Y.; Gimbel Brothers, Philadelphia, Pa.; H. & S. Pogue Co., Cincinnati, Ohio; Scruggs, Vandervoort & Barney, St. Louis, Mo.; E. W. Edwards Co., Rochester, N. Y.; Howland Dry Goods Co., Bridgeport, Conn.; O'Conner & Moffat, San Francisco, Cal.; The Fair, Chicago, Ill.; People's Outfitting Co., Detroit; Ed. Schusters', Milwaukee, Wis.; Ruben's McKeesport, Pa.; B. Gertz, Jamaica, N. Y.

ATS Library Committee Sets Up 10-Point Plan

The library committee of the American Television Society, headed by Edward C. Cole and comprised of ATS members Betty Ayres, Helen Gaubert, Myrtle Ilsley and Juana Laban, has initiated a 10-point program in which the objectives will be the acquisition of books on television, subscriptions to television periodicals, clippings on television and literature published by commercial organizations interested in video.

Also, the committee proposes to review new books on television in the ATS News, the monthly publication of ATS, conduct research among publications besides those devoted specifically to this subject, compile and maintain a complete bibliography on television, collect important script and set up a central repository for this material. Regarding the last objective, the New York Public Library has agreed to furnish a curator, custodian service, and make the collection accessible to the public.

Postwar Television Prospects

By THOMAS F. JOYCE

(General Manager, Radio-Phonograph-Television Dept., RCA Victor Division, Radio Corporation of America)

It is because consumer demand is the life blood of the American economic system that television promises to be such a powerful factor in the postwar economic world. The immediate postwar development of television can, and will, contribute forcefully to a healthy economic and business life in two ways:

First, in the added employment and added purchasing power which television as a business will bring to the radio industry, of which it is a part.

The peak employment of the radio industry in the year 1941 was 308,000 people, engaged in manufacturing, distribution and broadcast station operation. This figure may be exceeded for a full production year postwar, even without television. But by the

(Continued on Page 9)

FCC Hearing Shows Keen Rivalry In Industry

Washington Bureau, RADIO DAILY

Washington—Indications that video battle lines are being drawn for the post-war profits of television can be gained from the Allocations Hearings now being conducted by the FCC.

One faction subscribes to the Columbia Broadcasting System position that television should be held at its present commercial and experimental level until post-war developments are available in the higher frequencies. Another group who is supported by the Television Broadcasters Association, Inc., believes commercial television has developed to the point that post-war marketing of equipment and receivers is desirable at the earliest possible date.

Scores of witnesses remain to be heard at the hearings. Among them are panel chairmen and members of the Radio Technical Planning Board whose reports are being given serious consideration by FCC.

Testimony of witnesses on "Spectrum Utilization" and "Frequency Allocation" are being awaited by interested parties in the television field. Service panel summaries have already been given by Dr. A. N. Goldsmith, chairman of Panel 1 of the RTPB and Dr. C. B. Jolliffe, chairman of Panel 2.

As the hearings progress interest in television has increased. This is evident from the additional number of applications for television licenses received by the FCC. Among those recorded the past week are: Outlet Company, Providence, R. I., who seek a commercial license in Channel 7; Zenith Radio Corp., Chicago, an experimental license in the high frequency band.

Progressive

A retail radio dealer at Pleasantville, N. Y., has recently lettered "Radio and Television" boldly on the store's display window. Inquiry revealed that the dealer has neither radio or television receivers to sell. He characterized his advertising as "post-war planning."

In This Issue — Complete List of Tele Applicants



25 Years that Created
a New World of Radio

1919-1944

From 1919 to 1944 . . . RCA has pioneered in the science of radio and electronics . . . from world-wide wireless to national network and international short-wave broadcasting . . . from electron tubes to electron microscopes and radiothermics . . . from the hand-wound Victrola to the automatic radio-phonograph . . . from television to radar.

Twenty-five years of service to the nation and the public have made RCA a symbol of achieve-

ment and progress . . . RCA is a monogram of quality in radio-electronic instruments and dependability in communications throughout the world.

From the First World War to the Second, RCA developed and expanded its "know-how" in skilled engineering and production so vitally needed to meet the demands of war . . . these qualities will be reflected in the peacetime products of RCA.

RADIO CORPORATION OF AMERICA

30 ROCKEFELLER PLAZA, NEW YORK CITY

RCA LEADS THE WAY. . . In Radio . . . Television . . . Phonographs . . . Records . . . Tubes . . . Electronics



1919 1944

25 YEARS OF PROGRESS
IN
RADIO AND ELECTRONICS

Canadian Newspaper Sees Tele Confusion

The public is confused and the fight between radio and television blurs the general picture. The Montreal Gazette, concerned with the confusion, says television moves in Hollywood and Washington recently scarcely point to the general public of things to come. The accounts up a first-class fight between radio and film control of the new entertainment medium, which may be expected to start making strides immediately after the war.

Hollywood last week, the Society of Motion Picture Engineers recommended that television frequency channels be secured in theatres. In Washington, about the time the Radio Technical Advisory Board, in a report to the Federal Communications Commission, indicated that the networks give little encouragement to the idea of installing television in theatres.

Reason for the rivalry is not to be seen. The film companies fear the introduction of television into the homes will cut into theatre attendance appreciably, at first, while there is also a fear that home-television has been introduced satisfactorily, the radio might start opening television in competition with the motion picture houses. The radio industry sees television as an extension of its own field, and limited for some time to the home screen.

Between all these battles, the general public is beginning to get confused. It is felt, about the eventual effect of television. Is television to be in the home or in the theatre? Perhaps one of the deciding factors will be that the film houses record television equipment far more than Mr. Average man can afford to trade in his radio for a television set.

DuMont Names Canadian Distributing Organization

The appointment of Cyclograph Sales Ltd. of 12 Jordon Street, Toronto, Ontario, as distributors for DuMont cathode-ray tubes, oscillators and cyclograpas in Canada, is expected by Allen B. DuMont Laboratories, Inc., Passaic, N. J. The new appointee will function not only in sales and field engineering operation, but also in the maintenance and repairs of DuMont equipment in the Dominion, succeeding the former distributor, Cyclograph Sales Ltd.

Educational Series Launched Over WRGB

"Quest Over Darkness" is a new series of programs to be presented by WRGB in Schenectady. The first program, "The Golden Ox" was telecast on Oct. 13.

WHO'S WHO IN TELE

JOHN F. ROYAL

THERE is no doubt that his diversified interests and background qualify John F. Royal for the dual role he is currently performing as vice-president in charge of international relations and television for the National Broadcasting Company. At 18, he was a full fledged reporter, and at 24 was made the assistant city editor of the Boston Post. His assignments included theaters, music, sports, ships and police. Oddly enough, one of these assignments was indirectly responsible for his interest in radio—it was his story of how the passengers of the SS Republic were saved by wireless.

However, he came to radio because his foresight told him that a showman's biggest future lay in the broadcasting field. In 1929 he was director and general manager of WTAM, Cleveland. Two years later he came to NBC as program director and a few months later was made vice-president in charge of programs. His dreams were materializing. His stage was now expanded from coast to coast.



"Showman"

But even the boundaries of this country were not large enough to hold the scope of his activities. In October of 1940, he was again promoted to the position he now holds, charged with NBC's important and increasing activities in the international field. He now has the world for his stage.

More recently Royal accompanied NBC President Niles Trammell on a tour of the European battle fronts making reparations to set in motion many new broadcasting developments which

will be designed to have a far reaching effect in the post-war world, bringing our country into closer contact with our Allies overseas.

Needless to say, Royal is a forceful figure in radio today. To him goes much credit for the great Pan-American network of Latin America. His vision foresaw the possibilities in the international exchange of programs via short waves. Currently he is probing, testing and studying television in all its varied phases, fully convinced that the combination of sight with sound not only will create a new broadcasting service in this country, but eventually will make possible a world interchange of visual events on a vast scale that today seems like the vision of a 20th century Jules Verne.

Delay Opening Date Of Mexican Radio Fair

(Mexico City Bureau, RADIO DAILY)
Mexico City—The Mexican Radio Fair, which had been scheduled for inauguration in this capital during October, will be held next month, according to the arrangements committee. The shift in the opening date, the committee reveals, was made necessary by the unexpectedly large number of companies who demanded space. Work on the extra buildings required to take care of them is being rushed to completion and should be terminated by about the first of November.

New WABD Appointment

Mortimer W. Loewi, Lieutenant Commander, USN (now on the inactive list) has assumed the post of executive assistant to Allen B. DuMont, president of the DuMont Television Station WABD. He has charge of the licensing division.

Bernsohn To Alber Office

Al Bernsohn, formerly of the staff of Click, picture magazine, is joining the Dave Alber publicity office to specialize in television publicity and promotion.

Westinghouse E. & M. Firm Names Postwar Set Agents

Announcement of 97 agents to handle the post war distribution of sets, to be manufactured by Westinghouse for television, standard-band, short wave, and FM reception, in this country and Hawaii, was made by Harold B. Donley, manager of the Radio Receiver Division, Westinghouse Electric and Manufacturing Co., Baltimore, Md.

Donley added in the statement that their introduction will mark Westinghouse's return to the home receiver field after an absence of 16 years. Adequate sales and promotional support for retailers will figure prominently in the company's plans. Each distributor will have to maintain proper facilities for a service unit.

Tele Prospects

Six out of every 10 persons say television pictures of present-day clearness are acceptable to them and they will not delay purchase after victory to await improvements, according to a survey just completed for Allen B. DuMont Laboratories, Inc., in residential suburbs surrounding New York City.

Electronic Lectures Planned by Engineers

A series of lectures on "Electronic Applications in Industry" is being continued during October, November and December under the auspices of the Electrical and Gas Association of New York, Inc., 480 Lexington Ave., New York, Ralph Neumuller, executive vice-president, announced. R. B. Oliver is chairman of the educational committee.

Oct. 26, "Power Rectifiers," by M. L. Gardner, Westinghouse.

"Electronic Precipitators," by C. P. Bernhardt, Westinghouse.

Nov. 2, "Electronic Controls," by A. H. Moore, General Electric.

Nov. 9, "Electronic Heating," and "Electronic Regulators," by C. P. Bernhardt, Westinghouse.

Nov. 16, "Sound and Related Equipment in Schools, Churches, Colleges, Ships, Etc.," by Arthur W. Schneider, Commercial Radio-Sound Corp.

"Sound in Industry," by A. C. Schifino, Stromberg-Carlson Co.

Nov. 20, "Light Sensitive Relays," by A. H. Moore, General Electric.

"Light Sensitive Regulators," by C. P. Bernhardt, Westinghouse.

Dec. 7, "Electronic Applications and You!" by O. H. Caldwell, Electronic Industries.

Video in Specialty Stores; Forecast by WABD Official

Forecast of the use of television within specialty stores for the promotion of goods on sale plus the suggestion that windows be utilized for the placement of video sets for attracting the customers were made in a talk by Sam Cuff, general manager of WABD, to members of the Specialty Stores Association who met recently at the DuMont Television studios. Other speakers included Norman D. Waters, head of the advertising firm bearing his name; and Irwin Shane, of the Television Workshop.

Members who attended the session and toured the WABD studios were: The Addis Co., Syracuse; L. L. Berger, Buffalo; B. F. Dewees, Philadelphia; Herzfeld's, Kansas City, Mo.; Richard Healy Co., Worcester, Mass.; Himelock Bros. & Co., Detroit; Frank R. Jelleff, Washington, D. C.; Jonasson's, Pittsburgh; The Linder Co., Cleveland; Charles Livingston & Sons, Youngstown; E. T. Slattery Co., Boston; Stern & Mann Co., Canton, O.; Union Co., Columbus; Young-Quinlan Co., Minneapolis; and J. J. Haggerty Stores, Los Angeles.

N. W. Ayer Tele Head

Don McClure, treasurer of the AT&T, and formerly producer of Bob Ripley's "Believe or Not" program, was appointed director of the television department at N. W. Ayer, in the New York office. His appointment became effective Monday, Oct. 16.

TELE STATIONS AND LICENSES PENDING

Location	Channel MC	Call Letters	Licensee	Power (Watts) Visual-Aural	Remarks
CALIFORNIA					
Fresno	No. 2 60-66		J. E. Rodman		Commercial construction permit application. No power specified.
Hollywood	No. 1 50-56	WGXA	Don Lee Broadcasting System	1000 150	Licensed experimentally.
Hollywood	No. 1 50-56	KTSL	Don Lee Broadcasting System	1000 150	Commercial construction permit.
Los Angeles	No. 2 60-66	W6XHH	Hughes Productions, Division of Hughes Tool Company	10000 10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued in accordance with FCC policy of Feb. 23, 1943.
Hollywood	No. 3 66-72		Warner Bros. Broadcasting Corp.		Commercial construction permit application. No power specified.
Los Angeles	No. 3 66-72		National Broadcasting Co.	4000 2000	Commercial construction permit application.
Los Angeles	No. 4 78-84	W6XYZ	Television Productions, Inc.	4000 2000	Licensed experimentally. Application for conversion to commercial status.
Los Angeles	No. 6 96-102	KSEE	Earle C. Anthony, Inc.	1000 1000	Commercial construction permit expired. Application for reinstatement.
Los Angeles	No. 7 102-108		Consolidated Broadcasting Corp., Ltd.		Commercial construction permit application. No power specified.
Los Angeles	No. 8 162-168		Blue Network Co., Inc.		Commercial construction permit application. No power specified.
Los Angeles (Portable-Mobile)	No. 11-12 204-216	W6XLA	Television Productions, Inc.	25 None	Construction permit for television relay pick-up station to be used with W6XYZ.
Los Angeles (Portable-Mobile)	318-330	W6XDU	Don Lee Broadcasting System	15 50	Licensed. Television relay pick-up station used with W6XAO.
Riverside (T-San Bernardino)	No. 3 66-72		Broadcasting Corp. of America	3000	Commercial construction permit application. No Aural power specified.
San Francisco	No. 1 50-56		Don Lee Broadcasting System	1000 1000	Commercial construction permit application.
San Francisco	No. 2 60-66	W6XHT	Hughes Productions, Division of Hughes Tool Co.	10000 10000	Experimental construction permit expired. Hearing on application for commercial status indefinitely continued according to FCC policy of Feb. 23, 1943.
San Francisco	No. 6 96-102		The Associated Broadcasters, Inc.	4000 3000	Commercial construction permit application.
Stockton	No. 3 66-72		E. F. Peffer		Commercial construction permit application. No power specified.
COLORADO					
Denver	No. 2 60-66		National Broadcasting Co.	4000 2000	Commercial construction permit application.
Denver	No. 3 66-72	KLZ	Broadcasting Co.		Commercial construction permit application. No power specified.
Denver	Note: The National Broadcasting Co.'s application for a commercial construction permit has been withdrawn.				
CONNECTICUT					
Hartford	No. 7 102-108		The Travelers Broadcasting Service Corp.		Construction permit for commercial station. No power specified.
Greenfield Hill	No. 8 162-168		The Connecticut Television Co.		Commercial construction permit application. No power specified.
DISTRICT OF COLUMBIA					
Washington	No. 1 50-56	W3XWT	Allen B. DuMont Laboratories, Inc.	4000 2000	Experimental construction expired. Applications for permit and revision to commercial status.
Washington	No. 2 60-66	WNEW	National Broadcasting Co.	4000 2000	Commercial construction permit reinstatement application.
Washington	No. 4 78-84		Philco Radio & Television Corp.		Commercial construction permit application. Power specified.
Washington	No. 4 78-84		Bamberg Broadcasting Service		Commercial construction permit application. Power specified.
Washington	No. 6 96-102		Capitol Broadcasting Co.		Commercial construction permit application. Power specified.
FLORIDA					
Jacksonville	No. 1 50-56		Jacksonville Broadcasting Corp.		Commercial construction permit application. Power specified.
ILLINOIS					
Chicago	No. 1 50-56	W9XZV	Zenith Radio Corp.	1000 1000	Licensed experimentally. Commercial construction permit expired, call letters WTZR. Application for reinstatement seeking indefinite extension of commencement date.
Chicago	No. 1 50-56		National Broadcasting Co.	4000 2000	Commercial construction permit application.
Chicago	No. 2 60-66	WBKB	Balaban & Katz Corp.	4000 2000	Licensed commercially.
Chicago	No. 2 60-66	W9XBK	Balaban & Katz Corp.	4000 2000	Licensed experimentally.
Chicago	No. 4 78-84	W9XCB	Columbia Broadcasting System	1000 1000	Experimental construction permit expired. Application for reinstatement and revision to commercial status.
Chicago	No. 4 78-84		WGN, Inc.		Commercial construction permit application. Power specified.
Chicago	No. 8 162-168		Blue Network Co., Inc.		Commercial construction permit application. Power specified.
Chicago (Portable-Mobile)	No. 11-12 204-216	W9XBT	Balaban & Katz Corp.	40 None	Licensed. Television relay pick-up station used with WBKB and XBK.
Chicago (Portable-Mobile)	384-396	W9XBB	Balaban & Katz Corp.	10 None	Licensed. Television relay pick-up station used with WBKB and XBK.
Chicago	384-396	W9XPR	Balaban & Katz Corp.	10 None	Licensed. Research and development only.
INDIANA					
West Lafayette	No. 3 66-72	W9XG	Purdue University	750 750	Experimental construction permit. Research and development only.
Fort Wayne	No. 3 66-72		Farnsworth Television & Radio Corp.		Experimental construction permit application. Power specified.
Indianapolis	No. 2 60-66		P. R. Mallory & Co., Inc.		Experimental construction permit application. Power specified.

TELEVISION SECTION

COMPLETE LIST OF APPLICANTS

Location	Channel MC	Call Letters	Licensee	Power (Watts) Visual-Aural	Remarks
Indianapolis	No. 2 80-86		WFBM, Inc.		Commercial construction permit application. No power specified.
Indianapolis	Note: Application received by FCC from Indianapolis Broadcasting, Inc., Licensee of WIRE, Indianapolis, for commercial television station.				
IOWA					
City	No. 1 50-56	W9XUI	State University of Iowa	100 None	Licensed experimentally. Research and development only.
City	No. 12 210-218	W9XUI	State University of Iowa	100 None	Licensed experimentally. Research and development only.
LOUISIANA					
Orleans	Loyola University, New Orleans, La., has now been assigned to Channel No. 8, 96-102 Megacycles.				
Orleans	No. 1 50-56		Maison Blanche Co.		Commercial construction permit application. No power specified.
MARYLAND					
Baltimore	No. 4 78-84		The Tower Realty Co.		Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102		Jos. M. Zamoiski Company		Commercial construction permit application. No power specified.
Baltimore	No. 6 96-102		Hearst Radio, Inc.		Commercial construction permit application. No power specified.
Baltimore	No. 17-18 282-294		Hearst Radio, Inc.		Construction permit application for experimental relation station. No power specified.
MASSACHUSETTS					
	No. 5 84-90		Westinghouse Radio Stations, Inc.		Commercial construction permit application. No power specified.
	No. 2 60-66		E. Anthony & Sons, Inc.		Commercial construction permit application. No power specified.
	No. 2 60-66		The Yankee Network, Inc.		Commercial construction permit application. No power specified.
	No. 4 78-84		Allen B. DuMont Labs., Inc.		Commercial construction permit application. No power specified.
	No. 1 50-56	WIXG	General Television Corp.		Construction permit application for experimental station. No power specified.
MICHIGAN					
	No. 1 50-56		The Jam Handy Organization, Inc.		Commercial construction permit application. No power specified.
	No. 2 60-66		International Detrola Co.		Commercial construction permit application. No power specified.
	No. 2 60-66		King Trendle Broadcasting Corp.		Commercial construction permit application. No power specified.
	No. 4 78-84		United Detroit Theatres Corp.		Commercial construction permit application. No power specified.
	No. 6 96-102		WJR, The Goodwill Station		Commercial construction permit application. No power specified.
MINNESOTA					
Indianapolis	No. 4 78-84		Industrial Tool & Die Works, Inc.	5000 3000	Experimental construction permit application.
MISSOURI					
St. Louis	No. 1 50-56		The Pulitzer Publishing Co.		Commercial construction permit application. No power specified.
St. Louis	No. 1 50-56		Globe-Democrat Publishing Co.		Commercial construction permit application. No power specified.
St. Louis	No. 4 78-84		ALFCO Co.	4000 2000	Commercial construction permit application.
NEBRASKA					
Omaha	No. 1 50-56		Radio Station WOW, Inc.		Commercial construction permit application. No power specified.
NEW JERSEY					
Camden	No. 5 84-90	Ex-W3XEP	Radio Corp. of America	30000 30000	Experimental license reinstatement application. Research and development only.
Camden (Portable-Mobile)	321-327	Ex-W3XAD	Radio Corp. of America	500 500	Experimental license reinstatement application. Research and development only.
Newark	No. 5 84-90		Bremer Broadcasting Corp.		Commercial construction permit application. No power specified.
Passaic	No. 4 78-84	W2XVT	Alle B. DuMont Laboratories, Inc.	50 50	Licensed experimentally. Research and development only.
NEW MEXICO					
Albuquerque	No. 1 50-56		Albuquerque Broadcasting Co.	3000	Experimental construction permit application. No aural power specified.
Albuquerque (Portable-Mobile)	No. 17-18 282-294		Albuquerque Broadcasting Co.	25	Construction permit application for television relay pick-up station.
Albuquerque	Note: Albuquerque Broadcasting Co. application for construction permit amended to read "Commercial station" instead of "Experimental station."				
NEW YORK					
Buffalo	No. 1 50-56		WEER, Inc.		Commercial construction permit application. No power specified.
Jamaica	No. 3 66-72		Jamaica Radio & Television Co.	250	Experimental construction permit application. No aural power specified.
New York	No. 1 50-56	WNBT	National Broadcasting Co.	5000 3000	Licensed commercially.
New York	No. 2 60-66	WCBW	Columbia Broadcasting System	4000 4000	Licensed commercially with temporary facilities.
New York	No. 4 78-84	W2XWV	Allen B. DuMont Laboratories, Inc.	1000 1000	Licensed commercially.
New York	No. 4 78-84	WABD	Allen B. DuMont Laboratories, Inc.	4000 1000	Application for conversion of W2XWV to commercial status.
New York	No. 6 96-102	W2XBB	Bamberger Broadcasting Service	4000 2000	Experimental construction permit expired. Application for reinstatement and conversion to commercial status.
New York	No. 8 162-168	W2XMT	Metropolitan Television, Inc.	1000 500	Construction permit on experimental basis expires June 30, 1944. Application for conversion to commercial status.
New York (Portable-Mobile)	No. 8 162-168	W2XBT	National Broadcasting Co.	400 None	Licensed. Television relay pick-up station used with WNBT.
New York	No. 9 180-186		Philco Radio & Television Corp.		Commercial construction permit application. No power specified.
New York	No. 11 204-210		News Syndicate, Inc.		Commercial construction permit application. No power specified.

COMPLETE LIST OF APPLICANTS

Location	Channel MC	Call Letters	Licensee	Power (Watts) Visual-Aural	Remarks
New York (Portable-Mobile)	No. 11-12 204-216		Philco Radio & Television Corp.	15	Construction permit application for television relay pick-up station to be used with WPTZ and W3XE.
New York	No. 15 258-264		Blue Network Co., Inc.		Commercial construction permit application. No power specified.
New York (Portable-Mobile)	No. 15-16 258-270	WIOXKT	Allen B. DuMont Laboratories, Inc.	50 None	Licensed. Television relay pick-up station used with W2-XWV.
New York (Portable-Mobile)	No. 17-18 282-294	W2XBV	National Broadcasting Co.	15 None	Licensed. Television relay pick-up station used with WNBT.
New York (Portable-Mobile)	346-358	W2XCB	Columbia Broadcasting System	25 None	Construction permit for television relay pick-up station to be used with WCBW.
New York	Note: Jamaica Radio Television Co., Jamaica, L. I., N. Y. (formerly Radic & Television Co.) Construction permit for Experimental Television station to be operated on Channel No. 3 AMENDED to request Channel No. 13 (230000-236000 kilocycles, 100 watts (400 watts peak) for visual, and 100 watts for aural, and change in name.				
New York	The Du Mont Television Station at 515 Madison Ave., N. Y. C., has now been granted a Commercial License. Call letters for Commercial station are WABD. License for experimental transmitter W2XWV is being retained to continue experimental work.				
New York			Columbia Broadcasting System		Construction permit application for experimental station to be operated on 401000 to 417000 kilo. No power and no channel specified.
Rochester	No. 1 50-56		Stromberg-Carlson Co.		Commercial construction permit application. No power specified.
Schenectady (T-New Scotland)	No. 3 66-72	WRGB	General Electric Co.	10000 3000	Licensed commercially.
Schenectady (Portable-Mobile)	No. 8 162-168	W2XGE	General Electric Co.	60 50	Licensed. Studio to transmitter link station used with WRGB.
Schenectady (Portable-Mobile)	No. 8 162-168	W2XI	General Electric Co.	50 None	Licensed. Television relay pick-up station used with WRGB.
White Plains	No. 13 230-236		Westchester Broadcasting Co.		Commercial construction permit application. No power specified.
OHIO					
Cincinnati	No. 1 50-56	W8XCT	Crosley Corp.	1000 1000	Experimental construction permit expires April 28, 1944. Application for extension of completion.
Cleveland	No. 1 50-56		National Broadcasting Co.	4000 2000	Commercial construction permit application.
Cleveland	No. 2 60-66		United Broadcasting Co.		Commercial construction permit application. No power specified.
Cleveland	No. 3 60-72		The WGAR Broadcasting Co.		Commercial construction permit application. No power specified.
Columbus	Note: Application received by FCC from Central Ohio Broadcasting Co. for commercial television station.				
OKLAHOMA					
Oklahoma City	No. 1 30-56		WKY Radio-Phone Co.		Commercial construction permit application, no power specified.
PENNSYLVANIA					
Philadelphia (T-Wyndmoor)	No. 3 66-72	WPTZ	Philco Radio & Television Corp.	10000 10000	Licensed commercially.
Philadelphia (T-Wyndmoor)	No. 3 66-72		Philco Radio & Television Corp.	10000 10000	Licensed experimentally.
Philadelphia	No. 5 84-90	W3XAU	WCAU Broadcasting Co.	4000 2000	Experimental construction permit expired.

Location	Channel MC	Call Letters	Licensee	Power (Watts) Visual-Aural	Remarks
Philadelphia	No. 6 96-102		The Philadelphia Inquirer, Div. of Triangle Publications, Inc.		Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108		WFIL Broadcasting Co.		Commercial construction permit application. No power specified.
Philadelphia	No. 7 102-108		Westinghouse Radio Stations, Inc.	4000 2000	Commercial construction permit application.
Philadelphia	No. 7 102-108		Bamberger Broadcasting Service		Commercial construction permit application. No power specified.
Philadelphia	No. 9 180-186		WDAS Broadcasting Station, Inc.		Commercial construction permit application. No power specified.
Philadelphia	No. 18 288-294		Seaboard Radio Broadcasting Corp.		Commercial construction permit application. No power specified.
Philadelphia	Note: The Philadelphia Inquirer (Div. of Triangle Publications, Inc.) application for commercial construction permit has been amended to request Channel No. 4, 78000-84000 kilocycles, instead of Channel No. 6.				
Philadelphia (Portable)	No. 13-14 230-242	W3XP	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable-Mobile)	No. 13-14 230-242	W3XPA	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable-Mobile)	No. 13-14 230-242	W3XPC	Philco Radio & Television Corp.	15 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Philadelphia (Portable-Mobile)	No. 13-14 230-242	W3XPR	Philco Radio & Television Corp.	60 None	Licensed. Television relay pick-up station used with WPTZ and W3XE.
Pittsburgh	No. 1 50-56		Westinghouse Radio Stations, Inc.		Commercial construction permit application. No power specified.
RHODE ISLAND					
Providence	No. 10 186-192		E. Anthony & Sons, Inc.		Commercial construction permit application. No power specified.
TENNESSEE					
Nashville	No. 1 50-56		J. W. Birdwell		Commercial construction permit application. No power specified.
UTAH					
Salt Lake City	No. 1 50-56		Intermountain Broadcasting Corp.	100 200	Experimental construction permit application.
Salt Lake City	No. 2 60-66		Utah Broadcasting Company		Commercial construction permit application. No power specified.
VIRGINIA					
Richmond	No. 3 66-72		Havens & Martin, Inc.	4000 3000	Commercial construction permit application.
WEST VIRGINIA					
South Charleston	No. 1 50-56		Gus Zaharis	200 110	Experimental construction permit application.
WASHINGTON					
Spokane	No. 1 50-56		Louis Wasmer, Inc.		Commercial construction permit application. No power specified.
WISCONSIN					
Milwaukee	No. 3 66-72	WMJT	The Journal Co.	4000 2000	Commercial construction permit expired Oct. 27, 1942. Application for reinstatement seeking indefinite extension of completion date.
Milwaukee (Portable-Mobile)	300-312	W9XCV	The Journal Co.	15 None	Television relay pick-up station construction permit expired. Application for reinstatement.

Bright Future Seen in Tele Development

Tele View of the Month

Video Merchandising Holds Great Prospect

(Continued from Page 3)

of the second full postwar production year, we have every reason to believe that radio employment will be substantially less than the peak of 1935. Why? Because the industry production for 1941 was 13,500,000 receivers as contrasted with the average annual production for the years 1935 to 1939 inclusive—which was 7,500,000 receivers. Probably 30 per cent to 40 per cent of the 1941 production represented speculative buying by wholesalers and dealers—merchandise which was not sold until 1942 or 1943. With the greatly increased radio industry manufacturing capacity, by the end of two years, the normal replacement market created by the war will probably have been largely satisfied.

Now, let us suppose that television comes into the picture right after the war. It is estimated that in 1955, there will be over 40,000,000 consumer units in the United States. If television is given the "go-ahead" now and, assuming that television production gets underway in 1945, we can confidently predict that three-fourths of these consumer units will become owners of television receiving sets by the end of 1955. Assuming the average price of the television receiver to be \$200, this would represent a ten-year market for over six billion dollars worth of television receivers at retail. It is our conviction that at the end of the second full production year, industry employment will approach 600,000—compared with the 308,000 prewar level.

The second way in which television can contribute to a healthy economic business life is even more important than the first. It is television's potential power to stimulate the consumption of all consumer products, through the use of the most effective demand-creating and selling force the world has ever known.

In order to provide full employment during the postwar period without the use of extensive "made" work projects, the production

The Miracle of Sight Added to Sound
So far, broadcasting has sold the nation's wares "sight unseen." By eliminating the "unseen," in the advertising message of radio, television becomes an unrivalled servant of the people. No other medium so completely fulfills all the requirements of good advertising. Television appears at once both to the ear and to the eye. In visual appeal it surpasses printed advertisements, which can only carry pictures as well as words, by showing the pictures in motion. It reproduces lifelike images that move and breathe instead of more static pictures which may have color and form, but show no signs of life.

By such a process, it is possible, therefore, to intensify the effect of a sales message upon the observer, to clarify its purpose and to make it as complete and so precise that the purchaser knows exactly what is



Jean Lindow—"Miss Photogenic of 1944"—was chosen from 40,000 contestants as a model for women's apparel at WRGB in Schenectady. Jean is 17 years old and a native of Louisville, Kentucky.

offered. He "sees" the thing advertised—vividly and in action. No other medium can do the job so well.

Now, as if by a miracle, sight is to be added to the sound of broadcasting. This addition is as important as giving sight to a blind man. The ability to see by television, as well as to hear by radio, should become a reality to more than one hundred million Americans in the first decade of television's existence as a full fledged industry.

To merchandise the products of our farms, factories and personal service industries, American business has invested several billion dollars in the show windows and showrooms of 1,770,000 retail establishments. The annual operating expense of these facilities runs to hundreds of millions of dollars. Their purpose is to enable millions of prospective buyers to see the products in the flesh and to provide the background against which millions of retail salesmen, personally, demonstrate and sell the products.

Thirty Million Show Rooms

If we have thirty million television-equipped homes by the end of 1955, American farmers, manufacturers and

service industries will have thirty million showrooms where personal, dramatized demonstrations can be made, simultaneously, and under the most favorable conditions.

What national distributor of merchandise before the war could put his product on display in thirty million showrooms? None. For thirty million showrooms did not exist!

What national distributor of merchandise could put his products on display in one-tenth of thirty million showrooms? None. For three million showrooms did not exist!

What national distributor knew that his products were simultaneously on display in one-hundredth of thirty million showrooms, or three hundred thousand? None; for while they did exist, no one distributor could use them.

What sales manager for farm or industrial products or personal services before the war wouldn't have given his right eye to obtain simultaneous demonstrations of his merchandise in one-one thousandth of thirty million showrooms, or thirty thousand showrooms?

When we think of thirty million showrooms—or seven hundred and

sixty-eight thousand showrooms in the Boston retail market alone—we begin to see the future power of television and to realize its ability as an advertising and sales medium, to get people to buy goods and thus put people to work.

The Old versus the New

Now, by way of contrast, let's examine, for a moment, the kind of salesmanship that has been employed in the past to demonstrate and sell our products on the showroom floors.

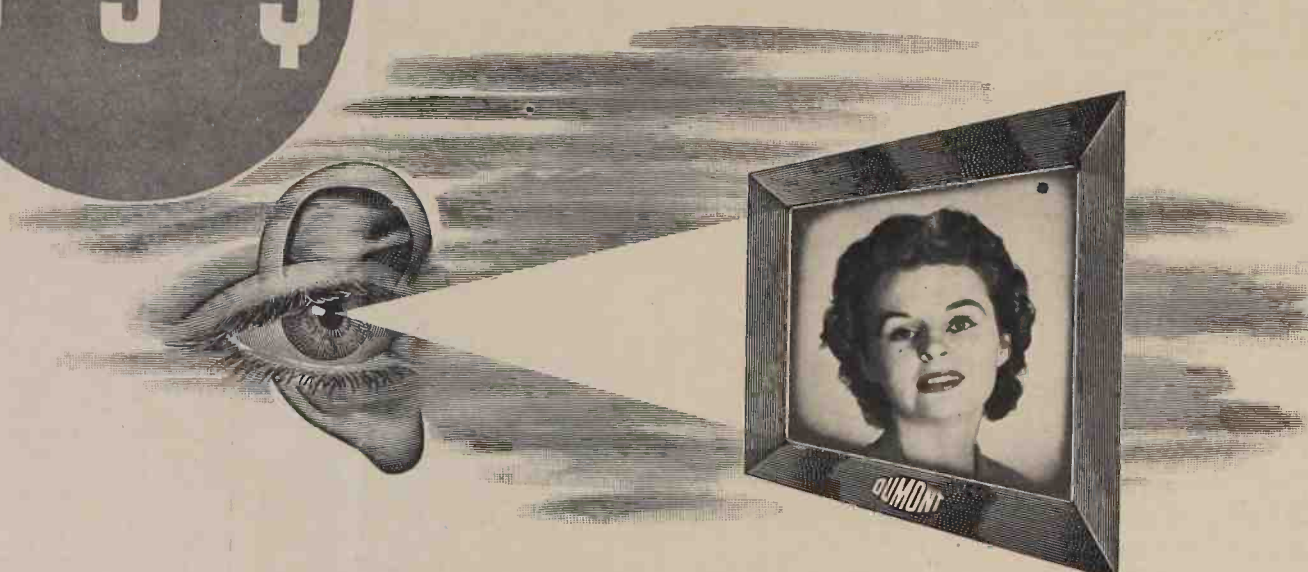
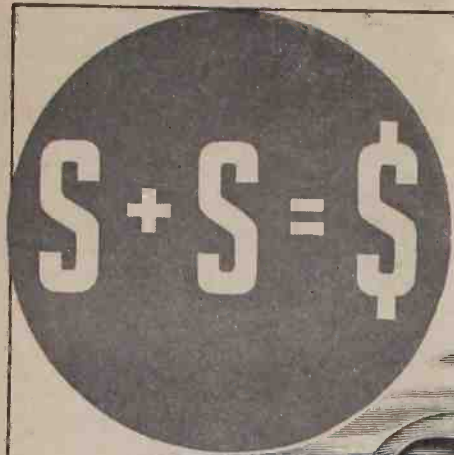
In discussing the "kind of salesmanship" we must consider the billions of man hours and billions of dollars that have been used to build and operate the 1,770,000 retail showrooms and the hundreds of millions of dollars, and millions of man hours, invested in all forms of advertising and promotion to induce people to go into the 1,770,000 showrooms and thus expose themselves to the products of our farms and factories. Television will not replace these salesmen on show rooms, but it will make them many times more effective and efficient by pre-conditioning and pre-selling the customers.

Let's recall what happened when Mrs. Prospect, before the war, walked into one of these showrooms.

It has been the dream of every sales manager to be able to handle such a sales prospect under the most favorable atmosphere in which to induce the buying impulse. But, in the past, that dream has come true in probably not more than one in a thousand sales situations. In too many cases the product was not in good operating condition for demonstrating. In too many cases, the shopper's attention was distracted by irrelevant interests.

With television, the sales manager's dream can come true in every sales situation. With television, the product can be displayed exactly as the sales manager wants it displayed. It can be demonstrated exactly as he wants it demonstrated. The "expert salesman's" actions and words can be delivered exactly as he wants them delivered. Every impression that this sales manager wants to make on the mind of a prospective buyer can be delivered by television—except one. Television cannot put an order form in the customer's hands. But—with the addition of facsimile to television—electronics promises, some day, to overcome even this handicap.

Let's compare the pre-war process of making a sale of an electric refrigerator, with the "television method." First, the refrigerator manufacturers spent millions of dollars in advertising to arouse the interest of prospects in owning a refrigerator so as to back up the retail refrigerator salesman and prepare the way for him. Then the salesman called door to door. If he was fortunate, he got one prospect out of ten to listen to him.



The dollar sign is the answer. It completes the well-used television formula $S + S$, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

$S + S = \$$ has been just a promise for a long time. But it's due to become a reality shortly after victory.

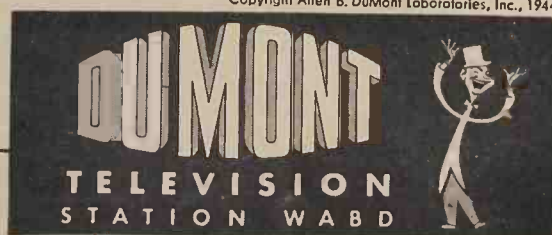
Television is "personal call" salesmanship... showing your actual merchandise in its most favorable light to small family groups at home... demon-

strating your products in use while the persuasive voice of a master salesman delivers a polished and perfected sales talk. This is the most successful selling known. And you'll be using it—not in one home at a time—but in millions!

Enterprising, quick-acting advertisers and their agencies are now learning the technique and the tremendous potential of television by producing their experimental programs at DuMont's pioneer Television Station—WABD.

*DuMont Television Studios and Telecasting Equipment
Department of Allen B. DuMont Laboratories, Inc., Sta-
tion WABD, 515 Madison Ave., New York 22, N. Y.
General Offices and Plant, 2 Main Ave., Passaic, N. J.*

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Sets Precedent OK of WSAR Sale

(Continued from Page 1)
 ly considered. The Commls-
 und, it said, "that provision has
 made for competent interested
 ement of the station by trust-
 and that the new licensee will
 in the public interest.
 onan T. Case, Republican mem-
 oncurred, but differed from his
 ques in their implication that
 s without beneficial interest
 t proper licensees.

License Approved through Action Of FCC

Washington Bureau, RADIO DAILY
 ington—The FCC yesterday
 aded adoption of its order li-
 censing KTHH, Houston, Texas to
 Roy Hofheinz. Hofheinz has
 on the air since early summer
 his 250-watt transmitter. Li-
 g of the station which is be-
 ve to have a Mutual affiliation
 n the air in Houston for the
 me an open and avowed enemy
 ose Jones, Secretary of Com-
 whose Houston friends ac-
 opposed the granting of the
 nz license.

Democrats' Radio Lineup Announced By Reinsch

(Continued from Page 1)
 1, EWT; over CBS and MBS,
 7, 9-9:30 p.m., EWT; Dorothy
 on, over CBS, tonight, 5:45-6
 EWT; Senator Claude Pepper,
 MBS, following the fight to-

Die's 1940 Drive Head Blue For FDR Sunday

Well Davenport, who in 1940 was
 gn manager for the late Wen-
 illkie, will be heard on the
 twork Sunday in an address
 ng the reelection of President
 elt. The program will be
 st from 7:15-7:30 p.m., EWT,
 repeat to the West Coast at
 0 m.

Ele Dance Program

man Full Fashioned Mills,
 of Flatternit Hosiery, will
 or the Arthur Murray dance
 n an experimental commercial
 t over WABD, the Du Mont
 ation, Sun., Oct. 29. Service-
 nd women will be instructed
 ne of the new dances, which
 also enable the televiewers to
 the steps.

RECORDINGS
MIRACOUSTIC
RECORDINGS
 by CARL FISCHER, Inc.
 CI-7 2965
 119 WEST 57th STREET, N. Y.



Reporter At Large . . . !

• • • Ted Collins will take his regular "Kate CBSmith Hour" cast plus comedienne Shirley Booth and the "It Pays To Be Ignorant" bunch to Philadelphia Sunday . . . the program will originate on the stage of the city of Brotherly Love's Academy of Music. . . Bruno of Hollywood will tell Martha Deane's WOR listeners next week, of the trials and tribulations?? of a Broadway and Hollywood Photographer. . . (such tribulations we'll take any time). . . Maestro Paul Lavalle will NBCconduct the new series of programs titled, "Highways In Melody," which starting Friday to replace the 17-year-old "Cities Service Concert", . . . same sponsor. . . Barbara Saunders, actress with the Cherry Lane Theater Group is a 'find' for the air waves. . . The next issue of Look Magazine will seem like a "Radio Journal". . . it will carry several articles and photo-layouts on Bob Hope, Bing Crosby and the latter's "Music Hall Varieties" singing partner, Marilyn Maxwell. . . Allan WABDumont has selected dramatic and singing starlet Sydell Robbins to star in a series of 15-minute telecasts, scheduled to start Sunday October 29.



Remember Pearl Harbor

Political Ratings Given On Ten Sept. Broadcasts

Co-operative Analysis of Broad-
 casting, has released to its members
 results of 10 political broadcasts dur-
 ing September, interviewing having
 been done in 81 U. S. cities. Figures
 include previously released ratings
 on President Roosevelt's Teamsters'
 Union speech and Governor Dewey's
 Oklahoma City speech. This gave
 FDR a rating of 26.4 and Dewey 20.9.
 Roosevelt spoke over Columbia and
 NBC and Dewey over NBC and the
 Blue.

CAB ratings cover interviews from
 Sept. 9 when Governor Bricker spoke
 on all networks for a rating of 9.7
 to Sept. 24 when Secretary Ickes was
 listed for the second time. Ratings
 incidentally, seem to jibe for the
 most part, with how big the network,
 how many and the time, all important
 factors, just as they concern network
 commercials.

Stradivari Renews Gary

Arthur Gary, narrator on the
 Stradivari program over NBC-WEAF,
 Sundays, 12:30-1 p.m., EWT, has been
 renewed for another 13 weeks by
 Prince Matchabelli, sponsor. Morse
 International is the agency.

Heads Distributors Group

Chicago—The Chicago chapter of
 the National Electronic Distributors
 Association, at a recent meeting held
 at the Stevens Hotel, elected Sam
 Poncher of Newark Electric Co., pres-
 ident, and Ralph E. Walker of
 Walker-Jimieson, Inc., secretary-
 treasurer. Poncher also was chosen
 as a delegate to the radio conference
 meeting of the N.E.D.A. on October
 19, 20 and 21.

N. Y. Stations Aiding War Fund Campaign

During the current week most of
 the metropolitan area radio stations
 carried programs in behalf of the
 New York War Fund, featuring many
 artists and several prominent per-
 sonalities.

Concert pianist Ray Lev opened a
 series over WNYC Wednesday, with
 other artists scheduled for subse-
 quent programs. On Saturday, Octo-
 ber 14, another special series started
 over WMCA, while WHN plans to
 continue with their "War Town"
 dramatizations, with Ralph Bellamy.
 Other stations participating include
 WINS with their "Cavalcade of Na-
 tions," WOR and WEAF, both with
 special programs to interview prom-
 inent personality, and WQXR, WLIB,
 WABC and WJZ with special pro-
 grams saluting the founding of the
 Chinese Republic 33 years ago. These
 last are under the sponsorship of
 United China Relief, one of the 31
 agencies taking part in the drive.

Canada Shortwave Station Will Be Operating Jan. 1

Montreal—Canada's first shortwave
 radio link with Europe is almost
 completed and by Jan. 1, 1945, should
 be on the air 18 hours a day, Dr.
 Augustin Frigon, general manager of
 the Canadian Broadcasting Corpora-
 tion, announced upon his arrival in
 Halifax. The first beam will go on
 the air on an experimental basis in
 December, Dr. Frigon added, with
 five other beams to follow, covering
 besides Europe, Mexico, South Amer-
 ica, South Africa, New Zealand, India
 and China.

AGENCIES

NEXT Wednesday will be Aviation
 Industry Day at the Advertising
 Club of New York, and the guest-
 speakers at the Celebrity-Forum Lun-
 cheon that day will be Alfred Mar-
 chev, president of the Republic Avia-
 tion Corp., which builds the famous
 P-47 Thunderbolts; Charles Marcus,
 vice-president of the Bendix Air-
 craft Corp., and Joseph T. Geuting
 Jr., vice-president of the General Air-
 craft Corp., all of whom will speak
 on "America's Future in the Air."

WALTER LURIE will join The
 Biow Company on October 23, 1944,
 as eastern program manager, it has
 been announced by Cal Kohl, pro-
 gram director. Lurie comes from
 Foote, Cone and Belding, where he
 has been directing and supervising
 many of their New York programs.

MARGUERITE WALSH has re-
 signed from J. Walter Thompson
 Company to join the Radio Depart-
 ment of Pedlar & Ryan, Inc. in the
 copy section.

CHARLES DREYFUS, JR., form-
 erly with Bretano's Inc. and Benton
 & Bowles joined Rill Associates as
 account executive and media man on
 October 16, 1944.

JORDAN FERRERA has been ap-
 pointed to the traffic and production
 department of Geyer, Cornell &
 Newell, Inc. He previously served in
 the traffic departments of McCann-
 Erickson, and Wm. Esty & Company.

SEND BIRTHDAY GREETINGS TO---

- | | |
|----------------------|-------------------|
| October 20 | |
| Benedict Gimbel, Jr. | Leo O'Rourke |
| Clifford Peterson | Thomas Chalmers |
| Margaret Shanna | |
| October 21 | |
| Jack Holden | W. Calvin Moore |
| Richard Nicholls | Tommy Riggs |
| Lucis Sobol | Irving S. Strouse |
| Norman Warenbud | |
| October 22 | |
| Powell Clark | Frank Danzig |
| Roger De Koven | Parker Fennelly |
| Charles A. Nobles | Noel Mills |
| Frank Sullivan | Allen Stuart |
| Walter J. Willey | |

Two Networks! Three City Market!!

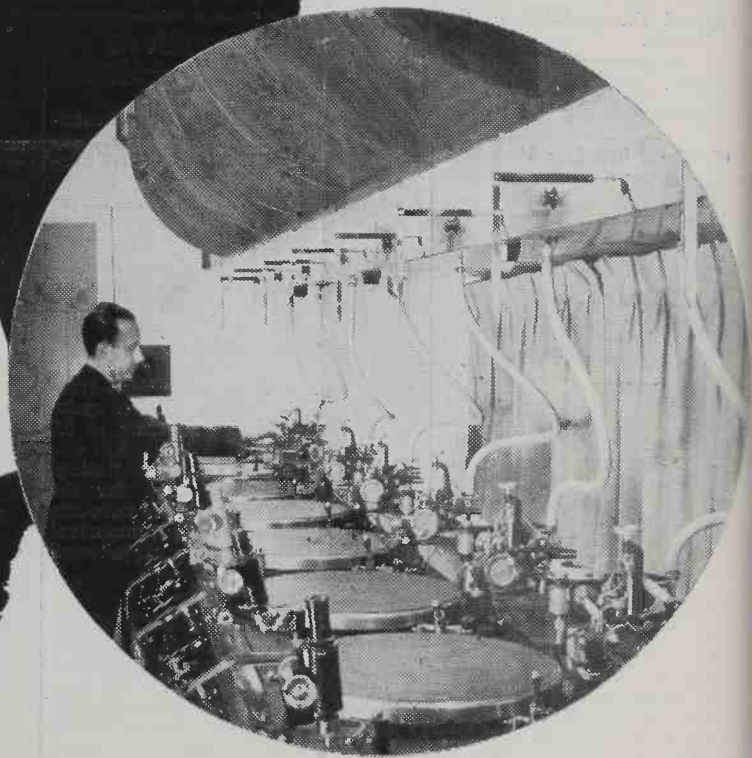
CBS **WENT** MUTUAL
 Gloversville • Johnstown • Amsterdam
 THOMAS CLARK, Nat. Rep.

WOR Recording Studios

NOW HAVE FACILITIES IN

Hollywood

To render a better service to clients . . . to shorten the distance between two great talent cities . . . New York and Hollywood, WOR Recording Studios in the east, under the direction of Thomas M. Kelleher, makes available its unparalleled service and superb production equipment for high fidelity recordings . . . to the motion picture industry. WOR's skilled engineers, with their many years of experience, invite problems on all phases of radio transcription work. In Hollywood, C. P. MacGregor heads the staff of the West Coast Studios, with offices at 729 South Western Avenue.



Investigate the possibilities of WOR Recording Studios for your next transcription job.

WOR



Recording Studios

A DIVISION OF WOR PROGRAM SERVICE, INC.
1440 BROADWAY NEW YORK 18, N. Y.



The National Daily Newspaper of Commercial Radio and Television

NOV. 29, NO. 15

NEW YORK, N. Y., MONDAY, OCTOBER 23, 1944

TEN CENTS

Radio Covers Invasion

Men Not Keen To Higher Spectrum

Washington Bureau, RADIO DAILY
Washington—Trend of the testimony given at the FCC's frequency allocation hearing on FM showed no strong desire on the part of FM broadcasters to move up in the spectrum—apparently upsetting plans of the Commission, which had included moving the service up.
Major Edwin H. Armstrong, inventor of the service, confounded the skeptics by declaring against "going into the unknown."
Future position of the service is not yet definitely known, even though there is some engineering evidence that FM would run into less interference.
(Continued on Page 5)

WCOP Transfer-Okay Hit By Wigglesworth

Washington Bureau, RADIO DAILY
Washington—More trouble appears to be brewing between the FCC and the House committee, as Rep. Richard B. Wigglesworth, R., Mass., has wired the Chairman James Lawrence Fly regarding the transfer of WCOP, Boston, to the Cowles Bros., and of WBC, Hartford, to the Yankee Network.
(Continued on Page 5)

Reasonable Upturn Noted In Use Of Radio Receivers

Average national sets-in-use for October by individual evenings, shows a strong seasonal increase from the usual lower summer figure and is slightly higher than the average for Spring statistics. As of Oct. 15,
(Continued on Page 7)

Welcome Back

"I shall return," said Gen. Douglas MacArthur when leaving the Philippines 30 months ago. Last night at 8:30 p.m., EWT, this distinguished soldier broadcast to America and the world from Leyte Island, in the central Philippines, after American doughboys had secured a firm foothold on the area. Reception was not good, but good enough to thrill American listeners.

Network Meetings Planned This Week

Two network meetings are scheduled this week. Executives of the Blue will meet with the station's advisory and planning committee at the Drake Hotel in Chicago next Thursday while in New York promotion managers of CBS owned stations will gather at CBS headquarters on Thursday and Friday.

Members of the stations' advisory and planning committee, which represents all Blue affiliates on a regional basis, are: Allen Campbell, station
(Continued on Page 7)

NAB Names 'Task Force' For Armed Forces ETs

Washington Bureau, RADIO DAILY
Washington—One hundred and eighty radio men have been named by the NAB as a special "task force" to arrange for the transcription of
(Continued on Page 2)

Alert Networks Give Nation First News Of Landings In The Philippines; Radio Planning Revealed

By M. H. Shapiro
Managing Editor, RADIO DAILY

Radio again broke the electrifying news of invasion, this time of the Philippines, and in the bargain, was an instrumental factor in keeping the Japanese in the dark as to the invasion plans. At 12:30 a.m. EWT Friday morning news was flashed from San Francisco to stand by for important news break and by 12:35 a.m. when all webs were switched to 'Frisco, the terse first bulletin came in the form of an official communique from General MacArthur's command: "The Philippine Islands have been invaded."

As in the past this was the signal for complete coverage and the news departments of all webs and stations were alerted until sign-off time, while millions of listeners kept close to their receivers until the early hours of the morning.

350 Educators Gather For Chicago Meeting

Chicago—Approximately 350 educators and school administrators are in Chicago to attend the eighth annual school broadcast conference opening today at the Morrison Hotel, according to George Jennings, director of the conference. Advance registrations indicate that most of those attending this year's conference will be school people, that is, administrators, teacher college representatives and classroom teachers. Mr. Jennings said:

"Which is good from our viewpoint," he added, "because they are
(Continued on Page 6)

First eye-witness account was a polled broadcast by Arthur Feldman (Blue) who was heard at 12:58 a.m., EWT who spoke from the landing point vicinity. He immediately
(Continued on Page 6)

'March Of Time' Hit By Timing Incident

An untimed speech made by Gov. Thomas E. Dewey for the National War Fund last Thursday night, 10:30 p.m., EWT, over three major networks, was responsible for the cancellation of a sponsored program over the National Broadcasting Company, it has been disclosed.

The program regularly aired at the above mentioned time to 11 p.m., is the "March of Time." Due to the fact
(Continued on Page 7)

★ THE WEEK IN RADIO ★

Allocations Hearings Continue

By CHARLES MANN

SECOND week of Allocations Hearings in Washington highlighted the week's radio news with most of the testimony covering FM and television. Joseph Ream, vice-president of CBS, disclosed the network had ordered an ultra-high frequency television transmitter and Dr. Peter Goldmark, web's television engineer, gave technical testimony. Later Lewis Allen Weiss, head of the Don Lee

Broadcasting System, forecast that cities less than a half million in population would be unable to support a television broadcasting station in the immediate post-war period. Other witnesses were heard in the interest of fire and police radio signal allocations.

Precedent: The FCC last week approved the transfer of WSAR, Fall
(Continued on Page 3)

Paging Ickes

Secretary of the Interior Harold Ickes, and Senator Homer Ferguson will debate the Roosevelt or Dewey question on the Thursday, Oct. 26 stanza of "America's Town Meeting of the Air" at 8:30 over the Blue. This debate will be "Town Meeting's" final broadcast before the election, and will also mark the return of the program to its parent institution, Town Hall, N. Y.

For the Red Cross

War Advertising Council has released a new campaign guide for the 1945 American Red Cross fundraising drive, the guide being issued in co-operation with the RC and OWI. It is pointed out that regardless of when the war will be over and the status next March, the need for funds will be as great as ever and the "work of the Red Cross must go on."

WLAW serves New England's 3rd largest concentrated radio audience—and how! Advt.

Next to war bonds—WLAW IS YOUR BEST BUY. Send for coverage map. Advt.



Vol. 29, No. 15 Mon., Oct. 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. Mersecau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Babn, 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 (Oct. 20)

NEW YORK STOCK EXCHANGE table with columns for High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, NEW YORK CURB EXCHANGE, OVER THE COUNTER, WCAO (Baltimore), WJR (Detroit).

Gubb On Cornell Board Chairman of Philco's board of directors Larry E. Gubb has just been elected to the Board of Trustees of Cornell University for a five year term. He is an old Cornell alumnus, and is president of the Cornell Alumni Association.

20 YEARS AGO TODAY (October 23, 1924) The American Telephone & Telegraph Company has linked up twenty-two stations to form a network coast to coast which will carry the speech of President Coolidge before the United States Chamber of Commerce convention today in Washington.

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

Coming and Going

EDGAR KOBAK, executive vice-president of the Blue Network, leaves today for Chicago, where he will spend the remainder of the week.

WILLIAM S. HEDGES, NBC vice-president in charge of stations, has left on a business trip in the course of which he will visit affiliates in Columbia and Greenville, S. C., and Savannah, Ga.

HAROLD E. FELLOWS, general manager of WEEL, CBS-owned station in Boston, and KINGSLY HORTON, assistant manager-director of programs and sales, are back at their desks following a short trip to New York.

TOM SLATER, Mutual's director of special features and sports, returning from South Bend, Ind., where on Saturday he supplied the "background color" during the broadcasting of the Notre Dame-Wisconsin gridiron tussle.

HARRISON ATWOOD, senior vice-president of McCann-Erickson, has returned from an 11-week trip through Latin-America, during which he established the agency's new office in Havana, the fifth to be opened south of the border.

EARL MULLIN, Blue Network's director of publicity, and "PETE" JAEGER, network sales manager, leave today on a business trip to the West Coast. A short stopover is scheduled for Chicago.

ALLAN JACKSON, CBS "World News" reporter, is back in town after a quick trip to Boston, where he addressed a meeting of the Hudson Coal Dealers of New England which was held Thursday night.

WILLIAM R. BAKER, JR., executive vice-president of Benton & Bowles, is back at the agency after having spent three weeks on the West Coast.

HELEN CALDWELL, sales promotion manager of KFDM, Beaumont, Tex., left town Friday. She had been here for two weeks of conferences at the headquarters of the network.

WILL YOLEN, who while overseas was news editor of ABSIE for the OWI, is back in New York with Warner Bros. and has recovered from robot bomb concussion.

J. KELLY SMITH, general manager of CBS Radio Sales, has returned to his Chicago offices following a visit to network headquarters in New York.

WICK CRIDER, publicity chief for J. Walter Thompson, away from the agency temporarily as a result of a heavy cold.

BING CROSBY is back at his Nevada ranch and will remain there until his program bows in over the airwaves Nov. 9.

NAB Names 'Task Force' For Armed Forces ETs

(Continued from Page 1) "hometown" discs for the armed forces, with broadcast of the series over all Army shortwavers and the American Forces Network assured. Request for the programs was made last summer by General Eisenhower, plans worked out with military officials by Arthur Stringer, NAB research director.

Twelve more discs are yet to be arranged for, making a total of 180 in all. Special kits, including semi-standard opening and closing announcements have been sent the task force commanders. The discs are to be strictly "hometown" scripts, with each of the 48 states represented at least once, the more populous states more frequently in proportion to their population. Broadcasters may, with Treasury blessing, play the Lyn Murray 15-minute cantata "Liberation" at once, in view of the current Philippine invasion. The disc has been sent out for use during the Sixth War Loan, but the invasion makes it extremely timely. The disc is sponsorable.

Latin Amer. Commentator In United States For Tour

Laura de Arce, director of the radio program, "The Women of Today in America," originating in Montevideo, Uruguay, arrived in Miami aboard the South American clipper of Pan American World Airways. Miss de Arce is en route to Knoxville, Tenn., to join other women journalists from Latin-America. The women journalists are making a tour of the United States as guests of the Women's National Press club and the Office of the Coordinator of Inter-American affairs.

Ruppel's New Post

Capt. Louis Ruppel, U. S. Marine Corps combat correspondent has been appointed executive director of the Chicago "Herald-American," a Hearst newspaper. Walter Howey becomes special assistant to the editor in chief William Randolph Hearst. Capt. Ruppel was formerly head of the CBS press information bureau and prior to that was managing editor of the Chicago "Times." Appointment becomes effective Nov. 1.



ABOVE THE FOG

That's the snow blanketed volcano on Gareloi Island in The Aleutians. Almost unknown and unseen before Pearl Harbor... it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots and groundmen. There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in Baltimore. And the station is W-I-T-H, the independent. In this 5 station town the facts show that W-I-T-H delivers the greatest results at the lowest cost. Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

"NEWS ON THE HOUR EVERY HOUR" logo with a clock face design.

That's why... ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON WDAS

THE WEEK IN RADIO

Allocations Hearings Continue

(Continued from Page 1)

er, Mass., from Doughty & Welch Electric Company to the Fall River Broadcasting Company. This marks the first time that the Commission has sanctioned the purchase of a town's radio station by the town's only newspaper. The Fall River "Herald" operates the Fall River Broadcasting Company.

Allocation: Cities having a population of a half million or more will be able to support a television station. Don Weiss, head of the Don Lee Broadcasting System, told the FCC during an allocation hearing. He said it came to this deduction after figuring 125,000 family units per city of 100,000, then breaking this down to 10 per cent of these homes owning sets. He asserted that no group of less than 12,500 tele sets would interest an advertiser. And he believes that commercial tele service should be effected at once.

Petrillo: The recording companies are heartened by report that President Roosevelt has not accepted Charles C. Petrillo's most recent offer as the final word. The President is having the legal aspects of the case studied to see if the AFM can be forced to adhere to the Labor Board's decision. . . . In a recent editorial, the Washington Post implied that Petrillo was "keteering." However, if there is

no statute to decide the Petrillo issue, Congress may be asked to intervene.

\$100,000,000: The four major networks will participate in the Madison Square Garden proceedings Monday night of Nov. 20, to open the Sixth War Bond Drive. This rally will be under the auspices of the War Activities Committee of the Motion Picture Industry. Harry Brandt, national chairman; Ted Lloyd, chairman of Radio Division.

Settlement: The National Labor Relations Board has announced that no decision will be handed down on the case between the NABET and the AFM re the platter turners in Chicago NBC and Blue studios until after Nov. 1.

International: Mexico's President Avila Camacho has ordered every station in the country to produce two 10-minute programs every day to inform the populace that arrangements are being made to educate the untutored classes with the rudiments of an elementary education.

Politics: The FCC has reiterated that "Numerous complaints have recently been received by the Commission concerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these complaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or organizations paying for them."

Greetings: A two-hour program has been recorded by radio's first-rate talent and will be shipped overseas in time for Christmas entertainment for the men and women in the armed forces.

Expansion: In line with its expanding activity, Broadcast Music, Inc., has contracted with the official performing rights societies of Uruguay and Argentina, and under the terms of the contracts which run for a number of years.

Tele Tales: Ralph B. Austrian, executive vice-president of RKO Television Corp., sees television in the home before tele theaters become established. . . . The Federal Telephone and Radio Corporation has accepted a CBS order for a wholly new type of tele transmitter to be delivered within eight months. . . . American Telephone & Telegraph Company is ready to provide the television industry with satisfactory transmission networks throughout the country when the industry warrants same. . . . An eight-in-one combination television-radio-phonograph has been perfected by Admiral Corporation of Chicago. . . . Thomas J. Joyce of RCA Victor Division sees 30,000,000 tele sets in use by 1955.

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



A voice women listeners enjoy — a voice which stimulates ACTION — makes sales.

Connie Stackpole is recognized as having one of the best radio voices in New England, plus a personality that clicks with her audience.

Four and one-half years of proven results. Ask any of these clients who have participated locally:

- *Winslow's Potato Products
- *Merchants Co-operative Bank
- *Florigold & Flo Citrus Fruits
- *Matchless Brand Foods
- Red Cap Products
- Durkee-Mower Fluff & Sweeco
- Linnea Beauty Aids
- Bownes Modene Paints

4 years

Participation now available over five stations of The Yankee Network:



- WNAC Boston
- WAAB Worcester
- WEAN Providence
- WTHT Hartford
- WCOU Lewiston

TIME: 11:15 A. M.

DAYS: Tuesday & Thursday

COST: \$105.00 per program, subject to discounts and agency commission.

For details of the fastest growing women's show in New England — conducted by the smiling "voice",

ADDRESS

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD
448 Statler Bldg., Boston Mass., Tel. HANcock 4450

18

years of program-planning, development of technical excellence in broadcasting these programs... and of selling to the 417,441 people in the Western North Carolina market's 7 counties... that's the record of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE

W. S. ELIAS, Executive Director
represented by The KATZ AGENCY



LOS ANGELES

By RALPH WILK

The Other Robin Marshall" by Roger Quayle Denny, will be this week's C. P. MacGregor's "Hollywood Radio Theatre" sketch, starring Barry Sullivan.

Upton Close took his young son, Spencer, age two, out to his ranch in the San Fernando valley last week for an outing. Young Spencer decided to try his hand at farming along with his father, with the sad result that he fell out of a wheelbarrow and now has a beautiful black eye.

Jo Gilbert, who plays the feminine meanie in NBC's "Aunt Mary," does a last stint this week on CBS "This Is My Story" in the lead role before checking into the hospital for a minor surgery.

Georgia Gibbs, vocalist on the Jimmy Durante-Garry Moore show, has signed to record two sides for the new Maestro Recording Company, headed by Freddy Martin and Arthur Schwartz. Martin's orchestra accompanies Miss Gibbs on platters.

Agnes Moorehead, favorite "Suspense" and "This Is My Best" star, has been signed to appear in M-G-M's new production, "The Women's Army."

The entire cast of NBC's "Star Playhouse" recently gave a farewell breakfast to Producer Les Mitchell, who is resigning to become an independent radio producer. He will be replaced by Axel Gruenberg, formerly of New York.

Adding another daily quarter-hour of music for afternoon listening on KECA, "Broadway Memories" made its debut recently. "Broadway Memories," tells the story of some well known musical comedy or operetta each day, and presents the hit tunes from each production.

KSUB Joining CBS Web As Bonus Outlet Nov. 1

Effective Nov. 1, station KSUB, Cedar City, Utah, will become affiliated with CBS, Herbert V. Akerberg, CBS vice-president in charge of station relations, announced late last week.

KSUB will be bonus to Columbia affiliate KSL, Salt Lake City, Utah. The 147th station of the network, KSUB operates full time on 1,340 kilocycles with 100 watts power. The station was established in 1937 and is owned and operated by Southern Utah Broadcasting Company Lennox Murdoch is general manager.

OFF-THE-AIR RECORDINGS any day any time
MIRACOUSIC RECORDINGS Cl-7 2965
 by **CARL FISCHER, Inc.**
 119 WEST 57th STREET, N. Y., N. Y.



Memos of an Innocent Bystander. . .!

● ● ● Our constituents have been let down . . . only last Friday, RADIO DAILY's youngest brother, a tot named TELEVISION DAILY, made its regular monthly appearance and because the postman forgot to ring twice, a letter reached this desk, a wee bit too late to make that edition. . . the note explains the science of Television and because its author is no less than Ed 'Archie' Gardner, we hasten to quote that Tavern-Keeper's explanation of the mysteries of telecasting . . . quote:—In the television studio a microphone catches sound and a camera takes the picture . . . then these two things is homogenized—then them televised rays is shoved into a photoeugenic tube and go up to the television transmuter which applies to the roof . . . unquote:—asks Finnegan, "How do they get up there?" . . . and undaunted by this rude interruption, Archie rises to the occasion with the right answer. . . "Why, they take the elevator," sezze. . . ● After a year of service as an Ensign in the Naval Air Forces, Dick Joy has been given a medical discharge and will return to his announcing NBChores for "Those We Love" program. . . ● Lovely Diana Kemble, who recently returned to Gotham from Hollywood where she appeared in several films, did so well as a foil for Alan Young, that she's been given a regular role on this Blue Net program, as "Betty, Alan's girl-Friend."



● ● ● McKesson & Robbins tossed a cocktail party Friday evening at the "21 Club" in honor of comedian Joe E. Brown . . . (we fell off the wagon . . . Tim Gayle is the culprit responsible for our having renounced the title of 'the ginger ale kid' . . . at a recent shindig in honor of his boss, Fred Waring, he cajoled us into trying a bacardi so now we've become a Ba-cardiac). . . ● That was a clever bit of 'make-believing' . . . we mean Athena Lorde's 'Little Tom Thumb' role during a recent "Adventure Ahead" broadcast via the Blue Net. . . ● Look Alikes: Gerri Seddon and Greer Garson . . . Gerri is the dramatic actress who was discovered in Philadelphia by the late Lem Ward, director of the smash hit "Eve of St. Mark." . . . Miss Seddon is in town and will soon be heard on the networks . . . where her talents belong. . . ● Lt. Tyrone Power went into NBC studios for rehearsal of Wednesday's "Carton of Cheer" . . . never saw so many stenographers, clerks, secretaries in our life . . . that Marine uniform sure did look well on him . . . he's really a swell egg and we say more POWER to him. . . ● Praise-Agent Phil Miles came up with a piperoo . . . sezze: "the only Democrat I know who follows the polls is Fala" (tee-hee).



● ● ● Columbus Day last, H. V. Kaltenborn received a letter from a fan, Harl J. Searl of Spokane, Washington . . . in it, H. V. K. was reminded that on this same holiday, back in 1892, he made a 'Columbus Day' speech at the Merrill (Wisconsin) High School which Searl heard and has since followed H. V. K.'s writings, lectures and radiatory. . . ● Phil Spitalny and his Hour of NBCharmers will be featured in a Universal flicker, "Here Come the Co-Eds," scheduled to go into production next month. . . ● Judith Allen, in the WEVD drama, "Always Yesterday," portrays the role of Lt. Stephanie Kohout, Army Nurse . . . the latter is currently stationed at the Halloran Hospital. . . ● Crooner Jerry Wayne says a censor is one who sees three meanings to a joke that only has two. . . ● Bobby Rickey, 18-year-old star drummer with Vaughn Monroe's Band, has been classified 4-F by his N. J. Draft Board.



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

ELECTRICAL Research Laboratories, Inc., (Sentinel Radio Co through Evans Associates, Inc, sponsoring John W. Vandercook, commentator, in a new series, weekly program. The comments are heard Saturdays from 4:30 to 5:30 p.m., CWT on the full NBC network. Contract is for 26 weeks.

In order to keep his staff of 2 full strength during a 27-month period, it was necessary to hire persons, Henry Livezey, night manager in charge of the NBC Chicago guest relations department, reported recently. The department consists chiefly of guides and desk clerks who has suffered the greatest turnover in any department in the network since the advent of war.

Howard S. Walsh, member of WIND sales staff for the past 4 years, has been appointed assistant sales manager, it was announced. John T. Carey, sales manager.

Placement of two political broadcasts and new orders for 377 15-minute announcements and 30 30-minute transcribed spot announcements comprised the business at WMAQ, according to Oliver Minton, manager of the NBC central division local and spot sales department.

WLS will donate to the 1944 Community and war fund \$5,000 of proceeds received by the station from Paramount Pictures for the rights to the film "The National Barn Dance" based on the radio program, it has been announced by Glenn Snyder, vice-president and general manager of WLS. Formal presentation of the check was made by Burrige D. Butler, president of the Prairie Farm WLS on the Dinnerbell program.

Chris Ford has been appointed continuity editor of the Blue Network central division, according to an announcement by Gene Rouse, program manager of the Blue's Chicago office. Ford, who joined the Blue in April 1942, succeeds Les J. Edgely, who has left for Hollywood, where he will do free-lance writing for radio and movies. Prior to joining the Blue, Ford was employed in the continuity department of station WIRE, Indianapolis.



"Mind if I turn on WRDF, Flint?"

OP Transfer-Okay By Wigglesworth

(Continued from Page 1)

the first from Harold Lafount
e second from Lafount and
e Bulova—be held up. Approval
two transfers was announced
by the FCC.

Wigglesworth said he was amazed
e transfers should have been
by the Commission while the
committee was still sifting
e of concealed ownership of
by Arde Bulova.

Reply was immediately forth-
from Fly.

Wigglesworth's telegram to Fly

Text of Wire

I am amazed by advice that Fed-
communications Commission has
ced the transfer of station
O from Bulova interests to pur-
e, despite charges and pend-
vestigations of charges of con-
ownership. I am also amazed
advice indicating that Commis-
t a majority of its members,
e agreed to approval during Con-
sional recess of other stations
Bulova interests which have
subject to similar charges of
e ownership which, if sub-
ed, would call for revocation
on licenses.

Asks Revocation

member of Select Committee
ating Federal Communica-
Commission and its activities, I
e immediate assurance that all
s of Bulova interests in fre-
s or stations will be revoked
e 5-day rule or held in suspen-
e status as of beginning of Con-
sional recess pending the recon-
e of Congress. This assurance
e to obviate the necessity of requir-
e immediate meeting of the Select
e or further publicity con-
e transfers referred to and
e very large and illegal cam-
e contributions."

★ AGENCY NEWSCAST ★

JOHN W. DARR, executive vice-
president, Institute of Public Re-
lations, Inc., will speak today before
the Advertising and Selling Course,
conducted by the Advertising Club
of New York, on "How to Mold Good
Public Relations." This meeting will
be held at the Engineering Societies
Building, 29 West 39th Street at
6:15 p.m.

**WHITEHALL PHARMACAL COM-
PANY**, division of the American
Home Products Corporation, has ap-
pointed Dancer-Fitzgerald-Sample
to handle Kolynos Tooth Powder ad-
vertising in addition to Kolynos Tooth-
paste. Network radio and newspaper
plans are contemplated for the forth-
coming drive.

SCHWIMMER & SCOTT announce
the appointment of Cecil Widdifield,
formerly radio director for the agen-
cy, as head of the "New Business
Department." Alan M. Fishburn, Ra-
dio Producer at Schwimmer & Scott,
has been appointed as head of all
radio production for the agency.

HIRSHON-GARFIELD AGENCY
has opened a television division for
their radio department under Jerry
Law. Specialty at first will be comic
movies.

REINALDO D. VERNON, for the
past nine years connected with the
Colgate-Palmolive-Peet Company,
has joined McCann-Erickson's for-
eign department.

WOV Skeds Election Night

WOV has completed its plans to
carry independently the returns on
Election night, and Tom Morgan,
journalist, author and news commen-
tator, will be in charge. Morgan, vet-
eran AP foreign correspondent, will
have an announcer and secretarial
staff to insure efficiency. The station,
which usually signs off at midnight,
will remain on the air until the vot-
ing "trend" has been definitely es-
tablished.

Radio Export Market Reviving

English-speaking export markets
and American-made transcriptions
and scripts, shut down since the out-
break of the war, are now apparently
showing signs of revival. Michelson
& Sternberg, Inc. exporters and inter-
national division for Charles Michelson,
domestic program concern, re-
port that they have received an order
for several hundred scripts for ex-
port. This represents the first break
in overseas picture during the war.

Ask 2 New Tele Stations

Applications for two new commer-
cial television stations were received
Friday by the FCC, with the Yankee
Network seeking permission to build
in Hartford, and the Intermountain
Broadcasting Corporation in Salt
Lake City.

Intermountain Corp. is the licensee
of KDYL, Salt Lake, and applied only
this month for an experimental tele-
vision license for that city.

An FM application was received
from the Kansas City "Star," Kansas
City, Mo.

FM Men Not Keen Re Higher Spectrum

(Continued from Page 1)

ence on higher frequencies. There is
great significance, however, in the
grant by the Commission last week
of an FM educational permit to the
University of Michigan. It is not be-
lieved probable that the Commission
would have authorized such con-
struction if it had thought the uni-
versity would have to spend a large
sum to change its frequency soon af-
ter it completed construction. At the
same time, it would be possible for
the Commission to inform the uni-
versity within another month that it
should not put any of its funds into
construction for the allocated fre-
quency.


Bernays Award Group Seek Radio Nominations

Columbus, Ohio—Some 900 stations
and 300 radio editors have been in-
vited to participate in the selection
of a radio writer or station executive
to receive the Edward L. Bernays
Radio Award of \$1,000 for service to
the democratic ideals. Award will be
a feature of the dinner meeting of
the Ohio State University's 16th In-
stitute for Education by Radio, May
6, 1945.

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

FOR MEMBERS ONLY

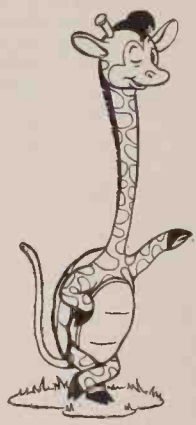
You, too, can join
the fans who get
EXCLUSIVE RACE RESULTS

Just put
your dial  on
1430

Get instantaneous reports
from all tracks
daily 12 to 6:30

WBYN
THE MINUTE STATION

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



THE GRANDEST OF CHRISTMAS SHOWS . . .

"Happy THE Humbug"

A radio-cartoon for kids up to 60 about the amazing
adventures of that half-sad, half-glad hybrid of the
animal kingdom and his unusual associates. Complete
promotional kit including a 16-page Coloring Book,
poster-prints, animal cut-out patterns and other pub-
licity material. 15 quarter-hours for pre-Christmas
broadcast at rate of 3-a-week. 39 additional shows for
continuation past New Year's. Two series may be
bought separately or in combination.

THE MAGIC CHRISTMAS WINDOW—another star NBC
Recorded Show! Two typical kids discover the secret of
walking through the Magic Christmas Window into a
world of living toys. Such familiar tales as "The Shoe-
maker and the Elves" . . . "A Visit From St. Nicholas" . . .
plus several modern stories are among the 12 thrilling
adventures dramatized. Offers unlimited tie-ins with
sponsor's own Christmas windows. 12 programs for a
suggested 4 week pre-Christmas campaign, using 3 a week.

Write, wire or phone for audition records today!

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 Cover Complete Of Philippine Invasion

(Continued from Page 1)

ately informed the listeners that "no American ships were lost and casualties were unbelievably light." In this polled broadcast to the four networks, George Foster of NBC, John B. Hughes of CBS and Gordon Walker of Mutual were also heard with their respective accounts.

Immediately preceding the invasion of which there had been ample tipoff to the webs, Albert Leach, Blue correspondent speaking from the Pentagon Building in Washington, de-

Adopts Station

To add to the morale of the armed forces manning the stations overseas, WJZ has set a precedent and "adopted" the American Expeditionary station in Oahu, Hawaii, headquarters for the Armed Forces Radio Service in the Pacific theater, it has been announced by John H. McNeil, manager of WJZ.

This station's first gesture toward its new ward will be a Christmas salute to the personnel of the Hawaiian station. Highlighting the greeting will be a specially transcribed program by Blue web stars. The same show will be heard on WJZ simultaneously with the Pacific broadcast. In addition, the commanding officer of the AEF station will receive a box containing individual gifts for each man on the staff.

scribed the tense air of expectancy that prevailed throughout the giant U. S. Army Headquarters structure, as the news of the landing came over the air.

Typical of the coverage at the time, the Blue aired Ray Henle of its Capital staff who returned from a rush call to the White House and aired President Roosevelt's dramatic statement which saluted MacArthur and heralded the welcome news of the landings in the Philippines. Background news of Jap savagery as they started their Philippine invasion was given by Martin Agronsky who personally had witnessed the horrors the Nips wrought.

Speech by Col. Romulo

At 1:45 a.m. when the listeners were becoming fully aware of the magnitude of the invasion, the Blue represented a documentary speech which had been recorded previously by Col. Carlos Romulo, just before he left for MacArthur's headquarters some time ago. Blue was on the alert all day Thursday upon receipt of unconfirmed Jap reports of the invasion and the network put on a flash at 6 p.m. by Charles Barry, Eastern program manager, who with G. W. Johnstone, news and special events director and John Madigan, head of the New York news room remained on duty all night and the following morning supervising the coordination of the news handling. Blue re-

How Radio Fooled The Japs

Spectacular radio operation was an instrumental factor in keeping the Japanese in the dark about the invasion of the Philippines. The story of the ruse in which all network correspondents participated was told in a dispatch received Friday night from war correspondents attached to General MacArthur's headquarters.

Recordings made before the convoy set sail for the islands were transmitted to American networks as regular broadcast during the period of over a week when the correspondents were actually aboard ship in the convoy. As a result, Jap monitors in Western Dutch New Guinea, who listen regularly to the New Guinea Signal Corps transmitter which beams broadcasts to the American networks, were unaware of the correspondents' absence. An abrupt cessation of broadcasts from New Guinea would have been an obvious tip-off.

Quoting from one dispatch: "Before Clete Roberts, Arthur Feldman, George Foster and others embarked, they spent hours making recordings of undated featured newscasts to be played during their absence at their regular broadcast periods. The operation was worked out so thoroughly that even the pre-broadcast service conversation and level checks with network control rooms in San Francisco were recorded in advance.

"Signal Corps engineers who remained on duty during the period of the correspondents' absence were thoroughly briefed in the procedure to be followed in talking with San Francisco. Thus the broadcasts from New Guinea flowed out as usual during the time when the correspondents' movements were cloaked in military secrecy, and the Japs were fooled."

maintained open to 3 a.m. instead of the 1 a.m. shut-down. The key outlet in New York, WJZ, however remains open all night. In the morning, the web took up the recordings made during the hours the complete web was closed. Burton Bennett, Blue reporter in 'Frisco was also heard.

NBC Switches to Frisco

NBC handled the first flashes shortly after 12:30 a.m. Friday morning and had switched to 'Frisco for the official communique, when all webs were pooled. Fill-in of music was used until the next regular news period at 12:55 a.m. with more details on the invasion of the island of Leyte. Network closed down at the usual 1 a.m. time and reopened at 6:30 a.m. with the news resumes.

Mutual Staff Prepared

On duty in Mutual's New York headquarters was a complete staff remaining on tap all night which followed through after the advance notice of the official communique coming up. John Whitmore, manager of the news division, Floyd Mack, night supervisor and Frank Zuluo press department newsmen stood by and waited on KFRC the MBS 'Frisco station which held its best commentators. Dave Driscoll, head of key station WOR's news and war services directed the outlets news handling. At KFRC, Larry Meier, Arthur Primm and William Pabst, KFRC manager and the entire staff stood by. Flexible network control was arranged earlier.

Apart from its own commentators, Mutual carried the pooled broadcasts and kept the web open until 5 a.m., EWT. Royal Arch Gunnison, Mutual correspondent who was imprisoned at Manila for two years and later exchanged was with the MacArthur landing force.

CBS Shows Efficiency

CBS with the earlier warning of something hot being about to break cancelled the commercial of "Corliss Archer" for Anchor Hocking Glass Co. at 9:30-10 p.m., EWT Thursday night and put on a half-hour of background stuff about the Philippines. This originated at the CBS

affiliate in 'Frisco KQW. This, incidentally, also cancelled the pre-scheduled Dem. Nat. Committee five-minute talk at 9:55-10 p.m. At 12:20 a.m. interrupted the music program on at the time to announce an unconfirmed Tokio report of landings on Leyte.

CBS then picked up the official communique shortly after 12:30 a.m. and other flashes plus confirmations. At 12:39 a.m. switch to 'Frisco was made to KQW for pickup of Don Mosely, followed by pooled broadcasts of Feldman, Foster and Hughes.

Analysis was heard by Richard C. Wilson, former UP man in the Philippines, then to Washington for Col. Manuel Nieto, an official of the Philippine government. He was followed by Bill Henry, CBS Capital correspondent, then to the Pentagon Building and Bob Evans. Special production was put on by CBS produced by Max Loeb, entitled, "Return to the Philippines" at 2 a.m. Web remained open for three additional hours to 4 a.m. and summaries were filled in from New York by Erwin Darlington.

In the pooled broadcasts: Feldman gave MacArthur's 2nd communique; Foster reported the battle at 1 a.m. as a surprise attack; Hughes reported further on the landing and Gordon Walker (CBS) gave a report and description of the invasion.

Independent stations throughout the country also remained open in various spots and gave full accounts as soon as they were obtained.

CBC Ups Weir & Ritchie

Ottawa—Wells Ritchie, press representative for the Canadian Broadcasting Corporation, has been appointed supervisor of its press and information service, it has been announced by Dr. Augustin Frigon, general manager. E. A. Weir, CBC commercial manager, who for several years served as supervisor of press and information service, has relinquished the latter post to devote his full time to management of the corporation's commercial broadcasting affairs.

350 Educators Gather For Chicago Meeting

(Continued from Page 1)

really the people we want to message to."

Preliminary committee meetings were held Sunday afternoon which are expected to come of vital concern to the future to be followed by the conference affiliation committee probably give its attention to the problem the organization's relations with NAB, National Education Assn. the National Assn. of Educ. Broadcasters, and whether the conference, with its present membership of 1,300, should affiliate with those groups.

The national program committee will take up the matter of policies and plans with the outlining a definite future course of action.

The first general session on Monday, with Lyman Bryson president and moderator, will be devoted to a general topic, "Philosophy of Education and Classroom Utilization of Radio."

Dr. William H. Johnson, superintendent of the Chicago Public Schools will be the speaker at the banquet at 7 tonight, at which annual award of merit and citation in the annual radio utilization competition will be announced. Dr. Johnson will review the eight years of radio in the Chicago schools.

Dr. Clarence Dykstra, president of the University of Wisconsin, will discuss post-war problems of radio in the luncheon Tuesday of the Education by Radio.

I. Keith Tyler will speak on "National Radio and Television to the Future," at the final session Tuesday afternoon.

Kitchen Radios Popular in McCalls Survey

Although many women in the home already have an extra radio set in the kitchen, few object to the idea and some 58.7 per cent of the "must" or "may" buy classification, according to a survey just completed by "McCall's" magazine. This is based on result of the "Home Tomorrow" Kitchen Contest sponsored by the publication. While enthusiasm for the second radio in the kitchen is widespread, some answers revealed that the writers were reluctant to spend the extra money because it was considered a luxury that could not be afforded.

Study also showed that an overwhelming percentage of women now doing their own household chores such as cooking and on the basis the extra radio seemed a good idea. Also, majority of the women who entered the contest were determined to remodel their kitchen after the war and it was indicated that much buying will result from this angle in the line of kitchen and other household equipment.

Each Of Time' Hit By Timing Incident

(Continued from Page 1)
governor's talk ran one minute and 15 seconds over the allotted five minutes, the regularly scheduled broadcast was cancelled because of the technical difficulties that arose the minute a spokesman of the network disclosed.
The program went on the air but the contract was drawn up between the network and Time, Inc., stipulating that the program would be withdrawn for that one time providing the governor ran over his five minutes. The other networks involved in the broadcast, Mutual and the Blue, were not confronted with the problem because both networks carry the programs at this hour.
"Side Show With Dave Elmendorf," MBS: "Army Air Force"

Not on CBS

Columbia Broadcasting System will not carry the brief talk because it has committed themselves to the Democratic National Committee program for the time, which was contracted and paid for. How- ever, CBS did offer to give the governor the 10:45-11 p.m., EWT time, which conflicted with the governor's

persons who were scheduled to appear on the "March of Time" are Basil O'Connor, president of the American Red Cross, to be picked up from Paris; Rear Admiral Forest P. Sherman, who was picked up from Honolulu; this country, Julius Krug, WPB chief, and Brig. Gen. Clark were to have been the participants.

Butcher radio director of Navy War Fund disclosed that the governor's talk had not been timed, adding that when he questioned the speaker he was reassured it wouldn't run over." Butcher said that a Blue spokesman had told him that the talk took only one minute and 15 seconds over the allotted five minutes.
A spokesman of NBC indicated that the talk took one minute and 15 seconds over the scheduled time. Heard in place of "M of Roy Shield and his orchestra," coming from Chicago.

Increases Floor Space

Hooper, Inc. has leased 2/3 of the 12th floor at 10 East 40th St. to incorporate units of the firm. The firm has been operating on various floors of the building, in this space. The firm will continue to occupy the 13th floor in its

and newspaperman, experienced, for arranging educational radio in National hookup, originating in Washington, D. C. State background desired. Reply Box No. 911, Radio Daily, 1501 Broadway, New York 8, N. Y.

WHO'S WHO IN RADIO

LYMAN BRYSON

HIS vast background has brought to the radio medium a wealth of knowledge and experience. He has been an educator, newspaper man, social worker, writer and pioneer in the development of public discussion. And Lyman Bryson, director of education for the Columbia Broadcasting System, now holds that through radio "we can stimulate popular interest in new ideas and new knowledge, we can widen everyone's acquaintance with the best in music, drama and literature, and we can dissolve prejudices and social misunderstanding."

Bryson was born in Nebraska and raised in the cattle country, spending much of his early youth in Omaha. Following his graduation from the University of Michigan in 1910, he spent several years in both Omaha and Detroit as a newspaper reporter, and later accepted a faculty post to teach rhetoric and journalism at Michigan.

In 1917, he came East, engaged himself with the War Department for several months, and later manoeuvred to the national headquarters of the American Red Cross. He became secretary of the International Red Cross and Health Conference in Bangkok in 1922, and was director of the division of publication in Paris for the League of Red Cross Societies.

Among his other occupational interests were the directorship of the San Diego Museum of Anthropology, professorship of anthropology at San Diego State Teacher's College, directed the University of California Adult Education Summer school, and held the post of professor of education at Teachers College, Columbia University, from which he has taken a leave of absence. During the current year he will give a course at Teachers College on communications and the arts. And last year the Occidental College conferred upon him the honorary degree of doctor of letters.

Recently Bryson was elected president of the American Association for Adult Education. He serves as permanent chairman of the School Board Conference and is secretary of the Conference on Science, Philosophy and Religion.

This week he is in Chicago to attend the School Broadcast Conference of which he is permanent chairman.



"Vast background"

Seasonable Upturn Noted In Use Of Radio Receivers

(Continued from Page 1)

Sunday reveals a particularly sharp increase with 32.2; Monday 28.8; Tuesday, 27.8; Wednesday, 27; Thursday, 28.3; Friday, 25 and Saturday evening, 24.7. These figures are compiled by C. E. Hooper, Inc. and covers the hours of 6-10:30 p.m., EWT.

National evening ratings for the period of Oct. 1-7, finds the "first fifteen" generally higher in ratings and reflecting the additional sets-in-use as against the last report by Hooper. As an indication, Walter Winchell, who was second with 19.5 in the last report, is currently third, with 22.4.

Leading the evening shows is Bob Hope again with 24.6 as against 23.4 when he topped the list recently. Charlie McCarthy (Edgar Bergen) 22.7, is second and Jack Benny, fourth place with 21.2. In successive order, Joan Davis is fifth with 19.3; Screen Guild Players, 18.8; Lux Radio Theater, 18.5; Kay Kyser (first half hour) 14.8; Bandwagon, 14.3; "Dr. Christian," 15.6; Eddie Cantor, 15.6; "Take It Or Leave It," 15.3; "Your Hit Parade," 13.9; "Mr. and Mrs. North," 13.7 and Frank Morgan, also 13.7.

Jack Benny's 21.2 compares with Kate Smith dropping from 10.7 to 6.7 and Drew Pearson, also on at 7

Will Produce Products For Civilian Consumption

Inglewood, Calif.—The Universal Microphone Co., in the October jobber issue of its Micro Topics, announced that when authorization is given to resume the manufacture of goods for civilian consumption, the company will return to the recording field in addition to its continuance of microphone manufacture.

The firm had previously made its own complete professional recorders, but discontinued this production some five years ago.

The new Universal recording activity, however, will not include complete sets. But the Inglewood firm will manufacture all recording components for firms making their own radio chassis for assembly in their own complete recorders and combinations. The line will include cutting heads, recording mechanisms, assemblies and other parts and assemblies.

The new models of Universal microphones will not be announced while the organization is engaged in the production of communications equipment for the Army Signal Corps.

p.m. for 15 minutes, has 9.8 an increase from the last report which was 7.8.

Network Meetings Planned This Week

(Continued from Page 1)

WXYZ, Detroit, chairman; William Riple, WTRY, Troy, N. Y.; Harold Hough, KGKO, Fort Worth-Dallas, Texas; Henry Johnston, WSGN, Birmingham, Ala.; Frank Carman, KUTA, Salt Lake City, Utah; W. B. "Bud" Stuhrt, KJR, Seattle, Wash., and C. T. "Swanee" Hagman, WTCN, Minneapolis-St. Paul, Minn.

Blue executives who will attend the meeting are Edward J. Noble, chairman of the board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Edgar Kobak, executive vice-president; Keith Kiggins, vice-president in charge of station; E. R. Borroff, vice-president in charge of the central division, and John H. Norton, Jr., station relations manager.

CBS Group Named

Promotion manager of CBS-owned stations to meet in New York include Jules Dundes, WABC, New York; Jonathan Snow, WBBM, Chicago; Wm. F. Carley, WBT, Charlotte, N. C.; Sam H. Kaufman, WCCO, Minneapolis-St. Paul; Guy C. Cunningham, WEEI, Boston; Howard Stanley, WTOP, Washington, and Ralph W. Taylor, KNX, Los Angeles. Wendell B. Campbell 2nd, National Sales Manager and Assistant Station Manager of KMOX, will represent the CBS-owned outlet in St. Louis. Dick Dorrance, Director of Promotion Service for CBS-owned stations, will be host to the group.

Paul Hollister, CBS Vice-President in charge of Advertising and Sales Promotion; Thomas D. Connolly, CBS Director of Program Promotion, and Charles Smith, Supervisor of Research for CBS-owned stations, will meet with the visiting stationmen on October 26, as will members of the Radio Sales staff.

The second day of the session will be taken up with a roundtable discussion of promotion plans.

RCA Executive Honored

Lt. Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications recently received the Legion of Merit, for his services as communications engineer and officer in charge of the Traffic Operational Engineering Section of the Army Communications Service, in Washington, D. C.

WANTED

TOP-NOTCH ANNOUNCER FOR STAFF WORK ON 5KW NBC BASIC STATION IN LARGE MID-WESTERN CITY. THIS IS AN EXTRAORDINARY OPPORTUNITY FOR A DEPENDABLE, EXPERIENCED MAN WITH AN EYE ON FM AND TELEVISION. IF YOU ARE THE RIGHT MAN, YOU KNOW WHAT WE WANT TO KNOW ABOUT YOU. TELL US—IN A LETTER—TODAY! BOX NO. 912, RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.

★ ★ ★ COAST - TO - COAST ★ ★

— CALIFORNIA —

SAN FRANCISCO—Required "reading" for all political students at the University of California is a transcription of NBC commentator Larry Smith's recent broadcast regarding the death of a Japanese high official. . . . Frank Samuels, KGO sales manager, has been given the added responsibility of supervising the Blue Spot and Blue Network sales in the San Francisco area, according to a recent announcement by Don Searle, general manager of the web's Western division. . . . A new type of program made its debut recently over KFRC. Titled "Headlines in Harmony," the show combines last minute news with the latest hit tunes. . . . **SACRAMENTO**—Latest addition to the engineering staff at KFBK is Jerry Smith. . . . **OAKLAND**—KROW is currently presenting a series of weekly programs written, produced and presented by a local Seabee unit. Show contains orchestra, vocalists and dramas.

— CANADA —

WINDSOR—CKLW's news editor Val Clare is in England for a six week tour of the battlefield. . . . **HAMILTON**—New additions to the staff at CKOC include: Ellis Sharp to the promotion department; Bettie Anderson to the copy department, and Steve Klavy to the control room staff.

— NORTH CAROLINA —

GREENSBORO—WBG displayed a large booth and exhibit of the CBS caricature promotion pieces at the North Carolina Fair last week. They also carried two remote broadcasts daily from their booth, featuring the regular station entertainers and announcers Gordon Anderson, Harry Curl, Michael Brooks and Wally Williams.

— SOUTH CAROLINA —

SPARTANBURG—New program director of WSPA is Hal Shaw, former assistant program director, who replaces Sterling Wright, resigned.

— INDIANA —

FORT WAYNE—Nels Sherrill, Jr., former sales manager of the Johns-Manville Corp. has been named general sales manager of the Illustravox division of the Magnavox Company. . . . The presentation of the 14th annual WGL Spelling Bee plaque to the St. Peters School was made this week by Eldon Campbell, WGL program director.

SEND BIRTHDAY
GREETINGS TO---

October 23

Ford Bond Margaret Speaks
Charlie Capps Colleen Ward
Lucy Monroe Frederic A. Willis

— SOUTH DAKOTA —

RAPID CITY—The Black Hills Broadcasting Company, owners of KOBH, have begun construction on a new transmitter which will have a power of 5,000 watts. The new transmitter will be dedicated New Years Eve.

— NORTH DAKOTA —

JAMESTOWN—The FCC recently granted KSJB the authority to change its frequency from 1,400 to 600 kilocycles, and the station now is affiliated with CBS, which previously had no affiliates in North Dakota.

— MINNESOTA —

MINNEAPOLIS—It was recently announced at the University of Minnesota that Ruby Juster, WCCO news writer, has been appointed as assistant instructor of radio news writing in the School of Journalism. . . . **ST. PAUL**—The North Central Broadcasting System announced recently the appointment of Donn Clayton to the post of general manager for the network. Previously Clayton, a vice-president, has acted in the capacity of assistant general manager.

— DISTRICT OF COLUMBIA —

WASHINGTON—Bakers of the tastiest cakes, to be presented to servicemen in the military hospitals, will be awarded a total of \$100 in cash prizes by WTOP as part of the 12th anniversary celebration of the CBS outlet. . . . When "V-E Day" arrives, WWDC will herald the event by broadcasting a transcription of the tolling of the famed Liberty Bell. Within an hour after the announcement, the station has planned a special broadcast from the Walter Reed Hospital.

— PENNSYLVANIA —

PHILADELPHIA—WPHN is inaugurating a new series this Saturday to be known as "These Are Your Neighbors," and to feature music by native South Americans. The series is designed to promote a feeling of friendliness and respect on the part of Philly listeners for the music, customs and history of the many South American countries.

— TENNESSEE —

KNOXVILLE—As a public service feature, and to help fill a definite gap between the talk of helping ex-servicemen on their feet, and the actual helping, KNOX has assigned a member of their staff to work with the WMC, American Legion and the Veterans of Foreign Wars to prepare material for a series of broadcasts to help individual veterans to find jobs. Ex-service men are scheduled to appear on these programs and to be interviewed as to their particular needs. The station reports that listener interest is high and that actual results are good.

— TEXAS —

FORTH WORTH—New additions to the staff of WBAP-KGKO include Cal De Val, script and song writer, and originator of the "Jake and Lena" series, and Helen Schmal, who has taken over the post of publicity-promotion director. Miss Schmal, prior to a brief interlude with the American Red Cross, was with KFEL in Denver.

— NEW YORK —

NEW YORK—Jack Lloyd, portrayal of "Ernst," one of Hitler's supermen, on NBC's "Portia Faces Life" program, will be casting his first vote in the forthcoming election. Lloyd has been here in America a little more than five years. . . . Guest arbitrators on WMCA's "Labor Arbitration" program yesterday were Leon Williams, of the jewelry workers union, and Morris Scheinick, president of a wine and liquor company. . . . "World Wide News Review," WQXR's daily evening news roundup, will be sponsored for the next eight weeks by Schenley Distillers.

Helen Gelsey has been appointed public relations director for WBYN, according to an announcement by William Norins, general manager. . . . Chairman of WLIB's board, Dorothy S. Thackrey, broadcast her first report to listeners Sunday afternoon. . . . WOV has completed arrangements to set up its own election night news bureau under the supervision of Tom Morgan, commentator.

— CONNECTICUT —

HARTFORD—Larry Edwardson, for the past nine years commercial manager of WNBC, has resigned to open an advertising office in Hartford. . . . "Medley and Guest Time With Hal Kolb" is the title of the sustaining program that will make its debut over WTIC Tuesday, October 24. The show will feature Kolb at the organ with talented vocalists from New England guesting. . . . Local returns will be broadcast November 7 over WDRS from the election news room of the Hartford Courant, which has one of the fastest election set-ups in Connecticut.

— MONTANA —

MISSOULA—Jean Moriarty is a newcomer to the commercial department of KGVO, replacing Lee Stoianoff, while Virgil Bade is substituting on the announcing staff, due to announcer Sid McSloy's illness.

— KANSAS —

SALINA—A public service program is heard Sunday afternoons over KSAL, during which the manager of the local government rent control office is interviewed. The station reports that the program has resulted in more frequent calls by landlords to the rent office.

— MASSACHUSETTS —

WORCESTER—The "Worcester and the World" project recently inaugurated by station WTAG has been the object of considerable press interest. AP released a story on the undertaking, and the Christian Science Monitor also sent a special correspondent. Project is built around a series wherein agencies throughout the city aid in building better understanding with the Allied nations. . . . **GREENFIELD**—A new national and local sports program has been added to the schedule of WHAI. Titled "Spotlighting the Spotlight with Bill Harris," the new series is sponsored by the Greenfield Tap and Die Corporation.

— NEW JERSEY —

NEWARK—Citations were in WAAT last week. The station was by the War Emergency Board efforts in a recent merchant seaman campaign; Roland Trenchard was a meritorious services rendered the jury in the Fifth War Loan; and Falvey, station announcer, was the Newark police for overtime. . . . **PATERSON**—Members of the baseball team, both current and now in the armed forces, were given \$25 War Bonds at a recent given them by Sidney J. Flamm, president and general manager. Sentations were made by Elsa C. WPAT's business manager.

— OHIO —

CINCINNATI—George J. WLW's director of employee relations, and Edgar Hanford, as publicity director, were recently in command and publicity director respectively, of one of the Arm Legion Posts in Cincinnati. . . . Taggart, special events announcer WKRC, will marry Kathleen December 2nd. . . . **TOLEDO**—W relief announcer Jim Troutwe left the station to resume his studies at college. . . . **AKRON**—WHKI begin operations as a basic radio outlet sometime before the close of 1944, at which time WCLE will be the air as a Cleveland station. **MARION**—Former high school teacher Eloise Coffman is the continuity chief at WMRN, and train announcers in proper detail as a sideline.

— GEORGIA —

ATLANTA—The Georgia Tech football games this year will again be sponsored by the Atlanta Coca-Cola Bottling Company, with the play by play details being handled by John Fulton Jack Kelly every Saturday over W

Payne Forecasts Future For Facsimile Station

George Henry Payne, former member of the FCC, has joined Facsimile Telecommunications, Inc. as consultant to publishers on facsimile. Payne who becomes vice-president of Passaic, N. J. company stated "everything is ready for newspaper publishers to avail themselves of opportunities presented by facsimile multiplexed with FM broadcasting." Payne said that even before the war home facsimile receivers sold as little as \$75 and where it formed was two columns wide, models shown at the World's Fair were four to five columns wide. Machine he was suitable for receiving news, cartoons, maps and news flashes, in anything that could go into a newspaper. Also many of the desirable features heard on the radio as household hints, etc.

Realizing that newspaper publishers in particular may be interested in this development, Finch Company has set up an advisory committee.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 16

NEW YORK, N. Y., TUESDAY, OCTOBER 24, 1944

TEN CENTS

NBC Merit Award Given

Code Re WHKC Case

Washington Bureau, RADIO DAILY
Washington—Disavowal last week of the NAB Code by WHKC, Columbia Broadcasting System, in the face of a challenge of its code by the United Automobile Workers, CIO, brought a quick reply from NAB President J. Harold Ryan, who declared that the Code in no way deprives stations from responding to offer free time for the discussion of controversial issues. The Commission in the WHKC case before the Commission in Washington, with the station indicating at the time that it intended to cut back from the NAB Code, which the Commission thinks is devised mainly to aid station owners in keeping the labor force off the air.

Ryan desires to clarify any misimpressions, Ryan said. "WHKC (Continued on Page 6)

Sets Up Tele Dept. Appoints Leder Head

General Electric Co. and Bowles, Inc., has established a television department and named Herb Leder, radio producer-director, as its director, Clarence B. Goshorn, president, announced yesterday. Leder's background includes the production of radio programs, former doctor of drama plays, and participation in productions at the Allan B. DuPont studios. Speaking for the agency, Leder said that there are no concurrent foot for any of their in the new medium; however, conferences are scheduled for the future to determine the policy agency will take.

Girl Scout Tribute

Chicago—Colleen Moore, famed screen actress of silent picture days, will be heard in a salute to the Girl Scouts of America in an original music-drama Halloween play, "Peter and the Pumpkin" on Mutual, Saturday, 9 to 10 p.m. EWT. Miss Moore will be featured on the "Chicago Theatre of the Air" program heard regularly over the network.

GI's In Iran Hail Bing Most Popular Radio Star

Teheran, Iran—According to a poll made at the request of the Armed Forces Radio Service, Bing Crosby is by far the most popular radio performer among the American troops of the Persian Gulf Command stationed in Iran. At Camp Amirabad, "the groaner" was listed among the "Three You Like Best" more than twice as many times as his nearest competitor and colleague, Bob Hope. Close behind Hope came the "Hit

(Continued on Page 5)

Cagle Named President Of Texas State Network

Fort Worth, Texas—Gene Laurence Cagle, once of TCU football fame and since then in radio, has been named president of the Texas State Network, and also president of KFJZ of this city. TSN was founded in 1938 by Elliott Roosevelt and has 16 outlets in 15 Texas cities. Cagle started with KFJZ in 1933 as an announcer, coming there direct from college.

Sembler Expanding News With Strip Over Mutual

R. B. Sembler, Inc. through Erwin, Wasey & Co. has placed a 52-week order on Mutual for the Monday through Friday strip, 12 noon to 12:15 p.m., EWT for the full network. Products are Kreml hair tonic and Kreml shampoo. Order was placed by C. H. Cottingham, radio director of the agency.

Envisions Role of Television In Postwar Economic Picture

Television holds great promise in the first post-war decade if it can be developed to a satisfactory state and released soon enough. Arno H. Johnson, director of media and research of J. Walter Thompson Company, told members of the Radio Executives Club of New York City at the Hotel Roosevelt yesterday.

The speaker pointed out that by 1950 there will probably be over 40

Dr. I. Keith Tyler of Ohio State Honored by School Broadcast Conference At Chicago Meeting

Patterson And Filene Request Tele Stations

Washington Bureau, RADIO DAILY
Washington—Two new applications for television stations—in Washington, D. C., and Boston—were filed yesterday with the FCC.

Applicant for the Nation's Capital is Eleanor M. Patterson, publisher of the Washington "Times-Herald," prominent newspaper.

Significance attaches to the Boston request, which comes from Filene's Department Store, a leading retail establishment of America.

Cleveland Radio Council Plans Regional Meeting

Cleveland—Fourth Regional Conference of the Radio Council of Greater Cleveland, which will be held at Higbees here Thursday, Oct. 26, will come to order with the knowledge that its membership has increased 100 per cent during the past year and that it has now attained an enrollment of 100,000, including a cross-section of every type of women's clubs in all walks of life. Parents-Teachers Associations and simi-

(Continued on Page 6)

Chicago—Dr. I. Keith Tyler, director of Radio Education at Ohio State university, last night received the fifth annual Award of Merit of the School Broadcast Conference at the radio educators annual dinner held at the Morrison hotel. The award was for "outstanding and meritorious service in educational radio."

Dr. Tyler, a graduate of the (Continued on Page 5)

Disc Companies Urge Action In Strike Case

Judge Fred M. Vinson, Director of Economic Stabilization was urged over the week-end to act swiftly in the dispute between Petrillo and the recording companies in a joint telegram sent by RCA, CBS, CRC and NBC to the OES. Message was signed

(Continued on Page 6)

Station & Weather Bureau Cooperate In Hurricane

West Palm Beach—Close co-operation between WJNO and the Miami weather bureau during the hours preceding last week's hurricane re-

(Continued on Page 5)

Realistic

Proclamations read by General MacArthur and President Osmeña of the Philippine Government-in-Exile were heard Sunday night at 11:15 EWT direct from Tacloban on Leyte when NBC picked up the feature and broadcast it over the network. The thunder of big guns and the rattle of smaller arms could be heard plainly in the background.

WLAW serves an area of 152 cities and towns. Include it on your schedule. Advt.

WLAW is today's best bet. It always pays off! Send for coverage map. Advt.



Vol. 29, No. 16 Tues., Oct. 24, 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, Oct. 23)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/8	163 1/2	162 7/8	- 1/8
CBS A	32 3/4	32 3/4	32 3/4	- 1/4
CBS B	32	32	32	-
Crosley Corp.	25 3/4	24 3/4	24 3/4	- 3/4
Farnsworth T. & R.	13 5/8	13	13	- 5/8
Gen. Electric	39 1/4	38 1/4	38 1/4	- 1/2
Philco	33 1/2	33	33	- 1/2
RCA Common	10 3/4	10 3/8	10 3/8	- 1/2
RCA First Pfd.	78 5/8	78 5/8	78 5/8	- 3/8
Stewart-Warner	15 3/4	15 1/2	15 1/2	- 1/4
Westinghouse	106 1/2	105 3/4	105 3/4	- 1/4
Zenith Radio	41 3/4	41 1/8	41 1/8	- 5/8
NEW YORK CURB MARKET				
Hazeltine Corp.	29 1/2	29 1/4	29 1/2	+ 3/8
OVER THE COUNTER				
WCAO (Baltimore)		Bid	Asked	
WJR (Detroit)		22 1/2	36 1/2	

Denny Welcomed

George Denny and the "Town Meeting" program were welcomed back to New York yesterday at a cocktail party held in the alcove of the Town Hall Club.

20 YEARS AGO TODAY

(October 24, 1924)

Stations WJAR, Providence, KLX, Oakland, WMAF, So. Dartmouth, WGR, Buffalo, KGW, Portland (Oregon), KLZ, Denver, WOC, Davenport, are some of the twenty-two which comprised yesterday's network that presented the President to the Nation. WEAJ, New York and WCAP, Washington were the key stations.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

GEORGE MOORAD, former CBS correspondent in Italy, has arrived in Moscow, and is now being heard regularly on the CBS "World News" from the Soviet capital.

STERLING FISHER, director of the NBC University of the Air and assistant public service counselor of the network, is in Chicago for the annual School Broadcast Conference.

EDWARD E. BISHOP, vice-president and general manager of WGH, Blue Network outlet in Newport News, Va., and EDWARD E. EDGAR, commercial manager of the station, are spending this week in New York for a tete-a-tete with the outlet's national representatives.

WILLIAM B. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, D. C., a visitor yesterday at the headquarters of the network.

JOHN R. LATHAM, of Roy S. Durstine, Inc., leaves today to spend several days at the Coffee Convention in Hot Springs, Va., also for a few days at the Cincinnati office of the agency.

OSCAR F. SOULE, secretary-treasurer of WFBL, Syracuse, is in Gotham this week for talks with the executives of CBS and to visit the offices of his national reps.

WALTER CRAIG, radio director of Benton & Bowles, Inc., has returned to the New York offices following four months in Hollywood in the interest of the agency's network programs.

WILLIAM F. CRAIG, commercial manager of WLBC, Muncie, Ind., deep in business conferences yesterday with the national representatives of the station here in New York.

MORT SILVERMAN, who holds the dual post of commercial manager and publicity director of WEIM, Fitchburg, has arrived from Massachusetts for a few days on station and network business.

GEORGE M. BURBACH, general manager of KSD, St. Louis outlet of NBC, has joined the executive contingent currently in New York on business.

QUINCY A. BRACKETT, president and station manager of WSPR, affiliate of the Blue Network in Springfield, Mass., has returned to the home offices following a few days in New York.

HARRY RAUCH, of Young & Rubicam's publicity department, off to Boston yesterday with George Burns and Gracie Allen, who will originate their CBS program from that point.

ERNEST SHOMO, sales manager of WBBM, CBS-owned station in Chicago, is conferring at the New York offices of the web.

KATE SMITH, has returned from Philadelphia, where on Sunday she originated her Columbia network show from the Academy of Music.

E. S. WHITLOCK, station manager of WRNL, Blue Network outlet in Richmond, Va., was here last week on business. He left Friday evening for the Old Dominion.

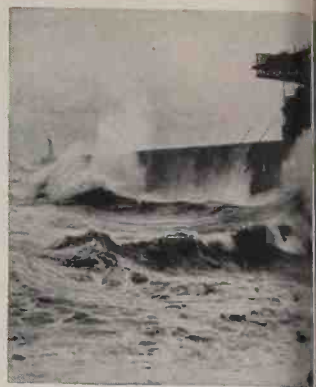
Program On WJZ Today To Climax Hospital Drive

Program featuring stage, screen and radio stars will be presented on WJZ today, from 7:30 to 8 p.m., EWT, as the climax of the 66th annual United Hospital Campaign. Kate Smith, Edgar Bergen and Charlie McCarthy and "Four Chicks and Chuck" will appear as radio's contribution to the special broadcast, along with Martha Scott and Myron McCormick, stars of the Broadway hit "Soldiers Wife," who will be heard in a dramatic sketch.

Louis Calhern, star of "Jacobowsky and the Colonel," will take time out to emcee the show.

Katina Paxinou Guesting On Two Radio Programs

Stage and screen star Katina Paxinou, now in the East for her part in the forthcoming Broadway production "Sophis Halenczik, American" has been named spokesman for the Greek people in the U. S. A. and will speak in this capacity on two major broadcasts next week. On Friday, October 27, she will be heard from 11:30 to 12 p.m. over the NBC network on a special program commemorating the fourth anniversary of the invasion of Greece, and on Saturday, the 28th, she will be on CBS network sponsored by the Committee for the Rebirth of Distomo.



SEA WALL

A safety zone beyond the storm . . . a haven from damage. That's the buttress that call a sea wall.

There's a safety zone in Baltimore radio time . . . safe against the howl of sales chatter . . . safe against the deluge of high pressure.

That safety zone is W-I-T-H . . . the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.

WALTER COMPTON
presents
"BACKGROUND FOR NEWS"

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

AGENCIES

N F. GILLIGAN has been appointed advertising manager of Philco Corporation. He joined Philco in 1922 and has served in important positions in the sales, advertising and engineering departments. In 1931, he became assistant to Larry E. Gubb, then general sales manager, and now chairman of the board of directors. In 1936, he was named manager of the specialty division and for the following five years was in charge of Philco radio-phonographs and radio receivers. During the war emergency, he has been serving as manager of the priorities division.

RICHARD H. ROFFMAN, director of public relations and radio at Hillman Periodicals Inc., has resigned to become director of foreign language and radio division of the Independent Citizens Committee for the election of U. S. Senator Robert Wagner.

DIANE JONES COMPANY has appointed Robert Hayes as account executive to the Sweets Company of Chicago, makers of Tootsie Rolls and V-M. Hayes, for the past four years has been an account and merchandising executive for Young & Rubicam. He was formerly with Procter & Gamble where he handled the advertising and promotion of Duz and Lava Soap.

ALAN SMITH has been appointed supervisor of the radio department of Kenyon & Eckhardt, Inc. Miss Smith joined the staff in April, 1943 as a radio commercial writer.

PHILIPS WYMAN, vice-president and director of publication selling of the McCall Corporation, publishers of McCall's, Redbook and other magazines, announces the appointment of E. West as Director of Market Research.

INTERNATIONAL PICTURES, of Hollywood and New York, announces the appointment of Buchholz Company, Inc. to handle its advertising. This appointment is effective immediately and includes radio, newspapers, national magazines and outdoor advertising.

WALTER RANDALL, former traffic manager of Russel M. Seeds Advertising Agency, Chicago, has been promoted to Sergeant in the Air Corps. Mr. Randall, who has been in service for 18 months, is now with the 497th Squadron AAF at Herington, Kansas.

Schwimmer & Scott Changes
Chicago—Cecil Widdifield, formerly director of Schwimmer & Scott, Chicago, has been appointed head of the agency's new business department. Alan M. Fishburn, radio promoter at the agency, has been named director of all Schwimmer & Scott's radio production.



No radio station in the land reaches more families with more good radio programs than WENR—the station that talks to one-tenth of the nation.

That fact adds up to expanding, receptive audience and that, in turn, adds up to expanding sales and profits as our roster of success stories bears witness.

Here are just a few of the stars of the Blue's constellation that keep the audience applauding and the cash register ringing:

John B. Kennedy
Mary Small Revue
Philco Summer Hour
Time Views The News
Terry & the Pirates
Jack Armstrong
Hello, Sweetheart with Nancy Martin
Drew Pearson
Walter Winchell
Quiz Kids
Basin Street
Jimmy Fidler

Life of Riley with William Bendix
Guy Lombardo in Musical Autographs
Sammy Kaye's Tangee Serenade
Spotlight Bands
Raymond Gram Swing
Famous Jury Trials
Let Yourself Go with Milton Berle
Heidt Time with Horace Heidt
Dunninger
Scramby Amby

Stop or Go with Joe E. Brown
Gang Busters
Earl Godwin
Counter Spy
Keep Up With The World
Ted Malone
Darts for Dough
Hot Copy
World of Song
Monday Morning Headlines
Happy Island with Ed Wynn

THIS IS *The Blue Network* **WENR**

as given voice to

ONE-TENTH OF THE NATION...OVE

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

PROGRAM REVIEWS

"DINAH SHORE'S OPEN HOUSE"

General Foods
Young & Rubicam

NBC-WEAF, Thursday, 8:30-9 p.m., EWT.
Writers: Sol Saks, Howard Harris, Sid Zelinko

Producer-Director: Walter Bunker

Music: Robert Emmett Dolan's Orchestra

Guests: George Burns and Gracie Allen

Listeners will find the ingratiating Dinah Shore the perfect hostess in her new show appropriately labeled "Dinah Shore's Open House." This new half hour contains, in addition to the most *swell*ly lined vocal chords on the air, a delightful variety format that brings to its mike personality guestings. Heard on the program this department caught for review were the inimitable lovebirds, George Burns and Gracie Allen. Also heard as regulars are the effervescent Harry von Zell, whose announcerial chores are projected with an abundance of jollity, and the midgetly voiced Butterfly McQueen.

Continuity and comedy situations centered around Burns' burning desire to sing "April Showers" on the program. The writers, Sid Zelinko, Howard Harris, Sol Saks, were able to make a most amusing script by stressing the indefatigability of Gracie who was equally eager to have her husband croak forth. When their hostess finally condescended, and Burns was ready to emit his first sounds, he found himself deafeningly supported by the Joseph Lilley Singers. Incidentally, we would just like to add a word about Miss Shore's femcëing which has assumed a smooth, natural charm, hitherto stilted and awkward.

The program has the usual number of commercials, but they're most listenable. Von Zell approaches them in a Bill Goodwin-ish technique. However, that doesn't detract in any way from the general enjoyment. They're written well and von Zell sells their content. (Bird's Eye).

Walter Bunker direct the proceedings with a deftness that keeps the pace appealing and enjoyable. Miss Shore has the support this medium's top-ranking personality deserves.



Sunkist Sidelights!

● ● ● It is reported that Fred Haney, who has been broadcasting the Hollywood and Los Angeles Pacific league baseball games over KMPC for the past two seasons, is being seriously considered for the managership of the Hollywood Stars. He is a Los Angeles product and formerly managed the St. Louis Browns. . . .

Los Angeles

● Helen Mack, wife of Tom McAvity, the producer, and who has done some radio producing herself, plays an important role, in "And Now Tomorrow" a Paramount offering. . . ● By the way, Loretta Young, wife of Col. Tom Lewis, head of Armed Forces Radio Services, is co-starred in the picture. . . ● Jack Richards of Standard Radio, is in San Francisco, making recordings of the Henry Busse and Joe Reichman orchestras. . . ● Sid Desfor, NBC photographer from the home office, is in Hollywood for a couple of weeks to shoot pictures on various shows that emanate from NBC's Hollywood home. . . ● F. H. Johnson, Jr., head of S. C. Johnson & Sons Co., makers of Johnson's Wax, is here to attend a few Fibber McGee and Molly shows, and to check the radio situation in general.



● ● ● Marc Bowman, formerly continuity chief at KOIN, Portland, and now with the American Red Cross in England, played an important part in creating new interest in the Portland Blood Bank. When donations fell off at the Portland bank, Bowman was appealed to, and he interviewed six soldiers whose lives had been saved by blood plasma. The interview was short-waved to New York by BBC and recorded, with the recording sent to Portland. . .

● Lee Little, manager, KTUC, Tucson, and John Hogg, commercial manager, KOY, Phoenix, have returned to their homes after business conferences at Columbia Square . . . Announcer Ken Niles, who is an enthusiastic hunter, has developed (no pun intended) a new hobby—photography. He has had a dark room built at his home and spends much of his spare time there. . . ● Hoagy Carmichael plays the important role of a pianist-composer in Warners' "To Have And Have Not." "How Little We Know," a new song by Hoagy and Johnny Mercer, is used in the opus.



● ● ● Sid Strotz, Harry Witt, Calvin Smith, Pat Campbell, Woody Hatic, Gil Paltridge, Matt Barr, Jennings Pierce, George Whitney and Hal Carlock were among those attending the cocktail party given in honor of Mrs. Dorothy Lewis, NAB co-ordinator of listeners' activities, by W. B. "Bill" Ryan, chairman of NAB's 1st district. Mrs. Lewis will visit 25 cities in 30 days before returning to Washington. . . ● Hal Bock, NBC Western division Boswell, and Mrs. Bock (Sybil Chism) have returned from a vacation spent at Ojai. . . ● Art Kirkham, vice-president of KOIN, Portland, who is chairman of Oregon's War Finance Committee, has returned to Portland following a conference here with Secretary Morgenthau. Kirkham and the 27 co-committeemen from Portland attended the Garry Moore-Jimmy Durante show and were photographed with the comedians, Georgia Gibbs and the show's producer, Phil Cohan. Servicemen at one of the California's camps were so pleased with a performance given at their camp by Sara Berner that they rewarded her with six cartons of cigarets.



● ● ● Corporal Bill Morrow, who, with Ed Beloin wrote the Jack Benny shows for several seasons, recently received a unique gift from a soldier serving in the South Pacific. It was a coconut shell decorated with pictures of pin-up girls. Corporal Morrow is attached to the Armed Forces Radio Services and will spend some time in New York for his outfit.



Remember Pearl Harbor

f. first

WITH A WOMAN
PROGRAM THAT HAS
GENERAL APPEAL



Nancy Osgood

Good cook or sportswoman
young mother or spinster
Nancy's daily program holds
them all. And even men!

BUT, THIS IS THE USUAL
STORY FOR WRC
FIRST CONTINUOUSLY
SINCE 1923

WRC



REPRESENTED BY NBC SPOT SALES

Washington

Radio Scripts
MIMEOGRAPHED
● Copy electromatically typed
● Reasonable rates and quick Service
● Promotional mailings handled efficiently
LEE LETTER 19 W. 44th STREET
S E VA. 6-9137 N. Y.

Merit Award Given School Conference

(Continued from Page 1)

University of Nebraska who later did graduate work at Columbia University where he received his M.A. and graduate degrees, has been responsible for the development of all radio activities at Ohio State. He has supervised the operation of WOSU, this station, conducted student

training, conferences, institutes and research. Dr. Keith Tyler, who currently is president of the Association for Education by Radio, also has charge of the Institute of Education by Radio which is sponsored annually by Ohio State.

During the past summer he conducted a special course in auditory and visual instruction at the University of Chicago.

At the closing session of the two-school Broadcast conference today Dr. Tyler is scheduled to speak "Educational Radio and Television—A Look to the Future." During this speech the speaker will outline the achievements of Ohio State in experimental radio with special emphasis on their FM programs. He will give an insight into the post-war television planning of educators.

Message from Dr. Johnson

Predicting an increasingly greater use of radio as an educational medium in the classroom, Dr. William Johnson, superintendent of the Chicago Public Schools, in an address read in Dr. Johnson's absence by George Jennings, acting director of the Radio Council of the Chicago Board of Education, at the annual banquet of the School Broadcast Conference last night at the Waldorf-Astoria Hotel, said that the time has not yet come when the classes of the average teacher who depended solely on textbook material for instruction should be considered extremely dull. The conditions in the fifth annual utili-

Station & Weather Bureau Cooperate In Hurricane

(Continued from Page 1)

sulted in radio aiding in averting loss of life and property damage. In the 48 hours from Tuesday noon until Thursday noon WJNO carried a total of 24 weather advisory broadcasts direct from the weather bureau at Miami. When the hurricane struck, the station sent its special events reporter, Frank Brown, to Miami in order that he might give a first hand description of the activities there.

Ohio Group Outlines Television Planning

As a sequel to the United Broadcasting company's cocktail party at Sherry's last Wednesday, H. K. Carpenter, president of the company, mailed the trade an elaborate booklet on the company's television planning. The booklet, which gives readers an insight into the company's operations in Ohio, also tells of its post-war television planning.

Army Radio Personnel Produce Overseas Show

First of the hour-long transcribed shows for rebroadcasting overseas produced in the East by the American Forces Radio Service was done Monday evening October 16, before an audience in the CBS Theater on West 54th Street. Titled "Jubilee," the artists who donated their time were from Broadway's most glittering nite spots and included Josh White, Ida James, Dorothy Donegan, Arthur Lee Simpkins, Stuff Smith, Una Mae Carlisle, Colonel Stoopnagle and Claude Hopkins and his band.

Entire personnel on production of the show were GI's. Corporals Richard McKnight, Jack Rose, Albert Bobrick wrote the continuity. Before entering the service, McKnight and Rose worked on the Bob Hope show; Bobrick on Duffy's Tavern and the Col. Stoopnagle show. Talent was handled by Sgt. George Rosenberg, formerly of Columbia Artists Bureau. Transcription technicalities came under the supervision of Sgt. Edward De La Pena who was with NBC, Hollywood and eastern production supervisor is Lt. Booraem (j.g.), formerly with Burns & Allen, March of Time and Screen Guild. Sgt. Bill Danch dispensed Army censorship. Danch used to be with Fibber McGee and Molly, Tommy Riggs and Edgar Bergen. Nationally known as a sportscaster Sgt. Mel Allen did the announcing.

The AFRS, a section of the Information and Education Division of the Army Service Forces, was organized in May, 1924.

zation of radio competition also were made.

The executive committee cited Robert B. Hudson and the Rocky Mountain Radio Council, Denver, for the programs: "Story-Time" heard over KLS and "Art Speaks Your Language" heard over KFEL.

Junior League Previews New Transcription Series

"Books . . . Bring Adventure," a transcription series produced by the Association of Junior Leagues of America, was presented Mon. afternoon in the Junior League Lounge, Oct. 16, Waldorf-Astoria Hotel to an invited audience. The series of thirteen 15-minute dramatic adaptations of books representing world interest for children nine to 12 years of age is available for sustaining programs to Junior Leagues, libraries, schools, radio stations, parent-teacher groups and other organizations, and was edited by Charles S. Monroe, CBS script editor. Claude Morris of Pittsburgh, producer of "Children's Bookshelf," produced the series.

GI's In Iran Hail Bing Most Popular Air Star

(Continued from Page 1)

Parade," followed by Harry James, Dinah Shore, "Duffy's Tavern" and "Jubilee," the last mentioned an AFRS show designed exclusively for overseas listeners.

These and many other programs are heard 18½ hours per day over the American Expeditionary Stations of the Persian Gulf Command, at Teheran and Ahwaz, and ease the off hours of thousands of American troops stationed in Iran to transport military supplies and equipment to the Soviet Union Armies.



DR. KEITH TYLER



FRED ALLEN: "When I stop laughing at me, Alan Young will be my favorite comedian. And Alan Young or old has my okay."



PHIL BAKER: "If the \$64 question is 'Who is the brightest comedy find of the year?' my answer is Alan Young. YOU'll be sorry if you don't hear him."



ED "ARCHIE" GARDNER: "Good luck, Alan, on my old spot. Hope I didn't put the gypsy curse on it. I know you will pack them in."



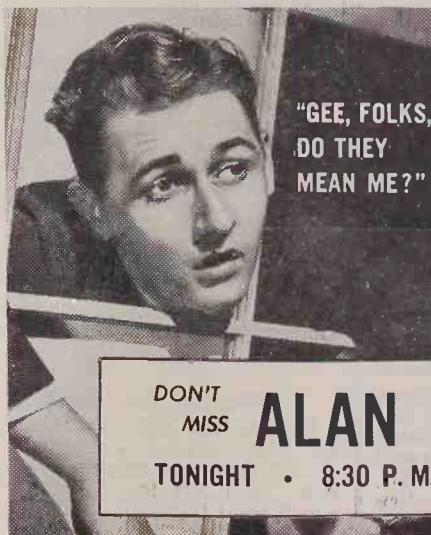
EDDIE CANTOR: "Take it from Eddie, Alan Young is the hottest young comic in years. He's right in the groove. He has a baby—he has a girl—and he is young yet."



DINAH SHORE: "On returning from my USO trip in Europe, I heard the Alan Young Show. I am pleased that I am going to be able to laugh with Alan during the next year."



OZZIE NELSON AND HARRIET HILLIARD: "We think Alan Young is one of the brightest new stars in the radio field. We wish him every success on his show."



"GEE, FOLKS, DO THEY MEAN ME?"



"Take it from Jimmie Durante and Garry Moore, this kid Alan Young is terrific—too! He's great! He'll go places—and it can't be too soon! Everybody wants to get in the act."

DON'T MISS **ALAN YOUNG** TONIGHT • 8:30 P. M., E.W.T. • WJZ

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

Disc Companies Urge Action In Strike Case

(Continued from Page 1)

by Frank M. Folsom, vice-president and James W. Murray, general manager record division of RCA; Paul W. Kesten, executive vice-president of CBS; Niles Trammell, president NBC and Edward Wallerstein, president of Columbia Recording Corp.

Message to Vinson follows:

"We have learned from the press that the Petrillo strike against our companies has been referred back to you. We understand that you have undertaken at the request of the President a study of the law to determine whether the government has any legal means of enforcing the War Labor Board's back-to-work order in this case. We send this message jointly to sum up the alternatives which clearly face us in this situation. As we advised you in August when the case was originally referred to you by the War Labor Board we would not object to a governmental take-over of our record manufacturing facilities in accordance with the applicable law to end the strike which has now lasted over 26 months.

"Public Interest" Cited

"We reaffirm this position because this is the one clear-cut procedure provided by law for the government to enforce the orders of the War Labor Board and because we believe it is in the interest of the public as well as ourselves that this strike be ended as ordered by the Board. This is still our position despite the fact that we are the injured parties and are not in defiance of the Board, and that there is no dispute whatever on wages, hours or working conditions for the musicians. As we advised you during September, the continued delays in the disposition of this case have created a condition of unfair competition under which other companies which have bowed to Petrillo's demands and accepted the dangerous principle of extra payments made directly to the union are threatening the survival of our record businesses and endangering our relations with our artists. This condition which was acute when we disclosed it to you has since become even more so.

"Therefore we urge you to act swiftly since otherwise the principle which we have fought against all this time will be forced upon us."

GE Reports Earnings

Earnings of the General Electric Company for the first nine months of 1944 were approximately the same as for the corresponding period in 1943.

Radio and newspaperman, experienced, needed for arranging educational radio show on National hookup, originating Washington, D. C. State background and salary desired. Reply Box No. 911, Radio Daily, 1501 Broadway, New York 18, N. Y.

WHKC's Rejecting NAB Code Draws Rejoinder From Ryan

(Continued from Page 1)

had sold commercial time to the CIO local of Columbus, Ohio, and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis. The Code, however, neither suggests nor implies any release from the responsibility of the station licensee in cases of controversial material, to give free time for the purpose of discussing the controversial subject.

"There is no language nor implication in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues. In the opinion of the NAB, station WHKC should have considered the propriety of broadcasting the program on sustaining time.

Text of Statement

WHKC, in connection with the UAW case, filed with the Commission the following statement of policy:

"(A) It will be the future policy of station WHKC to consider each request for time solely on its individual merits without discriminations and without prejudice because of the identity of the personality of the individual, corporation or organization desiring such time.

"(B) With respect to public issues of a controversial nature, the station's policy will be one of open-mindedness and impartiality. Requests of all individuals, groups or organizations will of necessity have to be considered in the light of the contribution which their use of time would make toward a well-balanced program schedule, which the station will try at all times to maintain in the interest of the people it serves.

"(C) WHKC will make time available, primarily on a sustaining basis

but also on a commercial basis for the full and free discussion of issues of public importance, including controversial issues, and dramatizations, thereof, in order that broadcasting may achieve its full possibilities as a significant medium for the dissemination of new ideas and opinions, and in doing so there will be no discrimination between business concerns and non-profit organizations either in making time available or restricting the use of such time. Non-profit organizations will have the right to purchase time for solicitation of memberships.

"(D) WHKC will, if it refuses time for public discussion, do so in writing showing reasons for such denial to the extent that request for time is made in writing.

Censorship Treated

"(E) The censorship of scripts is an evil repugnant to the American way of free speech and a free press, whether enforced by a government agency or by a private radio station licensee. Broadcasts by candidates for public office may not be censored under the law. But as to all other broadcasts, WHKC will not censor scripts, or delete any matter contained in them, except for reasons which it believes to be in accordance with the law and existing regulations as set forth in its statement of policy and as explained and interpreted in the record testimony. In the light of future experience this policy may be changed through action by the courts, the legislature or by rules of government bodies having jurisdiction over particular subject matter. It will be the policy of the station to adjust its practices to such changes, reflecting at all times the tolerance which the interest of the public renders essential.

"(F) The station will see that its broadcasts on controversial issues, considered on an overall basis, maintain a fair balance among the various points of view, ie, over the weeks and months it will maintain such a balance with respect to local and network programs, both sustaining and commercial alike."

Blue's Club Elects Officers

New officers of the Blue Network Athletic Association are: Anthony Hennig, assistant treasurer of the Blue, president; C. P. Jaeger, network sales manager, vice-president; Carol Roehrs, of the treasurer's office, treasurer; and Norma Olsen, of the engineering secretarial staff secretary. Officers were elected by ballot by members of the Blue AA.

Mullin To Coast

Earl Mullin, publicity director of the Blue Network, accompanied by "Pete" Jaeger, network sales manager, have left for Chicago, from which point they will continue on to the West Coast.

Here For Radio Conferences

Miami—Magin Suarez Pastor, assistant director of the Venezuelan section of the Office of Co-ordinator of Inter-American Affairs, arrived by Pan American Clipper last week en route to New York for radio conferences.

Emerson Appoints Distributors

Getting set for post-war business, Emerson has appointed two more distributors in the South. They are the Nelson Hardware Company, of Roanoke, Va., and the Utility Company, Inc. of Clarksburg, W. Va. Both concerns will franchise additional dealers and get under way with their post-war sales plans.

Cleveland Radio L Plans Regional

(Continued from Page 1)

lar units are now particularly in the Council.

Under the direction of Mrs. C. Christian, president of the organization who has been active in increasing the membership, the opening session of the Conference start Thursday at 10:30 a.m. Pupils round table by representatives of four different high schools will clarify what the High School Radio Workshops are doing. Discussion will follow with prominent in radio holding the light. Chairman is W. B. Levitt, director of supervised radio in Cleveland Public Schools. Sharing the discussion are I. Keith Tyler, president of AER and Director of Education at Ohio State 'U'; Max Lea Harm, director of "Cha Children" program; Robert St. radio editor of the Cleveland Dealer"; and Mrs. Keith Weigle, Education Chairman of Ohio Press PTA.

Musical Program Scheduled

During the luncheon, Victoria, mezzo soprano will give a and the afternoon period include representatives of Women Division of Cleveland's Radio Stations—Hansen, WHK, WCLE; Mellon, WJW; Esther Mullin, and Jean Colbert, WTAM. Each tell something about their work local stations.

C. E. Hooper, of the research that bears his name, will talk "Radio Audience Measurement Program has been planned by George V. Goodbold, first vice-president, of the Radio Council.

"informed men do better in

gather latest minute news regularly . . . war, sports, racing news . . . between pleasant music!

1430 ON DIAL



WBYN

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

Future Of Tele Bright, NWT Exec Tells REC

(Continued from Page 1)
 An effective medium for carrying advertising messages into the home thus contributing to the increasing demand for other products and which will be so essential in maintaining a high level of consumer demand for goods and services in the post-war must about pre-war peak levels if this is to provide employment for 57 million people who must be employed after the war, the speaker

outlined how it will be possible to employ 57 million people and produce \$200,000,000,000 of goods and services, and create the purchasing power necessary for the consumption of these goods, providing the general public can be educated to demand these products, and would mean a standard of living approximately double pre-war

in this country can have the purchasing power to buy by maintaining and increasing the present levels of activity per man and employing more people; at the current level of earnings there can be generated \$200,000,000,000 of purchasing power, Johnson pointed out. After allowances for taxes, business expenses, and savings, this production would provide \$145,000,000,000 for consumer purchases of goods and services—double the figure of pre-war levels: \$71,000,000,000 in 1940 and \$66,000,000,000 in 1940.

As one of the great educational forces, will be called upon increasingly as a means of educating consumers to demand and be willing to pay for higher standards of living, Johnson predicted.

He dined with Warren Jennings, president, who introduced Johnson; Gerald Tasker, Newell, Inc.; Victor Pelz, sales representative, General Foods; Samuel E. Blow Co.; Clement MacKay, and Eckhardt; Louis H. D. McCann-Erickson, and H. E. Johnson, of Pedlar & Ryan, Inc. In addition to their agency posts, nearly all the above mentioned are prominent in marketing and research

of town attendees at the luncheon yesterday included: Merle Johnson who recently joined the station WOL, Washington; J. H. Futram, MacFarland, Avenue Co., Chicago; Burt Squires, Wallace A. Walker, WFCI, Danville; Franklyn Pease, Ross, Phila.; Mort Silverman,

★ PROMOTION ★

Unusual Program Sked

Something a bit on the unusual side is the monthly program schedule being mailed to over 20,000 listeners in the Salt Lake City area by KUTA. Made up in the form of a folder, the first page promotes new programs and network personalities, while the inside and back cover is arranged in the form of a regular announcers schedule. The station reports that they were a bit worried at the outset, as to whether or not the average listener would be able to understand the station-personnel form used, but that they have received many letters of acknowledgement from their listeners. In two colors, red and blue, the folder makes a colorful and powerful argument that listeners should stay tuned to that station.

Educational

NBC has just released a booklet in behalf of their "NBC University of the Air," titled "Premise With a Promise" which should prove of great interest to all those interested in this NBC feature. The format used is half page photos with accompanying texts, and the whole thing is an interesting and informative bit of reading. After a brief introduction, the text presents the highlights of the "University of the Air" from its inception to the present day, and will doubtless prove to be of great interest to the teachers, educators and others connected with this feature.

WNEW Letter

In co-operation with the extensive radio campaign of Ramsdell's Sulphur Cream now on the air over WNEW 1,500 drug wholesalers and chains received a follow-up letter recently from Wm. B. McGrath, sales promotion manager, urging them to check their stocks and order now, and pointing out to them that this is one of the largest radio campaigns ever sponsored by a drug manufacturer in favor of one product.

Clever Folder

A folder introducing the managers of three of their offices has been released by Taylor-Howe-Snowden Radio Sales. Done up rather cleverly in two colors, the outside is given a bit of a personal touch by the writing in by hand the name of the addressee in imitation of the print above it. Inside are three photos of the man-

WEIM, Fitchburg, Mass.; H. S. Lamb, W. Y. E. Rambo and Jack De Russey, all of KYW, Phila.

President Jennings stated that next meeting would be held Nov. 6, the day before election and that the guests of honor on that day would engage in "strictly political" stuff. They will include Harry Hershfield, Henny Youngman, Milton Berle and others. Jennings also announced that Joe Bloom, the REC musical director and "contractor" was anxious for other REC musicians to get in touch with him for an REC jam session.

agers Jack Keasler, Tom Peterson and Clyde Melville and a short sales message. The whole thing was cleverly thought out, and carefully done.

Unique Contest

Something a little unique in the way of contests is being staged by Arthur B. Church Productions of Kansas City. Instead of the usual "not open to members of the radio industry" this contest to find a name for their music library currently titled "Midland Minstrels" is open only to those in the industry. The contest, it is hoped, will produce a name for this library, which is neither western nor hillbilly in character, with equal promotional value and national appeal as "Texas Rangers," another Church production. The prizes include \$1,000 in war bonds, and the usual rules prevail. Sample recordings of the program may be had on request, and the contest closes October 31.

Scotch Approach

Aimed at the New York time buyer, WPDQ of Jacksonville is staking what they hope is a jackpot program to end all jackpot programs. Every Thursday they draw a name out of a hat, and the next day a representative from the George P. Hollingbery Co. station reps, calls on the man whose name was drawn, armed with a bottle of Scotch. This is a somewhat novel way of gaining entrance, and should be interesting to watch the success or failure of this campaign.

WIP Exploited Series

One of the most comprehensive jobs of promotion was that done by WIP for their recent broadcasts of the World Series. They broadcast the entire series at a local USO to which servicemen and women were invited through the medium of a horsedrawn buggy with signs, which was paraded through Philadelphia's business district. Added to this was the distribution of 35,000 scorecards in stores, cafes, and USO centers, loudspeakers set up in front of the station entrance and the use of the phrase "WIP, the World Series Station" in most of the station identification breaks.

**If you need HELP
getting HELP**

**Kathryn Fecke
is ready to help you**

Call MUrray Hill 2-6494

Radio — Television — Motion Pictures

POSITION SECURING BUREAU

**331 MADISON AVENUE
NEW YORK CITY**

WEMP Requests FM; Other FCC Activities

Washington Bureau, RADIO DAILY
 Washington—Application for a new FM permit was received at the FCC recently from the Milwaukee Broadcasting Co., operators of WEMP in that city. Partners in the company include Senator and Mrs. Robert LaFollette, Mr. and Mrs. Glenn D. Roberts, Wellwood Nesbitt, Evalyn Dolph and Hope Pettey—the latter two the wives of William Dolph of American Broadcasters, licensee of WMT, Cedar Rapids, Ia., and Herbert Pettey, head of WHN, New York.

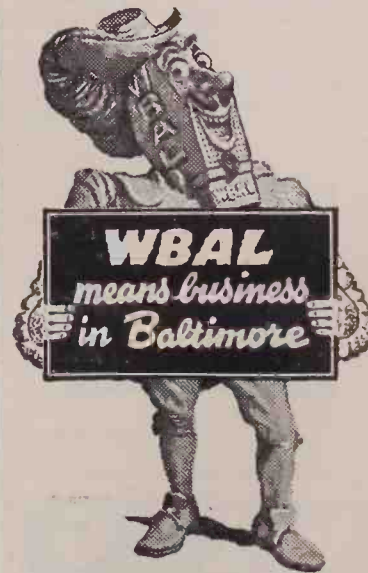
Hazlewood, Inc., licensee of WLOP, Orlando, Fla., applied for a new standard station in Deland, to operate on 1,400 kilocycles with 250 watts, and Thomas N. Beach of Birmingham, Ala., seeks a standard station with the same power on the 1,490 band.

The Middle Tennessee Broadcasting Co. amended its application for a new station to seek the 1,340 band rather than 1,240, as earlier requested. Power sought is 250 watts.

WAC Group Issues Guide For 1945 Red Cross Drive

War Advertising Council has released a new campaign guide for the 1945 American Red Cross fund-raising drive, the guide being issued in co-operation with the RC and OWI. Appeals from General Eisenhower, General MacArthur and Admiral Nimitz highlight the guide for advertisers and media use.

It is pointed out that regardless of when the war will be over and the status next March, the need for funds will be as great as ever and the "work of the Red Cross must go on." Suggestions for advertising are contained in the guide, for radio, newspapers, magazines, trade publications, outdoors, motion pictures and various other media.



Edward Petry & Co., National Representative

**Two Networks!
Three City Market!!**

WENT MUTUAL

Johnstown • Amsterdam

THOMAS OLARK, Nat. Rep.

★ ★ ★ COAST-TO-COAST ★ ★ ★

— NEW YORK —

NEW YORK—Novelist Allan Chase will guest on Bennett Cerf's "Books Are Bullets" program over WQXR Wednesday, October 25. . . . Willard Schroeder, formerly with WCAE Pittsburgh, succeeds Clarence G. Cosby, resigned, to the post of general manager of WINS. . . . Don Lyon, chief announcer and production manager of WSYR for the past two years, has returned to WHN. Lyon won the 1943 H. P. Davis Memorial Announcer's Award. . . . Guest on Ethel's Colby's "Broadway Busybody" over WMCA, October 25 will be Milton Berle, comedian of radio and Broadway. . . . The two most recent additions to the WNEW production staff are Bob Caldwell and Peter Strand.

— CALIFORNIA —

SAN FRANCISCO—Don Fedderson, manager of KYA, has been re-elected president of the Palo Alto Radio Stations, Inc. Other officers elected were O. H. Blackman, vice-president and John M. Carr, secretary-treasurer. . . . Jim Hayes, former KJBS and KQW mikeman, has joined the local CBS staff as assistant to Phil Woodyatt and Don Mozely. . . . New producer on KGO is Roy Grandley. . . . **SACRAMENTO**—Newest additions to the announcing staff of KFBK are Monty Ricketts and Howard Evanson.

— CANADA —

EDMONTON—For the fourth and perhaps the last time, British refugee children in Canada are recording their Christmas wishes at the studios of CJCA for shipment overseas to their parents. This year the Hudson Bay Company is sponsoring the messages, and for absorbing the cost of recording and mailing the company's stamp appears on each disc cover.

— NORTH CAROLINA —

RALEIGH—Latest addition to the announcing staff of WPTF is former Canadian fighter plane pilot J. H. Fair, Jr., who comes to the station from WHIS. . . . **GREENSBORO**—The WBIG Concert Ensemble, under the direction of Margaret Banks, is preparing a series of 30-minute transcriptions to be sent to the troops overseas.



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

W T A G
WORCESTER

— COLORADO —

DENVER—A series of special staff luncheons is being held by KLZ in order to acquaint the staff with the latest technical developments. At one of the recent meetings the staff saw movies on FM and television.

— UTAH —

SALT LAKE CITY—New appointments in the staff of KUTA are Larry Sutton, who has shifted from the sales staff to the announcing department, and James Lawrence, former special events and sports director, who has been appointed merchandising and promotion manager.

OGDEN—Arthur Gaeth, Mutual's intermountain commentator, who broadcasts from the studios of KLO daily is currently on a speaking tour of the Eastern states. His commentaries will continue on schedule, and will originate from MBS stations en route.

— CONNECTICUT —

HARTFORD—Pappy Howard and his Connecticut Kernels, early morning WDRC performers, put on a special show recently in behalf of the War Fund drive.

— NEW YORK —

SYRACUSE—Newest addition to the WSYR announcing staff is Herb Corneal, who was formerly associated with a Virginian station. . . . The Central New York Regional Market Authority has given a room in the City Market for the use of the WFBL "RFD Program." The program is now being aired from this special room six days a week. . . . **ITHACA**—Something new in radio is the current series of radio-delivered dress-making lessons being given over Cornell University's station WHCU. At the end of the series, each participating homemaker is supposed to have a finished dress.

— TENNESSEE —

MEMPHIS Two new additions to the staff of WHBQ are Eugene Tyler, who has joined the announcing staff after a term in the Army, and Melba Welch, who came to the station from WMC. Memphis. Mrs. Welch will take over duties in the traffic and program department. . . . WMPS recently inaugurated a new three times weekly news program which is built around the idea of simulating the atmosphere of a news room of a large newspaper. Titled "The Newspaper of the Air," the new program is heard under the sponsorship of the Darden-Smith Jewelry Company.

SEND BIRTHDAY
GREETINGS TO---

October 24

B. A. Rolfe Paul Lindsay
Elinor Sherry Reginal Schuebel
Perley Tribou Russell Willis

— SOUTH CAROLINA —

SPARTANBURG—Several changes in the staff set-up of WSPA include merchandising and art director James W. Morgan assuming the additional duties of promotion manager; Bob Ferrie has been shifted to the post of news director, and Grover Golightly is now sports director.

— WEST VIRGINIA —

HUNTINGTON—Three new announcers have been added to the staff of WSAZ. They are Bill Kemp, formerly with WPAY; Jack Fields, former vocalist with a Baltimore band; and Don Waggoner, of Huntington.

— NORTH DAKOTA —

JAMESTOWN—At a recent meeting of the board of directors of the Jamestown Broadcasting Company, Lloyd Amoo was elected vice-presi-

dent. In the past Amoo has been president manager.

— OHIO —

CLEVELAND—New additions to staff of WGAR include Jack Schuler, formerly with United Airlines, who is in the sales department, and Walter Rich, formerly with WAKR, Akron, who has joined the staff of the station as announcer.

— PENNSYLVANIA —

PHILADELPHIA—Gene Galt, formerly with WSNY, Schenectady, has joined the announcing staff of WIP. John Kelly is being upgraded to night news editor of WIP to handle special events and publicity, according to a statement issued by Richard Gimbel, Jr., president and general manager of the station, who is an outlet of Mutual.



THE POWER OF Habit

Courtesy Arthur Murray Dance Studios

In good dancing, intricate footwork soon becomes "second nature."

It is "second nature" for the people of Southern New England to turn to WTIC because, for more than nineteen years, WTIC has provided the type of radio programs they prefer.

Thus, there is a constant audience for your sales message when you use WTIC—an audience that possesses an effective buying income 60% greater than the average for the entire United States.

Let WTIC's 50,000 WATTS sell your product in Southern New England.

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 17

NEW YORK, N. Y., WEDNESDAY, OCTOBER 25, 1944

TEN CENTS

Web Executives Resign

Radio Era Of 1954-'59
Portured By Dr. Tyler

Chicago—Envisioning the probable M-televison setup in this or 10 or 15 years hence, Dr. I. Tyler, director of educational at Ohio State University and president of the Association for Educational Radio, in an address before a session of the Eighth Annual School Broadcast Conference yesterday afternoon at the Morrison prophesied that the next decade will see the establishment of

(Continued on Page 6)

Kesten To Europe
To Confer With Paley

W. Kesten, executive vice president of CBS has left for London to confer with William S. Paley, president of the network. Kesten was in the government service in Washington, operating at General Eisenhower's headquarters, in the psychological warfare division. During absence Kesten, executive officer of the network will be Frank Stanton, president.

Aylen Leaves WINS;
Schroeder Succeeds Him

Lawrence G. Cosby, general manager of WINS, New York, has resigned from that position and will be replaced by Willard Schroeder, it was announced by Leonard Kaplan, general manager of Hearst Radio. Schroeder joined the Hearst organization in 1934 and was sales manager of WCAE, Pittsburgh since 1940.

Actors Paradise

"Finders Keepers," NBC's rolling morning show boasts the largest stock company in radio. It's why. Some time ago Clarence Menger issued an order to find new voices a try. Result: During the first sixteen weeks of Finders Keepers over 400 parts have been cast, rehearsed and played by almost 200 artists in 80 shows including 240 miniature playlets.

Kobak Leaves Blue; McClintock MBS;
Report Former Will Succeed Latter
As Mutual Network President

Resignation of two important network officials within 24 hours, Edgar Kobak from the Blue and Miller McClintock from Mutual, gives strong indication now that the former will succeed the latter as head of MBS as soon as the Mutual board of directors take official action. Kobak left for Chicago late Monday night and while originally scheduled to attend a Blue affiliate meeting there, will possibly confer with Mutual board members instead. Mutual officials queried yesterday on Kobak said: "No comment."



EDGAR KOBAK

At Mutual it was stated yesterday that McClintock was retiring as president at the termination of his contract which will be before the end of the current year. Announcement of his resignation came several hours after that of Kobak.

Kobak, executive vice president of the Blue Network has resigned, effective Oct. 28, according to official announcement yesterday by Edward J. Noble, chairman of the board. Resignation of Kobak has been expected in the trade for some time, but despite the expectation, considerable surprise still seems attached to the move. No replacement has been set as yet, according to spokesman for the Blue; however it is presumed that Chester LaRoche, recently appointed executive officer of the network, would assume some additional duties, and Mark Woods president, would do likewise.

Current duties of Kobak were to take charge of future developments for the network, including television, facsimile and FM. Also, the supervision and planning of new studios in various parts of the country, namely Chicago, Hollywood and New York.

Kobak sent his resignation to Noble in the form of a letter, just before leaving for Chicago where a Blue affiliate meet is scheduled and this with Noble's reply follows. Both letters are dated Oct. 23, and written the evening of that day. Kobak wrote to Noble:

"Dear Ed:

"This is the hardest letter I have ever had to write. I have decided to leave you and my other associates on the Blue Network. I feel that the major part of the task that was put before us over four years ago is about completed. The network has reached maturity, if that's possible for a network,

(Continued on Page 6)



MILLER MCCLINTOCK

WLAU — WLAU — WLAU — brings repeated sales increases for you from Northern New England. Sales down? Bring them up with Station WLAU — serving New England's third largest concentrated radio audience.

RCA Tele Testimony
Heard By The FCC

Washington Bureau, RADIO DAILY

Washington—RCA-NBC yesterday began its television presentation at the FCC allocation hearing with testimony by Chief Engineer C. B. Jolliffe, H. H. Beverage and E. W. Engstrom. It continues today with NBC President Niles Trammell, NBC Chief Engineer O. B. Hanson and several other officials.

Jolliffe took issue with the optimism of CBS as regards the time it would take to develop a practical service

(Continued on Page 6)

Jaeger Heads Blue Sales
In Consolidated Setup

New setup in Blue Network sales activities was announced yesterday by Chester J. LaRoche, vice-chairman of the web, who stated that C. P. Jaeger would be general sales manager. Operation of network sales, national spot sales, co-operative programs and program sales were combined, effective immediately. Previous

(Continued on Page 2)

Three Major Appointments
Announced By CBC Web

Montreal—Three major appointments have been made by the Canadian Broadcasting Corporation this week, according to an announcement by Dr. Augustin Frigon, general manager of the CBC.

Peter Aylen, a veteran of 12 years of service with the CBC and its predecessor, has been named to the post

(Continued on Page 2)

Two Choruses

In addition to the Lyn Murray Chorus which appears regularly on the Squibb show, Fridays, 6:15-6:30 p.m., EWT, over CBS, a chorus consisting of 40 WAVES will also be featured in the special Navy Day program scheduled for next Friday, Nov. 3. Rosemary Kuhlman, noted singer, will make her third appearance as guest soloist on this program.



Vol. 29, No. 17 Wed., Oct. 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. Bahi, 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 45-45. 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, Oct. 24)

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, Phi co, RCA Common, RCA First Prd., Stewart-Warner, W-stinghouse, Zenith Radio.

NEW YORK CURB MARKET

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

OVER THE COUNTER

Table with columns: Bid, Asked. Row: Stromberg-Carlson.

Joins Mutual Sales

Otis Williams, for the past nine years on the sales staff of WOR, has been transferred to the Mutual network sales staff as an account executive. His new position becomes effective November 1.

20 YEARS AGO TODAY

(October 25, 1924)

In memory of Albert H. Loeb, executive of Sears, Roebuck & Company who passed away this week, WLS in Chicago remained silent except for its market service the past two days. Regular programs are being resumed today.

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



Coming and Going

HOWARD STANLEY, press information director and sales promotion manager of WTOF, Washington, D. C., is expected in New York today for the meeting of sales promotion managers serving CBS-owned stations.

LAWRENCE W. HAGER, president of WOMI, Owensboro, Ky., a visitor yesterday at the headquarters of the Mutual network.

SAM COWLING, Don McNeil's sidekick on the Blue Network "Breakfast Club" program in Chicago, is back in the Windy City following a short vacation in New York.

BILLY DANIELS has returned from Russia, Persia and Egypt, and has resumed his singing chores on NBC's "Music America Loves Best."

BARTON PITTS, president of KFEQ, Blue Network affiliate in St. Joseph, Mo., has returned to the station following a few days in New York.

HUGH SMITH, general manager of WAML, NBC outlet in Laurel, Miss., is visiting at the network's headquarters in Radio City.

CHESTER MacCRACKEN, radio producer for Doherty, Clifford & Shenfield, Inc., is en route to New York from the West Coast, where he set up the Gracie Fields show. ROBERT KING, from the same agency, has left for the Coast to do publicity on the program.

DR. AUGUSTIN FRIGON, general manager of CBC, is completing a tour of the Maritime provinces of Canada.

Three Major Appointments Announced By CBC Web

(Continued from Page 1)

of supervisor of international short-wave service. Mr. Aylen, who has been CBC program liaison officer at Ottawa since the start of the war, will move his headquarters to Montreal. The program studios for the Canadian shortwave service will be located here, on Crescent Street, and will be connected by land lines to the transmitter now nearly completed, in Sackville, New Brunswick.

Major Rene Garneau, Quebec journalist and radio commentator, has been appointed supervisor of the service to France. Major Garneau was seconded from the Canadian Army to the BBC for broadcasting to France and then returned to Canada for a post with the Wartime Information Board.

Gordon Skillan, of Toronto, will supervise the service to other parts of continental Europe. Mr. Skillan has given up his professorship of political science at the University of Wisconsin to take up his new work for the CBC in Montreal.

John H. Cose, Jr.

John H. Cose, Jr., assistant superintendent of RCA Institutes, Inc., died yesterday after a long illness at the age of 43. He is survived by his wife, Mary, and his parents, Mr. and Mrs. John H. Cose, Sr., all of Plainfield, N. J.

Jaeger Heads Blue Sales In Consolidated Setup

(Continued from Page 1)

ously these divisions operated separately and Jaeger was network sales manager.

Jaeger announced that Murray Grabhorn, formerly national spot sales manager, becomes assistant general sales manager and among other duties he will continue to supervise national spot sales.

D. R. Buckham, will remain as Eastern network sales manager and Stanley Florsheim in charge of cooperative programs.

Girl Scout Week

Inaugurating of an allocations plan which will give seven radio programs an "exclusive" for one of the seven service days of Girl Scout Week, was announced yesterday by the radio department of the national Girl Scout Public Relations division. Girl Scouts Week will be observed from October 29 to November 4.

Welles Ill; Cancels Speeches

Due to a throat infection which is keeping him confined to his suite at the Waldorf-Astoria, actor-producer Orson Welles was compelled to cancel all immediate speaking engagements, including the NBC Chase & Sanborn program Sunday evening and a political broadcast which was scheduled for today.



HEAVY WEATHER

That's not such a go picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a show.

We're using it to try to remind radio advertisers that when sales start to hit heavy going... they'll need to check all the media they buy. And the time to start thinking NOW.

Our interest is radio in Baltimore... W-I-T-H, the successful independent. Authenticated facts prove that this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm NOW!



W-I-T-H IN BALTIMORE

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

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

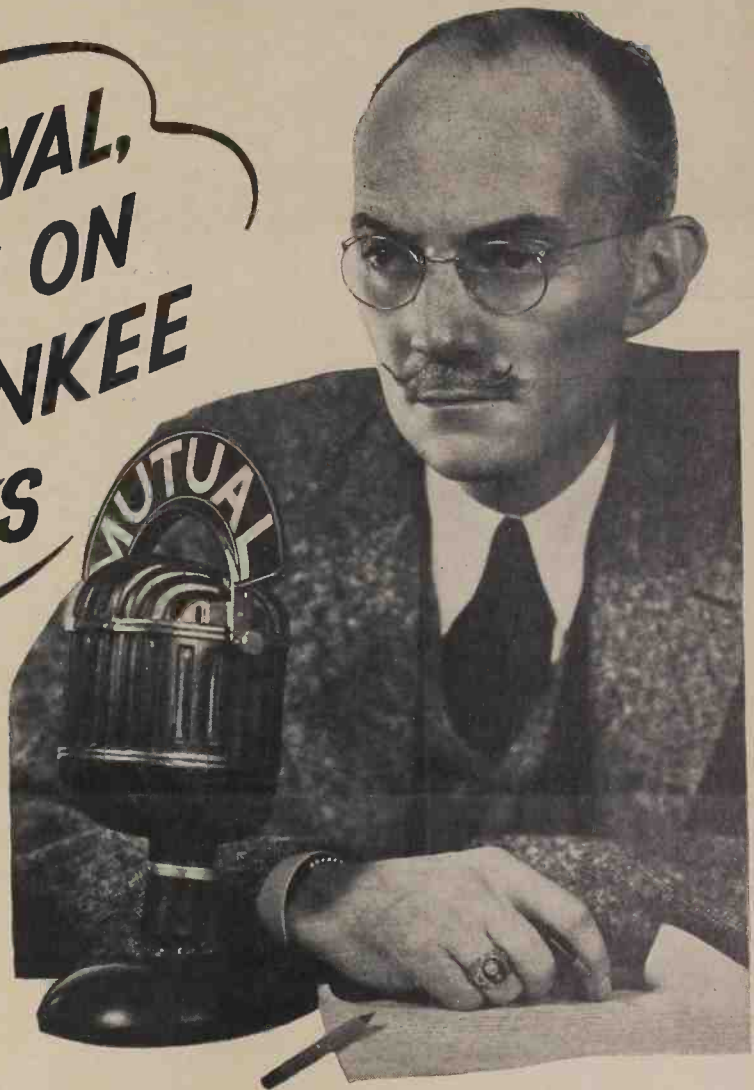


Cover your market with a package of spots that cover the day.

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

CEDRIC FOSTER

HE SPEAKS
EVERY DAY TO A LOYAL,
TESTED AUDIENCE ON
MUTUAL AND YANKEE
NETWORKS



NOW

YOU CAN SPONSOR HIM LOCALLY!

Cedric Foster is now available in many Mutual markets for local sponsorship—Monday through Friday, 2:00-2:15 P. M., E.W.T.

Here are some current "Hooper's":

BOSTON 5.2	ATLANTA 5.7	PORTLAND, ORE. 5.5
OKLAHOMA CITY 5.7	PITTSBURGH 5.3	

Consult your local Mutual station, or

THE YANKEE NETWORK 21 BROOKLINE AVENUE
BOSTON 15, MASS

**WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW**



Patsy Bauman of the KGW staff puts plenty of personality into her "Personality Hour" songs.

**HERBERT A. TEMPLETON
... CHAIRMAN OF PORTLAND
COUNCIL OF SOCIAL AGENCIES**

SAYS. "The devoted labor of the volunteer is the essence of social agency work. Hundreds of Portland's finest citizens gives thousands of hours annually with no thought of reward or praise. The unique Salutes to volunteers on KGW's "Personality Hour" provide a fine gesture of appreciation and stimulate general community interest in the work of social agencies. It is typical of KGW's alert showmanship that this outstanding public service is combined with the entertainment appeal of the "Personality Hour" so that listener interest is guaranteed.



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— Remember Pearl Harbor —

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Army-Navy Game Sponsor

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Edgar Kobak, retiring vice-president of the Blue, is a member of the honorary committee for the annual Army-Notre Dame rally to be held Nov. 10 at the Waldorf-Astoria for benefit of N. D. servicemen.

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From German Soii Sunday**

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The more than 800 employees of the coast to coast Blue offices are personally represented on the Christmas packages that went on their way overseas this week. The gifts were wrapped in a specially designed wrapper which carried the signatures of all of them. Besides the packages, a check will be sent with Christmas greetings to each former Blue employee now overseas, as well as to about 100 stationed here in the states.

**This Week's
BOSTON
SYMPHONY
REVIEWS**

By Leading Radio Editors

MARY LITTLE
Des Moines Register and T

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Providence, R. I., "Bell Syndicate"

Sparkling throughout was Saturday night's broadcast concert of the Boston Symphony, Serge Koussevitzky conducting. As in many programs Dr. Koussevitzky opened the evening with an 18th Century piece brilliantly displaying the matchless string orchestra, Suite for Strings by Corelli. Theme and variations, Arnold Schoenberg, conventional outline, rather tedious because unvarying tempi and notably reminiscent of its origin as a Tour Force for Military Band. Major work was Mozart Concerto for Two Pianos with Pierre Luboshutz and Ger Nemenoff, highlighted by remarkable restrained interpretation by soloists. Concerto fared well in accompaniment. Also, using reduced orchestra as is his custom, Koussevitzky gave Piano Duo lucid Mozart background, perfectly suiting the reading of one of Mozart's most radiant scores.

**OCTOBER 28th
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Mozart's Overture to "The Impresario"
Bach's Organ Toccata in C major
8:30 P.M., E.W.T. — Blue Network

Sponsored by

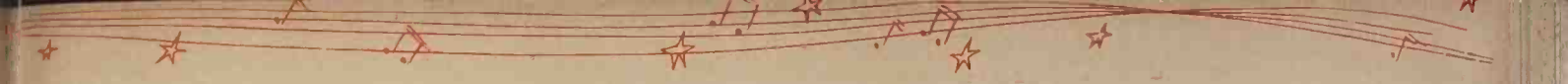
ALLIS-CHALMERS

MFG. CO., MILWAUKEE, WISC.
"Engineering That Aids All Industry
Furthers American Good Living."

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO., INC.



WE "CAN'T HELP SINGING" THE PRAISES OF JEROME KERN

Looking around for a statistic, as one will do once in a while, we discovered that Jerome Kern is now celebrating his 40th anniversary as a composer of hit songs.


Well may he know that he is not celebrating alone. Certainly, everyone who has enjoyed the beautiful Kern music over the years will celebrate with him, and certainly all of his friends in the music business, all of his friends in radio and motion pictures will celebrate also.

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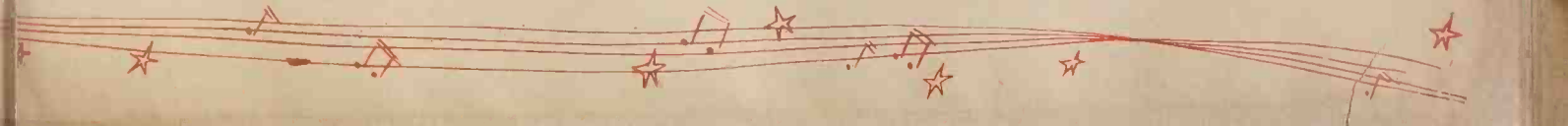
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T. B. HARMS MUSIC COMPANY



Radio Era Of 1954-'59 Pictured By Dr. Tyler

(Continued from Page 1)

approximately 300 television stations, around 3,000 FM stations and probably 300 FM educational stations.

The number of standard AM stations, Dr. Tyler further predicted, will have dwindled to about 100 by that period, representing the remnants of the present broadcasting structure. Of the AM stations remaining, all would operate on clear channels and attempt to cover wide areas.

Sees FM Far Ahead of Tele

About 85 to 90 per cent of the homes of the country would be equipped with combination AM-FM receivers and only about 20 per cent of the homes with television receivers, said Dr. Tyler. The 300 television stations would serve the populous centers and primarily those in the upper economic bracket inasmuch as the cost of receivers would still make them an upper bracket luxury. The 300 educational FM stations, however, would serve a wide variety of listeners, providing programs for boys and girls of school age, farmers, laborers and housewives.

As for educational radio Dr. Tyler sees an AM-FM receiver in every school classroom, which would be acoustically treated for better reception, and a visual television room in every school building. The latter, he said, would have a sloping floor, comfortable seats and would be equipped with a 16 mm film projector and television receiver.

"A 'Dream,' but Possible"

All of these prophecies, Dr. Tyler emphasized, are a part of his dream of the future, but even though it is just a dream technologically it is possible, he said, adding that whether it can be achieved depends on what happens to our economic system, and on the ability of the American people to maintain a high level of income. He cited some of the factors that might interfere, for instance, with the development of such a vastly greater television set-up, mentioning:

- (1) Television is too dependent on a high national income because of the greater costs involved.
- (2) Coaxial cables and relay systems must be extended and this takes time and money.
- (3) Development of television depends on the perfection of receivers for the home in a price range the ordinary family can afford, and there are no immediate prospects of such a low-cost receiver.

Television theaters may spring up, Dr. Tyler said, for people who can't afford sets.

Radio and newspaperman, experienced, needed for arranging educational radio show on National hookup, originating Washington, D. C. State background and salary desired. Reply Box No. 911, Radio Daily, 1501 Broadway, New York 18, N. Y.

Kobak Leaves Blue Net Post; McClintock Resigns At MBS

(Continued from Page 1)

and the new people and new ideas can help it grow faster from this point on.

"The things that I like to do best have to do with planning and building and I feel that the foundation and structure have been laid and now it is a job of strengthening and improving. There isn't much left for me to do among the things that I prefer to do, so I feel this is probably a good time for me to make this move.

"I have every confidence that the Blue's present organization is going to achieve leadership from all standpoints in the broadcasting industry. I hope that some of the standards that I helped to establish, along with our employees, will be a partial factor in reaching that position.

"I wish you, Mark Woods, Chet LaRoche and my other associates and old friends the success that I know you are striving for and that you deserve. I want to thank you personally for your kindness and your patience, and for the help that you have given me at all times. The friendship that has grown between us is one that I hope will grow closer as time goes on.

Sincerely,
EDGAR KOBAK."

Noble's Reply

"Dear Ed: It was with the greatest regret that I received your letter of resignation. I am extremely sorry that you are leaving the Blue Network.

"Ever since the Blue Network was separated from the National Broadcasting Company in January, 1942, its progress has been guided in great part, by the talents and abilities of you and Mark Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

"We, who are newer at the Blue

Reticent

Chicago—Edgar Kobak, retiring executive vice-president of the Blue Network, had no official comment to make when questioned here yesterday by a representative of RADIO DAILY regarding the report that he shortly will accept the presidency of the Mutual network.

Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envisioned.

"I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been yours at the Blue Network. I know that our friendship will continue, for like you I value it highly.

"I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Chet and I sincerely hope that you will find happiness in your future work.

Sincerely,
EDWARD J. NOBLE."

At the time of the purchase of the Blue by Noble and his associates and subsequent stock structure made public, Kobak was listed as having bought two and one half per cent, same amount bought by Mark Woods, president. Yesterday, a spokesman for the Blue in answer to a query stated that Kobak was "retaining his stock" owned in the Blue Network Co. In addition to Noble, Chester LaRoche and Time & Life Inc. each own 12 and one half per cent of stock.

McClintock Statement

McClintock said, "My term of service with the Mutual Broadcasting System has been in accordance with the original agreement with the Board of Directors of the corporation. The position has afforded two years of the most stimulating and interest-

RCA Tele Testimon Heard By The

(Continued from Page 1)

for the public if television were to be moved to the ultra-high frequencies, declaring that engineering would require another five years or more. He supported the RTPB recommendation that television be held to 300 megacycles.

Jolliffe revealed that RCA now experimental models of projection receivers that reproduce a picture approximately 18" x 24" in size, translucent screen with adequate brightness to be viewed in a well-lighted room.

For broadcasting, he said, RCA able to manufacture transmitters which will operate on any frequency assigned to television from 40 to 300 megacycles, using present FCC standards. He suggested that the frequency area above approximately 300 megacycles be authorized for experimental development of new tele-

vision activity in which it has been a pleasure to engage. Due to the co-operation of the shareholders, affiliated stations and the enlarged staff, the Mutual Broadcasting System has had the privilege of increasing its sales by approximately 100 per cent and has made substantial progress in the quality of service. I firmly believe that the final plan of operation is fundamentally sound and will, in the future, continue to increase its splendid service to business and to the general public."

Alfred J. McCosker, Chairman of the Board of Directors of Mutual Broadcasting System, said: "Mr. McClintock's resignation is in accordance with terms of original agreement and the Board of Directors will announce a successor in the near future."

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

CHATTANOOGA

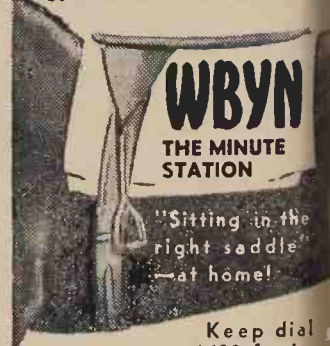
IN THE
HEART OF
TVA

POWER EMPIRE

WDOD
CBS

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

"in the saddle"



Keep dial
on 1430 for
instantaneous race
reports from all
tracks, 12 to 6:30
between music!

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

AGENCIES

LIAM COBLENZER, honorably discharged from Army, Music Corporation of America's department as an agent.

RY J. DOSTAL, purchasing of Emerson Radio and Phonograph Corporation for the last three has been appointed contract of the company. He will all Government contracts for on. Prior to joining Emerson been purchasing agent for two radio manufacturers.

T. STEIN, president of Davega Radio Inc., will serve as Sixth Loan chairman of the Radio Manufacturers Division of the War Finance Committee for New York, been announced by William E. director of the Commerce and Division. Benjamin Abrams, of Emerson Radio and Graph Corp., will serve with as co-chairman.

IES (JIMMIE) M. DOOLITTLE, active in Wisconsin and radio circles, has joined the staff National Recording Company, Chicago as assistant to Richard (Dick) ay, managing director.

VERTISING FOR CONSUMERS MINS, INC., is to be handled the Blaine-Thompson Co. Radio newspapers are to be used in a local campaign beginning in No-

In Demand By Agencies

Cuff, director of the Du Mont station WABD, reports that during the past week they have been with requests for time from advertising agencies. Al Du Mont has been offering the of the station to the agencies of charge for the past year, recently that the agencies started to make extensive use the said.

SEND BIRTHDAY GREETINGS TO...

- October 25
Anita Boyer
Butterworth
Anne Dall
Dan Landt
Cyril Pitts

AVAILABLE

etary, 5 years' experience with top executives. Crackerjack correspondent. all-round judgment. Plaza 5-8673 or 913, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

ILLINOIS

CHICAGO—A public announcement was made last week by WJJD that the station would welcome an audience to attend the "Anson and Wilson Present" program heard Monday through Friday. This is the first time that a studio audience was permitted since the station's origin. Latest addition to the staff of WIND is Rod Klise, who recently became a staff announcer. Klise comes to the station from KHQ-KGA, Spokane.

INDIANA

FORT WAYNE—Last week WOWO-WGL entertained as guests Lee B. Wailles, general manager of Westinghouse Radio Stations, Inc.; B. A. McDonald, Westinghouse general sales manager, and W. B. McGill, sales promotion and advertising manager for the same firm.

MARYLAND

BALTIMORE—Reorganization of WBAL's sales staff with a separate department devoted exclusively to retail sales, service and promotion, was announced this week by Leslie H. Peard, sales manager, and Harold C. Burke, manager. Under the new set-up, Harry H. Wright will be assistant sales manager in charge of WBAL's retail activities, and Kenneth Carter and Lewis Cahn will be account executive and advertising counsel respectively.

LOUISIANA

NEW ORLEANS—Metro-Goldwyn-Mayer has inaugurated two new series of programs over WWL. Each Monday, Wednesday and Friday the show is titled "The Star Spotlight" in which the M-G-M reporter tells the life story of a particular star now under contract for M-G-M. Each Tuesday and Thursday the show is called "M-G-M Melody Time." One melody from a previous M-G-M film success is played by a name band and listeners are invited to name the movie from which it was taken before the title is revealed on the air. The M-G-M reporter is Bob Conrad, and the announcer for "M-G-M Melody Time" is Bill Brengel.

WASHINGTON

SEATTLE—Local sales manager of KIRO, Joe Hiddleston, was recently elected to the Board of Governors of the Washington State Press Club.

MINNESOTA

ST. PAUL—John W. Boler, president of the North Central Broadcasting System, Inc. is moving his headquarters to Chicago where he has retained offices at 36J North Michigan Ave., and is taking over national sales for the regional network, operating out of the Chicago office.

NEW JERSEY

NEWARK—Sally Levy is the newest addition to the continuity department of WAAT. Miss Levy comes to the station from Boston, where she had her own program, as well as doing continuity work. PATERSON—Several hundred dollars were raised by WPAT for the Eyeglass Fund for Needy Children, when the station auctioned off to the Paterson Kiwanis transcriptions of the humorous speech made before that group by Gene Flack, advertising director of the Loose-Wiles Biscuit Company, at one of its recent luncheons. The records brought ten dollars and more apiece during the course of the bidding, with Sidney J. Flamm, vice-president and general manager of the station, acting as auctioneer.

MONTANA

MISSOULA—Frances Newell, of the announcing staff of KGVO, leaves this week for Berkeley, California, to complete her studies for a degree in law. Joining the announcing staff this week are Philip Stanley and John McCauley.

NEW YORK

SYRACUSE—Bob Doubleday, farm editor and musical clock emcee of WFBL, has joined the staff of Syracuse University Extension school, and will teach a class in radio announcing during the first semester. Guest speaker at the Lions Club this week will be John C. Duvall, WFBL news commentator. ROCHESTER—Realizing that radio is in need of music written especially for radio, and that radio has an obligation to support and encourage American composers WHAM has commissioned three composers to write scores for the station. The music will be ready for presentation early in 1945.

Cover the Rich Lehigh Valley

WEST EASTON, PENNA. NBC Mutual

SPORTS MUSIC NEWS WHN 1050 1050 1050 1050 DIAL 1050-50,000 WATTS

NBC BASIC NETWORK STATION



1150 KC Wilmington, Delaware

5000 WATTS

DAY & NIGHT

Sales Representative PAUL H. RAYMER

2 GREAT NEW OLD GOLD PROGRAMS

THE
OLD GOLD

COMEDY THEATRE

DIRECTOR AND HOST

HAROLD LLOYD

YOUR FAVORITE STARS IN YOUR
FAVORITE SCREEN COMEDIES

NBC

10:30 P. M. E.W.T.
SUNDAYS

**WHICH IS
WHICH**

PRESENTING

FAMOUS PERSONALITIES OF
STAGE, SCREEN AND RADIO

OR

THEIR REASONABLE FACSIMILES

KEN MURRAY

M. C. AND HOST

CBS

9:30 P. M. E.W.T.
WEDNESDAYS



TUNE IN!

TUNE IN!

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 18

NEW YORK, N. Y., THURSDAY, OCTOBER 26, 1944

TEN CENTS

Joyce Asks Tele Green Lite

Completes Plans Special Bond Day

Joyce's participation in the Sixth Loan Drive will include a 20-contribution on Thanksgiving Thursday, Nov. 23, with the being, "Now Let's Talk Tur- to Japan." Notables of military, and entertainment field will art in the pleas for more bond- ing and general bond messages. eeping with the impetus gained Pacific so also will the NBC ighn be trained in the same di- n. Listeners also will hear a and report on how men over- re spending their Thanksgiving
(Continued on Page 7)

Of T" Questionnaire Asks 'Name' Nominations

Each of Time," through Frank director of the radio program ment of Time, Inc., has mailed questionnaire to a professional list g nominations for personalities ear on the program during the e of 1944. "March of Time" ver to the Blue Network NBC on Thursday, Nov. 2nd.

Series Signed By CBS Series of Sunday Talks

Downes, New York "Times" critic, has been signed BS for a series of talks usical events, programs and alities starting Sunday, Oct- . The Downes series will be from 2:55 to 3 p.m., and will e the New York Philharmonic ony broadcasts.

Success Story

his fall Ethel Barrymore cele- es her 50th year as an actress. ven her Theater Guild produc- of "Embezzled Heaven" opens ew York next week, her name e be blazing across three mar- es: she is currently starring in the Blue's "Miss Hattie," RKO's "One But the Lonely Heart" and above mentioned play. Miss Barrymore is sixty-two years old.

Rumor Factory

Rumor factory is now going full blast on the disposition and possible future plans of the radio executives, even going afield to include FCC Chairman James Lawrence Fly. Latest "dope" going the rounds is that Chairman Fly will take the Mutual post and Edgar Kobak will become president of the NAB. And of course that job with Bill Benton is still on tap for a name exec.

Postponed Mexico Fair To Open About Nov. 1

Mexico City—A virtual city in miniature is rising in the shadow of this capital's colossal Monument to the Revolution where the buildings of the first international Radio Fair to be held in Mexico are being readied for the show's opening on about November 1.

In addition to Great Britain, Russia
(Continued on Page 5)

Lt. Col. Falknor Appointed Mgr. Of KMOX, St. Louis

St. Louis—Lt. Col. Frank B. Falknor, now on duty in China in the office of strategic services has been selected by the Columbia Broadcasting System as general manager of its basic St. Louis station, KMOX, it was announced by H. Leslie Atlass, vice-president in charge of the CBS
(Continued on Page 7)

10th Anniversary Dinner Held; Honors Women's Radio Unit

Two hundred and fifty personalities from radio gathered at the Starlight roof of the Waldorf-Astoria last night at the tenth anniversary dinner of the Women's National Radio committee honoring Mme. Yolanda Merion for her services to radio in organizing the women's radio group. Prior to the dinner a reception was

Select a buying audience—Northern New England. Select a leading station—WLAW! Advt.

RCA Exec., Supporting RTPB's Plan, Sees Big Post-War Employment; Jolliffe's Views Amplified

New Staff Changes Announced By Blue

New staff changes were announced yesterday at Blue Network headquarters in line with the web's reorganization.

Ralph Dennis has been named manager of the spot sales division by Murray Grabhorn, assistant general sales manager of the Blue. Dennis came to the Blue after 14 years ex-
(Continued on Page 7)

Urges Advertisers To Accept Television In Present Form

Los Angeles—There is nothing wrong with television that sound financing can't cure, Klaus Landsberg, tele director of station W6XYZ, Television Productions, Inc., told members of the Southern California chap-
(Continued on Page 2)

Blue Asks Licenses-Shift To Amer. Broadcasting Co.

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday received from the Blue Network an application for transfer of its broadcast and relay licenses to the Amer-
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—More than 800,000 additional man-years of employment within the first five years of full production will be made possible through FCC action pegging television in its present portion of the spectrum, Thomas F. Joyce, RCA phonograph and tele manager, told the FCC yesterday. Strongly supporting the RTPB proposals, Joyce declared that RCA is ready to market after the war, a line of receivers, including television
(Continued on Page 6)

BBC Plans Coverage Of American Election

Results of the 1944 Presidential election will be carried by BBC to England and rebroadcast in 48 languages throughout the world, it was announced yesterday.

Plans call for a trio of BBC news
(Continued on Page 5)

Cowles Broadcasting Co. Approved As Firm Name

Washington Bureau, RADIO DAILY
Washington—The FCC has approved the application of the Iowa Broadcasting Co., licensee of stations in Washington, Iowa, Boston and Jersey City and applicant for a station in Minneapolis, to change its corporate name to the Cowles Broadcasting Co.

"So Solly, Please"

A Japanese on the "Chick Carter" program over WOR yesterday afternoon was rudely interrupted just as he was planning how best to lick the U. S. A. The station broke in on the show to tell of President Roosevelt's announcement in Washington that the American fleet under Admiral Halsey has struck a crippling blow to the navy of Japan.

It's common sense . . . and dollars for you when WLAW is included on your schedule. Advt.



Vol. 29, No. 18 Thurs., Oct. 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
(Wednesday, Oct. 25)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 3/8	- 1/8
CBS A	33	33	33	+ 1/8
CBS B	32 3/8	32	32 3/8	+ 5/8
Crosley Corp.	25	24 3/4	24 3/4	
Farnsworth T. & R.	13 3/8	13 1/8	13 3/8	+ 1/4
Gen. Electric	38 3/4	38 1/4	38 1/2	
Philco	33	33	33	- 1/8
RCA Common	10 1/2	10 1/4	10 1/2	+ 1/8
RCA First Pfd.	79	79	79	+ 3/4
Stewart-Warner	15 1/2	15 3/8	15 1/2	+ 1/8
Westinghouse	104 1/4	103 1/2	103 1/2	- 1/2
Zenith Radio	41 1/4	41	41 1/4	+ 1/8

NEW YORK CURB MARKET

	5 7/8	5 7/8	5 7/8	- 1/8
Nat. Union Radio				

OVER THE COUNTER

	Bid	Asked
Stromberg-Carlson	16 1/2	17 1/2
WCAO (Baltimore)	22 1/2	
WJR (Detroit)	37 1/2	

Thinks Clients Hamper Adv. Agency Efficiency

Cincinnati—At a recent talk before the Cincinnati Business Men's League, Byron Keating, advertising agency head, blasted "clients who fancy themselves as advertising experts." Stating further that too many agencies are producing inferior advertising at the insistence of their clients, and to the agency's detriment, he laid the blame on the doorstep of the "molly-coddle" account executive. In closing, Keating urged Cincinnati advertisers to "keep their fingers out" of advertising, with the assurance that the quality of the agency's promotion would improve under these conditions.

Radio and newspaperman, experienced, needed for arranging educational radio show on National hookup, originating Washington, D. C. State background and salary desired. Reply Box No. 911, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

S. W. "SPENCE" CALDWELL, manager of CJBC, Blue Network affiliate in Toronto, is back in Ontario after having conferred here briefly at the headquarters of the web.

BILL WARE, manager of KWFC, Hot Springs, Ark., a visitor this week at the offices of the Mutual network, with which the station is affiliated.

ARTHUR FORREST, in charge of public service promotion for NBC, is vacationing.

R. S. LANGHAM, co-ordinator of broadcasts for CBS, left yesterday for Washington, D. C., where he will confer with Treasury officials on plans for the Sixth War Loan campaign.

JAMES C. RIDDELL, assistant commercial manager of WXYZ, Detroit outlet of the Blue, arrived in town yesterday and plans to stay for the rest of the week.

ETHEL BARRYMORE, star of the Blue's "Miss Hattie," is expected in town late this week following completion of tryouts on the road for her new play, "Embezzled Heaven."

SAM KAUFMAN, director of press information and sales promotion for WCCO, CBS-owned station in Minneapolis-St. Paul, has arrived for the C-O promotion managers' meetings which begin today.

WORTHINGTON MINOR, manager of CBS television, is back at the Vanderbilt Avenue headquarters of WCBW following a vacation of two weeks.

WILLIAM B. LEWIS, radio director of Kenyon & Eckhardt, Inc., has returned to New York after spending several weeks on the West Coast putting finishing touches on the agency's new network programs.

WILLIAM O'NEILL, president and general manager of WJW, and **HAL WADDELL**, national sales director of the station, are in Gotham for conferences at the headquarters of the Blue Network.

MICHAEL R. HANNA, manager of the CBS outlet in Ithaca, N. Y., WHCU, is in New York on station and network business.

PHILIP STALEY, formerly production manager of WCOL, Columbus, Ohio, is residing temporarily in New York.

EDWARD A. ALLEN, president of WLVA, Blue Network outlet in Lynchburg, Va., is spending a few days in New York.

WALTER PRESTON, program director of WBBM, CBS-owned station in Chicago, has returned to the Windy City after a brief visit at the headquarters of the network.

Urges Advertisers To Accept Television In Present Form

(Continued from Page 1)
ter of the American Association of Advertising Agencies.

"It is now a matter of how soon you can prepare the prospective sponsor to accept television as a medium of advertising," he declared. He emphasized that tele had reached a point where it can be good entertainment and of public service.

Because so much has been said and written about the mechanical complications of tele and televising, Landsberg said many erroneous notions concerning its "limitations" have arisen.

"Let's forget that television is a limited medium," he urged. "It is completely unlimited if we approach it not as motion pictures, not as theater, not as radio, but approach it as television."

Landsberg predicted that one of the most important public service jobs for tele would be its educational value in promoting understanding between nations.

Souder Heads East

New Blue war correspondent Edmund L. Souder, Jr., officially terminated his present assignment in the Blue newsroom in Hollywood Monday of this week, and is en route to New York, from which point he will depart for the China-Burma-India theater.

Gets Promotion

Albert J. Hoffman, a member of the WOR entertainment department before he entered the service and now an officer of the 57th Bombardment Wing Headquarters, has been promoted to the rank of Captain and has received the Air Medal.

Blue Asks Licenses-Shift To Amer. Broadcasting Co.

(Continued from Page 1)

ican Broadcasting Company, Inc. Eventual aim of the net, it is believed, is to drop the "Blue Network" designation entirely, identifying itself on the air as the "ABC Network," but there has been some delay in clearing the use of the words "American Broadcasting," which are already used by at least two other broadcasters.

CBS War Message Figures

A total of 5,534 war messages were included in 4,471 broadcasts of the Columbia Broadcasting System during the period of April, May and June of this year, according to figures released yesterday. Time consumed in these broadcasts totaled 801 hours.

PROVED AGAIN!
WKY is Oklahoma's dominant station!

Copy sent on request.



HELP WANTED?

We don't know anything about booms or depressions in the office... we do know there's going to be a lot of smart advertisers interested in re-establishing brand names and sales at low costs are mending their fences now.

We're interested in their radio picture. We're looking forward to sane time buying. When advertiser and time buyer alike again ask, "How much did I get and at what cost?" Knowing W-I-T-H's ability to produce sales year in and year out at the lowest cost... we offer facts to prove that the time to look at Baltimore, the 6th largest market, is now... and the station to look at is W-I-T-H.

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

SOME OF THE MANY NEWSMAKERS who have accepted TIME's invitation to appear on the March of Time and tell America the story of the news they helped to make. We hope you will listen as *future* newsmakers broadcast *their* stories over the microphones of THE MARCH OF TIME (sponsored by the editors of TIME).



ICKES



NIMITZ



JOHNSTON



FORRESTAL



OSMENA



VANDEGRIFT

THE MARCH OF TIME

Joins

THE BLUE NETWORK

and cordially invites you to listen to the first broadcast of its new series

ON THURSDAY

November 2

AT 10:30 P.M. EASTERN WAR TIME



With this program the March of Time changes to the Blue Network.

The same time (10:30 P.M. EWT), the same night you've always listened (Thursday)

—but a different number on your dial beginning November 2.

LOS ANGELES

By RALPH WILK

IRWIN ALLEN, popular Hollywood columnist, who broadcasts daily Monday through Saturday, over KMTR, has started a new policy on his show. He is presenting three top Hollywood stars as his guests each week. Irwin had beautiful June Duprez as his first guest last week.

Art Baker was handed a renewal by the Los Angeles Soap Company on his NBC news period. The new contract calls for 52 weeks and a network of 19 western stations, including KFSD, San Diego, which is being added to the group.

A story of Kenny Baker's ranch will appear in a forthcoming issue of "Our Homes" magazine. Baker, star of the CBS "Kenny Baker Program," has a model layout near Lompec, California, where he breeds prize Hereford cattle.

Garry Moore, co-star of the Moore-Durante Camel air show, waxed the first in a new series of 15-minute transcriptions for the overseas Armed Forces Radio Service. It's a "quiz" show with Moore the permanent emcee and comedian.

Lucille Meredith has been signed as a member of the permanent stock company which Jack Johnstone, producing and directing Lockheed's "The Man Called X" (Blue Network), is building around the program's star Herbert Marshall, and his flip young fiancée, Ge Ge Pearson. Miss Meredith now joins such outstanding ether wave thespians as Steve Geray, Jeanette Nolan, Theodore Von Eltz and Frank Graham.

Kenneth O. Tinkham, general manager of KMTR, announces a new midnight feature on that 24 hour station. Win Morro's Dine and Dance Parade will present "Bill and Janie, the Sun Dodgers" in a mythical tour of night spots, presenting "this week's music." The part of Bill will be played by Bill Edwards, KMTR announcer.

Harry W. Flannery, CBS war commentator, has been asked by a major syndicate to write his view of "What to Do With Germany," the subject of a series of lectures given by Flannery in the cities of the West Coast recently.



MIMEOGRAPHED

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

LEE LETTER 19 W. 44th STREET N. Y.



Radio Is My Beat. . . !

Last night's reception and dinner of the Women's National Radio Committee at the Waldorf-Astoria brought out the "Who's Who" of radio in New York City as a tribute to the organization's work. . . . Table reservations at the Starlight roof of the Waldorf included those of Dr. and Mrs. Artur Rodzinski; Arthur Pryor of BBD&O; John W. Alicote, publisher of Radio Daily; Arthur Austin of the Compton agency; E. B. Lyman of Cities Service; Dr. Frank Stanton of CBS; Nathan Straus, president of WMCA; Edward J. Noble, chairman of the board of Blue Network; Mrs. Lytel Hull, C. L. Menser, NBC program head and H. V. Kaltenborn, dean of radio commentators. . . . Seen at Palm Room reception were Mrs. J. Borden Harriman, Elliot Sanger, George V. Denny, Jr., Dr. Walter Damrosch, Bob Emery, Lisa Sergio, Dorothy Thompson, Marjorie Fisher, Mary Margaret McBride, Marvin Kirsch, Theodore Granik, Edgar Bergen and Fred Waring. . . . Mme. Yolanda Mero-Irion, who organized the women's radio group ten years ago, as guest of honor, graciously acknowledged the congratulations of radio personalities and club women friends.



Orrin E. Dunlap, Jr. is author of "Radio's 100 Men of Science," just published by Harper & Bros. . . . comprehensive array of statistics, anecdotes and other factual and biographical material covers radio, electronics and television from the earliest times down to present day developments. . . . Having known personally some of the later-day scientists, Dunlap includes intimate pictures of their personalities and draws on his own vast background of technical and other knowledge of interest both to laymen and technician. . . . in the past Dunlap has authored various books on radio, all of them equally worthwhile. . . . As Dunlap sees them, the "Big Ten" or radio's men of science are: Faraday, Henry, Maxwell, Hertz, Marconi, Fessenden, Fleming, DeForest, Armstrong and Zworykin. . . . Patsy Campbell, young comedienne-ingenue got a call the other day from director Lester Vail of the "March of Time," Blue Net show to work on the program tonight. . . . Patsy thereupon thought it her duty to immediately renew her subscription to Time Magazine which had recently run out.



Now that footballs and the sweet-smell of burning leaves permeates the crisp atmosphere (poet's license No. 43987-65) we note increased activity on the part of those directly employed by the National Foundation for Infantile Paralysis. . . . Howard London and Beverly Kelly seen madly dashing in and out of Radio Execs' offices readying their national campaign for this great humanitarian cause. . . . incidentally a new song titled, "Song of the March Of Dimes," written expressly for and with all proceeds being donated to the Foundation, has been published by Bob Miller, Inc. and will be used in the Drive and probably will be introduced by Eddie Cantor who has become so closely identified with this endeavor. . . . When Ed East & Polly took their "Ladies Be Seated" Blue Net program to Baltimore last week, their eating problems were solved in advance (without their knowledge) . . . local house-wives there had pre-arranged the duo's dinners at different homes each nite of their stay. . . . Arthur Austin supervisor of the "Boston Symphony" credits the new RCA No. 77 microphone for the improved reception. . . . The Jesters, Dwight Latham, Guy Bonham and Wamp Carlson, just having concluded several seasons 'selling' R & H Beer, will go to the coast in the Spring and will make pictures while on the air there. . . . Irene Wicker, famous "Singing Lady," is back on the air in a new role. . . . that of 'Countess Donatello' in the NBCross-the-board serial "Lora Lawton."



Remember Pearl Harbor

IN NEW YORK
IT'S
ED EAST & POLLY



EVERY MORNING
AT SEVEN
ON

WJZ

6th SUCCESSFUL YEAR
RINGING THE CASH
REGISTER FOR THEIR
SPONSORS' PRODUCTS

"They Really Sell"

AGENCY NEWSCAST ★

NATIONAL BISCUIT CO. has appointed McCann-Erickson to handle the advertising for Nabisco and Wheat and Shreddies. Appointment is effective Jan. 1, 1945.

TOP CAREY MANUFACTURING COMPANY announces the appointment of Roy S. Durstine, Inc., New York and Cincinnati, as its advertising agency, according to an announcement made by Harold D. Bates, president of advertising and sales pro-

DOHERTY, CLIFFORD & SHENFIELD has engaged Rosalind Morrison as Librarian. Prior to her joining the agency she was with Lennen-Mitchell for six years as head librarian. She is vice-chairman of the national advertising group of Special Libraries Association.

ROBBINS MILBANK, formerly San Francisco manager of Young & Rubicam, joins the San Francisco office of McCann-Erickson on November 1.

Announced Mexico Fair To Open About Nov. 1

(Continued from Page 1)
France, and the Spanish Republic—seven American countries—from the United States to Domingo—will be represented, announced by Arturo Garcia Martin, director of the Bureau of Cultural Action of the government of the Federal District, which is sponsoring the exposition. At the same time, reports revealed that Argentina had not been invited because of political reasons.
In the meantime, arrangements have been made for the presentation of more than 150 exhibits.
Among the features of the Fair are displays tracing the history of Mexico from the early crystal sets to the latest television models, broadcast from the European battlefields, an exposition and vice-versa, and a demonstration by the Mexican Air Force of radio's role in aerial war-

Television School Sessions End This Week

A long session of NBC's television school for affiliated station engineers will hold this week-end with the television specialists returning to their homes on Saturday. Among those attending the sessions in New York are: L. L. Caudle, Jr., WSOC, Charlotte; Donald Cooper, WRC, Washington; S. E. Leonard, WTAM, Portland; John P. Moses, WBZ, Boston; Maurice Marrinan, WKY, Oklahoma City; F. A. Gehres, WGBF,

BBC Plans Coverage Of American Election

(Continued from Page 1)
and special events experts to go on the air intermittently beginning November 7th on the 2 p.m., EWT circuit to London and through the following day. CBS is making its facilities available to the British Broadcasting Corporation so that the BBC can get complete coverage on the election.

Anthony Wigan, BBC's Washington correspondent, and Alistair Cooke, the network's special correspondent on American Affairs will utilize the CBS facilities while Evelyn Gibbs will be with the WOR-Mutual commentator who will make on-the-spot broadcasts of the crowd's reactions at Times Square, N. Y.

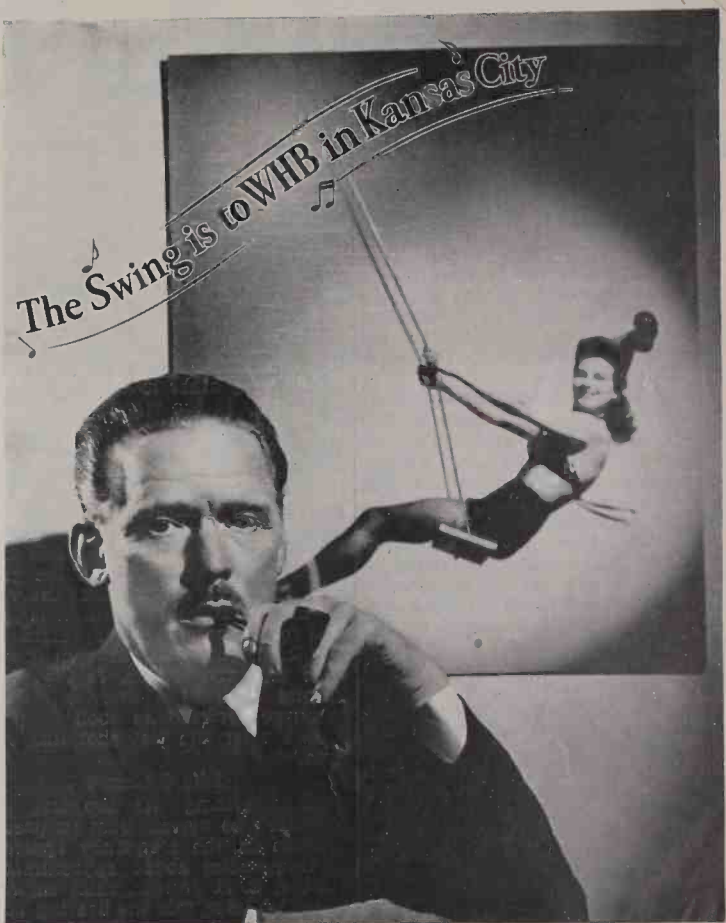
The first broadcast, which will probably be heard in London on the 9 p.m. news (Nov. 7) will consist of a description of the mechanics of polling by Wigan with portraits of the candidates and the chief election issues by Cooke. It is expected that Londoners will know the results of the Presidential race while they're eating breakfast the following morning. As it flows in, polling figures, reactions of the press and prominent personalities and statements of candidates will be relayed to London.

Evansville; George Andresky, WBRE, Wilkes Barre; John Walker, KGIR, Butte; R. J. Kingsley, WBEN, Buffalo; Phil B. Laeser, WTMJ, Milwaukee; E. L. Gemoets, KTSM, El Paso; W. E. Hudson, WAVE, Louisville; Theodore Kenney, KDKA, Pittsburgh; Joseph Herold, WOW, Omaha; J. E. Mathiot, WGAL, Lancaster; C. B. Sloan, Howard Lepple, J. L. Hollis, C. C. Bopp, WLW, Cincinnati; Wilford H. Wood, WMBG, Richmond; William W. Hibbert, WSB, Atlanta; R. Musselman, WSAW, Allentown; Fred Crandon, WCSH, Portland; K. J. Gardner, WHAM, Rochester; C. H. Maddox, KTBS, Shreveport.

WANTED
to BUY or RENT
a portable record-making outfit with play-back facilities.
Phone Circle 7-5490
between 12-1 p.m. or 5-6 P.M.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD "best" to cover the great Metropolitan New York Market.
and for WHO'S WHO on WEVD
117 West 46th Street, New York, N. Y.



Meet WHB's John Schilling — a Radio Veteran ... and our Genial General Manager!

To pioneer in radio, you begin as a "ham" about 1914... instruct in the Naval Radio School at New London, Conn., during World War I... then work for IT&T and the "Father of Radio", Dr. Lee DeForrest, in New York. You cruise some 75,000 miles as "sparks" on a tanker... then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City—originally known as the "Sweeney

Automobile School" station, one of the great pioneers in American broadcasting. You manage WHB uninterruptedly through the years... 1922 to 1944... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling... sincerity, plus modesty, ability and being always-on-the-job to serve WHB listeners and advertisers. If you want to sell the Kansas City Market, WHB is your bappy medium!

For WHB Availabilities, 'Phone DON DAVIS
KANSAS CITY — Scarritt Building — Harrison 1161
NEW YORK CITY — 507 Fifth Avenue — VAnDerbilt 6-2550
CHICAGO — 333 North Michigan Blvd. — CENTral 7980
HOLLYWOOD — 5855 Hollywood Blvd. — HOLlywood 6211

KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri Kansas Kansas Kansas Kansas

HOOPER MORNING INDEX JULY—AUGUST MON. THRU FRI. 8-12 A. M.	Station A	Station B	Station C	Station D	WHB	Station E
	13.7	11.4	28.0	13.7	31.0	2.2
HOOPER AFTERNOON INDEX JULY—AUGUST MON. THRU FRI. 12-6 P. M.	Station A	Station B	Station C	Station D	WHB	Station E
	18.1	5.8	19.1	29.1	24.7	2.3

Joyce Asks Tele Green Light

Wants Trade Free To Compete With Foreign Firms

(Continued from Page 1)

of greatly improved quality at from \$150 to \$395. In order to bring these out, he continued, an additional investment of \$10,000,000 by the company will be necessary.

"However," he added, "neither RCA nor any other company can be expected to go ahead and make the millions of dollars of capital investment unless assured that the standards and frequency assignments for television are fixed."

Adoption of the RTPB allocation proposals will make television a reality for the American people, Joyce said, and will be "an outstanding service in the interests of all the American people. First, because the television industry is prepared to render a high quality, low cost service to the American people without which service television could not hope to succeed.

"Second, in serving the people with a product and service it so ardently desires, gainful employment to hundreds of thousands of people will be provided by the industry. This does not take into consideration the added employment which the use of television, as an advertising medium, will bring to our farms, factories and service industries, by creating a greater demand for goods and services."

RCA believes that if the FCC gives television the "go-ahead," then, by the end of the fifth full production television year, the radio industry, of which television is a part, will be giving employment to about 600,000.

In addition, he said, employment the radio industry provides the cabinet manufacturers would be an additional 13,850 people, or a total radio industry employment of 308,850 people.

Joyce also predicted 85,000 more service jobs.

Joyce also predicted an important loss of foreign television markets to

the United States if television is delayed.

Joyce made it plan, however, that RCA is not suggesting a "status quo" in television. "That is further from RCA's thought," he said; "one day we will have a color television system and when that day arrives the record of the contribution of the research engineers of RCA to the development of that color television system will be equal to or surpass that of any other industrial research laboratory in the world."

"If the present owners of television receivers, in these times of severely limited broadcasting conditions and meagre program fare, place such a high valuation on the pre-war instruments they possess, how much more eager will they be, and how much more eager will be the great public they represent under the vastly more favorable conditions that will soon prevail. It is expressions of this kind, added to our own knowledge and convictions, that give us infinite faith in a television ready to surge forward as soon as practicable after the last shot has been fired."

Jolliffe Testimony

Characterizing the proposal that television be moved from its present position in the frequency spectrum to frequencies above approximately 450 mc, C. B. Jolliffe, chief engineer of RCA-Victor, told the hearing Tuesday that "such a step would not be a shifting of a system to a new position in which it would remain equally operative, but the beginning of a development of a new and untried system of television."

Says Present Tele Satisfactory

"During that five or more years an available and excellent television service can be given to the American public," Jolliffe testified. "The limited service now available in New York, Philadelphia, Schenectady, Chicago and Hollywood has shown that the people are satisfied with this service and enjoy it. It can be made a better service. If the Federal Communications Commission will reaffirm the standards and allocate an adequate number of channels this television service can be expanded and improved greatly. Manufacturers will build receivers for sale in quantity at reasonable prices which will give an excellent entertainment service with which the public will be satisfied."

Sees No Confliction

"This development will not slow up or hinder the development of a new and improved television service for higher frequencies; in my opinion it will stimulate it."

"When color and higher quality monochrome television on higher frequencies is developed it need not obsolete the service on lower frequencies any more than FM broadcasting obsoletes broadcasting on the standard band."

"If, in the future, television service

is located in the frequency bands below 300 mc and also above 400 mc, it may be possible to build into a single cabinet a receiver or receivers which will accept all services, whether they be black and white or color, and regardless of the standards which may be used in the different frequency bands.

"We should look at television development not as a process of obsolescence, but as a process of expansion of the service to bring to the American public more and better television."

Sees Good Service Now

"In conclusion, it is our opinion that it is possible to provide a completely adequate and satisfactory television service now, with the present standards as reaffirmed by Panel 6 of the Radio Technical Planning Board; that this service can be expanded into a much better service within these standards; that a new system of television including color can be developed at frequencies above 450 mc which can be an expansion of the present system rather than an obsolescence of the present system, and that the development of this latter system will take a minimum period of time of approximately five years before it can be fully evolved into a complete and adequate

Jolliffe's Opinion Follow Pattern Of Joyce

system suitable for release to "May I recommend:

"(1) That this Commission in its authorization for commercial television on standards recommended by the RTPB on an adequate number of frequencies to be selected, 300 mc, without limitations, physical or psychological, which would prevent it being universal and in scope.

"(2) That it authorize the mental use of a band of frequency above approximately 450 mc can be used now for the experimental development of a new television system including color and will provide room for an additional number of stations to give a television service when such a system has been adequately developed and determined by the Commission to be ready for the public; and the basis on which this additional service is introduced be determined at a later time when the system has been developed and is ready to be presented to the public."



Nothing like it in Recorded Radio!

"COME AND GET IT"

A BANQUET OF INFORMATION
A FEAST OF FACT AND FABLE
—on the timeless subject of food

● Radio's newest audience-participation quiz . . . mixing food facts and fun . . . is the first of its kind ever to be recorded. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country, then tosses subject to "Board of Experts": Alma Kitchell, well-known for her Woman's Exchange program . . . and Gaynor Maddox whose syndicated food articles are read by millions! Experts uncover unusual facts about food in question. 78 quarter-hour 3-a-week shows . . . all set to go for some lucky food sponsor. COME AND GET IT . . . or send for audition records now.

National Broadcasting Co.



A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, N. Y. . . Merchandise Mart, Chicago, Ill.
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Cal.



VOX POP, 33.3*

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

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

WTAG
WORCESTER

Staff Changes Announced By Blue

(Continued from Page 1)

in the newspaper advertising in New York and Chicago. **Ludy Cortada Promoted** Cortada, for the past three years news editor of the Blue publicity department, has been assigned to the network's promotional department where she will handle promotional material for

Gleason who recently joined the press department after working overseas with the OWI, has been named to succeed Miss Cortada. Gleason before joining OWI, was trade news editor

Set Up Music Dept.

As the next step in the Blue's plan, the announcement that the library and the music rights department in the New York and Chicago offices will be operated on an independent basis. Richard Banner has been named to take charge of the music rights clearance for the network, Frank Vagnoni, manager of the Blue music division, announced. Banner was formerly in charge of music rights division.

The clearance of music rights will be handled by the Blue nationally. The New York and San Francisco offices will continue to use the NBC music

Back To Hollywood

Heidt and his Musical Theatre Company are en route to their home in Hollywood, after winding up a six-month tour of the East with their performance at the Capitol Theatre in New York. Their regular Monday evening broadcast for Hires, which will be made from the network's studios in Chicago.

"MUTE PACKAGES"

NEWS THAT COUNTS

SWELL MUSIC

FAVORITE SPORTS

TURF REPORTS

1430 ON THE DIAL

every few minutes on **WBYN**

For Availabilities:

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

10th Anniversary Dinner Held; Honors Women's Radio Unit

(Continued from Page 1)

"Cavalcade of America"; Edgar Bergen and "Charlie McCarthy"; H. V. Kaltenborn; Lux Radio Theater; Metropolitan Opera broadcasts; New York Philharmonic-Symphony; Raymond Gram Swing and the Telephone Hour.

Other programs also high on the Women's National Radio Committee roster are The Aldrich Family; American Album of Familiar Music; American Forum of the Air; American School of the Air; Camel Playhouse; Cities Service; Chicago University Round Table; Columbia Workshop; Elmer Davis; Fibber McGee and Molly; The First Nighter Program; Gabriel Heatter; Information Please; Kate Smith Hour; Let's Pretend; Lowell Thomas; March of Time; Maxwell House Coffee Time; Mary Margaret McBride; National Farm & Home Hour; NBC Symphony Program; One Man's Family; Rainbow House; Sinfonietta; The Pause That Refreshes; The Quiz Kids; Voice of Firestone Program; Walter Winchell.

Fred Waring acted as master of ceremonies during the dinner pro-

gram. George V. Denny, Jr., Theodore Granik, H. V. Kaltenborn and Dorothy Thompson were a forum panel, moderated by Mr. Waring, which dealt with "Civic Problems of 1975." Robert Emory's "Rainbow House Chorus" represented the youth element. Martha Lipton of the New Opera Company sang a group of songs. Wilma Spence, singing star, opened the program with "The Star-Spangled Banner." Ceremonies included a presentation to Mrs. Irion by the Sigma Alpha Iota musical sorority, and concluded with the piping in from Washington of the nightly broadcast of Raymond Gram Swing, who has alternated with H. V. Kaltenborn as the Committee's favorite male commentator.

Lt. Col. Falknor Appointed Mgr. Of KMOX, St. Louis

(Continued from Page 1)

central division. Colonel Falknor for 10 years was chief engineer of the CBS central division taking a leave of absence 15 months ago to enter military service. He is expected to assume the management of KMOX on or about next January 1, following his release from active army duty and his return to this country. Network officials said Col. Falknor is particularly well fitted to direct the St. Louis outlet of CBS during the important post-war development period for television and frequency modulation broadcasting. KMOX recently filed applications with the FCC for licenses to do both FM and television broadcasting in St. Louis.

He will succeed Merle S. Jones, who recently resigned as station manager to accept a radio-management position in Washington, D. C. A graduate of Carnegie Tech, Col. Falknor pioneered in radio research while serving as electrical engineer for Westinghouse Electric & Manufacturing Co. at Pittsburgh. He has qualified before the FCC as an expert in the field of radio transmission.

New Kirkwood Series Set

Complete line-up of the new Jack Kirkwood program, originating in Hollywood and broadcast over the CBS Pacific network, KNX, 8-8:15 p.m., PWT, has been announced by the Compton Agency. Billy Grey, character actor; Irving Miller's orchestra; Jean McKeon, songstress; tenor Don Reid; announcer Jimmy Wallington; director Jack Hill and producer Murray Bolen. The program bows Nov. 13 for Procter & Gamble.

NBC Completes Plans For Special Bond Day

(Continued from Page 1)

Day. Network will again salute the nation's 5,000,000 volunteer war bond salesmen who will be ringing doorbells during the campaign.

Network's work loan drive starts the ball rolling on Sunday Nov. 19, at 8:30-9 p.m., EWT with a special half-hour program dedicated to the Sixth War Loan. If President Roosevelt makes an address later in the evening to launch the campaign, NBC will carry it.

On Thanksgiving Day NBC will pay hourly tribute to the nation's historic shrines and pickups will be made from various parts of the fighting zones. Traditional Thanksgiving Day grace and prayers will be heard from Catholic, Jewish and Protestant service chaplains.

★ Early returns from
Northeastern Ohio on
WGAR's shift to 1220 kc
show increases in listener
coverage of 17% daytime
and more than 45%
nighttime.

WGAR
CLEVELAND'S
FRIENDLY STATION

1220 KC
BASIC C. B. S. STATION

FREE SPEECH
"MIKE"

COAST-TO-COAST

— NEW YORK —

NEW YORK—George Lewis, exploitation director of the Mutual Network, has been appointed publicity and special features director of WHN, according to a recent announcement by Herbert L. Pettey, station manager. . . . The first anniversary of the New York Newspaper Guild Canteen will be celebrated October 27 on a special broadcast over WMCA at 11:30 to midnight. Among those participating in this broadcast will be screen star Carole Landis. . . . A tribute to the Navy by the United States Coast Guard on Navy Day, October 27, from 4:35 to 5:00 p.m. will be broadcast over WNEW direct from the Third Naval District Headquarters of the Coast Guard. . . . Gen. MacArthur's recorded speech from the Philippines, carried by the networks Friday at 8:30 p.m. was broadcast one hour earlier by WNYC. The reason for this "beat" was the fact that WNYC received the program from the BBC news service in London, and London time is several hours in advance of ours. . . . WOV is conducting a contest in which the prizes are platters of Bing Crosby. The program, titled "Bing Crosby Records" features only discs of "the Groaner," and offers free records to listeners writing the best sentences, i.e.: "Why I Want Bing Crosby's Recording Of . . ."

— ARIZONA —

PHOENIX—On October 22, J. Howard Pyle completed 14 years as program director of KTAR. Before going to Phoenix, Pyle was an entertainer on KFAB, Lincoln.

— MASSACHUSETTS —

BOSTON—Caroline Cabot, who has been broadcasting her shopping service on WEEI for the past 18 years, will be the guest speaker at the Brighthelmstone Club, Friday, October 27. Her topic will be "Reminiscences from My Scrapbook."

— MISSOURI —

ST. LOUIS—The recent appointment of Robert J. Richardson, Jr. to the post of director of public relations of KWK was announced by Robert T. Convey, president. . . . **KANSAS CITY**—Gene Moore, formerly with KMBC, has replaced Jack Wendover as musical director of KCMO. Wendover resigned to fill an engagement with his orchestra in Biloxi, Miss.

— KENTUCKY —

LOUISVILLE—WHAS has just awarded a four year all-expense scholarship to the University of Louisville to Helen Greer, winner of a contest conducted by the station to find the best singing voice in Kentucky or Southern Indiana. Miss Greer will enter the University November 1st, and will be heard regularly over WHAS soon after.

— OHIO —

CINCINNATI—A sales office in Atlanta has just been opened by WLW, according to an announcement by Harry Mason Smith, general sales manager for the station. Herbert L. Flaig, who has been account executive in the station's Chicago offices will head the new office. . . . During the current illness of Carl Portune, staff pianist of WCKY, Mabel Fields, formerly with the station a few years ago, has been recalled pending Portune's recovery. . . . **DAYTON**—James E. Hand, former Springfield, Ohio, newspaper reporter, has joined the staff of WING as a continuity writer.

— COLORADO —

DENVER—When Phil Baker arrived in Denver for the origination of his "Take It Or Leave It" broadcast, KLZ special events arranged a broadcast direct from Union Station. Baker and officials of Colorado's United War Fund Drive spoke on the program. . . . Recent announcement schedules sold on KFEL include: Bendix Home Washers, Morton's Salt, A. D. Jones & Co., realtor, and F. C. Ayers Milling and Grain Company.

— CONNECTICUT —

NEW LONDON—James Gordon has joined WNLC's announcing staff, replacing Jim Durkin. Les Morson has been shifted up to the post of senior announcer.

— CALIFORNIA —

LOS ANGELES—Arrangements between officials of Young & Rubicam and the Columbia Pacific Network have been completed for a special display to be set up in the lobby of the KNX studios to promote the "Aldrich Family" program during Christmas week. The exhibit will consist of a large bas relief map of the mythical town of "Centerville" and blow-up photos of several of the program's characters. . . . **SANTA MONICA**—KFWB has initiated a new quarter hour portion of the daily "Make Believe Ballroom" which is titled "The Soldier Selects." Each day that portion of the program is turned over to some returned soldier who selects the numbers he missed most while overseas.

WAKR

Sells!

THAT'S WHY

AKRON
FURNITURE DEALERS
SPEND OVER 80%
OF THEIR RADIO
ADVERTISING DOLLAR
ON WAKR

WAKR TOWERS OVER AKRON



Basic Blue Network
5000 WATTS
DAY AND NIGHT

★
Weed & Co.
 National Representatives

"A Bit of Paris in New York"

Henri

Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.

SEND BIRTHDAY GREETINGS TO---

October 26

Pat Barnes Charlie Barnet
 Estelle Brenner Jackie Coogan
 Raymond Caddell

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

29, NO. 19

NEW YORK, N. Y., FRIDAY, OCTOBER 27, 1944

TEN CENTS

Want Early Postwar Tele

8 Okays Increase for N. Y. Musicians

Labor Board has approved the
ation of the four major net-
to increase the wage scale of
an members of AFM Local 802
commercial shows out of New
or working at the key outlets
tt city, on sponsored programs.
scale increase is from \$12 up
hour to \$14 for a half-hour
8 beyond the half hour to an

ase is actually retroactive to
1943, when original negotia-
started. Negotiations went along
he spring of this year and the
ks agreed to the increased
subject to approval of the War
(Continued on Page 5)

eters Will Hear E. Television Expert

winter season of luncheon ses-
of the American Marketing
will open Thurs., Nov. 2, with
n B. Lewis the principal speak-
subject being, "Possibility of
Radio Network." The Radio-
time luncheons will again be
aned by George H. Allen, and
(Continued on Page 2)

Series ET Contracts Sld By NBC Syndicated

four new contracts for tran-
programs and 15 renewals of
contracts were signed dur-
month indicating the increas-
nd for sponsors to have their
s merchandised through re-
features, Claude Barrere, in
(Continued on Page 2)

Insignia

aley's Dozen" is the insignia
ted by 12 Marine flyers some-
te in the Pacific. Their pin-up
is none other than Cass Daley,
ballad bombshell heard regu-
on "Maxwell House Coffee
." Reason for honoring Miss
y is that she was the last per-
er who entertained a class of
ag flyers before they engaged
ombat.

In Reverse

Other day at a rehearsal of "Let
Yourself Go" show Martin Strauss,
president of Eversharp stepped in
and noted Milton Berle and writer-
producer Hal Block in a huddle
over in the corner. "What's going
on fellers?" queried Strauss.
Answered Block: "Don't worry,
everything's fine; we just decided
to renew our sponsor." At any rate,
the duo is still working for Ever-
sharp.

Stromberg-Carlson Plans Post-War Tele

Rochester, N. Y.—Plans for the
Stromberg-Carlson television station
here, for the post-war era, have been
revealed by William A. Fay, vice-
president in charge of broadcasting.
The application for the license was
originally made to the FCC last
March and now architectural plans
have been readied.

New structure to house the tele
studios will cost \$154,000 and will in-
clude a one-story building except for
(Continued on Page 3)

Expand "Breakfast Club" To Canadian Stations

That portion of the Don McNeil
"Breakfast Club" on the Blue Net-
work which is sponsored by Swift
& Co., 9:30-9:45 a.m., EWT will be
expanded to the largest number of
(Continued on Page 2)

GOP And Demo. Radio Units Intensify Their Drive Plans

With the Presidential political cam-
paign going into the final week, radio
directors of both the Republican and
Democratic national committees, yes-
terday intensified their radio plan-
ning with eleventh hour surprise
network speeches promised by both
parties.

Although neither would release
figures on radio campaign expendi-

Trammell And Du Mont Voice Support Of RTPB Video Recommendations In Testifying Before The FCC

Washington Bureau, RADIO DAILY

Washington—Two spokesmen for television who urged the
immediate post-war development of the video art were heard
as witnesses before the FCC's Allocation hearing yesterday
when Niles Trammell, president of NBC, and Allen B. Du Mont,
president of the Television Broadcasters Association, Inc., gave
testimony.

Declaring the nation needs and expects television as an im-
mediate post-war service and industry, Trammell, counseled the
Commission to give a green light to full scale television broad-
casting on present standards.

Urging the FCC to end the "indecisions and restraints" that
have pinned down immediate expansion
of television into a national
service, Du Mont asked the Commis-
sion to accept the recommendations
(Continued on Page 6)

Blue Affiliates' Group Meets Privately In Chi.

Chicago—Edgar Kobak, retiring
executive vice-president of the Blue
Network, delivered an address here
yesterday at the meeting of the Blue
Network Affiliates Advisory and
Planning Committee. In a session
which was held behind closed doors,
the present and future welfare of the
web's outlets was discussed by Kobak
and other speakers.

Kobak, who has been reported as
about to accept the presidency of the
Mutual network and has also been
mentioned as prospective head of the
National Association of Broadcasters,
declined to discuss his plans when
questioned following the meeting.

Radio's Intern'l Role Discussed By Briton

Declaring that the role of radio in
increasing international understand-
ing is just beginning, John Salt, North
American director of the British
Broadcasting Corporation, addressed
the annual luncheon of The Pulse,
Inc., at the Hotel Biltmore in New
York City yesterday.

"Radio's real test lies ahead," Salt
declared. "It is my firm conviction
that radio will be the greatest force
for good the world has ever seen."

Tracing the development of BBC's
relations with American broadcast-
(Continued on Page 7)

Restaurant-Studio

Hollywood—Radio's "Hall of
Fame" will originate in a restaur-
ant when the show moves west
for a series of eight broadcasts
starting Sunday, December 10. Blue
web executives leased the Earl
Carroll theater-restaurant for the
Sunday afternoon shows. Paul
Whiteman, musical director, and
Tom McKnight, producer, will come
west for the series.

Don't forget it or you'll regret it! Add WJAW
to your schedule. . . . serves over one-third of
New England. Advt.

WJAW builds sales—as well as an ever-increas-
ing audience in Northern New England. Advt.



Vol. 29, No. 19 Fri., Oct. 27, 1944 Price 10 Cts.

JOHN W. ALICOATE : : : : Publisher

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mersecatu, 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, Oct. 26)

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, Net Chg. columns.

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

ALP Talk On WABC Tonite

Mrs. Dorothy Bellanca, vice-president of the Amalgamated Clothing Workers of America, will speak on behalf of President Roosevelt's reelection over WABC tonight from 5:30 to 5:45 p.m., EWT. Time for the broadcast was purchased by the American Labor Party.

20 YEARS AGO TODAY

(October 27, 1924) An interesting breakdown of dinner music over the air by alphabetical designation reveals the following: WJZ, purely classical; WEAJ, faithful performance with occasional arrangements; WOR, high class jazz with musical interpolations; WNYC, jazz.

Two Networks! Three City Market!!

CBS WENT MUTUAL. Gloversville • Johnstown • Amsterdam. THOMAS CLARK, Nat. Rep.

Coming and Going

STERLING FISHER, NBC assistant public service counselor and director of the network's University of the Air, is in Rochester today to address the Radio Council of that city.

RUSS HODGES, sportscaster on WOL-Mutual, leaves Washington today for Champaign, where tomorrow he will broadcast the game between Notre Dame and Illinois.

WALLACE A. WALKER, manager of WFCI, Blue Network outlet in Pawtucket, R. I., is in Gotham on a short business trip.

C. E. HOOPER, of the research firm bearing his name, returns today from Cleveland, where on Wednesday he addressed the Radio Council of that city.

BENAY VENUTA left yesterday on a tour of upstate New York, where she will entertain at a number of rallies for Democratic nominees.

WILLIAM DRIPS, NBC director of agriculture, will be in Pittsburgh tomorrow to address the annual KDKA Farm Radio Conference on the subject, "Broadcasting's Service to Farmers Through Industry."

JAMES MELTON, of Columbia's "Music for America" program, appeared in joint concert this week with HELEN JEPSON, in Akron, Ohio, home town of the soprano.

DUNNINGER, mentalist heard on the Blue Network, made an appearance yesterday in San Francisco. He is scheduled next in Los Angeles, Long Beach and San Diego.

Marketers Will Hear G. E. Television Expert

(Continued from Page 1) will not be restricted to members of the Association.

Other speakers scheduled are R. L. Gibson of General Electric who will discuss and make a first release of a limited number of copies of a survey of the program preferences of television audiences. His talk is titled, "Television Audiences Talk Back." A brief talk titled "Your Biggest Job In Radio," will be delivered by R. C. Smith, Chief of Radio of the U. S. Treasury Dept. Luncheon will be held in the Ballroom of the Murray Hill Hotel.

Lewis' address on the fifth radio network will probably take in FM possibilities as well as AM. Lewis, who is now vice-president and radio director of Kenyon & Eckhardt, was first wartime Chief of Radio in the OWI, a former CBS vice-president and was also vice-president and general manager of the American (FM) Network.

NBC Educational Series

NBC University of the Air, will start its fourth regular weekly series of courses with a program titled "Home Is What You Make It." Saturday, Nov. 18, at 9-9:30 a.m., EWT. Series will be done in co-operation with the General Federation of Women's Clubs, the American Home Economics Assn. and National Congress of Parents and Teachers.

New Call Letters

Louisiana—KNOE are the new call letters replacing KJAN in Monroe. KNOE is a 250-watt affiliate of NBC.

JOHN BROWNING, station manager of WSPB, Columbia network affiliate in Sarasota, Fla., was a visitor yesterday at the headquarters of the web.

EDWARD TOMLINSON, inter-American advisor and analyst for the Blue Network, is en route to St. Paul, where on Sunday he will give another in his current lecture series.

MARION FRANCIS, radio and night club vocalist, is in Minneapolis for an engagement in the Flame Room of the Radisson Hotel.

REED DRUMMOND, film director of Fuller & Smith & Ross, Inc., Cleveland office, is in New York this week supervising the production of an industrial motion picture.

SAMUEL DALSIMER, after a year in Washington as program manager for the domestic branch of the OWI, has returned to New York to resume his duties as vice-president of Cecil & Presbrey, Inc.

BUD FOSTER, NBC commentator, whose description of the bombing of the Kuriles in September won Army praise, is en route from the Aleutians to Hawaii, where he replaces Bob McCormick, transferred to Washington, D. C., for the network's "News of the World."

HAL WEBER, of Foote, Cone & Belding, has returned from Cleveland.

SAMMY KAYE is in Rochester, where he is appearing at Loew's Theater and featuring his "So You Want To Be A Star" as a part of each performance.

Expand "Breakfast Club" To Canadian Stations

(Continued from Page 1) outlets used by any commercial program when 39 Canadian stations are added to the 200 that will already be in use Monday, Oct. 30. Show which is the only daytime strip sponsored six times weekly has had the third segment sponsored by Swift & Co. for more than four years. First part of the 9-10 a.m. program is not sponsored (9-9:30 a.m.) but the 9:45-10 a.m. portion is sponsored by Kellogg Co. through Kenyon & Eckhardt, Monday through Friday.

J. Walter Thompson agency handles the Swift account using the "Breakfast Club."

New Series ET Contracts Sold By NBC Syndicated

(Continued from Page 1) charge of NBC Syndicated Sales, announced this week.

During September, NBC's recorded series made available three new programs: "Destiny Trails," "The Christmas Window," and "Come And Get It." Among the more popular series which have effected contract renewals are: "Betty and Bob," "Modern Romances," "Weird Circle" and "Stand By for Adventure."

Wallington Going West

Jimmy Wallington, announcer on the "Star Theater" and the Dick Brown programs heard on Sundays, has resigned because of reasons of health and will return to the West Coast after the Nov. 5 broadcast.



The Navy Calls It "Recognized Risk"

The Navy will take a chance on losses... if the chance for gain big enough. In war that seems pay off.

But there is no need for any risk taking in Baltimore radio this buying.

You have a safe bet... when you choose your station on the three way basis so many shrewd buyers are adopting these days. Choose your station on Coverage, Popularity, Cost-per-listener.

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REYNOLDS

NEW BUSINESS

MA, Dallas: Campbell Cereal through Campbell-Mithun Agency, Minneapolis, has joined the list of participants on the WFAA "Early Revue" with three 15-minute spots a week for six months; The Platum Co., through J. Walter Johnson, New York, is now sponsoring the "Early Birds" 45 minutes on WFAA and The Texas Network; The Celanese Corp. America has bought two quarter-hour portions of the "Early Birds" through Young & Rubicam, New York; The Davis Hat Co. is buying the "Early Birds" for 15 spots each Saturday on WFAA, the Quality Network, and KFYO beginning September 16, through Adv., Dallas; Humble Oil and Gas Co., Houston, will again sponsor weekly Southwest Conference football games on WFAA and the Loew's Inc., for M-G-M Studios as contracted for two quarter-hour programs weekly titled "As for You," through Donahue, New York; The Musterole Co., through Erwin, Wasey & Co., Chicago, has placed 150 chain break announcements five weekly; Penick & Ford, through Batten, Barton, Durstine & Mason, New York, are running five chain break announcements weekly for T-Fine deserts; contract for chain breaks, five weekly, for Per... has been placed through Erwin, Wasey & Co., New York, for Seck & Co., Inc.; Popular Publications has a contract for one year for 25-word announcements for Argosy Magazine through Newell Emmett Co., N. Y.

Coast Organization Plans Election Coverage

Los Angeles—The Columbia Pacific Broadcasting Co. has set up Coast coverage for the forthcoming election under the direction of Fox Case, director of news and special events. The CBS staff for the night of November 7 has been augmented by 106 additional workers. The preparation of news and news programs for election night will be handled by the following members of the CBS-KNX staff, supervised by Case: Clint Jones, managing editor; George Edwards, Al Bill Mulligan, Lynn Thomas, Bill Carr, Sicily Anne Malloy, Doris Latham, Doris McKinney, G. Pringle, Harry W. Flannery, Wallace Sterling and Chet... Additional staff members, including telephone returns by direct line from all over the West, include Joe Allabough, John Groller, Bill White, Stewart Garner, George Hughes, Everett Tomlinson, Del Castillo and John Dunkel. Bill Ryder, auditor for Columbia's Western division, will compile and keep track of returns from the Western states which have a electoral vote of 58. All special Columbia Pacific Network and election news programs will be supervised by George Allen.

Stromberg-Carlson Make Post-War Television Plans

(Continued from Page 1) the auditorium which will be two-story and house facilities for three types of broadcasting, AM, FM and television from Stromberg-Carlson's station WHAM. All studios will be suspended on rubber cables to eliminate outside noise. The auditorium will accommodate an audience of 350 and will have a stage for audience programs.

Although the company is now engaged 100 per cent in war work, it expects to manufacture tele and other receivers as well as phonograph combinations on a large scale as soon as materials and other equipment is made available either before or following the end of the war.

Arthur And Mrs. Murray Sked On WABD Sunday

Arthur Murray and Mrs. Murray will demonstrate the popular dance steps with the use of servicemen and women in a 30-minute television program titled "Murray in a Hurry" this Sunday evening, beginning at 9 o'clock, in studio B at WABD. During another half-hour show, starting at 8:30. Doug Allen will present his "Thrills and Chills," a sustainer, in studio A located on the 42nd floor.

Heads Illinois Dept.

Urbana, Ill.—Dr. W. L. Everitt has been appointed professor and head of the department of electrical engineering at the University of Illinois. Dr. Everitt, an authority on electronics, will succeed Ellery B. Paine.

AGENCIES

STAN LEE REED has been named radio head of the Theodore A. Newhoff Advertising Agency of Baltimore. He has had a long background of advertising, radio and theatrical experience, having been in the radio production field for himself, vice-president of Radio Productions, Inc., and four years a member of Major Edward Bowes' radio production staff.

MRS. ARLINE TAYLOR has joined the staff of Ruthrauff & Ryan, Inc. as art buyer and stylist in the New York office. Mrs. Taylor was formerly connected with the OWI.



RADIO has changed her world-

To youngsters, a world without radio would be inconceivable. In the schools, radio is part of their curriculum with CBS-WDRC programs like the American School of the Air. At home, they listen with their parents to WDRC, for superb news coverage of the world, for entertainment, and for advertising.

Because radio is a family medium, WDRC has refused many products and much advertising which could be termed "objectionable". This is a service to the listening public. It is also in the interest of advertisers on WDRC, whose message is consistently in good company.

Connect in Connecticut by using WDRC!



BASIC CBS
Connecticut's
Pioneer
Broadcaster

PROGRAM REVIEWS

"RHYTHM"

Sponsor: Tintex

Agency: The Charles M. Storm Company
WABD, Tuesday, Oct. 24, 8:15 to
8:45 p.m., EWTDirector: Raymond E. Nelson; assisted by
Peggy Whedon

Through the presentation of a fast-moving, well-balanced dance program, Raymond E. Nelson, as director for the Charles M. Storm Company, proved Tuesday night at the Du Mont studio, that the ballet can be presented on the television screen in a creditable manner; thus, enabling video devotees to enjoy televised terpsichorean art.

Lee Cormici, substituting for regular announcer Dorothy Wootton opened the show with the introduction of dark-haired Anita Carroll who stepped through a quick primitive dance to the beating of drums. The Georges Leon trio, consisting of Sylvia Villet, Karen Kovici and Georges Leon, followed with the ballet interpretation of George Gershwin's "Summertime." In a classical ballet, Margaret Severn danced to a Chopin selection. The United Nations Dancers and the Georges Leon trio kept the program moving with the Russian waltz and hopak.

In another solo performance, Anita Carroll creating a change of pace, danced to the slow Spanish melody of "Mallaguena," in which her outlines showed up very clearly on the video screen. Margaret Severn followed with her interpretation of the devil; and the presentation of a primitive modern dance by the Georges Leon trio to jungle tunes closed the show.

"NEW WORLD A'COMING"

Public Service

WMCA, Sunday, 3:03-3:30 p.m., EWT

Writer: Michael Sklar

Producer-Director: Mitchell Grayson

Narrator: Canada Lee

This department wishes to welcome "New World A'Coming" back to the WMCA airwaves, following its two-month summer vacation. The program we heard indicates that the weekly dramatic series will continue to air constructive dramatizations that reflect the policy of the station that is often called "the people's platform."

Using Duke Ellington's composition "New World A'Coming," as the program's theme music, the story about the broadminded people of Vermont and how they accepted a proposal that underprivileged Negro children of New York be sent to Vermont to spend a two-week vacation was revived.

Michael Sklar wrote the script that deals with the situation in a simple and sensitive manner. He shows how one Rev. Ritchie Lowe of the town of Johnson in Vermont was inspired with the aforementioned idea. While reading his morning newspaper, which divulged the race riot in Beau-

**Reporter At Large . . . !**

● ● ● Vaudeville hasn't been dead so long that you don't remember the almost standard opening line, most comics used to start their routines with, which we quote:—funny thing happened to me on my way to the theater, etc., etc., unquote:—well we aren't in vaudeville (though once we were a stooge-in-the-audience for a great act, "Sadie Burt and George Whiting") but something did happen en route to our cubby hole, which struck us so hard that it **MUST LEAD** today's column . . . while waiting for the lights to change at Broadway and 45th Street, we spied an armless and legless young man wending his way through the throng-singing "I'll Get By" . . . that's all we wanted to say—so if things just don't go right don't gripe . . . think of this fellow . . . that's all brother. . . ● NBCaster Lyle Van is compiling a book based on the actions of men in network newsrooms handling the stories of the numerous crises dating from the time of Pearl Harbor . . . Simon & Schuster will publish it. . . ● The new tune, "One Meat Ball," introduced by Josh White at Cafe Society Downtown and featured so successfully by Jimmy Savo at the Cafe Society Uptown, has just been recorded by the Andrews Sisters. . . ● When a group of Automobile employees in Gotham needed the use of a piano to rehearse Christmas Carols to be sung for convalescent soldiers, they asked WNEW Disc-Jockey Maurice Hart for aid . . . he announced the need and purpose during one of his programs and next day received offers from several people . . . a low bow to all concerned.

★ ★ ★

● ● ● Recently Kate CBSmith appeared on the "We, the People," program and delivered an intensely-moving true story of a courageous town which sheltered refugees from the Nazis, in a personal appeal for Tolerance . . . letters from all parts of the country followed, asking for copies of the songstress' talk. . .

● Robert Merrill, NBConcert Baritone, featured weekly on "Serenade To America," will make his opera debut in Trenton, N. J., Friday Nov. 10 when he appears with Giovanni Martinelli and other Metropolitan Opera stars in Verdi's "Aida" . . . four years ago, he was a professional ball-player. . . ● Dick Powell still is Box-office . . . emceeding the 'Fitch Bandwagon,' NBCcommercial which, in the latest Hooper, is up among the first 15 national shows. . . ● WHNews Commentator William S. Gailmor will deliver an address during the celebration tomorrow of the 'fifty-eighth anniversary of the dedication of the Statue of Liberty' . . . his speech, in French and English, will be recorded by the OWI for overseas distribution. . . ● A RADIOKAY to les soeurs Ruth and Mae Brandt who visited the Brooklyn Blood Bank Wednesday for the eighth time and became members of the 'Gallon Club'. . . ● Frank will Sinatra-la-la the "Star-Spangled Banner," Monday at the Motion Picture Committee luncheon at the Waldorf-Astoria which will have as guest speakers, Eleanor Roosevelt and Sen. Robert Wagner.

★ ★ ★

—Remember Pearl Harbor—

mont, Texas, he was prompted to take definite steps—which led him to the door of Rev. Adam Clayton Powell, Jr., of Harlem's Abyssinian Baptist Church. Sklar's play compassionately discloses that white children are not consciously or unconsciously prejudiced against black children in any fashion, unless influenced by their parents.

Canada Lee projected the benevolent Reverend Powell in his customary and impressive professional style. Richard Coogan's progressive-

thinking Rev. Lowe was equally effective. Consistent and convincing performances were turned in by Fred O'Neill, Lorraine Scott, Humphrey Davis, Joyce Michael, Paula Bauer-smith, Ronnie Liss, Joe Boland and Danny Whitaker.

Mitchell Grayson is the producer and director of this series and his efforts for last week's program were discernible. Restraint and sympathy were evident throughout. Jerry Sear's musical bridges provided the proper moods.

CHICAGO

By BILL IRVIN

CHICAGO—A new five-minute program of early morning poultry news, new orders for 14 spot nouncements and renewals for spot announcements comprised business week at station WMAQ. Program of poultry news will be sponsored by the "American Poultry Journal," through Simonds & Simonds, featuring announcer Ed A. on Mondays, Wednesdays and Fridays, for 17 weeks, starting Oct. 30. Of the 14 new spots 12 came from Balaban & Katz Corporation, through M. M. Fisher Associates, to advertise the feature picture, "Since You Went Away," between Oct. 19 and Oct. 26. The other two were placed by Quire, Inc., through Schwimmer & Scott, for "Coronet" magazine Oct. 30 and Oct. 31.

Herbert S. Goodard, field representative of the W. M. Ellsworth radio talent office, is on a special West Coast trip to cover that territory in the interest of Ellsworth Enterprises both for radio and pictures.

Ralph Benson, NBC Chicago announcer for the last nine months, at Presbyterian Hospital (Chicago) on October 12 after a 10-day illness. Death was due to a kidney ailment. A native of Tacoma, Wash., Benson served for three years as announcer at station KUI in his home city. He was a graduate of the NBC-Northern Western University summer radio institute. He was 28 years old and survived by his mother and two sisters.

It's a girl for the Bill Ansons. Patricia Anson is the emcee of the Saturday NBC show, starring Curt Massey, well as being featured on several other Chicago radio programs. The youngster, named Ruth Lee Anson, weighed in at Chicago Mercy Hospital at seven pounds.

John Rustad, recently given honorable discharge after serving three years with the U. S. Army Airborne Infantry as a lieutenant, joined the NBC announcing staff. Prior to his army service, Rustad was an announcer at station KSTP (Minneapolis-St. Paul).

Lt. Norman Barry, NBC Chicago announcer on leave with the U. S. Navy, has been awarded the Bronze Medal for meritorious service in the South Pacific.

June Boe, formerly with Press-Scimitar in Indianapolis, has joined the WBBM news room staff.

J. Ralston Miller, NBC Chicago engineer and a resident of Hammond, Ind., is campaigning for election to the House of Representatives from the First Congressional District of Indiana, on the Prohibition Party ticket.

Will Televis Football Game

The Army-Duke football game will be telecast by NBC from the Polo Grounds on Saturday. The start of the game at 2 p.m. will be preceded by a 15-minute program.

WOMEN IN RADIO

By MILDRED O'NEILL

BRRRRR—HOW we all hate crawling out of a cozy, warm bed cold winter mornings. But there's an enviable number of radio fans for whom it isn't half bad. All they do is turn the radio dial to WOV and a pleasantly warming eye-opener awaits them. She's the gal a Coast Guard crew tagged "the girl we'd most like to have talk us to death." To her radio audience, she's Peggy Lloyd of the soothing voice, who brings them her own program called "Wake Up, New York." Going on the air at seven a.m., for one and a half hours thereafter Peggy plays dedicated transcriptions, gives weather reports, time signals, a sportscast, news roundups, reviews current movies and gives tips on food buying. "Wake Up, New York" is good fun, too. MacDougal, always misbehaving, and Herman, the talking alarm clock, Peggy's mythical companions on the show, create a lively pace.

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Petite and blonde, Peggy rises at 5:30 a.m., walks to the studio to open shop on the dot of six and for the next hour is practically a one-woman radio station—writing script, checking the ticker and the city market for food information, and selecting records. Some years back, radio was nary a thought in the mind of Peggy. She was playing bits in English films and stock. This was after graduation from the University of Michigan. Then she tried her hand at several other jobs which included writing a woman's column. It was an offer from WOV that decided the course of her future.

☆ ☆ ☆

Just 14 years ago this month a rather nervous young woman sat before a WBZ microphone in Boston and watched the second hand on the studio clock move closer to the "zero hour" when the announcer would say "Home Forum listeners, here is Mildred Carlson." Happily her fears were short-lived for she immediately clicked with that New England audience. Truly a Connecticut Yankee, Mildred was born in Hartford and attended the University of Connecticut. A home economics major, hospital dietetics, restaurant management and the teaching of cookery, plus an active interest in art and decorating, have fitted her for the job of directing the WBZ Home Forum. Although the recipient of numerous awards and citations, she likes best of all being in the best-seller "And So To Bedlam" as one of radio's homemakers who can really "be themselves."

☆ ☆ ☆

Being a receptionist on a radio station has its variety of compensations as well as duties, according to Helen Murset of WCKY in Cincinnati. One day Helen was escorting two gentlemen and a small boy around the station. They oh'd and ah'd all over the place. They marveled at the newsroom, at the freshly decorated studios and at the news-o-graph. The pretty girls on the WCKY staff made their eyes pop . . . "My! What purty gals!" At the end of the tour, one of the men turned to Helen and after thanking her profusely, dropped a coin into her hand. Said he: "Here you are, girlie. Take this quarter and buy yourself a drink." Says Helen: "They were from the Tennessee hill country."

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Another well-known name from the distaff side of radio has been added to the newly-formed Public Relations Committee of the Women Directors of NAB. It is that of Jane Dalton, woman's editor of WSPA (Spartanburg). In a letter from Ruth Chilton, Director of Women's Activities for NAB, Miss Dalton learned for the first time about the Public Relations Committee and the fact that she had been selected to join the panel along with other prominent women broadcasters.

☆ ☆ ☆

Here and There . . . A three-decker chicken sandwich was served over a WATN (Watertown) rebroadcast not long ago when a gal announcer signed off a BBC program from London, another girl at WATN's shortwave post returned it to the studio where a third made the station break.

☆ ☆ ☆

GOP And Democrats Step Up Radio Drive

(Continued from Page 1)

sponsored 79 coast-to-coast broadcasts which featured prominent members of the respective parties, it has been disclosed. The above figures include talks that were aired simultaneously by two or more networks, with the talk originating from one point. Also included in the above figure are the rebroadcasts.

The Democratic National Committee has sponsored thirty-six network broadcasts, Leonard Reinsch, national radio director, said.

The figure released by Mark Larkin of the Republican National Committee totals 43 network broadcasts to date.

Lecture And Forum Tour Set For John J. Anthony

John J. Anthony, whose "Good Will Hour" is heard on Mutual and also on WMCA Sunday nights, has set a lecture tour which will open Tues. Nov. 14 in Ottawa, Canada. Anthony's tour will not be broadcast and while in the East he will fly back to New York for his broadcasts sponsored by Clark's Teaberry Gum. Radio client will not be connected with the tour.

Anthony plans to spend the first hour in each auditorium lecturing on post-war and current problems as they concern each community and during the next hour will conduct an open forum for discussion or advice on problems given by the patrons. Title of the tour is "Meet the People" and is under the direction and booking of the Jules Alberti agency. Anthony is reported as having a strong advance sale in Ottawa, although his program is not broadcast in the Dominion.

Will Produce Ballet

New York Ballet Theater will produce "The Mirror," a ballet written especially for television, and "Tales of Vienna Woods" with choreography adapted to the medium. It has been announced by Norman D. Waters, who will produce and direct the program, assisted by the Television Workshop. Luxuray, manufacturers of Dove Skin Knit Undies, will sponsor the program scheduled for Nov 5, over WABD, Du Mont.

School Sponsors Program

American School of New York will sponsor the "Labor Arbitration" program heard on WMCA, Sundays, 9:05-10 p.m., EWT, for 13 weeks beginning October 29. The agency is Equity Advertising Company.

Radio and newspaperman, experienced, needed for arranging educational radio show on National hookup, originating Washington, D. C. State background and salary desired. Reply Box No. 911, Radio Daily, 1501 Broadway, New York 18, N. Y.

Okays Increase for N. Y. Musicians

(Continued from Page 1)

Board, under Form No. 10 was filed in accordance with increases for union employees. Fans granted the increase per- both those hired by the sters or the sponsor. Webs S, NBC, Blue and Mutual wn or operate in New York, WEAF, WJZ and WOR re- ly.

Other Stations Affected

stations in New York City e affected, and the general is around 15 per cent. As in , some money has been held w for the musicians and the ve time varies from August, April, 1944.

Men Decorated by Cuban Government

veteran newsmen decorated ay by the Cuban govern- ith the Cuban Army Order ourth of September, included S shortwave executives. They mund A. Chester, director of ve broadcasting for the net- nd Lawrence S. Haas, short- ws director. Other recipients Richard Armstrong of the rk staff of INS and Jack of RCA, formerly staff con- ent for the N. Y. "Herald-

t was granted for the part ayed in upholding the stand- American journalism in dif- nd often dangerous work in g Cuban revolutionary and cent events during the 1930's. Hernandez, Cuban Consul in New York, presented the ons in Columbia's New York in a special ceremony broad- shortwave in Spanish to other n republics. The order was to commemorate the suc- Cuban army revolt Sept. 4,

New ET Series

Hollywood—Approximately 220 sta- rough out the country will e "Rexall Hollywood Revues," of 15-minute transcriptions the semi-annual Rexall one e, which are scheduled for B 29, November 1, 2 and 4. The will feature Robert Benchley, ley, Charles Butterworth, Ray and Lud Gluskin, with Harlow handling the commercials. N. & Son is the agency placing out.

Gets Lead Part

Reiss replaces Dick Van in the juvenile lead of "Miss starring Ethel Barrymore and ver the Blue Network Sun- 30-4 p.m., EWT, for the Alu- Company of America's Alcoa. & Smith & Ross, Inc., is the

Want Early Postwar Tel

Trammell, Du Mont Favor Proposals Of The RTPB

(Continued from Page 1)

voiced by Panel No. 6 of the Radio Technical Planning Board.

"We share with the Commission the highest faith and confidence in the future of the art," Trammell said. "The basic policy of NBC has been, and remains now, to go forward with every new angle and significant development in radio broadcasting."



NILES TRAMMELL

Pointing to six years of experimental operation in television, the NBC president declared "a rapidly expanding television industry will create jobs for many thousands of men and women in radio manufacturing plants and broadcasting studios."

Trammell warned that television broadcasters can proceed successfully only in an atmosphere of confidence and enthusiasm on the part of the Commission and none of confusion and doubt such as might arise from a shift of broadcasting standards at this time.

Decries Post-War Delay

"If television is to be encouraged to expand and develop as an industry without delay after the war, no fear complex should be planted in the public mind with regard to the use of television service," Mr. Trammell said. "Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards."

"Such a fear, if aroused, would seriously hamper the establishment of a nationwide television service and a television industry. There is nothing more unrealistic than the idea that broadcasters will expand their services and facilities by the investment of many millions to create a television service, while at the same time people are warned that the receiving equipment they purchase may be made obsolete by the stroke of a pen.

"We do not fear the obsolescence which progress may bring. We foresee no technical revolution by which the industry could be placed in sudden chaos overnight. We know that the American people, with respect to any useful product or service, are willing to pay for the best they can get now and change for the better when something better comes along.

"With a practical television system at hand, with network syndication of program service in prospect, with business support and public in-

terest already demonstrated, the National Broadcasting Company believes that, with the approval of the Commission of the recommendations of the RTPB and your authorization of the necessary frequencies, television can be launched as an immediate post-war nationwide service."

Du Mont Gives TBA Views

As spokesman for the Television Broadcasters Association, Du Mont summarized the organization's attitude on allocations. He declared that:

"1. Existing allocations of the spectrum to television and existing standards have been thoroughly field-tested and scientifically exploited and are satisfactory for the immediate commercial development of low-priced tele broadcast equipment.

"2. The use of untried high frequencies introduce technical problems of ghosts and similar interference which will restrict the satisfactory use of television to expensive installations and to complicated circuits and equipment at present unknown to the industry.

"3. Television is immediately ready with the release of manpower and materials to contribute mightily to the satisfactory absorption of technically trained personnel returning from the Armed Forces and wartime industries.

"4. The only economic reason for deferring development of the television industry is found in the effort of broadcasters who now monopolize advertising budgets and who are unwilling or unable to visualize the tremendous expansion in methods of merchandising by electronic communication which is inherent in the immediate development of television."

Hanson, Merryman Heard

O. B. Hanson, chief engineer of NBC, and Philip Merryman, of the network's Service Planning Department, also testified, thus concluding NBC's video presentation before the Commission.

Hanson said simply that there is only one television system in existence today—that there is no alternative system. He said the backbone of the television network would be the coaxial cables now being installed by the American Telephone & Telegraph Company. The A. T. & T. also has been authorized to build a radio relay system on which to conduct experiments for television transmission, he added.

Profitable television broadcasting is possible in a normal town of 25,000, Merryman said. Lewis Allen Weiss had declared last week tele would not be profitable in cities of less than half a million.

"It is true that the cost of large scale programs in cities where network programs are originated will far exceed the cost of comparable sound programs," Merryman said, "but the program problem confronting the network originating center should be sharply distinguished from the program problem which must be

solved by the small television broadcaster. The small broadcaster cannot afford to produce these costly shows. The sale of the live talent programs which are offered by any individual station must be adjusted to fit its revenues, but it does not follow that a television broadcaster in a small town cannot originate live talent entertainment. It only means that he will find it necessary to make use of the program material of local interest which is well suited for television broadcasting but which is now relatively unused because of the limitations of sound broadcasting."

Video's Post-War Role

Turning to video's role in the post-war world, Du Mont declared:

"My interest and the interest of the Television Broadcasters Association is television and what it will contribute to our post-war economy. Television is unique in the annals of inventive genius. It stems not from the mind of one man, but represents a union of related elements pieced together slowly over



ALLEN B. DU MONT

a period of many decades.

"Only in recent years have we fitted together all the elements that make electronic television a commercially feasible instrument. Exhaustive research, field experimentation under trying conditions, long and wearisome hours of laboratory tests finally brought forth the superior television which is at our disposal today and which will surely bring years of entertainment, culture and happiness to millions of people throughout the world.

"What are the factors necessary to start the wheels of the television industry moving?

"First, and extremely important, the allocation of suitable frequencies for television should be made without delay. TBA urges that the recommendations made by Panel 6 of the Radio Technical Planning Board for television broadcasting should be accepted.

"Second, adoption of suitable allocations for television will result in rapid design of home television receivers. Without prior knowledge of what frequencies television will be assigned, these designs cannot be drawn.

"Third, reconversion of plants that had been engaged in war production but no longer are so employed should begin at the earliest moment.

"Once reconversion is complete and the freeze on essential materials is thawed, the basis for a new industry will have been established and

Craven Testimony Supports Plan Of CBS

television can become a practical reality immediately.

Forecasts Early Conversion

"Despite published claims to the contrary, television can get into production far ahead of many other war products," Du Mont said. "A large percentage of radio manufacturers converted their plants as an outbreak of the war into electronic manufacturing units. Radar, for example, but one of the electronic devices resulting from the war, might be considered a member of the television family."

"Hence, reconversion to television manufacture, is a natural step. Plants that constructed electronic devices for the war. Retooling for television will not be too arduous and with proper standards and regulations established only a short time need elapse before mass production of television receivers and transmitters can get into swing.

"Once the doors of television industries are opened, hundreds of thousands of men will be absorbed in a multitude of capacities. Imagine this will mean to returning servicemen. Thousands of them, trained to handle electronic devices, will be ready-trained technicians for a massive industry.

"Would it not be an injustice of the rankest sort if we were to withhold television from an eagerly television-conscious public, and to deny employment to millions of men at a time when a slump in employment generally is indicated?"

Raibourn Compares With Movies

Paul Raibourn, television expert of Paramount Pictures, pointed out that definition of an average black and white motion picture comprises 800 lines, of an average newsreel, 400 lines, of good Technicolor, 525 lines, while that of television is at its best when consisting of 300 and 400 lines. In addition, he said, motion pictures have a 30-to-one contrast ratio, while cathode tubes capable of providing no better than a five-to-one or 10-to-one ratio. Until the cathode tube is greatly improved, he said, television never can hope for pictures to compare with the brilliance of motion pictures.

Striking sharply at the CBS position, Leonard F. Creamer, Du Mont vice-president, told the FCC yesterday that opposition to current television service would only result in confusing the public and hurting the industry through postponement until the high-frequency tele service is developed.

Creamer, talking more bluntly about the CBS proposals than any other witness thus far, declared flatly that television pictures, under present standards, have proved highly

(Continued on Page 7)

Craven And Craven Testify Before FCC

(Continued from Page 6)

ceptable, and that wartime
oments will make them even
and said "Surveys have proved
e public wants television now.
don't want to wait. We should
rive them of the entertain-
and educational features of
on in the home."

mer's tone was not particularly
ceived by the Commission.
an Fly ordered him at one
o confine himself to the techni-
pects of frequency allocation.
er's attack upon other industry
als was the most open which
t been heard here.

mer criticized certain broad-
for their campaign to restrict
ion progress. He pointed out
her countries, such as England
ussia, are undoubtedly ready
e full speed ahead with televi-
sion soon as hostilities cease. A
of television abeyance here
cause this nation to drop be-
a what purports to be an im-
it industry, he declared.

onclusion, Craven declared
"the public wants television
because it will furnish unpre-
ed entertainment and educa-
e features right in their own
room."

Craven Supports CBS

cluding an idea-packed day of
stations to the FCC on televi-
former Commissioner T. A. M.
b, now vice-president of the
Broadcasting Co., rallied
y to the support of the CBS
and. He asked for 40 tele chan-
3 megacycles wide between
0 and the 1,000 megacycles

en pointed out that the invest-
n television is relatively small
compared with that in aviation
and that the two services are
petition for the lower portion
spectrum, particularly between
400 megacycles. Although it
improved even in the narrow
els, pre-war television, he said,
not high quality television.
y, by itself, this quality may be
able to the public, it does not
re favorably with the motion
e quality with which the pub-
amiliar. However, we are con-
t that video channels should be
than the pre-war standards,"
clared.

en said, "Forty channels will
ded if we assume that stations
e same channel can be spaced
out 200 miles. We doubt that
ion stations spaced 200 miles
can operate successfully on the
channel below 100 megacycles.
esirable that all receivers in a
r town should be capable of
ing all the television broadcast
s located in that community.
ion receivers of pre-war de-
ould not have met this require-
if all 18 channels had been
in service. We fear, that un-
his objective is attained, tele-

WHO'S WHO IN RADIO

GENE LAURENCE CAGLE

DESPITE the two disadvantages, his not being born a Texan and his avid interest in medicine, Gene Laurence Cagle is today a most successful radio operator right in the heart of Texas. At the age of 31, he is president of KFJZ, Fort Worth, and recently elected president of the one-half million dollar Texas State Network, the biggest in the nation's largest state. This network consists of 16 stations in 15 different cities.

Eleven years ago Cagle entered radio as an announcer with KFJZ. When he was a senior at the Texas Christian University, he appeared on a KFJZ broadcast for the college club. The station manager was greatly impressed with Cagle's baritone voice and thereupon urged him to go into radio. Cagle has never had any regrets since.

After a few months as an announcer, young Cagle concluded there was a brighter future for him on the business side of radio, where the pastures appeared to be greener. Four years later he became commercial manager of KFJZ; and in 1938, he was appointed manager of the station. Three years later saw him holding another post—that of manager of the TSN.

At that time the network was having a rather rough time financially, but under Cagle's astute direction, clerks soon began balancing the books in black ink, instead of red. The network today is a very profitable enterprise.

He was born in Wetumka, Oklahoma, and at the age of four moved to the lone star state with his parents. He is married and has two children—Carol, age seven, and two-year-old Gene, Junior.

Cagle is such an energetic fellow that he isn't content running four stations and a 16-station network. He has, as he says, many irons in the fire, such as supervising stations, too. With all this activity, he finds time to engage in his favorite hobby, collecting modern firearms, and doing a bit of hunting and fishing. His newly acquired hobby is football, the favorite sport of Texans.

In closing, Gene Cagle looks for a great expansion in radio after the war. He is confident that radio advertising will hold its own in the post-war era. He asserts that the advertisers who have realized the potentialities of radio during the war will continue in this medium in the post-war era.



"Versatile"

vision broadcasting cannot be a successful business enterprise."

Craven said that most engineers appear to agree that ultimately television will make use of very wide channels above 400 megacycles, and added, "We have evidence that such operation can be more imminent than has generally been known heretofore. We, therefore, hesitate to invest our capital in a system of television which is already rapidly becoming obsolete. These obsolescent investments would have to be written off far more rapidly than we believe possible in the type of new business that television broadcasting must be. We believe that the expenditure of a large amount of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the pre-war television and the new television."

Cites Government Investment

He pointed also to another factor against television below 400 megacycles, namely that the Government has millions of dollars invested in radio equipment using frequencies between 30 and 400 megacycles. It is illogical, he said, for anyone to cling to the hope that the public will or should condone scrapping this Government equipment so that broadcasters may utilize the spectrum space now used by the Government, especially if better television can be

made available relatively soon in another portion of the spectrum.

Cowles Brothers believe, Craven said, that a television station utilizing frequencies between 400 and 1,000 megacycles, can be established in a city within 18 months after the Government tells the manufacturers to produce for private industry.

Sees Other Services Injured

Pointing out that RTPB asks 180 megacycles 60 per cent of all the space below 300 megacycles and 72 per cent of all the space between 50 and 300 megacycles, he said, "I cannot believe that anyone seriously expects this commission, faced, as it is, with the necessity of making adequate provision for other services, to provide anything like 30 television channels below 300 megacycles even if such channels are only six megacycles wide. If as many as 15 channels are provided, television will have to be given a full third of the space available for distribution to all services between 30 and 300 megacycles. In my opinion, the permanent allocation to television of even 15 channels will necessitate inadequate provision for other services, particularly aviation, FM broadcasting and facsimile. It would certainly foreclose future expansion of all radio services in a portion of the spectrum sorely crowded today."

"Finally, said Craven, "Permit me to remind you that never before in

Radio's Intern'l Role Discussed By Briton

(Continued from Page 1)

ers and the public, Salt told of the close collaboration with American networks and spoke specifically of NBC's "Atlantic Spotlight" show, CBS' "Trans-Atlantic Call" and the George Hicks broadcasts on D Day from the invasion front. He also pointed to the number of individual stations throughout the country collaborating with BBC and made special reference to WLW, Cincinnati.

Explaining that BBC operates under charter from the British government, Salt said that their present charter expires in 1946 and that in all probability the organization's operations will be the subject of Parliament discussions during the coming year.

Oil Co. Birthday Salute Via Ohio-Station Hookup

Jan Pearce, Gladys Swarthroat, Deems Taylor, Benny Goodman, Howard Barlow and the Cleveland Symphony Orchestra will highlight the special one-hour broadcast to commemorate the 75th anniversary of the Standard Oil of Ohio on January 10, over all the Ohio stations, 8-9 p.m., Cleveland time, it has been announced by Bill Rousseau, producer-director of the program.

In addition to the above personalities, Charles Strickling will conduct an 86-voice choir. A top-name comedian is being sought for the program, but Rousseau said no one has been signed as yet. The hour program will originate from the Municipal Auditorium of Cleveland which seats 12,000 people.

Approximately 30 stations will carry the program for the state. Tentatively mentioned to participate in the proceedings are: WADC, WAKR, WICA, WHBC, WCKY, WCPO, WKRC, WLW, WSAI, WCLE, WGAR, WHK, WTAM, WJW, WBNS, WCOL, WHKC, WOSU, WHIO, WING, WFIN, WLOK, WMAN, WMRN, WPAY, WIZE, WSTV, WSPD, WTOL, WRRN, WFJM, WKBN, WHIZ.

Rousseau is handling the program for McCann-Erickson, Inc., agency for Standard Oil of Ohio.

the history of allocation have we had an opportunity to make plans for the future equal to that presented to us here. Today we know more about radio possibilities than we did in 1920, 1927 and 1936. Today we do not have the crucial problem of capital investment in existing commercial equipment as we had in former years. Hence, it is not necessary to compromise engineering to such an unsatisfactory degree as we have been required to do heretofore. I sincerely hope that all concerned will have the broadness of vision, the wisdom and the courage to act wisely for the future of broadcasting service in the public interest."

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

NO. 20

NEW YORK, N. Y., MONDAY, OCTOBER 30, 1944

TEN CENTS

TC Report Shows Trend

Mutual President To Be Named Today

Mutual Broadcasting System is expected to announce today the name of its new president, successor to Edgar Kobak, who has resigned from the post. Members of the board of directors have confirmed the fact that Kobak, who has resigned from the Network executive vice-president, is acceptable to Mutual and there is no denial that Kobak is at the top of the list even though he has suddenly decide not to accept the presidency.

Members of Mutual while not denying that a man had been chosen for the post, stated that a few details had to be ironed out and these would be the exact date of the new president taking over. Members of the board of directors in and out of town, were in accord in lauding Kobak personally and as a man well qualified for the job.

Selective Tele Station Indicated In Montreal

Montreal—The prospect of television service for Montreal radio fans in the early post-war period is foreseen in the order paper for next council meeting, which the executive committee approved Friday. The order paper is a recommendation by the Canadian Broadcasting Commission for facilities for the city on the slopes of Mount Royal, a "frequency modulation television" station. As the city officials understand it, this will be a regular broadcasting station, but will include equipment and facilities for giving television service if the service becomes available.

Transplanted

McCardell, who used to operate the teletype machine in the press has been in the service of the boys in the press department of the network received from Bill. He's still in the office in New Caledonia, and is now engaged in operating the teletype, but no Radio City Music girls in up gals across the street.

Musical Warfare

Major Glenn Miller, leader of the American band of the Supreme Allied Command, will start weekly broadcasts to the German army on November 1 over the American Broadcasting Station in Europe, OWI revealed past week-end. Half hour of American dance music with announcements in German will be beamed to the German army every Wednesday on the "German Wehrmacht Hour."

Government Surveys So. American Markets

Washington Bureau, RADIO DAILY

Washington—Assignment of federal officials in key foreign markets to aid in the sale of American-built radio receivers, television sets and transmitters for all broadcast services is expected here. A large-scale expansion of the State Department's foreign industry service office is in line, with an alternative possibility that specialists on radio equipment be assigned to these areas.

Named General Manager Of Y & R Radio Division

Gordon Cates, vice-president of Young & Rubicam, Inc., has been appointed general manager of the radio division of the agency, Sigurd S. Larmon, president, announced. Harry Ackerman, recently appointed vice-president, will be in charge of the radio division.

★ THE WEEK IN RADIO ★

Major Web Execs Resign

By CHARLES MANN

RUMORS materialized last week when two major networks announced the resignation of two top executives, Miller McClintock as president of Mutual and Edgar Kobak as executive vice-president of Blue. McClintock resigned "in accordance with terms of the original agreement" with the board of directors of MBS. Kobak said there was not much left for him to do among

Increase In Cooperative Advertising Indicated In Federal Trade Report Based On Four-Year Survey

Washington Bureau, RADIO DAILY

Washington — Swift growth of cooperative advertising, with manufacturers and local dealers sharing the cost, is indicated in the Federal Trade Commission's report on "advertising as a factor in distribution," filed today with both houses of Congress. Most exhaustive advertising study to come out of Washington in years, this report has been in preparation for

(Continued on Page 7)

Public Service Shows Will Overflow To FM

Role of FM broadcasting in the immediate post-war era is seen as an outlet for many of the public service type of programs which the sold-out networks will be unable to carry and which will be relegated to FM as a means of giving the listeners a choice in the event they actually are interested in the program in question. Move on a large scale is predicated of course on the expected large sale of FM sets or combination receivers as soon as materials are available.

Since FM is not expected to attain the commercial clientele of AM broadcasting for some time to come

(Continued on Page 5)

ANA Approves NAB Audience Yardstick

Association of National Advertisers has approved the National Association of Broadcasters' proposal to establish independent bureau for audience measurement. The plan, which embodies the adoption of a standard method of measuring circulation so all stations are comparable, calls for balloting radio families of the urban, rural non-farm and rural farm areas.

SMPE Asks Channels For Tele In Theaters

Washington Bureau, RADIO DAILY

Washington—A plea to the FCC for the allocation of 75 20-megacycle channels to be used for theater television was voiced on Friday by Paul Larsen, speaking for the Society of Motion Picture Engineers. He expressed the assurance that the film industry will, through the years, contribute substantially to the art of video.

Larsen asked that, to prevent any handicap to theater television in its initial stages, immediate provision of 15 channels below 1,000 megacycles be made. Equipment, he said, is now

(Continued on Page 6)

Mailbag

A picture postcard of the Miami River and postmarked Miami, Florida, is being sent the rounds of various advertising agencies. Its contents say, "A guaranteed minimum rating of 5.0 in a national show of 5.0 for your product for \$37,200 a year complete. Wish you were here so I could tell you all about it." And it is simply signed "Bob."

North of Boston—a great selling market! Reach it through Station WLAW

People shop from WLAW's spots—the best way to sell in Northern New England.



Vol. 29, No. 20 Mon., Oct. 30, 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. Merseureau, 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

(Oct. 27)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163 3/8	163 1/2	- 1/8
CBS B	31 1/8	31 1/8	31 1/8	- 1/2
Crosley Corp.	24 3/4	24 1/2	24 3/4	+ 1/2
Farnsworth T. & R.	13 1/4	13	13	
Gen. Electric	38 3/8	38 1/4	38 1/2	
Philco	33	32 3/8	33	+ 3/8
RCA Common	10 3/8	10 1/4	10 3/8	+ 1/8
RCA First Pfd.	79 1/8	79	79 1/8	+ 3/8
Stewart-Warner	15 7/8	15 5/8	15 7/8	+ 1/4
Westinghouse	104	103 1/4	104	- 1/4
Zenith Radio	40 7/8	40 3/8	40 3/4	- 1/4
NEW YORK CURB MARKET				
Nat. Union Radio	5 7/8	5 3/4	5 7/8	

Texaco Show For WAVES

The "Texaco Star Theater" program last week made a recording that will be used by the Navy Department to step up recruiting in the WAVES.

20 YEARS AGO TODAY

(October 30, 1924)

After more than a year of exhaustive investigation by university and WJZ officials into the possibilities of an Air College, eight courses comprising a Fall term were determined upon. Although work will be in line with classroom procedure, it will be understandable to the casual listener.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blue's KGO is THE Bay Area Buy!

Coming and Going

WILLIAM S. HEDGES, NBC vice-president in charge of stations, returns today from a two-week trip to the network's affiliates in the Southeast and Middle east.

TOM SLATER, Mutual's director of special features and sports, went out to Champaign last Saturday to cover the game between Notre Dame and Illinois.

LT. HOWARD CANN, AAF, formerly on the selling staff of the Blue Network and now stationed in Monroe, La., looked in at the old stand last Friday to greet his many friends.

HENRY R. TURNBULL, national radio director of the Republican National Committee, is expected back today at his New York office following the second Dewey tour, which took him to more than 21 states.

JOHN J. LAUX, manager and publicity director of WSTV, Steubenville, Ohio, is here for conferences at the headquarters of the Mutual network, with which the station is affiliated.

JACK ROURKE, producer of the "Heidt Time for Hires" program, left Friday for Chicago, from which point the show will originate tonight. Rourke and the rest of the program personnel then will go on to the West Coast.

LEONARD ASCH, president of WBCA, the Mutual network's FM station in Schenectady, was in Gotham Friday on business.

EDWARD TOMLINSON, inter-American advisor and analyst for the Blue Network, will be in Grand Rapids tomorrow for another in his was in Gotham Friday on business.

LT. GLEN WALSER, formerly of the NBC sales promotion staff in Chicago, visited last week at the web's offices in the Windy City.

DICK WHITE, of the news staff at WNBH, New Bedford, Mass., a caller Friday at the headquarters of the Blue Network.

HENRIETTE K. HARRISON, the radio director of the YMCA, is back from a 10-day trip to Buffalo. While there she conducted a series of meetings on the proper civic use of radio.

FCC Not Expected To Act On Wigglesworth Wire

Washington Bureau, RADIO DAILY
Washington—Action by the FCC in response to the telegram it received 10 days ago from Rep. Richard B. Wigglesworth, R., Mass., demanding that the Commission withhold its already announced approval of the sale of WCOP, Boston, and WNBC, Hartford, by Arde Bulova and Harold Lafount is unlikely. Wigglesworth complained about the approval on the grounds that the Lea committee, of which he is a member, is investigating possible hidden ownership in the Boston station.

Expects Further Statements

Further words from Rep. Wigglesworth within the next week are to be looked for. In the meantime, the Lea committee is planning to resume public hearings on November 22, reopening the WMCA case. The committee abandoned its hearings on this case last spring because it was before the New York courts. Minority members believe that administration pressure was used to force Donald Flamm to sell the station three years ago to Ed. J. Noble, former Undersecretary of Commerce and Republican. Noble has since resold the station to Nathan Straus, and has bought the Blue Network. It was because he was not permitted to complete hearings on this case that Eugene L. Garey, former counsel for the Lea committee, finally resigned from that body.

Named General Manager Of Y & R Radio Division

(Continued from Page 1)
president in charge of program operations, will supervise the creative functions of the radio division; Joseph Moran, associate director, will supervise both talent and commercial departments and Carlos Franco, associate director, heads station relations and time buying.

New Mutual President May Be Named Today

(Continued from Page 1)
fitted for the job and highly desired by the Mutual board.

It is learned on reliable authority that the Mutual post paid McClintock \$75,000 annually and it is presumed that the incoming president will command a like sum, if not a little more, all according to the type of deal consummated. Kobak left Chicago late last Friday and was due in New York Saturday.

Lombardo Bond-Appeals

Guy Lombardo is doing a special Treasury show for the selling of bonds each Thursday from the Hotel Roosevelt, 11:30 p.m. to midnight. Starting with music, the maestro later goes into his bond-selling routine.

New Roy Rogers Series

First of the new series by Roy Rogers, cowboy movie star, and the Sons of the Pioneers, instrumental-singing group, will be heard over Mutual from KHJ, Hollywood, starting Tuesday, Nov. 21, 8:30-9 p.m. Show is sponsored by Goodyear Tire & Rubber Co. through Young & Rubicam, Inc.

DO YOU NEED HELP?

WE HAVE

The Right person for that job

Radio—Television—Motion Pictures

Kathryn Fecke

POSITION SECURING BUREAU

Agency

331 MADISON AVE. N. Y. C.

Phone MURray Hill 2-6494



Shout your head off

There's one advantage that sh officer has that some radio ad tisers don't have . . . he knows audience is listening!

Down here in Baltimore w got a way to fix that for adverti It is suggested that they check the W-I-T-H radio audience.

This is the independent stat that delivers more results per do spent than any other station in to It has the audience and the audie has the money to buy.

There is a pile of cold-as-f facts that proves that if you w coverage that pans out on a cost per sale basis, your best bet Baltimore is W-I-T-H.

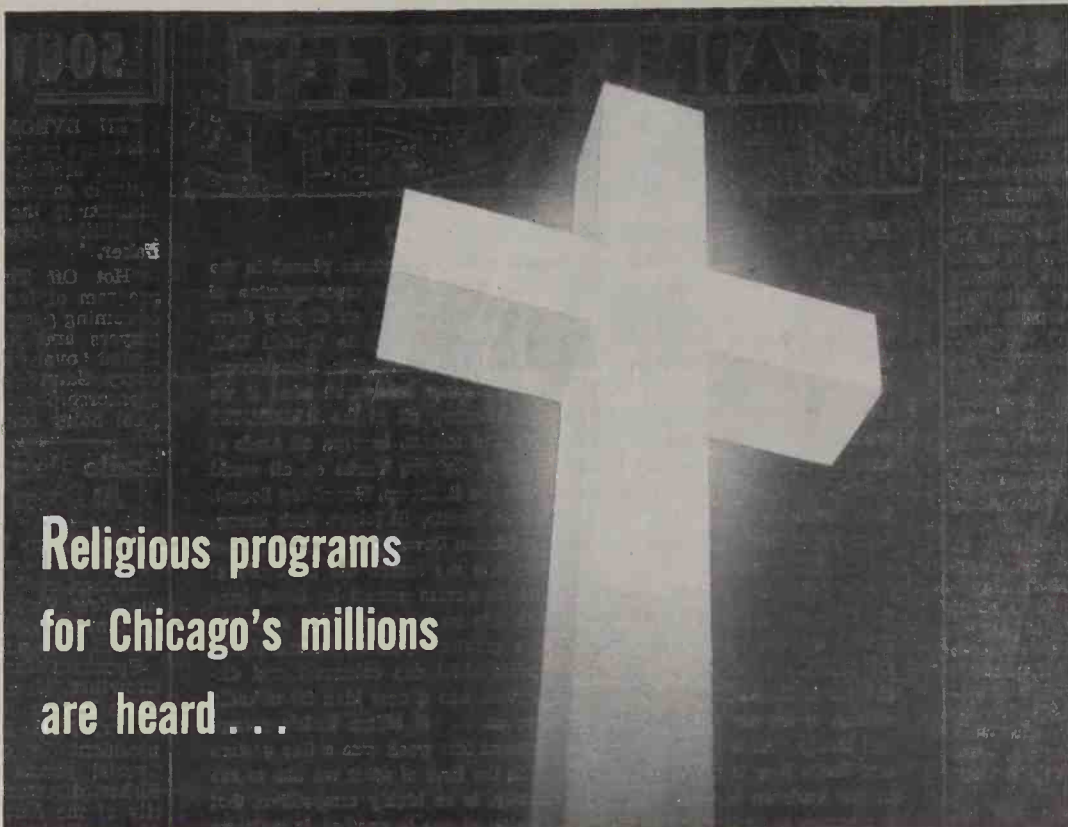


W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-R



**Religious programs
for Chicago's millions
are heard . . .**

...via WMAQ

The need for Religion has never been greater during any period of our country's history. America's millions today are seeking the comfort and stability that only Religion provides.

Religious programs, the finest for all faiths, have been a regular policy of WMAQ, NBC's key midwest outlet. This far-reaching policy, in fact, includes every branch of the cultural and educational fields—Drama, Education, News, Book Reviews, Music . . . they're all an integral part of WMAQ programming.

To this policy belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions . . . that increased sales and profits are the result.

In Chicago it's WMAQ.

**WMAQ
CHICAGO**

**NBC's key midwest station
670 on your dial — 50,000 watts**

REPRESENTED BY NBC SPOT SALES



A Service of Radio
Corporation of America

AGENCIES

THE WESTERN ADVERTISING GOLFERS ASSOCIATION, one of the oldest golf trade groups in the country, has completed its most successful year, having held a monthly golf tournament each of the past six months. The annual election of officers was held at Bob-O-Link Country Club recently, and the following officers and Board of Governors were elected: president, Herbert H. Beck, (Hearst Advertising Service); 1st vice-president, Lawrence E. Meyer, (International Cellucotton Products Co.); 2nd vice-president, Gale Blocki, Jr., (John Blair & Company); secretary, Otto R. Stadelman, (Needham, Louis & Brorby, Inc), and treasurer, DeWitt S. Dobson, (Curtis Publishing Company).

Board of Governors: Norman C. Green, (The Crowell-Collier Company); H. W. Markward, (Life Magazine); Walter E. Gibson, (The Caples Company); William T. White, (Wielboldt Stores, Inc.); Edward A. Fox, (MacFadden Publishing Company); Harry L. Nehrbass, (The Simoniz Company); R. K. MacDougal, (N. W. Ayer & Son); Lloyd R. Maxwell, (Roche, Williams & Cleary), and Marvin Harms, (Hill Blackett & Co.).

ARMANDO, well known for his creative work, has joined Grant Advertising, Inc. as creative consultant. Armando was most recently associated with Lennen & Mitchell, Inc. Prior to that he was art director and new business executive for the Buchanan & Company and for 10 years was art director for Lord & Thomas, Inc.

FRED GOLDEN has returned to The Blaine-Thompson Co., advertising agency as head of its theater department following the completion of his duties for the U. S. Navy as an aeronautics instructor. Golden served as Chief Pilot supervising flight training of naval cadets at a Naval Flight Base in Pittsfield, Me.

SPIEGEL, INC., mail order house, announces the appointment of Al Paul Lefton Company, Inc. as its advertising counsel. The account will be serviced by Edwin G. Foreman, Jr., vice-president in charge of the Lefton Company's Chicago office.

PEDLAR & RYAN have been appointed advertising agents for Hearst Newspapers.

Daytime Ratings Announced

Daytime ratings of commercial strip shows finds "When A Girl Marries," leading the "top ten," with a rating of 8.3 according to Hooper Oct. 8-14 report. Kate Smith Speaks is second with 7.8. Other shows in succession scale down from "Our Gal, Sunday," with 7.6 to "Big Sisters," "Romance of Helen Trent," "Backstage Wife," "Portia Faces Life," "Stella Dallas," Breakfast at Sardi's (Kellogg) and "Ma Perkins" (CBS) with 6.8.



Memos of an Innocent Bystander. . . !

● ● ● Bob Hope has been selected to have his statue placed in the Smithsonian "Living Hall of Washington, 1944" as the representative of show business . . . other living men whose statues are on display there include, President Franklin D. Roosevelt, Secretary of State Cordell Hull, Chief Justice Harlan F. Stone; Generals Marshall, MacArthur, Eisenhower; Admirals King, Nimitz and Halsey . . . we know Bob won't mind if we regard the statue of himself as one representing all of the **RADIOLITES** who have been so generous of their time and talents, braving all kinds of hazards and inconveniences to entertain our Fighting Yanks on all world fronts . . . off-hand we'd name Bing Crosby, Joe E. Brown, Humphrey Bogart, Jane Frohman, Jack Haley, Dorothy Lamour, Yvette, Al Jolson, Jack Benny, Wini Shaw, Earl Wrightson, Fred Astaire, Morton Downey (who is even now awaiting the 'go-ahead-over' signal) and lest we forget, the hundreds of lesser lights of the Radio firmament, whose names cannot be listed here for they are legion . . . we don't mean this as a pun but we say, this proves that there is always room, in this great struggle for human rights, for **HOPE**. . . ● Robert W. Dana, ex-Herald-Tribune columnist and discoverer of the M-G-M starlet Nancy Donovan, has a new idea for a 'radio column of the air' which sounds good to us. . . ● Milton Berle's prompt and kindly offer to help out Henny Youngman last week was a fine gesture and Radio Row is proud of him . . . that's the kind of spirit we like to see in this business of ours, which of necessity, is so highly competitive, that a measure of understanding and compassion of one to another, is welcome indeed.

☆ ☆ ☆

● ● ● NBC has selected as its slogan for its day-long contribution to the Sixth War Loan Drive, Thanksgiving Day, Nov. 23, "Let's Talk Turkey to Japan." . . . and according to news reports of the sea battles there in the Pacific, our Fighting Yanks are proving that they don't mean 'talking with drum-sticks'. . . ● Ad look alike: Doug (CBS vee-pee) Coulter and Phil Baker . . . Jack Arthur and Jack Carson . . . Bob (Rainbow House) Emery and Tom (MBSpecial Events Chief) Slater. . . ● George McCoy and John Anthony (not the family-trouble-shooter of the networks) have come up with a droll ditty titled, "When It's Tomato time in Heinzville, I'll ketchup to You" . . . (pass the mustard pappy while we take a gander at the goose). . . ● Bessie Mack, Major Bowes' right hand 'man,' is battling a severe cold . . . in all likelihood she won't sing on the next program . . . (we know, we know . . . she NEVER sings on the program). . . ● Herbert Rice is the new director of the "Arthur Hopkins Presents" dramatic series, heard every Wednesday, NBCoast-to-coast. . . ● Don Douglas will replace Quentin Reynolds as narrator on the WOR-Mutual series, "Victory Is Our Business," when the latter leaves for overseas.

☆ ☆ ☆

● ● ● Gertrude Berg's propensity (start the week with a fresh word, we aver) for realism in sound effects on her "The Goldberg's" CBS standard program, has earned her several pages in the new book, "Off Mike," which Jerry Lawrence is completing. . . ● Lucille Manners will be heard in two concerts next month and will appear at the Snyder H. S. (Jersey City) and William Penn H. S. (York, Pa.) Nov. 17 and 21 respectively. . . ● The actions of some of the members at the recent "Saints & Sinners" club luncheon, left a bad taste in the mouths of many of the guests . . . and we don't mean the FOOD. . . ● Mrs. Eddie Rickenbacker will be guest speaker Wednesday on Alma Kitchell's "Womens' Exchange" via WJZ. . . ● Sgt. Sid Weiss was a bedside visitor to Pvt. Al Hauser, former Broadway Photographer, who, awarded the Purple Heart, is recuperating from wounds somewhere in Italy.

☆ ☆ ☆

— Remember Pearl Harbor —

SOUTHWEST

KEN BYRON replaces Ken Clure as newscaster at KGK Worth. McClure goes to WOAI Antonio as news chief. Another addition to the news staff of V is William Orlean, who replaces Baker.

"Hot Off The Gridiron," a program of football scores, forecasts of coming games and interviews of players and coaches, is being presented over KGKO, Fort Worth every Saturday evening, under sponsorship of Vandervoort's local dairy concern.

Radio Personalities At Press Club Lunch

Jane Tiffany Wagner, NBC director of women's war activities, was chairman of the day at a meeting of the New York City Women's Club at the Hotel Pennsylvania, Oct. 28, 2:15 p.m.

Speakers included were: Bill Crowther, New York "Times" columnist; Billie Burke; Jean Holloway, screenwriter; John F. Royal, NBC president in charge of television; Special guests also were: Steve Fisher, director of the NBC University of the Air; Kay Boyle, novelist; Albert Perkins of Look; Mary Cuthbert, NBC director of women and children's programs.

Durham*

makes

25%

of

nation's

cigarettes

WDNC

COLUMBIA NETWORK

* NORTH CAROLINA

Represented by Howard H. Wilson Co.



Public Service Shows Will Overflow To FM

(Continued from Page 1)

the war, networks and independent broadcasters are already beginning to put the overflow of classical music organizations and public service shows on their FM stations. While this has happened, plans being set by FM station owners and listeners as well, indicate that the will see FM as the alternative of the shows carried as a and usually meaning the cancellation of a commercial show on an outlet of network.

Comparison Made

the Blue was to NBC, WSAI and W, before sales of the respective network and station, as per FCC regulations, is given as an example of the stature FM will take on in the economic structure of the average broadcaster. Before the Blue was to NBC, majority of the special programs, certain classical music and a few of the public service programs were broadcast over the Blue. NBC thus managed to satisfy the public and authorities on its radio cooperate.

time on any of the nation's key stations is at a premium, particularly in the times most desired by commercial clients and certain public service organizations. The of an FM outlet will be able to care of many requests which get into commercial time and schedules and call for reduced much bookkeeping.

See Free-Time Harvest

the distribution of FM sets in the post-war period will also new break for free-time from local organizations seeking such and until FM reaches the critical saturation point, these nations will undoubtedly reap free-time harvest. Not that FM existing is not without its cost to broadcaster or operator, but enable the broadcaster to accommodate the free-time requests in more of the educational and service programs than he can readily afford.

THE WEEK IN RADIO

Major Web Execs Resign

(Continued from Page 1)

mediate post-war development of television on the grounds that the nation requires television as an immediate post-war service and industry. Leonard F. Cramer, Du Mont vice-president, sharply criticized the CBS stand and pointed out that surveys indicate the public's desire to have the tele medium now as is. T. A. M. Craven, vice-president of Cowles Broadcasting Co., voiced approval of the CBS tele stand. An RCA spokesman, Thomas F. Joyce, phonograph and tele manager, also urged the green light.

Invasion: Radio was first to announce the news of the invasion of the Philippines, and was also credited for withholding this information from the Japs. First eye-witness account was broadcast by Arthur Feldman of the Blue, to all the major networks. Also heard were NBC's George Foster, CBS' John B. Hughes and MBS' Gordon Walker.

Award: The fifth annual Award of Merit of the School Broadcast Conference was presented to Dr. I. Keith Tyler, director of Radio Education at Ohio State University, for outstanding and meritorious service in educational radio.

Controversy: NAB President J. Harold Ryan, in answer to WHKC's denouncing the NAB Code, said that the Code does not relieve the Ohio station from responsibility to offer free time for broadcast of controversial issues.

Hopeful: In a joint telegram, RCA, CBS, CRC and NBC urged Judge Fred M. Vinson, director of Economic Stabilization, to act soon on the Petrillo-recording companies issue. The telegram in part says, "we urge you to act swiftly, otherwise the principle which we have fought against all this time will be forced upon us."

Marquee: The Blue has applied to the FCC for transfer of its broadcast and relay licenses to the American Broadcasting Company, Inc.

Stay Put: FM broadcasters have no wish to step higher into the spectrum,

according to testimony aired last week at the FCC's frequency allocation hearing. The Commission had considered other plans.

Okay: The WLB has approved the application of the four major networks to raise the wage scale of the musicians of the AFM Local 802 on commercial shows out of New York, or working at the key outlets in this city, on sponsored programs.

Tele Topics: Benton & Bowles, Inc., will develop a television department under the supervision of Herb Leder.

Newest figure on post-war predictions of tele are made by Dr. I. Keith Tyler, Ohio State University, who sees 300 tele station within 10 to 15 years . . . Klaus Landsberg, tele director of W6XYZ, Los Angeles, says sound financing will put tele on its feet. . . \$154,000 will go into the Stromberg-Carlson tele station to be located at Rochester, N. Y., for which the license has already been applied. . . Filene's Boston department store has applied for tele station—also Eleanor M. Patterson, publisher of the Washington "Times-Herald."

People: Gene Laurence Cagle has been appointed president of the Texas State Network. . . Ralph Dennis has been named manager of the Blue's spot sales division; Judy Cortada goes to the network's promotion department; Ralph Gleason takes over her job as trade editor. . . Clarence G. Cosby has resigned as general manager of WINS; succeeded by Willard Schroeder. . . C. P. Jaeger becomes general sales manager of the Blue; Murray Grabhorn, assistant general sales manager. . . Peter Aylen has been appointed supervisor of CBC's international short-wave service. . . Major Rene Garneau, CBC's supervisor of the service to France. . . Gordon Skillan, to the rest of continental Europe.

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

Government Surveys So. American Markets

(Continued from Page 1)

might be sent out by the Department of Commerce, to operate through the State Department.

Although it is likely that development of television as a commercial service abroad might be held up by the need for production of many more essential items which have been scarce through the war period, there is no reason to believe there will be any long delay. Radio manufacturers are greatly concerned about the foreign market. One of the reasons presented by RCA-NBC representatives at the FCC allocation hearing last week for the furthering of low-frequency television was that immediate production of sending and receiving equipment for this country will enable manufacturers to exploit the foreign market vigorously. The implication was that if television is delayed here manufacturers will not go ahead for the foreign market as speedily because of general uncertainty, and because the major investments required for mass production of tele sets for this country might be too large to chance for the foreign market alone.

Indications are that American factories will be in a good competitive position, provided they may confidently proceed with their new models. Wartime sets in Europe, it is reported, will be in need of wide-scale replacement and while manufacturers there try to care for the domestic need ours will probably be able to channel off a large volume for Latin-America and other competitive markets.

Stork News

Mrs. Johnny Thompson, wife of the Blue Network's new singing personality, gave birth to a seven pound, eight ounce baby boy on Wednesday, October 18, at the Mercer General Hospital, in Bordentown, N. J.

Montreal Labor Leader Declining CBC Web Post

Montreal—Howard B. Chase, Montreal, present part-time chairman of the Canadian Broadcasting Corporation board of governors, prefers to retain his labor post of President of the Brotherhood of Locomotive Engineers to acceptance of the new post of full-time salaried chairman of the corporation, it has been learned authoritatively. Thus the government is still looking for a qualified man to be the top man in Canadian radio. On Nov. 1 the three-year terms of three of the nine governors of the board expire, Adrien Pouliot, dean of the faculty of science, Laval University, Quebec; J. M. Godfrey, K. C. Halifax, and dean E. W. Fuller of Saskatoon. Mr. Godfrey has been a governor since the corporation re-

Baking Firm Sponsoring Program On WEAFF & KYW

General Baking Company is sponsoring "Friendship Ranch," a weekly program featuring music of the West and Latin-America which began Sat., Oct. 28, 6:15-6:45 p.m., EWT, over WEAFF, New York and KYW, Philadelphia. Clements Company handled the account for Bond Bread and the contract schedules the program for 52 weeks.

NBC's Tex Antoine is master of ceremonies. Others to appear are: Margie Hammer, Curly Jack Vincent, Bondie Smith, Nancy Gonzales.

placed the former Canadian radio commission in 1936 and he is one of the four members of the executive committee set up by the governors a few months ago to direct the affairs between board meetings.



working awhile longer, dear Flint, says you'll get your old job."

SMPE Asks Channels For Tele In Theaters

(Continued from Page 1)

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wurra-wurra

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★ ★ ★

—Be A Rational National—

Allocations Session Hears Pearl, Of

Washington Bureau, RADIO DAILY
Washington—Television plans the FCC's allocation hearings Thursday, with a day crowded with conflicting ideas and proposals. The hearing itself will probably conclude this week, after five weeks testimony. Decision from the Commission on where the various sessions should be placed in the spectrum probably not be handed down before the end of the year—then.

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Permission to shift from 1,440,860 kilocycles, with a power base from one kilowatt night, five kilowatts day, to five kilowatts day and night was asked by KGNC, Amarillo, Texas.



History of Communications. Number Eleven of a Series

NAVY COMMUNICATIONS BY FLAGS



MODEL
1700-UB

Signal Flags used on a sea-craft were always looked upon by laymen as just a festive decoration. To our blue jackets, they tell the identity of the craft, where she is bound, and many details significant to the sea. The present system of maritime signalling was developed by the British Admiral Popham in 1861.

Today our convoys carry Signal Flags and every device known to science to protect their precious cargo. Among these are the electronic voice communication equipments which make every battle wagon complete. Universal is, indeed, proud of the electronic voice components they have produced for the allied armed forces.

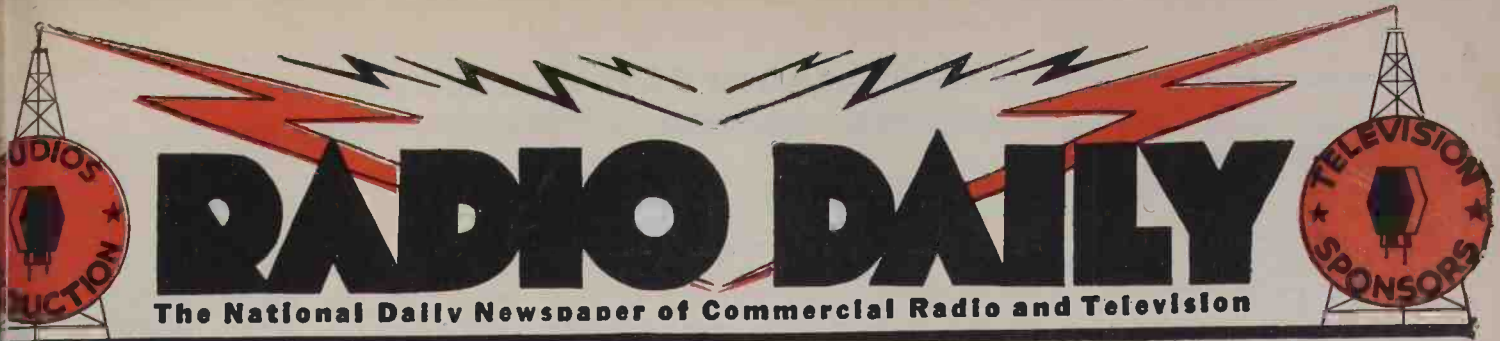
< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA .. CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA



The National Daily Newspaper of Commercial Radio and Television

29, NO. 21

NEW YORK, N. Y., TUESDAY, OCTOBER 31, 1944

TEN CENTS

Kobak Heads Mutual Web

Expert Testimony At FCC Hearing

Washington Bureau, *RADIO DAILY*
 Washington — Expert testimony, highly technical in nature, threatened to blast FM and television a long distance up in the spectrum today as Kenneth A. Norton, well-known radio engineer now with the Army Air Forces, told the FCC a good deal of hitherto classified research indicates that the two services will function far better in the higher frequencies. Norton discussed layer and sporadic E layer sky signals and tropospheric waves, along with definite recommendations that FM be set above 130 megacycles and television above 500 megacycles. Despite the highly technical nature of the testimony, there were few (Continued on Page 6)

RA Victor To Sponsor Tele Series Over NBC

RA Victor Division will sponsor a new television series entitled, "The Old In Your Home," effective Nov. 1 over NBC's outlet WNBT. New program will bring to set owners in the metropolitan area a well-rounded program of science, education, entertainment. (Continued on Page 2)

Kenyon & Eckhardt Execs. Named To Board of Dir.

Walter W. McKay and Walter Eckhardt, vice-presidents of Kenyon & Eckhardt, Inc., have been elected members of the board of directors, it was announced yesterday by Thomas (Continued on Page 2)

Guam Preference

Ralph Edwards, of "Truth or Consequences," recently offered a veteran of Guam to produce his favorite sound effects on the program. The GI asked for Times Square traffic noises, sizzle of a hamburger, and whistle of a wolf. Needless to say, Ralph combed the city and produced the sounds. A sailor kindly volunteered for the role. (Continued on Page 2)

USO Incident

John Hooley, NBC war reporter speaking recently from Guam, revealed that Betty Hutton and her USO troupe put on a show in the "Seabee Stadium" there at the same spot where a few nights before five skulking Japs were nabbed as they attempted to join a G.I. audience watching a movie.

County Radio Homes Subject Of CBS Study

Study of U. S. Radio Ownership by Counties, 1940-1944, has been completed by CBS' research department under the direction of John Churchill, revealing additional and full information on the increased number of radio homes, estimated at 3,700,000 additional sets since the Census figures of 1940. Radio ownership figures are based on the accepted 32,500,000 radio homes in the U. S. as of January 1944; (Continued on Page 6)

Jim Sauter Again Heads War Finance Committee

James E. Sauter has been reappointed chairman of the Entertainment Industry Division of the War Finance Committee for New York, it was announced yesterday by Frederick (Continued on Page 2)

Former Blue Network Executive Succeeds Miller McClintock as President Effective November 20

Formal announcement of Edgar Kobak as president of Mutual Broadcasting System effective Nov. 20, was made yesterday afternoon by the board of directors of the network, a move not unexpected since both Kobak and Miller McClintock resigned last week within 24 hours of each other. Kobak's resignation as executive vice-president of the Blue Network went into effect last Saturday and it is presumed McClintock will leave Mutual sometime between now and Nov. 20.

The announcement by the Mutual board of directors confirmed *RADIO DAILY*'s story of Monday concerning the appointment. Both Mutual and Kobak were enthusiastic in their statements, particularly as to the future of Mutual as an important coast-to-coast network. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. We have a free radio—it is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there—I will do my best to help Mutual become (Continued on Page 5)

Video-Radio-Press Election Day Tieup

Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it has been announced by Raymond E. Nelson, vice-president in charge of radio and television for the Charles M. Storm agency; Bernice Judis, vice-president and general manager of WNEW; Carl Warren of the New York "Daily News." The telecast will begin at 8:15 p.m. (Continued on Page 6)

FCC Rules Against Political Complaint

Washington Bureau, *RADIO DAILY*
 Washington—The FCC yesterday denied the petition of William Rubin, Milwaukee, that broadcasters be required to arrange for correction of misstatements by campaign orators—specifically the Republican Presidential and Vice-Presidential candidates. (Continued on Page 5)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE	
Republican National Committee	48 programs
Democratic National Committee	44 programs
NETWORK PROGRAMS TODAY	
Democratic: Sen. A. W. Barkley, 8:45-9 p.m., EWT, Mutual; Jesse H. Jones, secretary of Commerce, 10:00-10:30 p.m., EWT, CBS; Senator James M. Mead, 8:25 to 8:30 p.m., EWT, NBC., with coast repeat 8:55-9 p.m., PWT.	
Republican: Governor Thomas E. Dewey, 9-9:30 p.m., EWT., NBC; Gary Cooper, 10:25-10:30 p.m., EWT, NBC.	

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

Wide national and local advertisers use WLAW to reach the people of Northern New England. Third largest concentrated radio audience. Advt.

"Radio Youth, Inc."

Pittsburgh—A Junior Achievement group known as "Radio Youth, Inc." has been incorporated under the Pennsylvania state laws. Organization will eventually write, produce, provide music and publicize shows under the active sponsorship of KDKA. Young people have capitalized at \$500, consisting of 200 shares of stock, having a par value of 25 cents.

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Co-operative Advertising Increase Reflected In Report Issued By FTC

(Continued from Page 1)

four years—during a period, initially, when radio has shown increase in total from larger advertisers of from under \$100,000,000 to \$152,643,877.

greater local time revenue is expected as the result of the trend toward co-operative advertising, department stores especially participating in joint campaigns to the sales of leading consumer goods.

This trend, which started originally, the FTC reports, as a special treatment for a few dealers now growing to a point where it threatens to interfere with the normal advertising volume seriously. Radio it can well mean that broadcasters will pick up locally which might be lost to network. On the other hand, much of co-operative advertising will be devoted to commodities which have not had any large share of the network bills.

Dress Industry Cited

Case in point might be the dress industry which according to an incomplete FTC table, spent only about one-tenth of one per cent of their budget for radio time. Co-operations between manufacturers and local outlets have already in this proportion sizeably, will less continue on the upgrade. Picking up of this business by broadcasters does not directly network revenues, although it cause some conflicts in sched-

figure of one tenth of one per cent in this case, is based upon figures from only one firm—but this was the only one of 17 firms advertising which even listed radio as a medium.

In the same table, 12 or 27 meat processors reported radio received 8.5 per cent of their budget; 15 of 40 canned food firms reported radio received 7 per cent of their budget; 13 of 21 furniture firms reported radio received 6 per cent of their budget; 15 of 42 shoe firms reported radio received 5 per cent of their budget; eight biscuit and cracker firms reported radio received 10.5 per cent of their budget; 14 of 20 coffee firms

reported radio received 28.3 per cent of their budget; one of eight women's hosiery firms reported radio received seven tenths of one per cent of its budget; seven of 58 men's suits firms reported radio received 6.7 per cent of their budget not one of 11 men's shirt manufacturers, 52 cement firms, and

a greater spending by many of them.

A table showing growth of dollar-volume for advertising by firms sending over \$100,000 annually, shows radio to have increased its revenue 83.7 per cent between 1939 and 1944, 20 per cent better than the average increase for radio, national magazines and farm papers. Radio's 1939 take from these sources was only \$83,113,813, compared with \$150,305,164 for national magazines.

The 1943 figure for radio was \$152,643,877, compared with \$232,061,971 for magazines—a rise of 54.4 per cent.

1940 advertising budgets of 2,716 corporations in 91 industry and sub-industry groups ranged from a minimum of six one-hundredths of a dollar of sales for the ship-building industry to a maximum of 13.94 cents out of the manufacturers sales dollar for drugs and medicines.

Drugs And Medicines Highest

Ship-building, crude petroleum producing, merchant pig iron manufacturers, copper smelters and refiners, and cane sugar refiners were the five industry groups with the lowest advertising, with beet sugar processors ranking sixth in lowness of advertising per dollar of sales. The range for the lowest five being from six one-hundredths to 17 one-hundredths cents per dollar of sales.

At the upper range were drugs and medicines, highest, followed by cereal preparations, cigarettes, soaps and cooking fats and distilled liquors, with malt beverages ranking sixth from the highest. The range of the five highest was from 13.94 cents to 9.79 cents per dollar of sales. Motor vehicle manufacturers whose advertising is conspicuous in peace time was only slightly higher than the average for 2,549 corporations in 1940, namely 1.94 cents per dollar of sales compared with the average of 1.87 cents.

Analysis Revealing

An analysis of the proportion of the amount spent by 548 corporations whose advertising expenditures, in 1939, aggregated \$71,498,607, for 17 industries, showed the following percentages:

MEDIA PERCENTAGES

Radio	18.3
National Magazines	17.4
Newspapers	15.2
Miscellaneous	13.3
Material Furnished Dealers	13.0
Outdoor Posters	7.3
Joint Advertising	6.4
Letter Folders, Mailed by Manufacturer	5.7
Trade Journals	2.6
Indoor Poster	.8

The only media used by more than half of the companies were letters and folders, part of which were mailed direct and the remainder furnished dealers. Although expenditures for radio advertising exceeded the cost of all other media, only one company out of four used the radio.

seven carpet and rug manufacturers reported any radio time purchased; two of 54 lumber firms reported radio had received three tenths of one per cent of their budget; 19 of 113 manufacturers of paints and varnishes reported that radio had received 4.7 per cent of their budget; nine of 42 farm machinery firms reported radio had received 3.1 per cent of their budgets; 15 of 29 gasoline and oil companies reported radio had received 15.6 per cent of their budget, and ten of 15 rubber goods firms reported radio had seven per cent of their budget.

These figures are indicative of the huge volume of local advertising as yet hardly exploited by broadcasters. Many of these businesses, of course, are not large advertisers in and media, but the growth of co-operative advertising points toward

SEND BIRTHDAY GREETINGS TO---

October 30

Joan Banks Ray Dooley
Robert Monroe Carl Warren
Francis White

COAST-TO-COAST

— NEW YORK —

NEW YORK—Beginning November 1st WGYN is adding eight hours Sunday and two extra hours daily to its broadcast period, according to C. J. Schaefer, president of Muzak Radio Broadcasting Station Inc. . . . "Labor Arbitration," originated and conducted by Samuel R. Zack as a sustaining feature over WMCA for the past four years, was heard under sponsorship for the first time last night. The new sponsors are The American School. . . . A new series of international news commentaries was launched over WLIB yesterday with the 2 p.m. broadcast of Carey Longmire, recently returned from a tour of the European battlefronts. . . . Nat Hale's radio scripts of his "Hot Headlines" heard over WHN Saturday afternoons are now available free to the armed forces. . . . The whole field of science, couched in the language of the layman, is the subject matter for the American Museum of Natural History's Wednesday afternoon "Science for Freedom" series, with the season's premiere scheduled for November 1st over WNYC.

— ARIZONA —

PHOENIX—John J. Louis of Chicago has assumed active operation of his recently acquired Arizona Broadcasting Company network. He and Mrs. Louis have established their home at their winter residence in Phoenix.

— ILLINOIS —

CHICAGO—Jan Frankel has joined WIND's staff as sales researcher. Former North Western University and Pennsylvania State College student, she was employed by the New York Psychological Corporation engaged in research studies in the Pennsylvania area, before coming to the station.


WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

VOTE for HARTFORD

As the post-war area most likely to succeed, vote for Hartford! Spend your advertising dollars in a market which about doubles the Effective Buying Income of the average U. S. family!

USE WDRC TO CONNECT IN CONNECTICUT





Exclusive race reports from all tracks on 1430. 12 to 6:30 daily Minute Station

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

Cosmetics Lead

The FTC polled 75 leading department stores to determine the type of merchandise which most ten carried with it advertising allowances from the manufacturers, with replies from 60 stores using first in line toilet goods— including cosmetics, perfumes, soaps, shaving creams and tooth pastes. Next came electric household appliances, followed by corsets and brassieres, dresses, men's clothing and household products such as furniture, waxes, polishes, tooth preventives, etc.



History of Communications. Number Eleven of a Series

NAVY COMMUNICATIONS BY FLAGS



MODEL
1700-UB

Signal Flags used on a sea-craft were always looked upon by laymen as just a festive decoration. To our blue jackets, they tell the identity of the craft, where she is bound, and many details significant to the sea. The present system of maritime signalling was developed by the British Admiral Popham in 1861.

Today our convoys carry Signal Flags and every device known to science to protect their precious cargo. Among these are the electronic voice communication equipments which make every battle wagon complete. Universal is, indeed, proud of the electronic voice components they have produced for the allied armed forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.



UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA



FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA .. CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



29, NO. 21

NEW YORK, N. Y., TUESDAY, OCTOBER 31, 1944

TEN CENTS

Kobak Heads Mutual Web

Expert Testimony At FCC Hearing

Washington Bureau, RADIO DAILY
Washington — Expert testimony, highly technical in nature, threatening to blast FM and television a distance up in the spectrum today as Kenneth A. Norton, well-known radio engineer now with the Army Air Forces, told the FCC a good deal of hitherto classified research indicates that the two services will function far better in the higher frequencies. Norton discussed layer and sporadic E layer sky signals and tropospheric waves, along with definite recommendations that FM be set above 130 megacycles and television above 500 megacycles. Despite the highly technical nature of his testimony, there were few (Continued on Page 6)

CA Victor To Sponsor Tele Series Over NBC

CA Victor Division will sponsor a new television series entitled, "The Man In Your Home," effective Nov. 1 over NBC's outlet WNBT. New program will bring to set owners in the metropolitan area a well-rounded program of science, education, entertainment. (Continued on Page 2)

Kenyon & Eckhardt Execs. Named To Board of Dir.

Robert W. McKay and Walter Kenyon, vice-presidents of Kenyon & Eckhardt, Inc., have been elected members of the board of directors, it was announced yesterday by Thomas (Continued on Page 2)

Guam Preference

Ralph Edwards, of "Truth or Consequences," recently offered a veteran of Guam to produce his three favorite sound effects on the program. The GI asked for Times Square traffic noises, sizzle of a hamburger, and whistle of a wolf. Needless to say, Ralph combed the city and produced the sounds. A caller kindly volunteered for the third.

USO Incident

John Hooley, NBC war reporter speaking recently from Guam, revealed that Betty Hutton and her USO troupe put on a show in the "Seebee Stadium" there at the same spot where a few nights before five skulking Japs were nabbed as they attempted to join a G.I. audience watching a movie.

County Radio Homes Subject Of CBS Study

Study of U. S. Radio Ownership by Counties, 1940-1944, has been completed by CBS' research department under the direction of John Churchill, revealing additional and full information on the increased number of radio homes, estimated at 3,700,000 additional sets since the Census figures of 1940. Radio ownership figures are based on the accepted 32,500,000 radio homes in the U. S. as of January 1944; (Continued on Page 6)

Jim Sauter Again Heads War Finance Committee

James E. Sauter has been reappointed chairman of the Entertainment Industry Division of the War Finance Committee for New York, it was announced yesterday by Frederick (Continued on Page 2)

Former Blue Network Executive Succeeds Miller McClintock as President Effective November 20

Formal announcement of Edgar Kobak as president of Mutual Broadcasting System effective Nov. 20, was made yesterday afternoon by the board of directors of the network, a move not unexpected since both Kobak and Miller McClintock resigned last week within 24 hours of each other. Kobak's resignation as executive vice-president of the Blue Network went into effect last Saturday and it is presumed McClintock will leave Mutual sometime between now and Nov. 20.

The announcement by the Mutual board of directors confirmed RADIO DAILY's story of Monday concerning the appointment. Both Mutual and Kobak were enthusiastic in their statements, particularly as to the future of Mutual as an important coast-to-coast network. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. We have a free radio—it is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there—I will do my best to help Mutual become

Video-Radio-Press Election Day Tieup

Three media, television, radio and newspaper, will collaborate to bring a visual presentation of the election reports to televiewers over WABD, Nov. 7, it has been announced by Raymond E. Nelson, vice-president in charge of radio and television for the Charles M. Storm agency; Bernice Judis, vice-president and general manager of WNEW; Carl Warren of the New York "Daily News." The telecast will begin at 8:15 p.m. (Continued on Page 6)

(Continued on Page 5)

FCC Rules Against Political Complaint

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday denied the petition of William Rubin, Milwaukee, that broadcasters be required to arrange for correction of misstatements by campaign orators—specifically the Republican Presidential and Vice-Presidential candidates. (Continued on Page 5)

DAILY POLITICAL BOX SCORE

NETWORK BROADCASTS TO DATE
Republican National Committee 48 programs
Democratic National Committee 44 programs

NETWORK PROGRAMS TODAY
Democratic: Sen. A. W. Barkley, 8:45-9 p.m., EWT, Mutual; Jesse H. Jones, secretary of Commerce, 10:00-10:30 p.m., EWT, CBS; Senator James M. Mead, 8:25 to 8:30 p.m., EWT, NBC., with coast repeat 8:55-9 p.m., PWT.
Republican: Governor Thomas E. Dewey, 9-9:30 p.m., EWT., NBC; Gary Cooper, 10:25-10:30 p.m., EWT, NBC.

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

Wise national and local advertisers use WLAW Night and day WLAW serves New England's Third largest Concentrated radio audience. Advt. Advt.

"Radio Youth, Inc."

Pittsburgh—A Junior Achievement group known as "Radio Youth, Inc." has been incorporated under the Pennsylvania state laws. Organization will eventually write, produce, provide music and publicize shows under the active sponsorship of KDKA. Young people have capitalized at \$500, consisting of 200 shares of stock, having a par value of 25 cents.



Vol. 29, No. 21 Tues., Oct. 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. Mersereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL

(Monday, Oct. 30)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 3/4	164	—
CBS A	32 3/4	32 1/2	32 1/2	—
CBS B	32	32	32	+ 7/8
Crosley Corp.	25 3/8	24 3/4	25 3/8	+ 5/8
Farnsworth T. & R.	13 1/8	12 7/8	13	— 1/4
Gen. Electric	38 3/4	38 3/8	38 5/8	— 1/8
Philco	33	32 3/4	33	— 1/4
RCA Common	10 1/2	10 1/8	10 1/8	— 1/4
RCA First Pfd.	78 3/4	78 1/2	78 1/2	— 1/2
Stewart-Warner	15 1/2	15 1/2	15 5/8	— 1/4
Westinghouse	104 7/8	104 1/4	104 7/8	+ 7/8
Zenith Radio	40 3/4	40 3/4	40 3/4	—
NEW YORK CURB MARKET				
Hazeltine Corp.	27 3/4	27 3/4	27 3/4	— 1/4
Nat. Union Radio	5 7/8	5 1/2	5 7/8	—
OVER THE COUNTER				
Stromberg-Carlson			Bid 17	Asked 18
WCAO (Baltimore)			22 1/2	
WJR (Detroit)			37	39

Stork News

Arnold Blom, radio editor of "PM," is the father of a boy born Sunday to his wife, June. The baby weighed eight pounds, 12 ounces at birth and, like its mother, is doing well.

20 YEARS AGO TODAY

(October 31, 1924)

Bernard Frank, harmonica artist, heard on WEBJ last week, certainly made the reeds bring forth all they had. Laval Chesterton's constructive and dramatic talk over WJZ recently on Charles Dickens was highly authentic. Mr. Chesterton's father was long a friend of Dickens.

Two Networks!
Three City Market!

CBS • **WENT** • MUTUAL •
Gloversville • Johnstown • Amsterdam
• THOMAS BLARK, Nat. Rep. •

Coming and Going

WENDELL B. CAMPBELL, II, national sales manager and assistant station manager of KMOX, St. Louis, has left for his home offices after having attended the two-day promotion session last week at the headquarters of CBS.

J. WYTHE WALKER, president of The Walker Company, national station representatives, has returned from a business trip to the Middle West.

TOM SLATER, Mutual director of special features and sports, returning today from Champaign, Ill., where last Saturday he covered the game between Notre Dame and the Illini.

CHARLES A. SMITHGALL, JR., general manager of WAGA, Blue Network outlet in Atlanta, Ga., was a visitor yesterday at the New York offices of the station's national representatives.

JAMES MELTON is on a concert tour of the Southwest. He will be heard by special wire on Sunday's edition of the "Texaco Star Theater" over CBS.

W. R. "WALLY" LINK, sales manager of WGOV, Valdosta, Ga., is in New York on business. Paid a call yesterday at the offices of the station's national representatives.

JOHN TOOTHILL, president of the Burn-Smith Company, national station representatives, is expected in town tomorrow on a short business trip.

J. LEONARD REINSCH, radio director of the Democratic National Committee, is back at his office following a short trip to the midwest with President Roosevelt.

JONATHAN SNOW, promotion manager of WBBM, Chicago, who was here last week for the promotion meetings at CBS, has returned to the Windy City.

VICTOR McCAUSLAND and MICHELLE TRUDEL, of the French section of NBC international, leave today for Montreal, where they will broadcast over CBC Nov. 2 as a feature of Canada's Seventh War Loan Drive.

LAWRENCE W. HAGER, president of WOMI, Owensboro, Ky., is back at the station following a few days in Gotham.

NELSON KING, sales promotion manager of WKRC Cincinnati, will spend about 10 days or two weeks in New York for conferences with officials of CBS.

RCA Victor To Sponsor Tele Series Over NBC

(Continued from Page 1)

tainment, sports and special events. First offering will introduce to television some of the unusual films produced by Walt Disney for the CIAA and originally filmed for South American consumption.

New program will be telecast immediately preceding the Cavalcade of Sports, which now presents boxing bouts every Friday evening. Supervision of the new program will be under John T. Williams, manager of television; Paul Alley, film manager and Dr. Herbert Graf, tele opera producer.

Kenyon & Eckhardt Execs. Named To Board of Dir.

(Continued from Page 1)

D. A. Brophy, president, McKay, who is also vice-president of Kenyon Research Corporation, has been with the agency for 14 years, as director of research. Weir, copy director of Kenyon & Eckhardt, was formerly a vice-president of Lord and Thomas.

Jerry Link, art director, was elected a vice-president of the corporation.

Jim Sauter Again Heads War Finance Committee

(Continued from Page 1)

ick W. Gehle, state chairman, Mr. Sauter, who is executive director of the United Theatrical War Activities Committee, has served the Treasury Department as a representative of the entertainment industry since the inception of the War Bond organization in New York in 1941. He holds a similar position with both the American Red Cross and New York War Fund.

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

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.



Out in the col

That's what's going to happen when the chips are down . . . to great many advertisers who have been buying radio time on the old-fashioned methods of big-name call letters and mass coverage alone.

When the chips are down . . . and the sellers' market freezes up . . . that's when you'll want to remember the hard working stations of before the war.

W-I-T-H is such a station in Baltimore. Formed when a station's job was to produce sales at low cost . . . we've never lost sight of our basic job.

The easy times have not made W-I-T-H soft and lazy. The independent station in a five station city . . . few radio stations have come so far, so fast.

We'd like to have you know more about W-I-T-H. The facts are in black and white . . . easy to follow. Read them once . . . and you'll realize why smart time buyers put W-I-T-H at the top of the list on any budget.

W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

“...by the company it keeps”

‘A’ is for Allegheny Ludlum steel. ‘B’ is for Bayuk cigars. ‘C’ is for Conti products. And so on through the alphabet to ‘Z’ for Zonite.

Midway in the alphabet is a big ‘M’ for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds *more* prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

ADVERTISER	STARTING	PROGRAM	AIR TIME
WALTHAM WATCH COMPANY	OCT. 11, 1944	SUMNER WELLES "Time for Decision"	10-10:15 pm EWT WEDNESDAYS
UNION PACIFIC RAILROAD	OCT. 15, 1944	"YOUR AMERICA" Variety-Drama	4-4:30 pm EWT SUNDAYS
THE GOODYEAR TIRE & RUBBER CO.	NOV. 21, 1944	"THE ROY ROGERS SHOW" Singing Cowboy	8:30-9 pm EWT TUESDAYS

Yes, the move is surely to Mutual, and if *you* move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

this...is Mutual

**ATTENTION
STATION OWNERS
and
MANAGERS**

Tel Pic's
5TH ANNIVERSARY
Gift to You!

You can secure as
many as
TEN THOUSAND
bound booklets, each
containing

**24 Authentic
Battlefront Photos of
America's Fighting
Generals and
Allied Invasion Photos
With Descriptive Story**

Under our reciprocal
plan used by over 300
radio stations you get
(and we repeat) **FREE**
these booklets each
bearing station imprint
(and your own copy)
on front and back
cover.

Write, wire or phone
for full information and
sample booklet. No ob-
ligation on your part.

**TEL PIC SYNDICATE
INC.**

**1697 Broadway
New York, N. Y.**

*"The original daily news pic-
ture service" serving radio sta-
tions from coast to coast.*



California Commentary!

• • • One of the largest and gayest radio parties tossed here in several years was that given by Harold Lloyd to introduce James Andrews of Lennen & Mitchell and to launch the Ken Murray, "Which Is Which" show and the "Old Gold" Comedy Theater, which will find Lloyd acting as director and host. Sid Strotz, Don Thornburgh, Harry Witt, Lew Frost, Tom Fisdale,

Los Angeles

Kenny Baker, Jack Carson, Arthur Lake, Georgia Gibbs, Erskine Johnson, Leonard Callahan, Richard Himber, Lorena Danker, Don Bernard, Alfred H. Morton, William B. Lewis, Rubey Cowan, Major Meredith Willson and Thomas Conrad Sawyer were among the guests. Coast Boswells were well represented, their number including Margaret Ettinger, Hal Bock, Lloyd Bronfield, Milt Samuel, Ed Schofield, Maury Folodare, Jack Proctor, Maxine Smith, Homer Canfield, Martha Currie and Les Raddatz. Radio comedians are continuing to invade Hollywood. Fred Allen has completed work in "It's In The Bag," at the California studios, while one block north, Ed "Archie" Gardner is working in "Duffy's Tavern" at Paramount.



• • • Jimmy Durante has made a Decca recording of six of his old songs. Leo Solomon and Alan Woods, radio writers, helped modernize the lyrics and song material. The songs are "So I Ups To Him," "Start Off Each Day With A Song," "Durante the Patron Of The Arts," "Who Will Be With You?" "Broadway, My Street" and "Joe Goes Up, I Comes Down." Phil Cohan, who produces the Durante-Moore show, persuaded Durante to make the recordings. Ever wonder where those fog-horn commercials come from on Bob Burns show? They come from a very pretty girl, Janet Eberhardt, and her voice is definitely not bass, but a very nice contralto. It's done with a Sonovox gadget. Lt. Troy Orr, who served with the Army Pictorial Service in England for two years, has received his medical discharge and has joined the Milton Weinberg advertising agency as an account executive, concentrating on radio. Troy was advertising manager of the Universal Pictures Corporation before entering the Army and has also been with 20th-Fox and Fox West Coast.



• • • One of Wendell Willkie's closest friends was Don Thornburgh, head man of the Columbia Pacific net. They attended the University of Indiana together and were fellow soldiers in World War I. Thornburgh was to have been best man at Willkie's wedding, but a snowstorm at Camp Taylor delayed him and he was unable to be present. First of Uncle Sam's servicemen to return to NBC Hollywood after a military leave of absence is William J. Andrews, who has been made assistant manager of the NBC Radio Recording Division. He was manager of Guest Relations before joining the Ferrying Division, Air Transport Command, as a flight radio operator, and has been with the network since 1928. During his 24 months in the ATC, from which he was honorably discharged as a Technical Sergeant, Andrews traveled 160,000 miles, touching upon every continent, and crossed the Equator 20 times. Jack Slatery, CBS-KNX chief announcer, turned to his hobby Oct. 29 when he sang the Columbia Pacific "Song Of The Week," "How Many Hearts Have You Broken?", selected by the Chi Omega sorority of Montana State.



• • • Cass Daley, comedy foil on the Frank Morgan show, previewed a new act written by her husband, Frank Kinsella, at the Hollywood Canteen this week. The routine was so well received that plans now call for Cass to include it in her act on the Morgan airtel in the near future.



— Remember Pearl Harbor —

First

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences
offer biggest sales
opportunities... and
WRC's prestige in
the minds of listeners
provides an extra
sales push.

*and its been True
for 21 years...
Continuously!*

WRC

REPRESENTED BY NBC SPOT SALES

Washington



Edgar Kobak Named Head Of Mutual As Successor To Miller McClintock

(Continued from Page 1)
...to work to make all broad-
...service better and build the
...The listener is my boss; I
...be a good servant.
...er, our immediate job is to
...the war."

Mutual Board Happy
...ent by the Mutual board fol-
... Mutual enters its second
... feel particularly fortunate
...ng Edgar Kobak to help us
...o plans to improve our ser-
...he American people. Fine
...ve been made by our net-
...er the leadership of recent-
...d President Miller McClin-
...ts our intention to build the
...roadcasting system, to become
...d in all phases of service, to
...p the responsibility that is
...ner the American system of
...ng. We plan to develop all
...ervices made available
...ne progress of the electronic
...s FM—Television and Fac-

Rich Experience Cited
...l that under the direction
...ew president who has had
...erience in the field of pub-
...vertising and broadcasting,
...ll achieve the high goal that
...set for ourselves. We begin
...e decade with renewed vigor
...ence. Mutual plans to en-
...organization and will put
... emphasis on programming,
...id to supply the listening
...h the finest diversified pro-
...edule ingenuity and money
...pice. We want to make free-
...r listen worthwhile."

... between the lines in the
...ement by Kobak, it is in-
...t he will have a free hand
...t, freer in extent that he
...rily at the Blue, that his
... further expansion of the
...flicted with those of major
...ers such as Chester La-

Kobak Blue Stockholder
...ped to a year ago, the situa-
...ars fantastic in the trade—
...at Mutual" as president—
...ve seemed utterly impossible
...me, mostly due to the fact
...ak was in on the ground
...a the Blue and with Mark
...d all of the building and
...and, not a little selling of
...accounts which the Blue
...eded at the time. Between

Woods and Kobak, the Blue was prepared for the open market, the sale being mandatory according to the FCC ruling on chain broadcasting. When RCA sold the Blue to Ed Noble and associates, it was generally believed that with Kobak a two and a half per cent stockholder, at the

beginning at least (and still retaining his stock) he would become a life-long fixture at the web.

Judging by the Mutual statement, the stockholders have long desired a man of Kobak's background and stature and it is believed now that with the provisions sought by Kobak and changes made, Mutual will be in a good position to "take-off" and climb higher as a force in network broadcasting.

Kobak's Background

Born in Chicago, Kobak, attended Lane Tech and later Notre Dame Preparatory school. From the South Bend campus he moved to Georgia Tech where he specialized in engineering.

His professional career started as a member of the electrical engineering department of the Georgia Railway and Power Company of Atlanta. After five years with the utility company Kobak joined the McGraw-Hill Company as assistant editor of the 'Electrical World.'

Kobak's rise was rapid during his seventeen years with the McGraw-Hill organization. He served them in Chicago and St. Louis in sales capacities and then came to New York as a vice-president of the organization. In addition he held the titles of the Presidency of the McGraw-Hill Company of California and board chairman and secretary treasurer of the Electrical Trade Publishing Company. He then became a board member of the McGraw-Hill Book Company, the McGraw Hill Catalogue and Directory Company and Bragdon, Lord and Nagle.

In 1934 Kobak joined National Broadcasting Company as vice-president in charge of sales. From this position he moved to Lord and Thomas to become a vice-president of the agency. In 1940 he returned to NBC as a vice-president in charge of Blue Network sales. Two years later as executive vice-president he was charged with the responsibility of building the Blue Network organization and remained in that capacity until his resignation a week ago.

FCC Rules Against Political Complaint

(Continued from Page 1)

dates, and Clare Boothe Luce—and to demand scripts of political speeches 48 hours in advance of broadcast.

Rubin wrote the Commission earlier in the month charging Dewey, Bricker and Luce with false and libelous statements, and claiming that the networks had been derelict in their duty in permitting these statements to be made.

Rice Named To Direct "Arthur Hopkins Presents"

Herbert Rice has been appointed director of the "Arthur Hopkins Presents" dramatic series on NBC Wednesdays 11:30 p.m., EWT, according to Wynn Wright, national program manager for the network. Rice is a veteran director and in the past 14 years has been responsible for many new developments in radio drama technique. He was formerly with stations WGR and WKVW and is a radio author of note. He joined the NBC production staff last March. On the Hopkins show, he will continue to use the methods and ideas inaugurated by Hopkins and Wright when the series started last spring.

NAB Names Shouse 7th District Director

James D. Shouse, vice-president of Crosley radio in charge of broadcasting was elected Saturday to succeed Nathan Lord of WAVE, Louisville, as director of NAB's Seventh District. Lord had elected not to run again for the post.

Gets KWK Promotion

Robert J. Richardson, Jr., a member of the staff of KWK, St. Louis, for the past 10 years has been named the station's director of public relations, Robert T. Convey, president of KWK, announced.

WCKY

DELIVERS MORE TUNED-
IN HOMES FOR THE
ADVERTISER'S DOLLAR
IN METROPOLITAN
CINCINNATI THAN ANY
OTHER STATION.

L.B. Wilson
C B S

FIFTY GRAND IN POWER

Exclusive!

BEARS FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

W-E-A-I-R RECORDINGS
BY
ACOUSTIC RECORDINGS
by
CARL FISCHER, Inc.
CI-7 2965
57th STREET, N. Y., N. Y.

Video-Radio-Press Election Day Tieup

(Continued from Page 1)

and will run indefinitely, to give the maximum possible election coverage. Three-way line and runner service is being set up between the Du Mont studios at 515 Madison Avenue, the WNEW studios at 501 Madison Avenue and the Daily News Building, in order to expedite telecasting of last minute bulletins. Cesar Searchinger, WNEW news commentator, will analyze the returns which will be transposed for video consumption by staff artists of the Charles M. Storm agency. The agency's art director, Fred Wildlicka, will be in charge.

Background material will include pictures and recorded voices of past presidents, including among them Theodore Roosevelt, Wilson, Harding, Coolidge and Hoover, animated by newsreel clips showing them in action; special pictorial versions of the Gallup, Fortune and Daily News polls; pictorial history of past presidential campaigns, compiled for the occasion by Doctor Otto Bettman of the Bettman Archive; appearances by political leaders to comment on the trends of the elections; re-enactment of campaign incidents; and special graphs, charts and maps to show the progress of the election. An effort is being made to obtain some of the special song material used in the present campaign which has had as participants an unprecedented number of Broadway and Hollywood personalities.

Another special feature will be a video roundup of the unsuccessful

Expert Technical Testimony At Hearing On Allocations

(Continued from Page 1)

present in the hearing hall who did not recognize in his appearance an extremely potent argument for the moving up of these services. Without discussing any of the niceties of service—FM quality or television quality definition or type—Norton made it plain that his information indicates both FM and television cannot provide the degree of satisfaction desired at their present levels.

Turning to tele, Norton said he agrees with CBS engineer Goldmark that the expected ratios of the intensities of the waves traveling by direct and indirect paths from the transmitter to the receiver would not be expected to depend upon the radio carrier frequency. "Thus, for a given video frequency band width, multipath effects would not be expected to depend upon the carrier frequency. In those receiver locations where multipath effects are found to be serious it will probably be necessary to use a directional receiving antenna regardless of the carrier frequency since I know of no other way of eliminating multipath. If directional receiving antenna is required, then the directivity obtainable for a given sized antenna will be directly proportional to the square of the carrier frequency. Thus, I believe it is fair to conclude that multipath will not be present more often and that the effects of multipath will be far easier to overcome when they are present as we go to the higher carrier frequencies.

Calls Hills a Factor

"The shadows cast by hills and mountains will result in large reductions in received field intensity and

candidates for the presidency, many of whom have sunk into historical obscurity.

Master of ceremonies will be Bob Lewis, WNEW emcee, who will tell the most popular election jokes. Nelson will direct, with Charles M. Storm, WNEW and Daily News personnel on hand to help correlate the proceedings.



JUDY CANOVA SHOW 30.7*

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

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

W T A G

WORCESTER

No FM Plans

The CIO Political Action Committee has no plans to enter the FM broadcasting field, Chairman Sidney Hillman stated during a luncheon yesterday at the National Press Club. In answer to a question from the audience, Hillman said his committee has no program for broadcasting ownership, adding that he regrets the 'misinformation about labor' aired over most stations. "Something ought to be done about it," he said.

these reductions in field intensity will be greater the higher the radio frequency. However, in this connection it should be pointed out that the largest obstacle to ultra high frequency propagation is the bulge of the earth itself and in this case the theory shows that the received fields are higher the higher the radio frequency up to points slightly beyond the direct line of sight." Best tele service he opined would be between 500 and 1,500 megacycles.

Phi Beta Prize Tomorrow To U. S. Rubber Program

The Metropolitan Alumnae Chapter of Phi Beta presents its annual National Radio Award to United States Rubber Company, for its sponsorship of the N. Y. Philharmonic-Symphony CBS broadcasts tomorrow at a dinner held at the Advertising Club of New York.

Marion Bauer, associate professor of music at Columbia University, will be mistress of ceremonies.

Phi Beta is a national professional fraternity for music and speech, associated with the National Association of Teachers of Speech, the National Music Council, Inc. and the Professional Panhellenic Association.

County Radio Home Subject Of CBS Study

(Continued from Page 1)

held to be the first reliable on radio ownership since the Census, they were prepared for use in the CBS fourth Study: Listening Areas-Series. According to Church CBS estimates have found wide acceptance and a limited number of copies are available for distribution to agencies, clients and nations.

Breakdown by counties list total number of families by 1940-1944 and radio families by ties for the same period. Population shifts are revealed, all according to the migration for war work and lowland made the millions of and women in the armed services. Five-page introduction explains the figures were arrived at, the steps taken in preparation, as civilian population established War Ration Book No. 4. Other sources of data are listed.

In the general setup, the figures for each state by counties, list total families, radio families and percent owning sets as of 1940 and same information for the 1944 studies, both as to total for the and each county, in question. Appendix in addition to revealing sources of information offers further charts and graphs.

New Salt Lake City Permit

Approval was given by the FCC for a new standard broadcast station in Salt Lake City, to operate one kilowatt unlimited on 910 cycles. Applications for FM stations were reported from the Hutchins Kan., Publishing Co.; the Greenst N. C. news, and the Corn Belt Broadcasting Co., Lincoln, Neb., license KFOR.

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

there's **NO QUESTION** about SELLING KANSAS when you hire:
Ben Ludy, GEN'L. MGR.
W I B W
The Voice of Kansas TOPEKA

WKY delivers a larger FARM AUDIENCE in Oklahoma than any other radio station.

The OKLAHOMA RADIO AUDIENCE OF 1944

—A fact revealed by the 1944 Oklahoma Radio Audience Survey.

WKY
OKLAHOMA CITY
The Katz Agency Representative

Copy sent on request.

WBAL
means business in Baltimore

Edward Petry & Co., National Representative

RADIO DAILY

AGENCIES

...R SINSHEIMER, director of ... and television at the Peck ... g Agency, Inc., announces ... lishment of an experimen- ... sion department in the in- ... of the Peck Agency clients. ... g up this new television de- ... it is stated that none of ... cy's clients are currently ... use this new medium of ... and sight entertainment for ... al purposes, but under Sins- ... guidance, and with the help ... peration of other experienced ... l who have been experi- ... in this field for many years ... elevision will ultimately be ... ervice which the Peck Agen- ... e able to give to its clientele.

...E JONES COMPANY has ... d Richard A. Stevens as ... nager. Stevens, with a record ... e 19 years in the advertising ... e was last with Geyer, Cornell ... l. Prior to that, he was for ... e years production manager ... ce manager of the Tracy ... awson agency.

...FINNEY has joined the copy ... of the New York office of Grant ... ng, Inc. Finney most recent- ... affiliated with Pedlar & Ryan, ... opywriter.

...ATZ AGENCY, INC., is now ... national station represen- ... or WCOP, Boston station ... y Cowles Broadcasting Com-

WOR-Mutual Complete Plans For Election Night Coverage

WOR, key station in New York for Mutual will inaugurate the most comprehensive election news setup of its own which will go into action election night, Nov. 7, at 7:45 p.m., EWT. All commercial programs will be cancelled with the exception of news periods which are regularly scheduled. Balloting news however, will be interrupted whenever necessary to bring listeners the latest and most important news of the war.

Driscoll, Slater Directing

Under the direction of Dave Driscoll, director of war services and news for WOR and Tom Slater, director of Mutual special events, studios have been converted to virtually an election headquarters with special equipment installed to insure the most speedy and efficient handling of the returns. Driscoll and Slater have marshalled the station's array of newscasters and analysts plus important representatives of both major political parties who will speak from WOR studios. Pickups will be made from key cities throughout the United States and several overseas pickups from Europe and the Pacific are scheduled.

Speaking from New York WOR-Mutual's analysts Gabriel Heatter, Cecil Brown and Fulton Lewis, Jr. and such newscasters as Frank Singer, Prescott Robinson and Henry Gladstone. WOR will also feature

from time to time Archibald Crossley, public opinion expert and Crossley poll founder.

Party Men Present

There will be further analyses of the balloting by important representatives of the Democratic and Republican parties. Speaking for the Democrats will be Robert Hannegan, Chairman of the Democratic National Committee, Paul Porter, Publicity Director and Mrs. Charles W. Tillett, Vice-Chairman. Representing the Republicans will be Herbert Brownell, Chairman of the National Republican Committee, and Miss Marian Martin, Assistant Chairman.

Nation-wide coverage will include reports by Walter Compton, who will poll the newspaper correspondents at the National Press Club in Washington, D. C.; Jack Brickhouse, at WGN in Chicago; Ray Dady at KWK, St. Louis, and Cedric Foster from Boston, and such other strategic points as Memphis, Minneapolis, Denver and Los Angeles, Philadelphia, Pittsburgh and New Orleans.

Overseas pick-ups, to provide listeners over here with the soldier reaction over there, will be from Paris, Rome and some point in the Pacific.

WOR expects to pick up statements from both the winning and losing candidates for President and Vice-President. It is expected that President Roosevelt will be in Hyde Park or Washington, Governor Dewey in New York City, and Senator Truman and Governor Bricker in their home towns of Independence, Missouri, and Columbus, Ohio.

Portions of WOR's election coverage will be reported by the British Broadcasting Corp. for their listeners overseas.

Christian Science Church Sets New Transcribed Show

Eighty-eight stations will carry a transcribed series of programs sponsored by the First Church of Christ, Scientist through the H. B. Humphrey Company, Boston, starting November 4. Series will be 15-minute programs comprised of a religious talk and musical interludes.

Join Mutual Staff

James Preston, formerly assistant production manager in the sales promotion department of CBS, has joined the Mutual network Sales Promotion Department as production supervisor. Another addition to the Mutual staff is Edward Eadeh as statistician in the research department.

COAST-TO-COAST

NORTH CAROLINA

RALEIGH—After an absence of almost a year, Mildred Honeycutt has returned to the program department of WPTF as program secretary.

GREENSBORO—The autumn series of the Women's College of the University of North Carolina, a Friday evening feature over WBIG, made its debut last week with a song recital by Charles Massinger accompanied by the college quartet.

GOLDSBORO—WGBR is sponsoring the showing of the G-E film "The Story of FM" at the most of the local clubs and business men's associations.

CHADWICK—The "Western North Carolina Farm Hour" is currently playing to visitors from many parts of the world. During each of the daily broadcasts from WWNC service men from the local Army redistribution center are invited to the studios to enjoy the show.

FLORIDA

MIAMI—James M. Le Gate, general manager of WIOD, has been appointed a member of the program committee of the Miami Rotary Club, and will be in charge of the Club's programs for November and December.

LOUISIANA

NEW ORLEANS—WLW Farm director Gordon Loudon is planning several direct broadcasts from the Louisiana State Fair this week. A complete summary of fair activities and final awards with interviews is planned from the fairgrounds in Shreveport.

KENTUCKY

LOUISVILLE—One veteran is replacing another on the announcing staff of WINN. Bill Fredericks is leaving due to the poor condition of his health, and Ralph Stevens, a former paratrooper, and also formerly with WOV in Vincennes, is taking his place.

Radio Scripts

MEOGRAPHED

LETTER

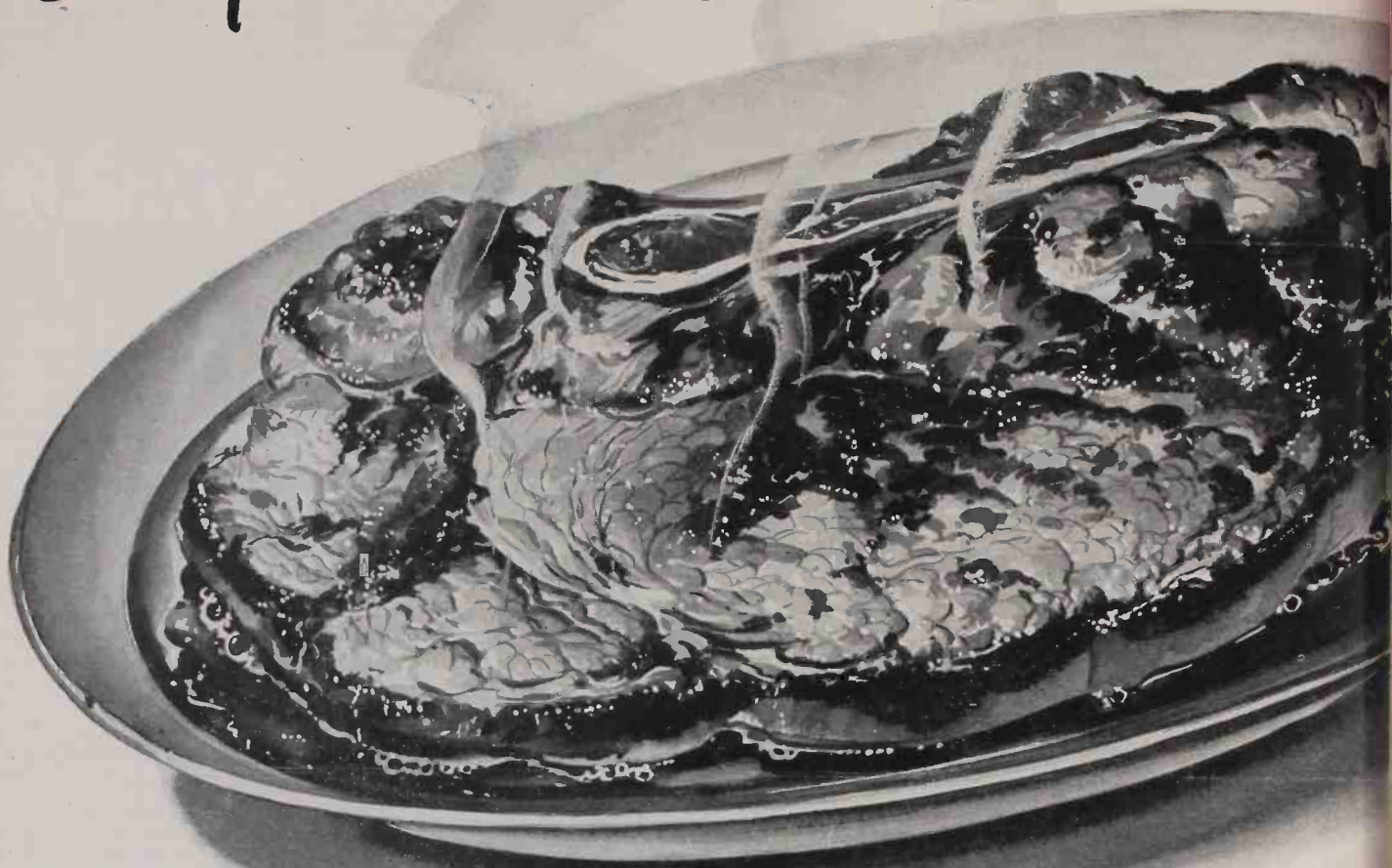
Chicago's ONLY 24 HOUR STATION W-I-N-D 5000 WATTS

SEND BIRTHDAY GREETINGS TO... October 31 Murray Carpenter Douglas Hope Grace Justice Mary McCoy Mary Towers Art Peck

WALTER COMPTON BACKGROUND FOR NEWS add KFXJ to his sponsor list

PEOPLE EVERYWHERE NEW JERSEY BRONX MANHATTAN QUEENS BROOKLYN DISCOVER MINUTE SERVICE ON WBYN 1430 ON THE DIAL

Can you eat the Sizzle?



ADVERTISING PSYCHOLOGIST Elmer Wheeler had a neat way of summing up the strategy of sales appeal. Said he: "Sell the *sizzle*, not the steak."

BUT...don't *buy* that way, brother. The sizzle adds atmosphere, but it's the steak that has to fill you up.

A sprinkling of big names in a transcribed library may *look* very impressive, but it's as clear as a 50,000 watt signal that a few "peaks" in a library can't make up for a bulk of run-of-the-mill material.

Compare! Break down the number of playing hours into *paying* hours—hours of the kind of big-time showmanship that's known to get listeners and clients—and you'll find ASSOCIATED your best bet.

For the word is getting around: ASSOCIATED offers *most* hours of the best *radio* music!

That's why, in the past few months, ASSOCIATED has gained more new subscribers than in any comparable period in its history. It will pay you to find out what the rush is all about.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson of SPOT SALES, Inc.