



VOL. 30, NO. 23

NEW YORK, N. Y., THURSDAY, FEBRUARY 1, 1945

TEN CENTS

Record Web Time-Sales

Stowe Praises Work Of Radio At War Front

Paying tribute to radio war correspondents for the inconveniences they endure in reporting the news in the European theater of war, Leland Stowe, Blue Network commentator, addressed a press luncheon at the Waldorf-Astoria Hotel in New York yesterday.

Stowe, who recently returned from a 14-week tour abroad, singled out George Hicks and Jack Frazier, Blue correspondents, as two men who braved many hardships to cover the news. He praised all radio correspondents and said their jobs were far more difficult than those of regular press correspondents who filed

(Continued on Page 7)

Cantor Makes New Appeal For War Effort Support

Eddie Cantor, at the close of his broadcast on NBC last night was heard in appeal for greater spiritual as well as physical support of the war effort.

The text of Cantor's plea follows: "The physical implements of war must be speeded to our men in ever-increasing strength. But let us send

(Continued on Page 7)

Town Hall Gives Luncheon Honoring Many Artists

Stars of stage, screen and radio who have given their services in War Bond drives and allied war activities were tendered a luncheon at the Waldorf-Astoria Hotel in New York yesterday by Town Hall and its chair-

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"One World" Awards

Brig. General David Sarnoff, president of Radio Corporation of America, will receive an award at the "One World" dinner on February 18th at the Hotel Astor. Dinner has been arranged to honor the memory of the late Wendell L. Willkie. General Sarnoff will be cited for his expansion of radio as a medium for popular education, contributions to television and his overseas service as special communications consultant.

McDonald To Head Blue Net Legal Dept.

Joseph A. McDonald, assistant general counsel of NBC, has resigned to accept the post as general attorney for American Broadcasting Company (Blue Network) effective February 15th.

McDonald, a law graduate of Fordham and New York University, was associated with the law firm of Hunt, Hill & Betts in New York City for four years before joining the NBC legal department. He served in the

(Continued on Page 5)

Current Basketball Scandal Won't Affect WINS Sked

Current basketball scandal will not have any effect on the broadcasting accounts of Madison Square Garden games, a spokesman for WINS said yesterday. With the exception of the one cancelled game, and with the

(Continued on Page 2)

FCC Figures Of Four Major Networks Show New High Mark Set In 1944; Increase Since 1939 Was 100%

Washington Bureau, RADIO DAILY

Washington—Network time sales (before deducting commissions to agencies) by the four major webs reached an all-time high of \$126,330,491 for 1944, according to preliminary network reports, the FCC announced yesterday. These figures indicate total major net time sales have more than doubled in the five-year period since 1939, when they topped \$62,000,000 and are up 21.2 per cent over the 1943 total of \$104,243,322—the previous all-time high. Final figures on

(Continued on Page 5)

Marconi Memorial Award Set For TBA

Plans to award the Marconi Memorial plaque to the Television Broadcasters Association at a dinner at the Hotel Astor on Saturday, February 17, were announced yesterday by William J. McGonigle, president of the Veteran Wireless Operators Association. Annually since the death of Guglielmo Marconi, the VWOA has presented memorial awards to

(Continued on Page 4)

"Parade Of Stars" Report Set For Feb. 8 at Waldorf

Annual "Parade of Stars" promotion results will be announced at a luncheon being staged by NBC in the grand ballroom of the Waldorf-Astoria Hotel on Thursday, February 8th, according to Charles P. Hammond, director of advertising and promotion of the network.

Australian Radio Leader Planned To Attend Institute

Columbia—Australia had planned to send its Federal Superintendent of the Australian Broadcasting Commission, Robert C. McCall, to the 16th

(Continued on Page 2)

War Adv. Council Sets Home Front Programs

Major advertising agencies are completing plans for the five home front information programs listed this week as "emergency" by the War Advertising Council, in its revised list of campaigns requiring support. The "E" campaigns are Army nurse recruiting, economic stabilization, Merchant Marine recruiting, paper

(Continued on Page 5)

Middle Commercials Cut In WTMJ, WMFM News

Milwaukee—The Journal Company, owner and operator of WTMJ and WMFM, announced yesterday that effective Feb. 18 it will join the increasing number of United States radio

(Continued on Page 5)

FM-Tele Competition Looms With California Applications

Washington Bureau, RADIO DAILY

Washington—Some indication of the intensity of interest in development of FM and tele for the post-war period is seen in the compilation of figures on applications for the State of California made this week by the FCC. California numbers 26

There is a demand for WLAW by advertisers who want to sell to Northern New England. Advt.

commercial FM applicants, one educational FM applicant, and 14 commercial tele applicants.

Six of the FM applicants are in Hollywood, with three more in Los Angeles and six are in San Francisco. One of the tele applicants is in

(Continued on Page 2)

See that your product follows a profitable course to success—let WLAW do the selling. Advt.

Bonded for \$5,000
Frank Morgan isn't even going to try to get out of this one, his sponsor prays. And just in case he tries to and succeeds, Maxwell House will stand behind his promise to pay a \$5,000 War Bond to the listener of the NBC-Thursday nite program who submits the winning slogan, in the opinion of the judges, to top the current "good to the last drop." Contest runs four weeks.

Anniversary
Minneapolis—Cedric Adams, columnist of the Minneapolis "Star Journal," celebrated his 1,874th news broadcast on WCCO by having Governor Ed Thye of Minnesota among his guests of honor on the program yesterday. Adams has been newscasting under commercial sponsorship for six years. He is today one of the better known of the midwest analysts.



Vol. 30, No. 23 Thurs., Feb. 1, 1945 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, January 31)

NEW YORK STOCK EXCHANGE

Table with columns: Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, Stewart-Warner, Westinghouse, Zenith Radio, OVER THE COUNTER, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit). Includes High, Low, Close, Net Chg. columns.

20 YEARS AGO TODAY

(February 1, 1925)

The Little Symphony orchestra of Georges Barrere is one of the most popular musical interludes on the airwaves... More serious-minded radio fans are looking forward to a winter of interesting talks now that H. V. Kaltenborn has returned.

Coming and Going

EDGAR KOBAK, president of Mutual Broadcasting System, is back from Washington where he and members of the radio group of the Infantile Paralysis Fund of which group he is chairman, dined with Mrs. Eleanor Roosevelt. Trustees of the Paralysis Fund were also present.

RUSS HODGES, sports announcer on WOL, Washington, D. C., and the Mutual Network, will be in New York tomorrow and Saturday for the joint meeting of the American and National Leagues. He comes at the invitation of Clark Griffith, president of the Washington Senators.

BASIL BREWER, president of WNBH, New Bedford, and HUGH R. NORMAN, manager of the outlet, are in New York on station and network business. WNBH is an affiliate of the Blue.

LEO J. OMELIAN, president of WLEU, Erie, Pa., was a caller yesterday at the offices of the Blue Network.

LEONARD KAPNER is here from Pittsburgh for a few days.

DAVID CARPENTER, manager of WKNE, Keene, N. H., was in town yesterday for conferences at the headquarters of the Blue Network and with the national representatives of the station.

LARRY BAIRD, commercial manager of WWL, New Orleans, has arrived from Louisiana on a short business trip. Paid a call yesterday at the offices of the national reps.

BENEDICT GIMBEL, JR., president of WIP, Philadelphia is in town for a few days arranging with William Morris of the William Morris Agency to have Ed Wynn go to Philadelphia to emcee a big Red Cross rally which will be held Feb. 25 at Convention Hall, with an expected 20,000 in attendance.

C. L. THOMAS, manager of KXOK, Blue Network outlet in St. Louis, is spending a few days in New York.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEL, CBS-owned outlet in Boston, is in New York City for a few days.

Town Hall Gives Luncheon Honoring Many Artists

(Continued from Page 1)

man, George V. Denny, Jr. Jim Sauter as chairman of the United Theatrical Activities Committee and the following personalities were among those attending:

Captain David Patterson, Janet Blair, Jack Benny, Helen Menken, Frank Fay, Luise Rainer, Richard Rodgers, Gertrude Lawrence, Oscar Hammerstein 2nd, Elsa Maxwell, Victor Moore, Isabel Leighton, John Mason Brown, Jack Alicoate, Myrna Loy, John Kieran, Adrienne Ames, Bert Lytell, Kitty Carlisle, George V. Denny, Jr., Carole Landis, Paul Lukas, Margaret Webster, Celeste Holm, Paul Sheats.

Current Basketball Scandal Won't Affect WINS Sked

(Continued from Page 1)

players' roster unchanged except for the absence of the five Brooklyn players suspended, the games will be picked up and broadcast over WINS, under the sponsorship of the Tide Water Associated Oil Co. The next game is scheduled for Feb. 3 with Temple vs. West Virginia, and Don Dunphy handling the mike from Philly.

FM And Tele Applications Presage Cal. Competition

(Continued from Page 1)

Hollywood, with seven more applying for permission to operate in a Los Angeles location.

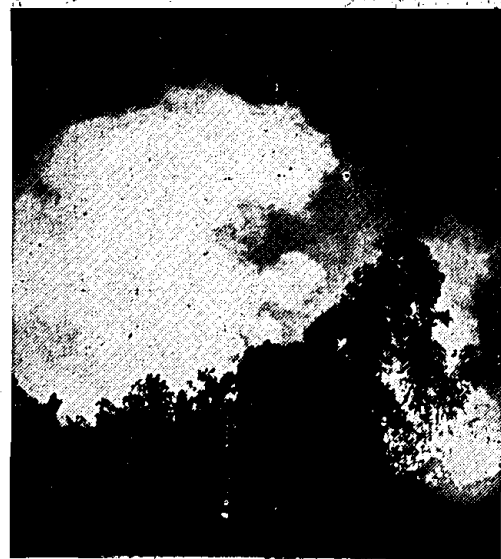
There is now but one commercial FM station on the air, Don Lee's KHJ-FM, in Los Angeles, with M-G-M holding a construction permit for another. Don Lee also has a permit for a commercial tele station in Hollywood, and operates an experimental tele station there, as does Television Productions, Inc., a Paramount subsidiary.

Australian Radio Leader Planned To Attend Institute

(Continued from Page 1)

annual institute for Education by Radio originally scheduled here May 4-7. McCall cabled "Gratified opportunity attend" yesterday. Regretfully, Dr. I. Keith Tyler, director of radio education at Ohio State University, sponsor of the institute relayed the news by cable that the institute had been cancelled, an ODT casualty. He added: "Hope see you '46."

It would have been the first time Australia was officially represented at the institute."



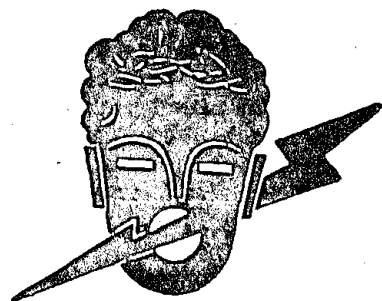
U. S. Marine Corps Photo

Forest fire

"Spreads like a forest fire" is an expression most everyone knows. It's a cliché, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H... the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest market, the greatest number of listeners for each dollar spent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Chicago's ONLY 24 HOUR STATION W-I-N-D 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.

first things first

Sometimes the hard way is the easiest—if you go at it right.

Here at Mutual we're busy building a better network. For a solid decade, this has been a good network. To make it better—better for listeners, for artists, for stations, for clients—is a large order. And we plan to do it soundly, concentrating continuously on *first* things *first* in all our operations.

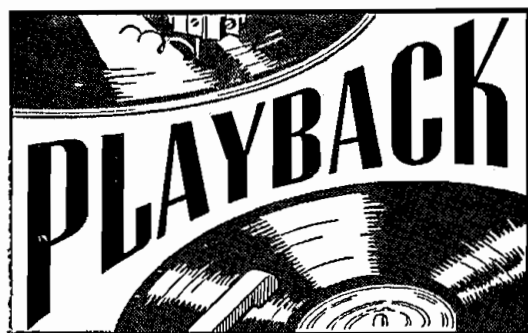
Foundations come first in any structure, and we think the rockbottom foundation for a radio network is the minds and skills of its personnel. Mutual is particularly well-grounded in this respect. Its directorate comprises successful broadcasters whose radio-business experience covers the whole span of broadcasting's quarter-century . . . a lineup of practical know-how outstanding in all radio.

This basis of first-hand experience has lately been strengthened from within by the organization of a complete and able executive staff,

headquartered in New York and buttressed at key points elsewhere. Into capable hands have been charged the various problems of general management as well as programming, station relations, sales and all other phases of efficient network operation. Mutual efforts toward improvement in each of these fields deliberately follow the fundamental, first-things-first pattern . . . with the listener—the family on the receiving end of radio—foremost in our planning at all times.

Shouting from the housetop has no place on the Mutual schedule, but as we build upon this sturdy foundation, we think our "hard-way" approach may prove the easiest route to a better network after all. We'll let you know.

MUTUAL
BROADCASTING SYSTEM



IF you were out in San Francisco about now . . . in the corridors of a certain building at the corner of Taylor and O'Farrell Streets, you would probably bump into a very nice guy with a frantic stare in his blue eyes. If you could pin him down long enough, you'd discover his name was Bob Morrison. And if you'd dare ask . . . "What's buzzin' cousin?" Bob's awesome answer would be, "Don't you know?" . . . Well, to save you further embarrassment we'll let you in on it.



NBC-RRD announces the opening of its new San Francisco office . . . Bob Morrison presiding.

Already well-established in Hollywood, NBC-RRD is bringing its facilities to another market . . . San Francisco. And with the opening of this new operation, advertisers, agencies and stations in the Bay Area can now expect the comprehensive recording service that is characteristic of NBC-RRD . . . a service ranging from script to finished pressing . . . from spot announcements to complete programs.

One of the more interesting custom-built shows produced by NBC-RRD lately is *Melody Bakers* . . . a series of 5-minute programs starring The Three Suns currently playing at New York's Piccadilly . . . Jessie Fordyce, singer . . . and America's dean of announcers, Milton Cross. The show has an interesting pattern . . . comparing good baking with good music. The client, J. B. Carr Biscuit Company, placed the account through the Lynn-Fieldhouse Agency at Wilkes-Barre, Pennsylvania.

Radio Station WMBG, Richmond, Virginia, is again *Getting The Most Out Of Life* with a re-run of this 117-program series.

NBC RADIO-RECORDING DIVISION

America's No. 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.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



California Commentary:

● ● ● One of the most interesting figures at the NAB's 16th district convention at the Hotel Biltmore was Burrige D. Butler, 77-years young, and still majordomo of WLS, Chicago. He is also chairman of the board of directors of KOY, Phoenix. Mr. Butler held particular interest for the writer, because his Minneapolis Daily News was one of the first newspapers

Los Angeles

we ever read. This was a mere matter of 40 years ago. Mr. Butler has not deserted the publishing field and publishes *The Prairie Farmer*, with headquarters in Chicago. Look-alikes, Hugh M. Feltis, head of the new Broadcast Measurement Bureau, Howard Lane, of CBS' home office, and Arden X. Pangborn, managing director of KGW, Portland. Handsome Lewis Avery of NAB, was mistaken for an actor, with the Biltmore theater being right next door to the Hotel Biltmore. Helen A. Cornelius, Avery's assistant, making her first appearance before a Coast group, made a big hit with her intelligent, concise talk. Photogenic Thelma Kirchner, manager of KGFJ, Los Angeles, also attracted much attention. A pleasant surprise at the Tuesday luncheon was the appearance of the "Television Follies," with announcers, writers, producers and other KFI employes effectively handling the songs, dialogue and other material.



● ● ● Walter Lantz, the cartoon producer, has signed Lionel Stander of the Danny Kaye show, to record the voice of a tom cat in another "Andy Pandy" Cartune as a result of audience reaction to the actor's work in "Fish Fry." Marvin Miller, narrator, and the Coronet Storyteller, has been set for an important role in Walter Wanger's Technicolor production of "Night in Paradise," at Universal. Bill Goodwin, featured comedian on the Frank Sinatra show, is starring in a series of recorded dramas propagandizing for the American Red Cross and was heard over KFI Jan. 27th. Bill Johnstone, now a technical sergeant in the Army and stationed near Omaha, was one of the busiest actors during his furlough here. He appeared on "Mayor Of The Town," "Suspense," "This Is My Best" and other programs.



● ● ● Standard Records has signed Cal Shrum and his Rhythm Rangers to record a series of 20 western songs, with Shrum playing his guitar and singing. The Shrum troupe will make the transcriptions when they return to Hollywood after appearing at the International mining convention in Denver and playing army camps in Colorado. L. A. Schamblin, manager of KPMC, Bakersfield, and Hal Carlock, publicity director of KFI, Los Angeles, held a re-union at the NAB district convention here. Hal was with KPMC for several years before coming to Los Angeles. Cass Daley, radio and flicker comedienne, has received a letter from a company of soldiers stationed at Moscow, Idaho, naming her "Our Comic Valentine Of 1945." John Brown, veteran character actor, is one of the busiest thespians on the Coast. He plays "Father" in NBC's "Date With Judy" and is also appearing regularly on eight other network shows, running the full gamut from comedy to heavy dramatic parts. Ann Thomas, who plays Bob Burns' secretary on his NBC program, has been in radio five and one-half years, during which time she estimates she has appeared on 1,300 programs. She used to do so many morning serials she kept them catalogued in a notebook, so she wouldn't overlook one! Between now and June, when the Moore-Durante airtor takes a summer layoff, the comedians, Songstress Georgia Gibbs and Maestro Roy Bargy will entertain weekly at Southern California service camps. Last week they appeared at March Field and next week they will entertain the servicemen at the San Bernardino Air Base. Joo "Happy" Goday, manager of Loods Music company's Hollywood office, does not get much sloop, but in addition to this duties in the song field has been working every night at a dolonse plant for the past two years.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

PROMINENT mid-western advertisers and advertising agency executives, representing 51 agencies and 40 radio sponsors, attended the presentation of the 1944 NBC All-County survey and cocktail party in the South Ballroom of the Stevens Hotel in Chicago last week. On hand to welcome representatives of Chicago's advertising fraternity were Niles Trammell, president of NBC, and Harry C. Kopf, vice-president and general manager of the NBC, central division. The presentation, a nation-wide survey of radio listening habits, was supervised by James H. Nelson, NBC manager of network sales promotion, and C. P. Hammond.

Bert Wilson, WIND sportscaster, has begun a new Monday through Friday sports roundup series at 9:05 p.m. under sponsorship of Washington Stores, Inc., Chicago.

Mary Lencioni, 19-year-old lyric soprano, made her radio debut on the Nikkie Kaye show on Monday, January 29 over WCFL.

Mary Jane Earnhart, pianist, has joined the WJJD musical staff.

Placement of a new 15-minute transcribed musical program titled "Songs for Sunday" and an order for 15 one-minute announcements comprised the business week at WMAQ. The Rudolph Wurlitzer Company (musical instruments), through Schwimmer & Scott, will sponsor the 15-minute musical period on Sundays from 9:30 to 9:45 a.m., CWT for 52 weeks. It started Jan. 28. Balaban & Katz Corporation, through M. M. Fisher associates, ordered the 15 one-minute announcements to be aired at the rate of five a week for three weeks beginning Feb. 5 to advertise motion pictures to be shown in Chicago theaters.

Marconi Memorial Award Set For TBA

(Continued from Page 1)

groups and individuals who have contributed to the development of the art of radio communications.

J. R. Poppele, president of TBA, will receive the plaque for the association. The dinner will mark the 20th anniversary of VWOA.

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

War Adv. Council Sets Home Front Programs

(Continued from Page 1)

conservation and salvage, and recruitment of WACS for service in Army hospitals.

The advertising agencies preparing the promotion are: Ted Bates, Inc., B&O, J. Walter Thompson, Kenyon Eckhardt, McCann-Erickson, Young Rubicam, Kutner & Ryan, Albert Frank-Guenther Law, Newell-Emmett, Edwin Bird Wilson, Grey Advertising, Doherty, Clifford & Shenfeld, Monroe F. Dreher, Compton Advertising, Sherman K. Ellis, J. M. Mathes, Benton & Bowles, Campbellward, Stewart, Hanford & Casler, Moore, Cone & Belding, Charles W. Hoyt, Fuller & Smith & Ross, Alley & Richards.

Middle Commercials Cut In WIMJ, WMFM News

(Continued from Page 1)

stations in limiting advertising messages in connection with 15-minute news broadcasts to the opening and closing of the period.

This policy has for several years applied to five-minute news programs. Yesterday's action was taken in line with the growing sentiment that advertising messages should not be imposed upon the listeners in the midst of news.

Frank Parker Signed For Anacin Co. Program

Tenor Frank Parker has been signed as regular star on the weekly musical series sponsored by Anacin Company Friday nights from 7:30 to 8:30 p.m., EWT over 49 stations of CBS. Parker joins the cast of the program this Friday.

Lavalle Schedules Singers

An impressive list of six singers has been scheduled by Paul Lavalle to appear on his "Highways in Melody" heard Fridays at 8 p.m. over NBC. They are Vivian Della Chiesa, Dorothy Kirsten, Thomas L. Thomas, Carl Wrightson, Harrison Knox and Leonard Stokes.

New Time For Styles Show

Hollywood — "Lest Ye Forget," Hal Styles' weekly KFWB broadcast to assist discharged servicemen, moves to a new time on the Warner Bros. station next week and will be heard hereafter on Wednesdays from 2:30 to 3 p.m.

Webs' 1944 Sales Set Record, Statistics From FCC Reveal

(Continued from Page 1)

network time sales will be released in April.

At the end of 1944, the four major networks had a total of 730 affiliated stations compared with only 661 as of December 31, 1943. During the year, Mutual affiliated 33 additional stations, bringing its total to 244; Blue added 20 affiliates, making a total of 194; Columbia affiliated nine stations to total 143, and NBC picked up seven, making a total of 149. The number of stations shown as affiliated with each network includes stations that are on two or more networks.

Preliminary financial reports submitted by 569 standard broadcast stations show increased time sales for 1944 over 1943 on non-network time to national, regional and local users.

Total non-network time sales to national and regional users by these 569 standard broadcast stations amounted to \$58,665,371 in 1944, an

Of Men And Salaries

Washington—A total of 26,688 full-time employees with an average compensation of \$60.52 a week were on the payrolls of eight networks and 844 standard broadcast stations during the week beginning Oct. 15, 1944, according to preliminary employment data on the broadcast industry released by the FCC yesterday. Of these, 3,029 were executives who were paid a total of \$341,153, an average of \$112.63 for the week. The 23,659 other employees received \$1,273,973 or an average weekly salary of \$53.85.

increase of 25.9 per cent over 1943 sales by the same stations.

Non-network time sales to local and other users by these stations totaled \$61,990,623 or an increase of 28.3 per cent over 1943.

Renewed On Mutual Web

Renewal of contract for "Let's Face the Issue," becomes effective over Mutual, Feb. 25, for another 13 weeks, it has been announced. The program is presented under the auspices of the American Bar Association, and sponsored as a public service by the Chesapeake and Ohio Railway, Sun., 5-5:30 p.m., EWT. Leland Rex Robinson is the moderator. Sherman Dryer produces the program for Kenyon & Eckhardt.

New Public Service Show

Hollywood—A new public service program, "Victorious Living," was presented by KFWB starting last Monday (Jan. 29) on behalf of the Church Federation of Los Angeles. The five-minute transcribed dramatizations, emphasizing the importance of religion in everyday life, will be heard daily, Mondays through Saturdays, at 3:40 p.m., for a 39-week period.

"La Boheme" From "Met."

"La Boheme," Puccini's poignant tale of love in the Latin Quarter of Paris, will be broadcast Saturday over the Blue Network starting at 2 p.m. from the stage of the Metropolitan Opera House.

AVAILABLE —

FOR IMMEDIATE CONTRACT

Script Writer---Producer

Strong Network Commercial Credits

Night-time Dramatic, Musicals.

All inquiries confidential

Write Box 116 — RADIO DAILY

1501 Broadway New York 18, N. Y.

McDonald To Head Blue Net Legal Dept.

(Continued from Page 1)

NBC legal department for 13 years in New York and Chicago and held the position of assistant general counsel since November, 1943.

In his new post as general counsel of the Blue, McDonald succeeds Robert Swezey, who resigned a few months ago to become vice-president and assistant general manager of Mutual network.

Special Tele Program Planned By NBC For Feb. 4

Portions from an opera, a lecture and a dramatic interpretation of Stephen Foster's "Swanee River" will be telecast over NBC's tele station WNBT, Sun., Feb. 4, 8-9 p.m., EWT, it has been announced by Dr. Herbert Graf, NBC producer of operatic productions, in charge of the production.

Puccini's "La Boheme," featuring John Hamill and Lois Eastman, will be sung in English; Mme. Olga Samaroff-Stokowski will tele-lecture on "What Does Music Mean To You," and will be assisted by Sonia Stokowski. Others to be featured in the program: Hugh Thompson, Robert Weede, Annamary Dickey and Louis D'Angelo. All are members of the Metropolitan Opera Company.

PITTSBURGH—
all wrapped up for you—
WE DELIVER!



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

EQUIPMENT

Southernaires To Tour

Twenty concerts have been booked in New Hampshire, North Carolina, South Carolina, Georgia, Florida and Tennessee as part of the spring tour of the Southernaires, which will then continue through the Mid-West, NCAC announced. Commitments already made in the East will bring the group back here in March. Regular Sunday morning broadcasts will take place from local stations along the line of travel.

Sign RCA Pact

The Actodector line of theater-type motor generator sets produced by the Century Electric Company of St. Louis, will be distributed in the future by RCA-Victor, according to a recent announcement by F. L. Slade, manager of the special apparatus division of the St. Louis firm. In addition to this pact with RCA Slade intimated that the firm is readying plans for increased facilities to enable them to meet the greater anticipated post-war demand.

Yoder Now CIA Member

William B. Yoder, controller of the Philco Corporation, Philadelphia, has been elected to membership in the Controller Institute of America. A technical and professional organization of controllers, the institute is devoted to improvement of controller-ship procedures.

Announcer Signed

John Wald has been signed to do the announcerial chores on the "Eddie Bracken Show," the new comedy radio series which premieres Sun., Feb. 4, over NBC, 8:30-9 p.m., EWT. Kenyon & Eckhardt is the agency. Standard Brands sponsors it.

ET New Business

Charles Michelson Radio Transcriptions' new business report includes: KRIS, Corpus Christi, "The Shadow," 52 weeks; McCann-Erickson, "Dr. Friendly" for KGU, Honolulu, 52 weeks; WDWS, Champaign, Smilin' Ed McConnell, 26 weeks; WFBG, Altoona and WJAC, Johnstown, "The Shadow," 13 weeks; WLAP, Lexington, "The Gospel Singer."

Scoop!
FRANKIE MASTERS
 (IN PERSON)
 8:05 P.M.—8:30 P.M.
 EVERY WED. and FRI.
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

PROGRAM REVIEWS

"THESE ARE OUR MEN"

Parker Watch Company
 Sterling Adv. Co.

NBC-WEAF, Sat., 2-2:30 p.m., EWT
 Writers: Richard P. McDonagh and
 Gerald Holland

Producer-Director: Anton M. Leader

Music: Josef Cherniavsky

This department has sensed for some time now that the McDonagh-Holland combine, writers of this series, have taken unto themselves an insurmountable task. The various plays we've listened to haven't come up to their usual high standards. Undoubtedly, the whole aggregation is struggling to give NBC listeners vivid documentary and biographical dramatizations of our military leaders and their achievements in the various war theaters. However, the productions are rather anemic, turning into nothing more than a dramatized interpretation of newspaper reports, because writers have not yet arrived at the point where they can pursue a literary piece for radio on a laissez-faire basis. Also, writers are very seldom able to obtain adequate perspective of a contemporary personality. The other restricting element, as may be in this case, is the matter of Washington censorship. But then that's another story.

Consequently, we can't applaud too strenuously for the writers' most recent efforts in the story of General MacArthur. Their pens scratched the surface here and there, giving us stirring paraphrases of some of the more recent South Pacific events. However, these bright moments were counteracted by a couple of other scenes which could have played a more vital part in the whole; the scant role of Mrs. MacArthur, the rather mundane reflection of the Filipinos' return to freedom road. Even these could be overlooked, since McDonagh and Holland provided the best role for Staats Cotsworth, who played the narrator handsomely, without any sentimental overtones. The very competent directorial talents of Mr. Leader were, as usual, evident throughout. However, he wasn't able to overcome the off-key results of Josef Cherniavsky's musical transitions. Too many of the scenes during the program were punctuated by maudlin phrases.

Since most listeners prefer dramatic accounts to reading straight news reports, the series achieves that purpose commendably, thus making a goodly company of new friends for the sponsor.

KGW one of the GREAT STATIONS of the NATION
 NBC AFFILIATE **PORTLAND, ORE.**
 Represented by Edward Petry & Co.

"THE QUEEN WAS IN THE KITCHEN"

WABD

The American Central Manufacturing Co.
 8:45-9:15 p.m., Sunday, January 28

Producer: Gerald O. Kaye

Director: Ted Cott

Writer: Sheldon Stark

There has been a lot of loose talk lately, both pro and con, about the difficulties that beset the would-be tele-sponsor in his presentation of commercials. Those doing most of the talking seem to assume that the program itself is easy by comparison.

Last Sunday evening this department witnessed a tele show that indicated that the contrary was the case. A well-known daytime radio show was "adapted" for evening television, and the result left something to be desired. Without any apologies let us state that the best part of the show was the commercial!

In this case the sponsor was the American Central Manufacturing Co., makers of steel kitchen equipment. Apparently those handling the program for the sponsors were under the impression that (1) Daytime programming is the same as nighttime programming, and (2), that radio and television techniques are the same. Both of these premises are erroneous, as that show proved. In the first place it is not necessary to "sell" the average housewife on the idea of a completely modern kitchen. That is one of the things that she dreams of. The person to sell is the husband, for it is he who has to decide whether or not he can afford the outlay.

As far as this show went, the commercials did just that. They were clever, convincing, and of interest even to the male part of the audience. The program, on the other hand, was a typical daytime house-wife chatter program, narrated by Allen Prescott, WNEW Wifesaver, which failed to interest any in the audience except the admitted house-wife.

Nora Stirling Signed

Nora Stirling has been signed to do the feminine chores on "Ask Jane Porterfield," 11:15-11:30 a.m., EWT, over Mutual, across-the-board.

Purposeful Service to
 Farm Listeners

KLZ
DENVER CBS 560 KC.
 REPRESENTED BY THE KATZ AGENCY

AGENCIES

FRED BECKER, who for the past three years had been Pacific Coast manager of spot sales for the Blue Network, has joined Abbot Kimball & Co. as radio director of that agency's Los Angeles office.

J. F. O'CONNOR, has been elected treasurer of Erwin, Wasey & Co. He succeeds A. G. Van Utt.

STEWART-WARNER CORP. now advertising its radio division through Henri, Hurst & MacDonald, Inc. The accounts of other S-W products will continue to be placed by MacFarland, Aveyard & Co.

LEO BURNETT COMPANY, INC. of 360 N. Michigan Ave., Chicago, Illinois, has opened its new offices, 743 Fifth Avenue, New York City.

RADIO WIRE TELEVISION, INC. of New York, has engaged Diamond Seidman Co. as advertising counsel.

ALLAN MELTZER, INC., has opened its new Hollywood offices, 8010 Sunset Boulevard, Los Angeles.

Columbia Buys Plant

James H. Hunter, vice-president of the Columbia Recording Corporation, a subsidiary of the Columbia Broadcasting System, has announced purchase of the Peters cartridge plant of the Remington Arms Co. at Kings Mills, Ohio. The production of phonograph records is scheduled to start in February. Until last summer, the plant was making cartridges for the armed forces.

Wedding Bells

Hi Cooper, assistant radio director of the W. Colston Leigh, Inc., will be married to Beatrice Zippe, Feb. 17, and will honeymoon in Florida. Reception will take place at the Henry Hudson Hotel.

WDOD
 20th YEAR
 CBS
 for **CHATTANOOGA**
 5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
 ADVERTISING VOLUME
 PUBLIC SERVICE

Stowe Praises Work of Radio At War Front

(Continued from Page 1)

their stories under better deadline conditions.

Commenting on the Blue's policy of transcribing the reports of correspondents at the front and broadcasting them to America when transmission conditions were at the best, Stowe said that this procedure was producing excellent results. Eleven out of 12 broadcasts, previously transcribed by him, got through while "live" broadcasts of NBC and CBS correspondents in many instances were jumbled due to atmospheric conditions at the hour of their transmission.

Off the record characterizations of General Eisenhower, General Bradley and General Patton were included in the Stowe address. Likewise he gave some inside dope on the casualties suffered by United Nations forces during the battle of the Belgium Salge.

Johnny Johnstone, director of the Blue's news and special events, introduced Stowe.

Sterling Drug Renews Three NBC Programs

"Waltz Time," Manhattan Merry-Go-Round" and "American Album of Familiar Music" have been renewed on the full NBC network by Sterling Drug, Inc., through Dancer-Fitzgerald-Sample agency. Waltz Time is heard five days from 9 to 9.30 p.m.; Manhattan Merry-Go-Round" on Sundays and "American Family Album of Familiar Music" on Sundays.

SEND BIRTHDAY GREETINGS TO...

February 1

John L. Anderson	Vilma Ebsen
Frank Engle	James P. Johnson
Betty Lawford	Ed Lowry
F. A. Mills	Arch Morton
H. M. Overstreet	Helen Walpole

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

COAST-TO-COAST

— CANADA —

TORONTO—"Bunny" Cowan, CJBC announcer, recently caught the tea addicts, Matt Smith and Bill Hamilton, down on their haunches plying the flame from a blow-torch to the kettle's keel. Result was tea in 12 minutes flat. . . . **HAMILTON**—"Bill" Guild, commercial manager at CKOC, is back at his desk after a meeting of sales and production managers of the Taylor, Pearson and Carson chain, held in Calgary. . . . Bob Amos, continuity chief, has a remarkable record of successful participation in quiz programs. His greatest single triumph earned him a total of \$50 in one evening from two programs.

— WISCONSIN —

MILWAUKEE—Through the co-operation of Milwaukee County Council of Churches and WTMJ-WMFM, Milwaukee Journal outlets, city's church members are participating in a second series of "Old Fashioned Hymn Sing" programs. From 200 to 400 members take part in the community hymn sing with a different church represented each Sunday night. Broadcast is on WMFM, Journal's FM station, 8:30-9 p.m. Show is transcribed and rebroadcast over WTMS on the same evening at 10:45.

— NORTH CAROLINA —

GREENSBORO—The WBIG Sunday evening musical program, "Neath the Southern Moon," has become so popular with lovers of serious music, that it's now a regular feature. . . . As a March of Dimes participation, WBIG and local industry presented a transcribed program from the polio hospital in Hickory as well as a series of quarter-hour musical programs. . . . **RALEIGH**—Charlie Keaton, music director at WPTF, has done a special piano arrangement for the daily "Coming Attractions" show. Theme is woven around chords based on NBC's three famous chimes, "G-E-C."

— COLORADO —

DENVER—When Mark Schreiber, KMYR sports director, pinch-hit at writing "Second Guess," daily sports column of the "Post" for editor Jack Carberry, he was the only radio man to invade that sanctum. . . . Denver and Rio Grande Railroad sponsored a series of special programs on KLZ in connection with National Western Stock Show. KLZ special events transcribed interesting happenings which were included in the evening broadcasts. "Supreme Song Shop" is the title of a Merchants Biscuit Company-sponsored a.m. series on KLZ three times weekly. Taken for 52 weeks, strip features Les Weelans and Art Gow at pianos and Mack Switzer announcing.

Two live per inquiry deals. One for stations anywhere, the other, Southern states only. For detailed information write

PITLUK ADVERTISING CO.
Alamo National Bank Bldg.
San Antonio 5, Texas.

— CALIFORNIA —

OAKLAND—"The Voice of KROW" had literal meaning not long ago when Barney Krow, representing the U. S. Treasury Department, spoke into the mike on tax returns. . . . Visitors to the "Dollars to Donuts" program are now treated to donuts and coffee plus the opportunity to win cash prizes by correctly answering questions. . . . KROW war bond slogan heard on station breaks is: "Lend your money, give your blood, neither costi a cent." . . . **LOS ANGELES**—The continental flair apparent in KGFI's series "a la swing" is Robert Hanna, native of Jamaica, BWI, and newly a citizen of the U. S.

— DISTRICT OF COLUMBIA —

WASHINGTON—The first 15-minute broadcast ever made from the Traffic Control Division of the Office of Chief of Transportation, U. S. Army was presented Tuesday evening, Jan. 30 over WINX. Titled "Capital Motoring" story told how a troop train is made up, how a hospital train is put together and how army and lend-lease equipment is moved to port. Program was presented by the American Automobile Assn. and originated from the message center of the Traffic Control Division in the Pentagon Building. Johnny Waters interviewed participating officers and Larry Carl wrote and produced the show.

Cantor In New Appeal To Support War Effort

(Continued from Page 1)

them, too, the spiritual implements. Our faith, our love, our prayers. Let us go to our churches. . . . Now, today, tomorrow. You to yours, I to mine. Let us join in a community of prayer for the safety, for the lives, of those so dear to us all. There is a House of God near you. . . . Don't wait for its bells to ring out the victory. Its doors are always open. . . . God is always there. . . . And peace may come one day sooner if you will work for it and pray for it at your house of worship and at home.

"The Church lives for you. In lands of tyranny, when all the institutions of civilization—science, art, and government—succumbed to the will of the oppressor, it was religion which alone stood out and resisted evil. An undaunted voice, proclaiming the triumph of the spirit which lifts man above persecution and fortifies him against violence.

"So let us fill the churches with our prayers for a just and lasting peace. Let our pleas be heard around the world so that within the churches of the conquered countries they will hear and know that a greater day is coming for all people—everywhere. That through prayer we will be united. . . . With Peace on earth. . . . And Good Will toward men."



Just One Year Old

My sincere thanks to the Advertising Agencies and Sponsors for the business placed with my organization during the past year.

My sincere thanks to the stations who have entrusted their representation to my organization.

Our Birthday Promise:—To make every effort to continue our personal cooperation to agencies, sponsors and stations.

HELEN WOOD

Radio Station Representative

551 Fifth Avenue

New York 17, N. Y.

Allen Roth



American musical favorite . . . signs new 3-year contract with *Thesaurus*

It's a pleasure to us . . . and welcome news to our subscribers, that Allen Roth has just signed a new 3-year contract . . . making this superbly versatile musical organization available *exclusively* to stations subscribing to NBC THESAURUS.

The Allen Roth Symphony of Melody has long been established as an integral part of THESAURUS. There's hardly a subscriber who hasn't expressed the opinion . . . Allen Roth is one of the most valuable program assets our station possesses. And as further proof of this our records show that *The Symphony of Melody* has been sponsored by hundreds of local and regional advertisers of all types.

Tremendous Musical Scope is an outstanding characteristic of Allen Roth's *Symphony of Melody*. Roth plays everything from boogie woogie to opera, but it's all put into the distinctive Roth musical framework.

An Air of Elegance and Finesse surrounds every Roth arrangement. Whether it's the low-down rhythm of *St. Louis Blues* or the polite pizzicato of the *Minuet in G*, tonal color is skillfully woven through the musical fabric, giving each selection by Allen Roth an unmistakable and exclusive personality.

Over 300 Selections by the Allen Roth program organization include rousing production numbers, instrumental novelties, danceable pop arrangements, the Roth mixed chorus, male chorus and soloists . . . evidence of the THESAURUS policy of "enough selections by every performer to make programming worthwhile." Half-hour, 3-a-week scripts for *The Symphony of Melody* are furnished to each THESAURUS subscriber to allow the most comprehensive use of the Roth program material.

We will be glad to give you further evidence that THESAURUS is America's Number 1 Musical Program Service . . . recorded especially for radio.

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



OL. 30, NO. 24

NEW YORK N. Y., FRIDAY, FEBRUARY 2, 1945

TEN CENTS

N. Y. Leads FM-Tele Field

Farm Web Planned By Midwest Group

Formation of an agricultural network in the Mississippi valley which will carry special farm programs originating at WLOL, Minneapolis, was announced yesterday by John W. Boler, president of the North Central Broadcasting Company, St. Paul. The agriculture programs will be carried by the North Central group and 36 additional stations, according to Boler. Approximately 35 stations throughout Illinois, Michigan, Indiana, Iowa, Missouri and Kansas have committed themselves to NCBC's plan, Boler explained. One of the first programs scheduled will be a farm forum. A farm hour is also planned, originating between 5:30 and 6:30 a. m., CWT, Mondays through Saturdays.

Record Radar Production Made By United States

Los Angeles—The United States alone is producing more Radar and radio equipment than all other nations of the world, including the Axis, it was revealed this week by R. C. Cosgrove, president of the Radio Manufacturers Association. Cosgrove said the American radio industry produced more than \$4,000,- (Continued on Page 5)

Radio Boy Scout Drive Progressing In New York

Results of this week's drive on the part of New York radio to raise funds for the development of the Boy Scout camp at Alpine, N. J. are beginning to be evidenced, according to Warren Jennings, president of the Radio Exe- (Continued on Page 2)

Scotched

CBS yesterday broadcast the following announcement. "We wish to take this opportunity to stop any further spread of an important rumor to the effect that CBS had alerted all of its stations to be ready for a war announcement of momentous importance expected at any moment. This rumor is entirely untrue. We have no knowledge nor expectation of such an announcement."

Rehabilitation Plan Gaining Momentum

Four major webs, Radio Writers Guild, and AFRA are lining up their representatives to co-operate on the proposed plans for the Radio Directors Guild to organize an over-all Radio Rehabilitation Committee fundamentally designed to reinstate ex-servicemen who were former writers or directors in radio.

Edgar Kobak, president of Mutual, was the first web spokesman to announce. (Continued on Page 4)

McClatchy Group Files For Two FM Stations

Sacramento—In the suspense file of the Federal Communications Commission for post-war consideration are the applications just filed by the McClatchy Broadcasting Company of California for permits to install fre- (Continued on Page 5)

De Mille Gives AFRA Views On Blue's "March Of Time"

Cecil B. De Mille, who chose to forego his appearance on the Lux Theater of the Air rather than pay a \$1 assessment imposed by AFRA, declared on the "March of Time" over the Blue Network last night that he would appeal the recent California court decision upholding AFRA. Declaring that he was stating his case "for freedom in America," De

WLAW doesn't whisper or shout—it talks to consumers and they listen. Advt.

FCC Releases Up-To-Date Application Data On FM-Television Interests; 29 FM, 10 Tele From New York

Okay Of NAB's BMB Voiced By 14th District

Salt Lake City—Following closely a 75 per cent acceptance of the NAB's Broadcast Measurement Bureau by the 17th District in Portland, the 14th District, which met here yesterday, registered an approval of the new plan which approximated 80 per cent. The 14th District comprises stations drawn from Utah, Colorado, Idaho, (Continued on Page 5)

Bill Against AFM Passed By Senate; Goes To House

Washington Bureau, RADIO DAILY
Washington—The Senate yesterday passed and sent to the House the Vandenberg bill aimed to prevent interference by the AFM with educational music broadcasts. The bill was (Continued on Page 2)

Radio Stations Notify Kin Of Freed Prisoners

In line with General MacArthur's request that radio and newspapers give full publicity to the names of American prisoners who were released in the Luzon Japanese prison (Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Of the 347 commercial FM applications on file nationally with the FCC, 29 are from New York State and 10 of about 100 commercial tele applications are from New York, it was revealed yesterday by the FCC. New York City has eight commercial FM stations on the air, and a permit has been issued for a ninth, while there are two FM stations in Rochester, two in Schenectady and one in Binghamton. There are two non-commercial FM stations (Continued on Page 5)

Airways To Sponsor Television Program

A new 15-minute television program sponsored by Pan American World Airways and titled, "Wings of Democracy," will be premiered on WNBT, New York NBC video outlet, on Monday, March 19th and will continue each Monday thereafter, Juan Trippe, president of the airways, announced. (Continued on Page 2)

Senators Will Discuss Wallace On CBS Program

Sen. Robert A. Taft of Ohio, opponent of the appointment of Henry A. Wallace to the post of Secretary of Commerce, and Sen. Claude D. Pepper of Florida, leader of the Senatorial fight to confirm the Wal- (Continued on Page 2)

Fifteenth Year

Chicago—University of Chicago Round Table will begin its 15th year on the air next Sunday with its weekly broadcast over NBC, 1:30 p. m., EWT. The Round Table, oldest educational program continuously on the air, made its bow on WMAQ on Feb. 1, 1931, and moved to the network two and one half years later, since when it has become nationally famous.

New Source

An advertising campaign has inspired the composition of a song. The Oneida, Ltd., "Back Home For Keeps" pictorial campaign of American home life, seen in the mag medium, prompted Bill Maloney, of BBD&O, to make the suggestion to Carmen Lombardo and Bob Russell, whose new song, "Back Home For Keeps," premieres on the Blue, Feb. 5, 10 p. m., EWT.

Many a successful advertising campaign has originated on WLAW. Advt.



Vol. 30, No. 24 Fri., Feb. 2, 1945 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, February 1)

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. Rows include Nat. Union Radio, WCAO (Baltimore), WJR (Detroit).

OVER THE COUNTER

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

Terpsichorean Talkfest

"On Your Toes," dancing quiz show, featuring Arthur Mahoney, Thalia Mara, Anatole and Chujoy will be premiered on WNEW, Sunday, 7:35 to 8 p.m. Ted Cott will be the quiz-master.

20 YEARS AGO TODAY

(February 2, 1925)

Radio competition is one of the factors in the Weather Bureau's decision to discontinue the daily forecast card. The ornament that has adorned post offices, general stores and some other offices since 1881 has disappeared.

Two live per inquiry deals. One for stations anywhere, the other, Southern states only. For detailed information write

PITLUK ADVERTISING CO. Alamo National Bank Bldg. San Antonio 5, Texas.

Coming and Going

DAVID CARPENTER, manager of WKNE, Columbia network affiliate in Keene, is in town from New Hampshire for conferences at the offices of the web and with the national reps.

RALPH L. ATLAS, owner of WIND, Chicago, spent a few days recently in Twin Cities. He also owns WLWL, Minneapolis.

DOROTHY LEFFLER, has left CBS for the West Coast where she will spend three weeks at KNX, the network's owned station in Los Angeles.

TOMMY TUCKER and the members of his band are at Ft. Oglethorpe, Ga., for the broadcasting of tonight's chapter of the "Spotlight Bands" series over the Blue Network.

JOE EATON, commercial manager of WHAS, CBS outlet in Louisville, Ky., and RICHARD FISHER, program director of the station, visitors this week at the offices of the web.

JOSEPH C. BURWELL, president and station manager of WMBS, CBS affiliate in Uniontown, Pa., is in Gotham on a short business trip.

JAMES D. CARPENTER, vice-president and station manager of WKBB, Dubuque outlet of the Blue, a caller this week at the headquarters of the network and at the offices of his national representatives.

ROGER FAWCETT, vice-president and general manager of Fawcett Publications, has left on a business trip to Louisville and Hollywood.

PARKS JOHNSON and WARREN HULL on Monday will be in Boston, where they will air their "Vox Pop" program from the famous Boston Common.

CARL BURKLAND, general manager of WTOP, CBS-owned station in Washington, D. C., visiting at network headquarters.

H. V. KALTENBORN, commentator on NBC, was in Chicago early this week and aired his programs from that point.

HAROLD L. McCracken, manager of KVRB, Mutual network outlet in Rock Springs, Wyoming, was a visitor this week at the headquarters of the network.

Radio Boy Scout Drive Progressing In New York

(Continued from Page 1)

cutives Club, which is sponsoring the campaign. While the campaign has set as a goal, a total of \$750,000, a large philanthropic organization has offered to give \$350,000 if the local radio industry raises \$150,000.

These funds will be used for the construction of many cabins, lean-to emergency shelters, and other facilities, such as a swimming pool, amphitheater, and dining halls. When the project is completed, the camp will accommodate 3,000 boys each weekend, during the entire warm weather season.

Serving on the radio committee are: Paul Killian, WOR; Frank Burke and Marvin Kirsch, RADIO DAILY; George Lewis, WHN; Joe Ranson, WNEW; William Schroeder, WINS; Murray Grabhorn, Blue Network; Chris Cross, British Broadcasting Corporation; Arnold Hartley, WOV; Tony Provost, WEA; Charles Stark, WMCA; Craig Lawrence, WHOM; and John McNeal, WJZ.

Stations, using special programs, spots, and plugs on various participating shows, are urging their listeners to send all contributions, either directly to the stations, or to the Greater New York Councils, Boy Scouts of America, 120 West 42nd St., New York 18.

Senators Will Discuss Wallace On CBS Program

(Continued from Page 1)

lace appointment, will appear on the CBS "People's Platform" tomorrow 6:15 to 6:45 p.m., EWT. They will discuss "Can The Wallace Program Lead to Prosperity?" Lyman Bryson will preside.

Airways To Sponsor Television Program

(Continued from Page 1)

nounced yesterday. The program will feature the physical, educational and cultural attractions of countries and colonies through the world and the new possibilities of world trade and travel. Pan American is the first major airline to announce a series of new television programs.

Bill Against AFM Passed By Senate; Goes To House

(Continued from Page 1)

inspired by the banning by James C. Petrillo of the broadcasts from Interlochen, Mich., of the National Music Camp Orchestra, and was offered by Sen. Arthur Vandenberg of Michigan last year. It was re-introduced this year and now goes to the House.



Size doesn't mean a thing!

That's a 155 mm. gun... "Long Tom" the troops call it. But that type gun was silent for four days during the recent German counterattacks. No ammunition.

So size... and being on the spot... don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore... America's 6th largest market.



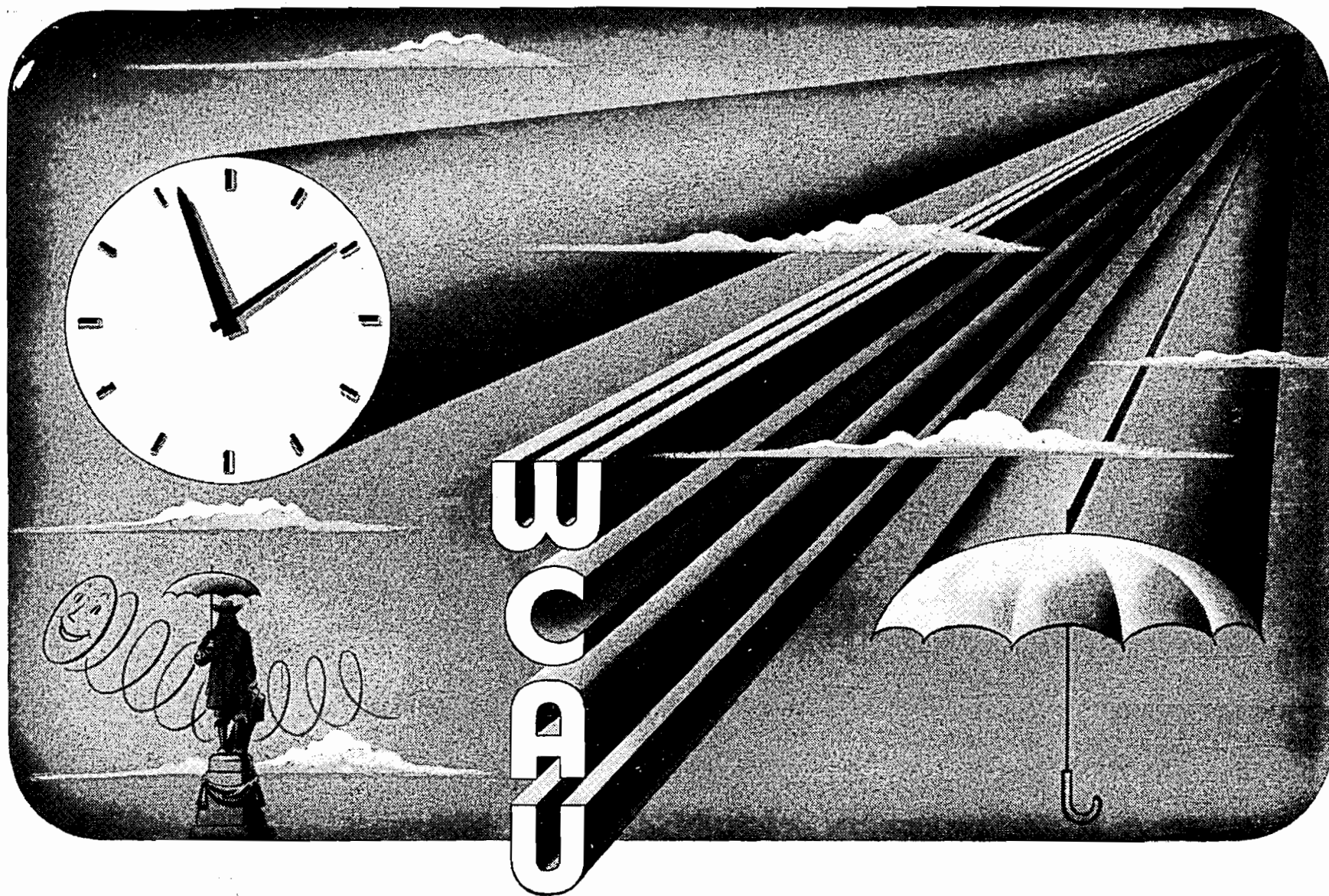
W-I-T-H IN BALTIMORE

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

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.



The Fourth Dimension in Radio-Time

The Ether of Space comprises the *first three dimensions* of Radio—and here WCAU leads all other Philadelphia Stations. Its 50,000 Watts are not confined to a specific pattern. They are “Free Watts” surging out in a great Tidal Wave of Power *in all directions* over a clear national channel—giving “Umbrella Coverage.”

Now *multiply* WCAU’s “Umbrella Coverage” by Radio’s *fourth dimension—Time*. Multiply the “extra millions” of people under the WCAU Umbrella by 365 days and nights and you have a stupendous figure—just about what either Scientists or Sinatra Fans would call “Solid Radio.” For full coverage use WCAU’s Umbrella.

WCAU

CBS AFFILIATE



“Umbrella
Coverage”

PHILADELPHIA’S LEADING RADIO INSTITUTION

Rehabilitation Plan Gaining Momentum

(Continued from Page 1)

nounce that his network would cooperate in every way towards the success of the Committee, and appoint a key man to represent Mutual in the venture.

Fred Bethel, an ex-service man, is the chairman of the proposed enterprise, and has announced that a radio program tentatively called "As You Were," utilizing the talents of the ex-servicemen, may be produced on Mutual, CBS, NBC and the Blue networks.

Spokesmen for the other three webs could not be reached for a statement; however, their co-operation is expected. The question has come up as to whether this new Committee might in any way conflict with current ventures already in operation by the webs, i.e., NBC's "Welcome Home Auditions," under the direction of Clarence L. Menser, vice-president in charge of programs, or other ideas in formulative stages at the other webs.

Members active in the proposed plan are: Frank Papp of NBC, Robert Lewis Shayon of CBS and John Macdonnell of United Nations Information Office.

4th Annual 'Dr. Christian' CBS Contest Announced

Fourth annual contest for plays for production, on the "Dr. Christian" program was announced yesterday by CBS. There will be a grand prize of \$2,000 and other scripts selected for use on the program will be purchased for not less than \$160 or for more than \$350. Entries will be accepted until March 31. Jean Hersholt, star of the show, the program producer and an impartial board of judges will decide the winning scripts.

"Mirth & Madness" Off NBC Web On Feb. 19

Current NBC sustainer, "Mirth and Madness" starring Ransom Sherman, will be replaced on Monday, Feb. 19, by Ed and Polly East of "Ladies Be Seated" and "Breakfast in Bedlam" fame, Clarence L. Menser, NBC vice-president in charge of programs, announced yesterday. A title for the new show has not been selected.

Sherman, scripter and star of the morning variety show, is returning to the West Coast for health reasons, Menser explained. A new show is to be built around him on the West Coast.

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

ITS A DONALD PETERSON PRODUCTION



Michigan Ave. Memorandum!

● ● ● A note from Spike Jones to remind us that he and his City Slickers begin a week's stage engagement at the Oriental on Feb. 2. . . .

Phil Spitalny and his Hour of Charm all-gal orchestra follow Spike at the Oriental Feb. 9. . . . Spitalny, by the way, has come up

with a slogan for the Seventh War Loan Drive: "Support the Seventh War Loan—and keep America a Seventh

Heaven! . . . ● Members of the Blue's "Jack Armstrong" cast are chuckling over the fact that the breakfast cereal plugged on their show (Wheaties) has been used frequently by sound effects men on another program to simulate the "wholesome crunchiness" of a rival cereal (Kellogg's). . . .

● WBBM's program chief, Walter Preston, is feeling a bit elated these days over the station's "Victory Matinee" having been singled out by the Treasury Department for special commendation as a result of the program's \$14,187,495 in war bond sales during 1944. The Treasury labeled it the "top ranking show in the sale of war bonds in this area." The Bennett Sisters and Jimmy Hilliard and his orchestra supply the songs and music, with guest celebs rounding out the Saturday afternoon bill. . . . ● Ann Hunter, feminine news commentator for the past two years over WAIT, leaves soon for a tour of the European battle fronts. Her time on WAIT, starting today, will be filled by Hal Totten and Tom Moore in a joint news and gossip program. . . . WBBM's "Brewster Boy" signs off with the March 2nd broadcast.

★ ★ ★

● ● ● Hobart Donovan, formerly on the Blue's Central Division continuity staff, is one of the scripters of the Blue's new Niles and Prindle show. . . . ● NBC commentator Robert St. John missed his scheduled broadcast last Friday morning from Chicago studios as a result of a plane accident which occurred as he was trying to reach the Windy City in time for his program. The commentator had filled a speaking engagement at Fairfield, Iowa, Thursday night and had planned to leave by train for Chicago immediately afterward. When his train accommodations fell through he chartered a special plane early Friday morning, but fog forced the plane to land near Van Orin, Ill., 80 miles from Chicago. In the landing the ship nosed over but no one was hurt. When St. John failed to appear, Charlie Lyon, announcer on the program, pinch-it with a standby script. . . . ● Bill Krenz, pianist in the Breakfast Club orchestra, has been admitted to membership in Ascap. . . . ● Soon to hit the platters is Crooner Jack Owens' latest tune, "The Memory of a Night With You," with Tommy Dorsey and his band doing the musical honors. . . . ● Ell Henry and his space grabbers in Blue press are still on cloud No. 7 over their nifty Breakfast Club spread in the Feb. 13 issue of Pic magazine.

★ ★ ★

● ● ● When Jay Jostyn, radio's "Mr. D.A.," took his first vacation from the air in three years and hied himself home to Milwaukee last week to visit his folks he walked into a bigger family reunion than he had dreamed of. By a happy coincidence his brother Norbert, an infantry major, was also at home on furlough from the Pacific for the first time in almost three years. Major Jostyn was busy making the acquaintance of his baby daughter, two years old, whom he had never seen. . . . ● Lt. Edward B. Harvey, former WBBM newsman, who left the station to join the Navy in July, 1942, and who now has the Legion of Merit and four combat stars on his African and European theater service ribbons, returned as a guest on the Feb. 1 broadcast of the WBBM-CBS "First Line" program, when two of Lt. Harvey's most interesting actions as captain of a Navy sub chaser were dramatized.

★ ★ ★

— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

PERRY WARD, emcee of "What's Doin' Ladies" and radio comedian, has been invited by his alma mater, the University of Tulsa, to be a guest teacher during a special semester this summer. Subject will be Radio, of which Ward is somewhat of an authority, having been in the various ends of it for 14 years.

Walter Tetley, the "LeRoy" of the "Great Gildersleeve" program heard over NBC on Sundays, has written a song which the San Fernando Valley High School has adopted for their school song.

Bill Goodwin, who appears on the Frank Sinatra program as featured comedian, is writing a weekly column of radio gossip and sending mimeographed copies to former radio men now overseas.

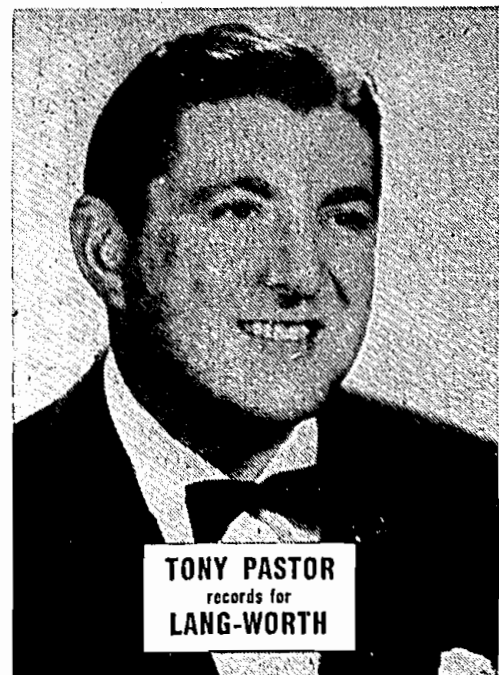
Victoria Faust has been set by Patrick Michael Cuning to do a series of television shorts.

Bob Burns has invited his entire cast and band out to his "Bazooka Berk" farm for an all-day rehearsal and barbeque as soon as the weather gets warm. (The folks don't know it, but they're going to help Bob plant his crop of lima beans that same day.)

Ronny Mansfield, popular young tenor, received a letter from a fan the other day in which the fan stated that he likes the songs Ronny sings, and he thinks his voice is very fine but why, asks the gentleman, doesn't he get a pianist that knows what he is doing because this one is always ahead of Ronny. Ronny doesn't claim to be a concert pianist, but he has always accompanied himself and has never received any complaints before. He is heard over KFI Monday through Friday.

Stork News

Introducing Joel Block, son of Martin, he of the "Make Believe Ballroom" on WNEW. Born to Mrs. Block at Polyclinic Hospital on Wednesday, the baby weighed 7 pounds, 6 ounces.



TONY PASTOR
records for
LANG-WORTH

New York State Leads FM-Tele Applications

(Continued from Page 1)

on the air in New York City, with a third being built in Buffalo.

Three commercial tele stations are on the air in New York City, and a fourth in Schenectady.

A list of all FM and tele licenses follows:

Commercial FM applications: Albany, WOKO Inc., (Licensee of WOKO); Binghamton, Wylie Jones Adv. Co. (Licensee of WNBK); Brooklyn Frequency Broadcasting Corp.; Buffalo, WEBR, Inc. (Licensee of WEBR); Buffalo, Buffalo Broadcasting Corp. (Licensee of WGR); Corning, The Evening Leader; Hornell, The W. H. Greenhow Co.; Ithaca, Cornell University (Licensee of WHCU); Jamestown, James Broadcasting Co., Inc. (Licensee of WJTN); New York, Bernard Fein; New York, The American Network Inc.; Buffalo, WBEN, Inc. (Licensee of WBEN).

Additional Stations

Also New York, Blue Network Co., Inc. (Licensee of WJZ); New York, Debs Memorial Radio Fund, Inc. (Licensee of WEVD); New York, Greater N. Y. Broadcasting Corp. (Licensee of WNEW); New York, WLIB, Inc. (Licensee of WLIB); New York, Hearst Radio, Inc. (Licensee of HWINS); New York News Syndicate Co., Inc.; New York, WBNX Broadcasting Co., Inc. (Licensee of WBNX); New York, WMCA, Inc. (Licensee of WMCA); Oswego Palladium-Times, Inc. (Publishers of Palladium-Times); Ogdensburg, St. Lawrence Broadcasting Corp. (Licensee of WSLB); Poughkeepsie, Poughkeepsie Newspapers, Inc. (Publishers); Syracuse, WAGE, Inc. (Licensee of WAGE); Syracuse, Central N. Y. Broadcasting Corp. (Licensee of WSUR); Syracuse, Onondaga Radio B/C Corp. (Licensee of WFBL); Utica, WIBX, Inc. (Licensee of WIBX); Watertown, The Brockway Co. (Licensee of WWNY); White Plains, Westchester B/C Corp. (Licensee of WFAS).

Non-commercial educational stations: Floral Park Board of Education, Sewanhaka High School; In cooperation with the U. S. Office of Education the New York State Department of Education has plans for a state-wide network of educational FM stations. Plans are under way in 31 of the 48 states for similar educational FM networks.

Commercial television applications: Brooklyn, WLIB, Inc.; Buffalo, WEBR, Inc.; New York, Bamberger Broadcasting Service, Inc. (Licensee of WOR); New York, Blue Network Co., Inc.; New York, Marcus Loew Book-

De Mille Gives AFRA Views On Blue's "March Of Time"

(Continued from Page 1)

or non-unionism," he continued. "It has to do with abuse of power, for I cannot concede that union by-laws take precedence over the Constitution of the United States or the Constitution of a state in which a member may live.

"The Superior Court of Los Angeles County evidently agreed with me that an assessment for a political purpose is unlawful. But holds, in effect, that a proposition appearing on the ballot to change the Constitution of the State of California—which proposition had more than one million votes cast for it, and more than one million votes cast against it—is not political. I do not wish to discuss the court's decision. I will appeal it."

At the conclusion of the "March of Time" broadcast it was stated that a nationally known spokesman for the American Federation of Radio Artists would appear in rebuttal next week.

Producers of the Lux Radio Theater are in a quandary over what to do about the Cecil B. De Mille-AFRA situation, with one spokesman pointing out that the agency, J. Walter Thompson, is readying plans should De Mille be off the air for several months. This last, said the spokesman, will not surprise them.

While Lionel Barrymore may make

a few more appearances on the program, in the spot vacated by De Mille, M-G-M may not relinquish him for the spot on a permanent basis because the actor has too many film commitments. Alfred Hitchcock is being sought, but cannot be located, the spokesman added.

Comments around the J. Walter Thompson agency suggest that the publicity may not be doing the program any good; however, "there has been no amazing reaction from the listeners as yet, if the agency is to judge by fan mail response."

Should the agency producers find themselves without a permanent master of ceremonies, they will resort to well known commentators and announcers, to fill the bill. Among those to be considered are: Walter Winchell, Raymond Gram Swing, Dr. Frank Kingdon, Frank Gallup, Harry Von Zell, H. V. Kaltenborn, Milton Cross, Ben Grauer, Earl Godwin, Dor Goddard, Henry Gladstone and Edw. C. Hill.

Meanwhile, Cecil B. De Mille may file his appeal from Superior Court Judge Emmett Wilson's adverse ruling with appellate court, a branch of State Supreme Court of the State of California.

McClatchy Group Files For Two FM Stations

(Continued from Page 1)

quency modulation at two of its key stations.

The applications seek 10,000 watts of power for both KFBK, The Sacramento Bee Radio Station in Sacramento, and KMJ, The Fresno Bee Radio Station in Fresno.

Eleanor McClatchy, head of the West Coast radio circuit announced sites for the FM transmitters already have been acquired. The transmitter for KFBK would be constructed atop 2,870 foot Mt. Vaca, near Vacaville, 36 miles from California's Capital City. The transmitter site for KMJ would be Mt. Campbell, 1,700 feet high and 20 miles from Fresno.

In each instance, the mountain is the highest accessible site near each city.

ing Agency (Motion Picture Producers); New York, Metropolitan Television, Inc. (Dept. Store Operators); New York, News Syndicate Co., Inc.; New York, Philco Radio & Television Corp.; Rochester, Stromberg-Carlson Co. and White Plains, Westchester Broadcasting Corp.

Record Radar Production Made By United States

(Continued from Page 1)

000,000 worth of equipment in 1944, about 12 times as much as any previous year.

Cosgrove, who is also vice-president and general manager of the manufacturing division of the Crosley Corporation, pointed out that modern mobile warfare depends more on communications than warfare at any time in history.

Okay Of NAB's BMB Voiced By 14th District

(Continued from Page 1)

Wyoming, Montana and a portion of South Dakota. Its enthusiasm for the BMB continues a majority sentiment which, with the possible exception of San Francisco, has been expressed in all the cities in the current tour of Hugh Feltis, president of the Bureau. The tour is being made for the purpose of sounding out the nation's broadcasters as a whole on the feasibility of the plan and the acceptance by the stations of responsibility for maintaining it in operation.

Radio Stations Notify Kin Of Freed Prisoners

(Continued from Page 1)

camp WOR yesterday phoned families in the New York area and in Boston, WNAC contacted the relatives of New England men held by the Japs. Similar service was rendered by Chicago stations who notified families of Maywood, Ill., boys who were held prisoners by Japs.

Killed In Action

Captain John Robert Stewart, son-in-law of Murray Grabhorn, Blue Network executive, was killed in action in Belgium on January 21st, according to word received yesterday. Capt. Stewart was with the Tanks.

Weiser Resuming Courses

Jacob A. Weiser, recently returned from two and one half years with USO Camp Shows, will resume his courses in dramatics and playwriting at City College, 139th St. and Convent Ave.

WENT Joins Spot Sales

WENT, Gloversville, N. Y., will be represented by Spot Sales, Inc., effective next week, George F. Bissell, president of Sacanda Broadcasting Corporation, announced yesterday.


OFF RECORDINGS
THE MIRACOUSTIC RECORDINGS
 by CARL FISCHER, Inc.
 CI-7 2965
 119 WEST 57th STREET, N. Y.

WANTED
 Sound Effects Technicians, Television Maintenance Engineers, Transmitter Engineers—Experienced. Essential. Major N. Y. City Network. Write details. Box 119.
RADIO DAILY
 1501 Broadway New York 18, N. Y.

WJLS
 BECKLEY, WEST VIRGINIA

Expands its market.....*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at **560** on the dial 

CBS NETWORK Represented by Burn-Smith

AGENCIES

RICHARD COMPTON, president of Compton Advertising, Inc., has again been named chairman of Corporate Gifts of advertising agencies for the current Red Cross War Fund. Sherman K. Ellis, head of the agency bearing his name, is in charge of Employees' Contributions for the agencies, according to Thomas L. Ryan, president of Pedlar & Ryan, Inc., who is chairman of the 35 committees which comprise Section 5, Graphic Arts Committee of the Red Cross.

TELICON CORP., television manufacturer, has retained Kotula Co., to prepare its advertising which will set the stage for the use of its product in the post-war world.

ALBERT HERMAN, art director at Bloomingdale's, has resigned that position to accept a similar post with Alfred J. Silberstein, Bert Goldsmith, Inc.

POCKET BOOKS, INC., has engaged Compton Advertising, Inc., to prepare advertising slanted to the company's post-war requirements.

QUALITY COSMETICS CORP., distributors of the Monique line of cosmetics, have engaged Herbert Chason Company to handle their account.

CANADA DRY GINGER ALE, INC., through J. M. Mathes, Inc., is sponsoring a news broadcast, "Pacific War Report," originating on KQW, San Francisco. The program, which started Jan. 22, is on the air Monday through Friday from 11:15 to 11:25 p.m., immediately following the station's 11:00 p.m. news broadcast.

PARK & TILFORD, through Charles M. Storm Co., is preparing an advertising campaign for its Cake Make-Up, newest feature of the firm's line of cosmetics. Drive will start after initial distribution of the item has been completed.

SEND BIRTHDAY GREETINGS TO...

February 2

Jerome Eckenrode Veronica Wiggins
Arthur Billings Hunt Cal Tinney
Paul G. Gumbinner Bonny Rubin
Ellen M. Ryan

February 3

Mary Carlisle Martin Block
Nelson Case Charles J. Correll
Nick Konny Carl Kroonko
John Shultz Jack Weldon

February 4

John G. Fraser Alice Hill
Jack R. Poppele Col. Paul Ruhlo
A. Walter Secolaw Jane West

WOMEN IN RADIO

By MILDRED O'NEILL

IT MAY be difficult to believe, but it's a fact, says Patricia Chapman, that some of our most educated and informed people still do not know what "FM" means. And Pat should know whereof she speaks for her job is publicity and promotion for Frequency Modulation Broadcasters, Inc. of Washington, D. C. Should you ask about her work, he'd describe it as "spade work with Mr. and Mrs. John Q. Public, to bring to them a picture of Frequency Modulation in layman's language." Patricia Chapman, whose other name is Mrs. David F. Gray—friend husband is director of civilian supply for the British government in Washington—is all taken up with her new work. The days of stage and screen seem far away for tall, blonde Pat. That was before she was seriously injured in an automobile accident and was laid up for a long while. During that period of enforced inactivity, she started writing. A share of success spurred her on and she's been at it ever since.

★ ★ ★

Bruce Barton proved to be a gracious guest for the Advertising Women of New York at their semi-annual dinner in the Biltmore Hotel last month. Paying tribute to the fair sex at the beginning of a most inspiring talk, Mr. Barton expressed complete disagreement with Napoleon who, 'tis said, would have no feminine influence in his court, and it wasn't until after his banishment to St. Helena that the misguided man changed his mind. Then, alone and saddened, poor Napoleon decided he should have spent more time with intelligent and attractive women. It was Mr. Barton's expressed opinion that the combination of male and female minds very frequently adds up to good advantage.

★ ★ ★

When Estelle Sternberger stepped up to the microphone of WLIB in Brooklyn yesterday morning, the "Voice of Liberty" presented a woman commentator well equipped to discuss world news. Estelle Sternberger is a veteran of ten years in radio, has become nationally known as a lecturer and considered by many an authority on local and international events. Extensively traveled, Mrs. Sternberger was Chairman of the Good Neighbor League, a presidential appointment, and was the first person to receive the Albert Einstein award for promoting "better understanding between peoples."

★ ★ ★

Now that Maxine Keith, Mutual commentator and all-round radio gal, has been appointed National Radio Director of the American Women's Voluntary Services, one can anticipate plenty of activity around headquarters. Maxine plans to prepare and direct programs which will highlight organization activities and the work women are doing on the home front. It's her opinion that if the stations and networks are supplied with scripts which have entertainment and educational value for individual regions, they will find time for them on daily schedules. A television enthusiast also, Maxine hopes to set up television programs showing the work of AWVS units.

★ ★ ★

Cupid's Parade . . . When Carol McVay and Cecil Stuchell, both of the WCAE (Pittsburgh) staff, decided to get married, it was without prior arrangement on a Saturday afternoon. All went off wonderfully well, even to the musical background supplied appropriately by the afternoon platter-parade. . . . Lotte Tull, sales staffer of WCKY (Cincinnati) and Tommy Thompson of the staff orchestra, have announced that intention. . . . February 10 the time, Chanute Field will be the place, and Peggy Ludwig, WJIM (Lansing) receptionist, the girl, when Lt. Harold P. Leitz of the AAF forsakes bachelorhood. . . . Marjorie (Nicky) Carter is returning to her desk at WBZ-WBZA (Boston) after a trip to Memphis that changed her name to Mrs. Loe Jones. He is a USNR Lieutenant. . . . When KPO receptionist Marion Twomey (Frisco) and announcer Darryl Hutchins visited, the preacher this month, event was celebrated at a bridal dinner in the St. Francis Hotel, where happy couple were presented with the bridal suite.

COAST-TO-COAST

—CONNECTICUT—

HARTFORD—WHT six-foot newscaster Mitchell Better's got into trouble at the end of a broadcast and badly mangled a part of the King's English—a situation not at all helped by the OWI promotional which followed immediately: "The tongue is but three inches long; yet it can kill a man six feet high" . . . Otto Neubauer, Hartford pianist, has formed a new band heard week-day mornings over WDRC. . . . The only Connecticut radio appearance of Warrant Officer George Tweed, nicknamed the "Ghost of Guam," was on WTIC.

—SOUTH DAKOTA—

RAPID CITY—KOTA is currently employing an old trick in having news editor Don Wilson pay off \$10 and \$5 for the best news tip of the month from listeners. Scheme went into effect first of the year. . . . The AAF marked over 100 hours of broadcast time during the past two years over KOTA, which does not include transcribed and live shows for WAC, Navy Recruiting and Marine Service. . . . **YANKTON**—With the disappearance of a Budapest, Hungary, radio tower, WNAX remains the tallest radio tower in the world, according to a report from Sid Feder, war correspondent in Rome.

—FLORIDA—

MIAAMI—WIOD has put into effect a new policy on religious programs whereby present commercial contracts are not being renewed. Network service taken includes one program each on Sundays for Protestant, Catholic and Jewish faiths. . . . Tom Q. Smith, former city editor of the Miami "Daily News," and now known as "The Rambler" on WIOD, is receiving favorable listener-comment for his program of news about local events and people. . . . Dubonnet Wine, through BBD&O, have signed for "Songs of Good Cheer" on WQAM, which features Vladimar Silensky's music and chorus under direction of Gerald Allaire Sears. Schedule runs 25 weeks.

—ARIZONA—

PHOENIX—Tovrea's Packing Company are sponsoring Patsy Prescott, Singing Cow Girl, over KOY and the Arizona Network, in a new series of p.m. programs, Monday through Friday. Account placed direct. . . . KOY has instituted a project whereby local school children turn in 10 pounds each of scrap paper to their schools, in return for which they receive tickets for a special show including stage acts from KOY, and motion picture subjects.

Gen. Doolittle Reports

Featured on the weekly BBC program "London Column No. 69" this Sunday will be General Jimmy Doolittle, who will give a description of the Eighth U. S. Army Air Force's activities on the third anniversary of their arrival in Britain. He will tell of the half million planes sent up, the half million tons of bombs dropped, and the five thousand planes, and 40 thousand men that have not come back. The program will be aired over WMCA at 11:30 a.m.

*Your time
will bring dimes...*

**FOR THE FIGHT
AGAINST INFANTILE PARALYSIS**

Many famous personalities of screen and radio have graciously donated their time and talent to make the 1945 March of Dimes Campaign top all records. They've done a great job on electrical transcriptions and in volunteering for live network shows to come—but now it's up to you! Your time is needed to bring their appeal for the protection of our country's children to the attention of those who can help — your listeners — the American public.



**TOP FLIGHT STARS
with a Message close to the
Nation's Heart**

● The 1945 March of Dimes entertainment parade features 15 minute recordings by Kay Kyser and his Kollege of Musical Knowledge with Georgia Carroll and Buddy Twiss; the U. S. Navy Band saluting our fighting Allies; Raymond Scott and his Orchestra playing original arrangements of his own popular tunes; a dramatic appeal by Hollywood star, Clark Gable and Basil O'Connor; and Frank Sinatra singing the hit tunes of the day.

● Other March of Dimes highlights include one minute spots by such well-known personalities as Walter Winchell, Mary Pickford, Clifton Fadiman, Lowell Thomas, Henry Kaiser and Gabriel Heatter. Headlining the January live network shows will be Frank Sinatra, Bob Hope, Jack Benny, Dinah Shore, Eddie Cantor, and scores of others.

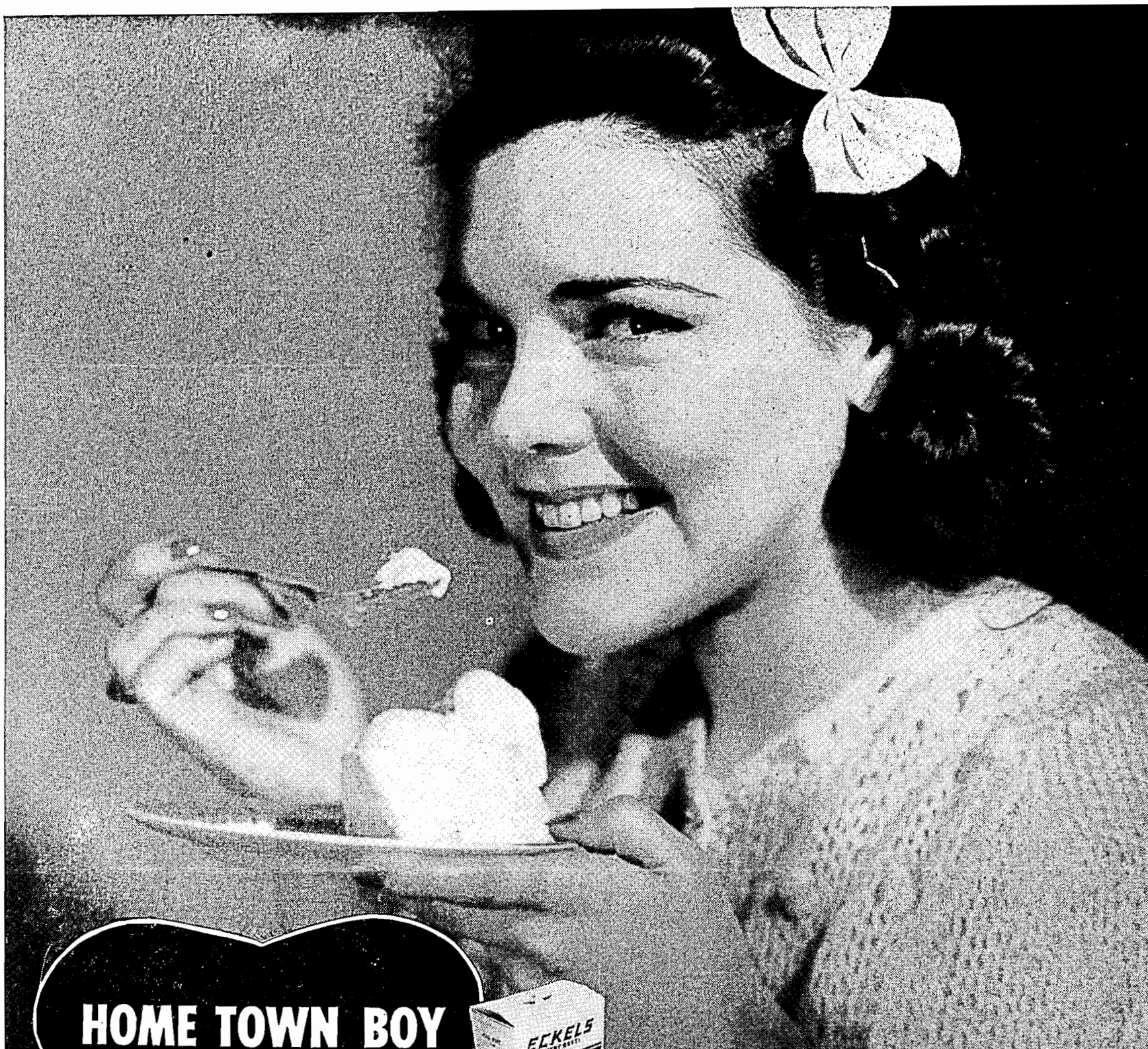
Your listeners want to help!

They'll give their dimes if you'll give your time during the coming campaign — January 14th to 31st. Every transcription and live show you broadcast will help the fight against infantile paralysis. Give your time to the March of Dimes!

BASIL O'CONNOR
President

HOWARD J. LONDON
Radio Director

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
Annual Fund-Raising Appeal
120 BROADWAY, NEW YORK 5, N. Y.



**HOME TOWN BOY
MAKES GOOD**



. . . Year-Round Success Story

Eckels*—a Baltimore ice cream of quality—wants to sell ice cream all the year round. But nature sells more Eckels from May thru October. So Eckels sponsored a *full hour* on WFBR, Baltimore's home town station, Sunday afternoon—May thru October.

WFBR got behind the program; Eckels got behind the program; the public got behind the program and

Eckels ice cream. Result—one hour on WFBR all the year round.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying today . . . W . . . F . . . B . . . R . . .

*Agency: Katherine Mahool Advertising

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.



BMB Plan Gaining Favor

Trammell Elected Director Of RCA

General Charles G. Dawes has resigned from the board of directors of Radio Corporation of America and Niles Trammell, president of the National Broadcasting Company, has been elected to fill the vacancy. David Barnoff, president of RCA, announced Friday.

Frank M. Folsom, vice-president of RCA in charge of the RCA Victor Division, was elected a director of the National Broadcasting Company replacing General Dawes on that board.

General Dawes, former Vice-President of the United States and Ambassador to the Court of St. James's had been a director of RCA since January 28, 1938.

Mr. Trammell began his business

(Continued on Page 5)

Farmer Conference To Be Staged By Radio

Chicago—For what is said to be the first time in radio history virtually entire four-day "conference" will be put on the air when the 44th farm band home week of the University of Illinois, which was cancelled because of travel restrictions.

Programming will be broadcast by

(Continued on Page 8)

War Department Ruling On Use Of Tele Films

A directive from the radio branch of the War Department sent to all television broadcasters was received in New York Friday from Colonel E. M. Kirby, chief of the radio branch, War Department. The order covers

(Continued on Page 7)

Consequences

The greatest single contribution to be made by one organization to the March of Dimes Committee was presented by Ralph Edwards in behalf of his program, "Truth Or Consequences," on NBC, Saturday, Feb. 3, 8:30-9 p.m., EWT, in the amount of \$135,858.75. This sum total was sent in by 253,862 listeners. The runner-up agency is the film industry, in the amount of \$60,000.

No NAB Convention For 1945, Says Ryan

Washington Bureau, RADIO DAILY

Washington—In line with the Government drive against conventions and trade gatherings not essential to the prosecution of the war, NAB announced Friday that it has cancelled its 1945 convention. This is usually held in the spring. In addition, NAB has moved to restrict its current series of district meetings to attend-

(Continued on Page 6)

Press Party Staged For WIP Personality

Philadelphia — Alexander Griffin, WIP-Mutual commentator, was feted, Thursday evening, February 1, at the Warwick Hotel by Benedict Gimbel, Jr., president of WIP, in honor of contributions Griffin had made to the broadcasting industry in general

(Continued on Page 4)

Hugh Feltis Reports 200 Broadcasters Already Subscribed Following Six NAB District Meetings

Tube 'Task Committee' Established By WPB

Radio receiving set tubes "task committee" has been created to advise on increasing production of receiving tubes, the WPB has announced. Requirements for 1945 are about 25 per cent higher than the 12,000,000-a-month required in 1944.

Members of the new committee are

(Continued on Page 8)

With 200 broadcasters of record as subscribers to NAB's Broadcast Measurement Bureau plan, Hugh Feltis, president of BMB, Friday expressed satisfaction in the industry's acceptance of the plan following the completion of the sixth of a series of NAB meetings at Salt Lake City. Feltis disclosed that

(Continued on Page 6)

Young Will Represent Four Canadian Stations

Acquisition of four Canadian stations for representation was announced Friday by Adam J. Young, Jr., New York station rep. On February 18, he takes over CKAC, Montreal, and CHRC, Quebec and on March 1 will represent CKY, Winnipeg and CKX, Brandon.

Appeal On Allocations To Draw Many Firms

Washington Bureau, RADIO DAILY

Washington—Through Friday of last week, 33 companies had signified their intention of appearing before the FCC on Feb. 28 to discuss the Commission's proposed allocation of frequencies for the post-war. It begins to appear as if the appearances getting under way on that date will comprise in miniature a repetition

(Continued on Page 5)

Kraft, Dodge Rejoin NBC As Tele Dept. Executives

Reynold R. Kraft and John H. Dodge have been appointed respectively sales manager and assistant sales manager for the NBC television department, it has been announced

(Continued on Page 5)

McDonald Takes Stand On FM Allocations

Chicago—Five hundred thousand radio sets, will be made useless for receiving FM if the new allocation of radio frequencies suggested by the FCC becomes effective, declared

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Webs Reach New Financial High

By CHARLES MANN

A NEW record was reached in net work time gross sales with the announcement of \$126,330,491 for 1944, representing Mutual, CBS, NBC and the Blue Network's financial statistics filed with the FCC last week. The following figures reveal that total major net time sales have more than doubled since 1939, when sales reached the amount of \$62,000,000. The 1943 total was \$104,243,322, or 21.2

per cent less than the figure for 1944. In April, the FCC will announce the final results.

Deferment: The Federal Communications Commission has postponed the date for filing briefs and arguments or making oral appearances re objections to the FCC newly proposed frequency allocations. The closing date is Feb. 21, instead of Feb. 9. af-

(Continued on Page 7)

WLAW—vital to the successful introduction of new product to Northern New England. Advt.

WLAW will help sell your product in 152 Northern New England cities and towns. Advt.

Ingenuity

Striking example of typical Yankee ingenuity in the field of radio is the story of Lt. W. D. Gibson and Lt. Frank Burgess, both prisoners of the Japs at Luzon. Out of scrap material, such as batteries made out of a tooth paste tube filled with acids, they constructed a one-tube radio. News learned during the broadcasts was printed on Jap stationery and circulated.

Snowbound

Buffalo—With a snowfall here deep enough to cover fire hydrants, the city is using the co-operation of WKBW, WGR, WBNY and WBBN in broadcasting emergency instructions to the people. WBBN inadvertently aired a waste paper drive appeal, saying, "Put your bundles on the curb for collection." Whereupon many a call resulted, asking, "What Curb!"



Vol. 30, No. 25 Mon., Feb. 5, 1945 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

(February 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	161 1/4	159 1/2	160 3/4	+ 1 1/4
CBS B	36 1/2	36 1/2	36 1/2	...
Crosley Corp.	37 1/2	36 3/4	37 1/8	- 1/4
Farnsworth T. & R.	16 1/4	15 1/2	16	+ 1/2
Gen. Electric	38 3/4	38 1/4	38 5/8	+ 1/4
Philco	36 3/8	35 1/4	36 1/8	+ 7/8
RCA Common	12 5/8	11 7/8	12 5/8	+ 5/8
RCA First Pfd.	79 1/8	79 1/8	79 1/8	- 1/4
Stewart-Warner	18 1/4	17 1/4	18 1/8	+ 3/4
Westinghouse	122 3/4	121	122 1/2	+
Zenith Radio	41 1/4	40 1/8	41 1/4	+ 3/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 5/8	6	6 1/4	+ 1/4
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OVER THE COUNTER

	Bid	Asker
WCAO (Baltimore)	23 1/2	...
WJR (Detroit)	38 1/2	...

Grauer On Treas. Salute

Ben Grauer, NBC announcer, is acting as narrator on the new series of 15-minute transcriptions, "Treasury Salute," which dramatize stories of heroism in the Armed Forces.

20 YEARS AGO TODAY

(February 5, 1925)
A court decision significant to radio was handed down by the U. S. District Court of Brooklyn, New York, January 30, in which "Radio Broadcast," as defendant in a libel suit, was exonerated. Jury decided that magazine's criticism of a manufacturer's regenerative circuit had been made honestly.

W M BLUE NETWORK
Plattsburg, N. Y.

F F

CONSISTENTLY SELLING THE NORTHCOUNTRY'S RICHEST MARKET SPOT SALES, INC., Nat. Rep.

Coming and Going

EARL MINDERMAN, information director of the FCC who is now on tour, visited at WJR, Detroit, late last week. After a short stop in Cleveland he plans to head east for Washington via New York.

MARGARET KENNEDY, head of inter-American publicity for CBS, has arrived in Miami by plane from Havana. She's on her way back to New York.

RICHARD W. DAVIS, general manager of WNBC, Hartford, paid a call Friday at the local offices of the station's national representatives.

ARTHUR HENLEY, scripter on the Sammy Kaye-Paul Winchell program, left town yesterday en route to Miami.

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, CBS-owned station in Boston, is back at the home office following a few days in New York.

TOMMY DORSEY and the members of his band are in Providence, R. I., for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network.

HARRY SOSNIK and **HERB MOSS** leave today for Chicago to handle Hildegarde's "Raleigh Room" program tomorrow night. Jane Wyman, film star, will be guest on the show.

JACK WILSON, writer of comedy shows for WLW, leaves Cincinnati today for New York, where he will join the script division of the National Broadcasting Company.

McDonald Takes Stand On FM Allocations

(Continued from Page 1)
Commander E. F. McDonald, Jr., president of Zenith Radio Corporation, in discussing the FCC's recent suggestion that FM broadcasting might be shifted from its present band of 42-50 megacycles to a new band of 84-102 megacycles.

"These new sets cost their owners more than fifty million dollars," said McDonald. "If this change goes through, they will become utterly worthless to their owners so far as their FM function is concerned, since it will be impractical for servicemen to rebuild them in the field to fit the new frequencies."

"FCC has not made a drastic or arbitrary ruling on this matter," he pointed out. "They have allotted time until February 28 for engineers, economists, and the public to be heard in Washington before making the final allocations."

Criticizes Change

McDonald said he could not understand why this change had been proposed.

"When the present frequencies for FM were allocated by the FCC in 1940," he said, "we believed that they were permanent, and the public bought FM receivers in good faith. Now they are in danger of losing their investment. We don't want to see that happen, even though almost all of them, having experienced FM, would be customers for new radios."

McDonald then proposed a moderate change in frequencies that should,

CBS Correspondent Back From Europe

Ned Calmer, CBS correspondent back from six months in Europe, speaking at a CBS press luncheon Friday at the Barberrry room of the Hotel Berkshire, New York, declared fundamental new vitality can be felt in many parts of Europe, especially France and Belgium.

Paul White, director of news and special events introduced Calmus. Among those attending the luncheon were Bill Morrow, chief of the CBS London bureau and Doug Coulter, vice-president in charge of programs.

he declared, make everybody happy.

"Why not," he asked, "start FM at 46 megacycles, and extend the band upward to 70? This will overlap the present band enough to make room for all existing FM stations, plus a considerable number to be built after the war, and will prevent complete obsolescence of FM receivers now in the hands of the public. It will also give FM the additional space it needs. There will be room in the FM frequency band for thousands of stations, as compared with only 924 AM broadcast stations now in service."

"If FM is not stymied, and present receivers are not obsoleted, the immediate post-war expansion of FM will give much greater public service than radio now renders," McDonald continued. "I am confident that the FCC will give full consideration to the public's interest after hearing from manufacturers, engineers, economists, and the public before their hearing on February 28."



Just your size

In spite of what Napoleon said... an army still marches on shoes. And it's a big help when they fit.

And in selling it's a big help when a radio station just fits.

In Baltimore there's an independent station that delivers an audience that just fits... and that audience is just your size.

The station is W-I-T-H, the successful independent... and it delivers the greatest number of listeners for every dollar spent.

There are cold facts to prove that W-I-T-H belongs at the top of every budget in this 6th largest market.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

"NEWS ON THE HOUR EVERY HOUR"

That's why...
ALL PHILADELPHIA
has formed the habit of dialing 1400 regularly.
THAT'S WHY SPONSORS BUY TIME ON **WDAS**

*Now! At All Times**
~~Between 8 A.M. and 6 P.M.~~

WAAT delivers

more listeners per dollar

in America's 4TH Largest Market

than any other station—

including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.



WAAT
970 KC
NEWARK,
N. J.

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

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

Press Party Staged For WIP Personality

(Continued from Page 1)

during the past 12-month period. In addition to the event, marking the natal day of the former managing editor of the "Philadelphia Record," it also occasioned the completion of his freshman year in radio, as well as the securing of a namesake as a new sponsor, Griffin shoe polish. Representatives of all the Philadelphia dailies, the trade press and network officials all were profuse in their praise of the progress made by Alex in his first year at Mutual.

Among those attending were: Walter Lister, managing editor; Fred Shapiro, city editor; Jerry Doyle, cartoonist; Charles Fisher, columnist; Jeff Keen, columnist; Bill Driscoll, sports editor; Charles Lee, literary editor; Joe McGoldrick, radio editor; Maurie Mustin, radio editor, of the "Philadelphia Record"; Richard Thornburg, assistant managing editor; Richard O'Keefe, city editor; Frank Rosen, radio editor; Charles Burry, radio editor, of the Philadelphia "Inquirer"; Dwight Perrin, managing editor of the evening "Bulletin"; Jerry Gagham, columnist of the Philadelphia "Daily News"; David Wittels, feature writer; J. Frank Beaman, assistant to the president of the "Saturday Evening Post"; Si Shultz, "Variety"; Charles Duke, Editor and Publisher; William Soskin, of Howell, Soskin Publishers; Tom Labrum, Bill McElwee, of Labrum and Hanson Agency; Carry Thomas, state editor of the Associated Press; Bernard Nilles, state editor of the United Press; Bill Wert, state editor, International News Service; Maurie Ordenker, correspondent of Broadcasting; Carl Biemiller of National Association of Manufacturers; Benedict Gimbel, Jr., president of WIP; Edward A. Davies, vice-president; Sam Serota, assistant program director; Edward Wallis, program director; Ralph Minton, promotion director; Edwin Halbert, production manager; Jim Tisdale, tech super; John Kelly, director of special events, of WIP.

Wac Rally On Mutual

A Wac rally at the Times Square statue of Liberty will precede the MBS "Music for Half an Hour" next Saturday from 4:30-5 p.m.



Memos Of An Innocent Bystander . . . !

● ● ● We hear that an offer by the William Morris Agency to purchase station WBYN has been rejected but that another prospective buyer has bid \$300,000 for it. . . ● Are the (Ed & Pegeen) Fitzgeralds MBSweethearts, about to take their listenable daily patter and chatter to another network within the next fortnight? . . . ● Anent the smello-dramatic expose of the Brooklyn College basketball scandal, sportcaster Art Green says and we quote:—It's high time colleges throughout the country stopped building million dollar stadiums and start building million dollar characters . . . unquote:— . . . ● A low bow to the troupe including Johnny Taylor, Four Notes, Gypsy Markoff, Joy Hodges, Beatrice Berwald, Ginger Dulo, George Jason, Jimmy Dunedin and Ruth Williams, who journeyed to the Brooklyn Navy Yard Hospital last week and put on a fine performance emceed by Marvin Kirsch for the wounded sailors. . . . Radiolites, get on the ball . . . find the beam . . . join these vitally-necessary and much-appreciated show-units, now being formed in all parts of the country. . . ● Gloria Swanson appeared as guest on Mary Margaret McBride's NBChatter 18 hours after her marriage. . . ● The youngest entertainer to make GI's clap calloused mitts is the four-year-old son of Josh White, Cafe Society Downtown artist . . . junior, whose vocalisthenics, recently over WOV, brought in about a thousand letters, will do his stuff next week at Camp Shanks.

★ ★ ★

● ● ● Beginning in April, NBChimes signals will be sounded via an automatic device . . . current method has announcers push a button. . . ● Ten-year-old Bobby Riggio, the crippled lad who appeared on the "Truth Or NBConsequences" show, has already been given his \$1,000 War Bond . . . yet the dimes are still flooding in from all parts of the country with over 125,000 dollars the total to date for the 'March Of Dimes' national fund . . . Bobby's rendition that nite of 'Over The Rainbow' really led to the discovery of the proverbial pot of gold at the end of that rainbow. . . A RADIOKAY to emcee Ralph Edwards' and his entire staff for a noble job of inspirational promotion for this humane cause. . . ● In "Casey, Press Photographer," CBSustainer, the news-hawks gather at a mythical grill, 'The Blue Note Bar' . . . when a Canadian fan recently sent 'Casey' (Staats Cotsworth) five dollars with which to buy the boys a round of drinks at the bar, he turned the money over to the 'March of Dimes' fund. . . ● With four weekly programs via the Blue Network, baritone Johnny Thompson is getting the build-up he rates. . . ● Following a two-week concert tour, Joan Brooks will resume her five-nights-per-week CBSongfests March 17. . . ● Donald Woods, co-star with Nan Grey on the NBC show, "Those We Love," may get the lead in the forthcoming stage play, 'Calico Wedding.' . . ● Tim Marks, flack at the Earle Ferris office became a pappy last week . . . Robert Temple Marks is the name.

★ ★ ★

● ● ● The B'nai B'rith Metropolitan Council of Greater New York has equipped a complete theater workshop to train performers to entertain at overseas hospitals and camps . . . Port Special Service Officer Lt. Col. Harold G. Hoffman, former Governor of N. J. will supervise the project. . . ● The Baroness de Polenzska, who is 'Helena the WINStory-teller,' made a guest appearance last month over WAAT and told of her escape from the Nazis . . . in the audience was a lady from Clifton, N. J. whose nephew is a prisoner at the Baroness' estate Schloss Hohnstein, now named Oflag 4A by the Nazis. . . ● Jack Pepper's appearance on the CBSaturday "Report to the Nation" was his first radio stint since returning from an entertainment tour of Alaska and the Aleutians. . . ● sotto voce to Danton Walker:—The Paula Stone who wrote the lyrics for Shostakovich's "The Song of the Liberation," is NOT the radio commentator. . . ● The Alan Youngs expect a visit from Sir Stork next month.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

WLS executives—Glenn Snyder, vice-president and general manager; George Cook, treasurer, and Chick Freeman, sales manager were in Washington, D. C., and New York City last week on station business.

A recent 10-day listener reaction poll taken on the "400 Hour," local WMAQ program, brought 34,000 letters representing three different states and Canada. The mail was in response to an effort of the program's sponsor, the Chicago and North Western Railroad, to determine audience reaction to the "400 Hour's" present format. Listeners were asked to write their opinions. Sampling 8,496 letters or about 20 per cent of the mail flood, the sponsor was pleasantly surprised to learn that 8,492 listeners were content with the program's format.

Many listeners took the trouble to volunteer additional information on various program features which made possible a further mail breakdown. This revealed that 99 per cent liked the program's emcee, Patsy Gallicchio, while .8 per cent didn't; 95.6 per cent liked lighter music while 4.4 per cent thought the music was too light; 90.8 per cent liked hymns presented on the program, 9.2 per cent didn't; 95 per cent liked the masterpieces on the Saturday programs while 5 per cent didn't and 95.7 per cent liked the historical sketches by Gallicchio while the remaining 4.3 per cent didn't. The program, soon to celebrate its ninth anniversary, is heard Mondays through Saturdays from 7:00 to 8:00 a.m., CWT.

Dave Rodgers, formerly with WFBM and WIRE at Indianapolis and KTHS, Hot Springs, Ark., has joined the NBC central division announcing staff. He replaces Raymond Alson, who joined the staff of WOS, NBC Omaha affiliate.

New Ziv Packages

Appointment of the Frederic W. Ziv Company by the Ralph H. Jones Advertising Agency to package and produce the daytime serials "Mary Foster, Editor's Daughter" and "Hearst in Harmony," for their client, the Kroger Grocery and Baking Co. has been announced.



"... but WFDF, Flint, didn't say we don't need Civilian Defense!"

Chicago's

BEST NEWS
SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

Trammell Elected Director Of RCA

(Continued from Page 1)

career with RCA. He joined the organization in 1923 as commercial representative of the Traffic Department, San Francisco. Thereafter, he served successively as district manager, Pacific Northwest Marine Division, and assistant sales manager of the RCA Pacific Division.

Mr. Trammell joined the NBC sales staff in March, 1928, and two months later was named manager of the network's Central Division at Chicago. His election to a Vice-Presidency was announced in 1929, a post he held until 1939 when he was transferred to New York and elected Executive Vice-President. In July, 1940, he was elected to his present position as President of the National Broadcasting Company, a service of RCA.

'Agatha Christie' To MBS; Series Will Start Feb. 22

Carl Eastman-Harold Huber's 'Agatha Christie' package will be a Mutual network series instead a Blue Network serial, it has been announced by the above-mentioned producers and owners of the show. During the past several weeks, the package producers held many conferences with the Blue's commercial program department, spokesmen for which wanted the program produced as a five-times-a-week serial over the web, a premise the producers, Eastman and Huber, could not get themselves to agree to.

The program bows in over Mutual February 22, as a half-hour weekly series, sponsor for which has not been assigned yet, although the producers are holding conferences with prospects.

Thus Agatha Christie will bring her famed fictional Belgian detective, Hercule Poirot, to radio for the first time. Auditions are now being held for leading roles in the series.

"Agatha Christie's Poirot," will replace "Sammy Kaye's Tangee Varieties," formerly heard during this time period.

Perkins Continues NYU Course

For the fifth successive term, Albert Perkins, radio and film director for Look Magazine, will conduct a course in radio writing at New York University in Washington Square, with classes beginning Monday, February 5, at 6:00 p.m. The course of evening lectures covers a 15-week period. This year due to increased enrollment, classes will meet in two sections—one on Monday and the other on Thursdays.

WANTED

Sound Effects Technicians, Television Maintenance Engineers, Transmitter Engineers—Experienced. Essential. Major N. Y. City Network. Write details. Box 119. RADIO DAILY
1501 Broadway New York 18, N. Y.

★ AGENCY NEWSCAST ★

HOFFMAN RADIO CORP., has placed its radio trade magazine advertising with the Ralph L. Power agency. Dana Jones Company will act as agency for Hoffman billboards and broadcast advertising.

DONALD DESKEY, industrial designer, will speak on the topic, "Packaging—the Stepchild of Advertising," at the next luncheon meeting of the Packaging Problems Group of the American Marketing Association on Tuesday, February 6, 12:30 p.m., at the Hotel Sheraton as announced by Harry Chapperton, chairman. A discussion period will follow the address. The meeting will be open to non-members.

ALLEY & RICHARDS COMPANY now is placing the advertising of clients formerly served by Glaser Advertising, Inc., according to an announcement issued by Lt. Col. and Mrs. Louis Glaser.

DAVID T. LEVINE, account executive for Amos Parrish & Co., Inc., has been appointed manager of the national advertising agency division.

ARNO H. JOHNSON, director of media and research for J. Walter Thompson Company will deliver an address tomorrow at the luncheon meeting of the Sales Executives Club which will be held in the Hotel Roosevelt.

WILLIAM BOLTON, JR., has joined the Philadelphia office of N. W. Ayer & Son, Inc., as account executive. He had been associated for 15 years with McCann-Erickson Company.

BOARD OF GOVERNORS of the Co-operative Analysis of Broadcasting has named five more concerns which have become members of the CAB. The new members are Chatham Manufacturing Co.; National Distillers Products Corporation; Readers Digest Association, Inc.; Henry Souvaine, Inc., and Spot Sales, Inc.

LANG FASHION TOURS, New York, have appointed Hicks Advertising Agency to attend to their fashion-show advertising.

BENTON & BOWLES, INC., has been engaged by General Electric Company to handle the advertising of that organization's division devoted to the production of plastics. Robert L. Gibson, advertising and sales promotion manager of GE's chemical department, states that plans will be revealed in the near future.

J. D. TARCHER & CO., celebrated its 20th anniversary this week with a soiree attended by the staff and guests.

LEAR, INC., through Arthur Kudner, Inc., has instituted a new aircraft radio advertising campaign.

Swing Co-op Program Sold To WJZ Sponsors

Blue Network news analyst Raymond Gram Swing, whose commentaries are heard over WJZ and the Blue Network Mondays through Fridays at 7:15 to 7:30 p.m. has been sold on WJZ on a co-operative basis, according to an announcement by Robert I. Garver, WJZ sales manager. Sponsors in the co-operative set-up are Todd Shipyards, Monday, Wednesday and Friday, for 52 weeks, starting January 29, and B. Fisher & Co., makers of Astor coffee, for 52 weeks, taking the other two days per week. Agencies were Wendell P. Colton Co. and Tracy, Kent & Co., respectively.

Kraft, Dodge Rejoin NBC As Tele Dept. Executives

(Continued from Page 1)

by John F. Royal NBC vice-president in charge of television.

Kraft returns to the network after an absence of nine months with Roy S. Durstine, Inc., while Dodge re-joins NBC after an absence of two years, during which he served as a Lieutenant in Naval Intelligence. For five years he was associated with NBC, Washington, as sales manager.



"WORCESTER and the WORLD" is making HISTORY

United Nations dignitaries are bringing new and better understanding of their 26 countries to the Worcester audience. OWI reuses these broadcasts the world over. The press hails this entire WTAG created venture, plus its Clark U. Forums and exchange short wave broadcasts.

WTAG
WORCESTER

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

Appeal On Allocations To Draw Many Firms

(Continued from Page 1)

of last fall's hearings prior to the issuance of the proposals.

Among the radio firms already scheduled to appear on FM or tele are RCA, NBC, Yankee Network, Du Mont Laboratories, Television Broadcasters Association, the Milwaukee Journal Company, FM Broadcasters, Inc., CBS, Interstate Broadcasting Co., U. S. Office of Education, Aireon Mfg. Co., Cowles Broadcasting Co., and the Radio Technical Planning Board.

GI Valentines To Be Sung By Two CBS Vocalists

Free Voice Recording Valentines are the order of the day for service men and women now visiting 99 Park Avenue, City Defense Recreation Committee. But today at 2 p.m., standing by to aid them in the making of their Valentine Day recordings will be two CBS singing stars—Joan Edwards, of the Hit Parade, and Danny O'Neil, now heard nightly at 11:15 over the entire network.

Any service man or woman whose mother, dad, wife, husband or sweetheart has a favorite song will not only hear the song of his loved one, but in addition will have that special song sung on a recording by either Miss Edwards or O'Neil.

sell
Durham*
county's
100,000
people
with

WDNC



COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.

Stations Seen Favoring BMB Plan As Feltis Reports 200 Subscribers

(Continued from Page 1)

stations continue to send their contracts into NAB in Washington or New York and in advance of their particular district meeting. In a recapitulation of the results of the sixth district meetings held so far the following percentage figures were announced by NAB:

Memphis meeting, District 6; 35 stations reported, 28 signed contracts. This is 80 per cent.

Dallas meeting, District 13; 44 stations reported. New subscriptions have been arriving, bringing the total up to 41 stations now signed. This is 93 per cent—the highest district yet contracted.

Los Angeles meeting, District 16; 22 stations reported, 15 signed contracts. This is 68 per cent.

San Francisco meeting, District 15; 25 stations attended, nine stations signed contracts and one station KSAN, Mr. S. H. Patterson, president, sent their contract in to New York. This is 40 per cent.

Salt Lake City, District 14; 24 stations attended; 17 stations signed contracts. This is 70 per cent.

District Director Hugh Terry, KLZ, had already wired in his commitment prior to the Salt Lake City meeting. Frank Bishop of KFEL, Denver, Ivor Sharp, KSL, Salt Lake City and Bill Grove manager of KFBC, Cheyenne. All handed in their contracts before the meeting started. The presentation was very well received; 24 stations attended and 17 signed contracts. This is 70 per cent, the stations are as follows: Colorado: KFEL, Denver; KLZ, Denver; KMYR, Denver; KIUP, Durango; KIDO, Boise, Idaho Falls; KRLC, Lewiston, KFXD, Nampa, KWAL, Wallace. Montana: KFBB, Great Falls; KGVO, Missoula. Utah: KSUB, Cedar City; KVNU, Logan, KSL, Salt Lake City. Wyoming: KFBC, Cheyenne; KPOW, Powell; KWYO, Sheridan.

Agency Participation

At both the Portland and Salt Lake City meetings, Mr. Feltis was assisted in his presentation by Miss Frankie Coykendall, vice-president of Botsford, Constantine & Gardner, Portland. In Salt Lake, the day following the stations meetings, a group of Salt Lake City agencies attended a luncheon to hear the details of the plan and progress report on its development to date. Feltis declared these agency luncheons are very informative and many excellent suggestions are being made which will help to develop the BMB toward the type of service which will be most useful to local and national agencies. The following executives attended the Salt Lake City luncheon: Marion Nelson, president of Gillham Advertising Agency; Jay Tipton, Lon Richardson and Vic-

tor Bell, account executives. Lou Larsen and Paul Clews, account executives of Adcraftsmen Advertising; Richard T. Harris, president and Tom Axelson, account executive of R. T. Harris Advertising; Joseph Francom, president and Ned Hogan, account executive of the Francom Advertising Agency; W. E. Featherstone, president of the Featherstone Agency;

Radio Daily Poll Used

Copies of the RADIO DAILY poll on the BMB plan published on January 25th are being distributed at the district meetings by President Feltis. Significantly the poll's forecast of broadcaster acceptance of the BMB plan has tallied pretty closely with the results attained at the district meetings to date.

Jave Evans and Kenneth Bennion, account executives of the Evans Advertising Agency; Harold Pickering, president of the Pickering Advertising Agency; Irvin Fisher and Paul Stewart, account executives of the Fisher-Stewart Agency.

Kansas City Next

The Kansas City February 7th and 8th meetings of the 10th district means another homecoming for Mr. Feltis, who has just recently left the middle west where he was manager of station KFAB, Omaha, Lincoln, Nebraska. He addressed the Kansas City Advertising Club on the BMB plan December 4, 1944, so that it is expected stations and agencies will be well acquainted with the project. He will be assisted in the meetings and in the agency luncheon the following day by Harlow Roberts, vice-president of Goodkind, Joyce & Morgan, agency in Chicago. Mr. Roberts is also president of the Chicago Radio Management Club and has arranged an open meeting with Radio Station Representatives and the press in Chicago on February 14th.

Addresses Seattle Advertisers

On last Tuesday, president Hugh Feltis of BMB, flew to Seattle to make a presentation at the request of agency executives and officials. The occasion was honored by the presence of all the past presidents of the advertising club, including Mr. Feltis who was president in 1941. All the members of the Washington District for the 4A agencies attended as well as advertising executives of general and retail accounts in the Seattle market. Mr. Feltis outlined the history and development of the BMB to date and named the stations in the Washington area who had subscribed the previous day to the plan.

Others on BMB List

Other stations that have already subscribed to BMB by wire, letter or phone call, are:

Alabama: WBRC, Birmingham.
Connecticut: WTIC, Hartford.
District of Columbia: WMAL, Washington.
Georgia: WMAZ, Macon.

Illinois: WDAN, Danville; WHBF, Rock Island; WIZ, Tuscola.

Indiana: WGBF, Evansville; WIBC, Indianapolis; WLBC, Muncie; WSBT, South Bend.

Iowa: WOC, Davenport; KTRI, Sioux City. Kansas: KANS, Wichita.

Kentucky: WCMI, Ashland; WAVE, Louisville; WLAP, Lexington.

Massachusetts: WTAG, Worcester.

Michigan: WKZO, Kalamazoo.

Minnesota: KATE, Albert Lea.

Missouri: KSD, St. Louis.

Nebraska: KFAB, Lincoln; KFOR, Lincoln; WJAG, Norfolk; KODY, North Platte; KOIL, Omaha, and WOW, Omaha.

New York: WIBX, Utica.

North Carolina: WWNC, Asheville; WPTF, Raleigh; SJS, Winston Salem.

Ohio: WICA, Ashtabula; WMRN, Marion; WCB, Springfield.

Oklahoma: KTOK, Oklahoma City, and KVOO, Tulsa.

Pennsylvania: WFBG, Altoona; WEBQ, Harrisburg; WJAC, Johnston; WCAU, Philadelphia, and WFIL, Philadelphia.

South Carolina: WIS, Columbia.

Virginia: WTAR, Norfolk; WRNL, Richmond, and WDBJ, Roanoke.

Wisconsin: WCLO, Janesville.

Portland meeting, District No. 17.

District director, Harry Spence, KXRO, Aberdeen and Chuck Meyers, KOIN, both had wired their commitments for BMB contracts to J. Harold Ryan, president of NAB several days ago. For the first time in any district meeting a prominent broadcaster said it with cash as well as a contract. Saul Haas, vice-president, KIRO, Seattle, not only presented his contract during the meeting but also handed in his check for one full year dues in advance.

Thirty-nine stations attended the meeting and 33 signed contracts. They are as follows:

Oregon: KWIL, Albany; KBKR, Baker; KBND, Bend; KODL, The Dalles; KORE, Eugene; KUIN, Grants Pass; KLBN, La Grande; KOOS, Coos Bay; KMED, Medford; KWRC, Pendleton; KALE, Portland; KEX, Portland; KGW, Portland; KOIN, Portland; KRNR, Roseburg, and KSLM, Salem.

Washington: KXRO, Aberdeen; KELA, Centralia-Chehalis; KTYW, Yakima; KRKO, Everett; KWLW, Longview; KGY, Olympia; KEVR, Seattle; KIRO, Seattle; KOMO, Seattle; KJR, Seattle; KMO, Tacoma; KTBI, Tacoma; KVI, Tacoma; KVAN, Vancouver; KJWA, Walla Walla; KRSC, Seattle, and KIT, Yakima.

RCA Associates In N. Y. Get Baumgardner News

Former superintendent of the Manila bureau of RCA Lt. Earl G. Baumgardner, USNR, was among the prisoners held by the Japs on Luzon, and just released by General MacArthur's commando forces. Baumgardner, a native of Yonkers, joined RCA in 1924, in New York City. In 1932 he was transferred to Manila where he served as superintendent until 1942, when the Navy called him to active duty. A spokesman for RCA said yesterday that he was responsible for many of the messages that came through from Cebu, during the Battle of Bataan. At the time that Lt. Baumgardner was reported missing by the War Department, his brother Carl, also an RCA man in New York, left the firm and joined the Navy.

No NAB Convention For 1945, Says Ryan

(Continued from Page 1)

ance of under 50, as requested by the Government, with broadcasters asked to limit their representation to single individual.

President J. Harold Ryan declared that, "In compliance with the expressed wishes of the Government to limit the amount of travel and to avoid any conventions or meetings which would bring together from outside the city in which the meeting is scheduled more than 50 persons, the NAB has cancelled its annual convention, which would normally be held in the late spring. The NAB convention usually has an attendance of more than 1,000.

"In the matter of district meetings on which the NAB is currently engaged, only those will be held which conform in all respects to the Government's requirements. These, few in number and bringing only a handful of broadcasters from out of town will be scheduled only because it will be essential in helping all broadcast stations to consider and execute their 1945 plans for the furtherance of the war effort of the Government and its various departments to the end that the war may be fought to a speedy and victorious conclusion.

"With this objective in mind the 25th anniversary year of American radio broadcasting is dedicated to victory."

Christopher Morley Guest On "Listen—The Women"

When "Listen—The Women" makes its weekly appearance on WJZ Tuesday, February 6, at 10:00 p.m., program will have Christopher Morley, well-known author and lecturer, as guest emcee. This is the first time that any man has sat at the moderator's table. Beside Dean C. Mildred Thompson and Thyra Samter Winslow, regular members of the panel this week's airing will have Marietta E. Martin, assistant chairman of the Republican National Committee and Dorothy Kilgallen, columnist, as guests.

Scoop!
CAB CALLOWAY
(IN PERSON)
8:05 P.M.—8:30 P.M.
EVERY TUE.—THUR.—SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

PROMOTION

Recognition

James W. Morgan, promotion and director of WSPA, Spartanburg, S.C., has been accepted as a member of the Fine Arts League of the Carolinas. Morgan has exhibited his work in several cities in the Carolinas and one of his portraits hung in the Civic Art Gallery at Greenville. Extensive art work in connection with local and CBS programs carried by WSPA is handled by Morgan. WSPA, Spartanburg, has inaugurated a new public service program, broadcast every Saturday at 5 p.m. This is a half-hour offering titled "Your Church Bulletin Board," which features announcements of sermon topics in the various churches in that area. News of church activities throughout the coming week is given also and the program is interspersed with religious organ music.

War Department Ruling On Use Of Tele Films

(Continued from Page 1)

The use of Army combat film on television broadcasts and reads as follows: For your information a new policy has been formulated by the War Department regarding the use of Army combat film on television broadcasts. In order to avoid misrepresentations, when such films are used for dramatizations and do not represent the actual pictorial content of the story, the following disclaimer must be inserted somewhere in the telecast: "Combat scenes shown on this program were intended to be illustrative only and were not presented as actual scenes of the dramatization."

BBC Produces ET "The Chisholm Trail"

"The Chisholm Trail," hour-long, inscribed ballad-opera of America in the 1860's, produced in Eastbound Operations of the British Broadcasting Corporation, was played back Wednesday, Jan. 24, to an invited audience in the BBC studios here. Produced by Roy Lockwood, production manager of the BBC and written by Elizabeth Lomax, "The Chisholm Trail" featured Burl Ives, Woody Guthrie and the "Cook Creek Gals" of Kentucky in well-known cowboy numbers, as well as performers from the South and West. Music was arranged and directed by Bess Lomax. Story deals with the saga of the thousand-mile trail over which cattle from Texas were herded to Edge City, Kansas, to be shipped to eastern markets.

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

THE WEEK IN RADIO

Webs Reach New Financial High

(Continued from Page 1)

ected as the result of complaints registered by industry spokesmen that the latter date was not enough time for filing briefs; oral hearings will take place Feb. 28 instead of Feb. 14.

NABET-NLRB: At the close of the hearing on NABET's charge against NBC and the Blue Network based on alleged violation of the Wagner Act regarding platter-turners, Howard Myers, Trial Examiner of the NLRB in New York, said that his intermediate report will be filed with the NLRB in due course. There was no inference as to the outcome.

Majority: The percentages in favor of the Broadcast Measurement Bureau of the NAB are very high. Most recent visitations of Prexy Hugh Felts have been to Districts 17 in Portland, Oregon, where response is 80 per cent pro; and 14 in Salt Lake City, with 70 per cent overwhelmingly in favor.

Spotshots: Out of 347 commercial FM applications with the FCC, 29 are from New York State, and 10 of approximately 100 commercial tele applicants are also from here. Various radio agencies, including webs, are organizing the Radio Rehabilitation Committee to reinstate ex-servicemen who were former radio writers or directors. Pan American World Airways now tele-sponsors a program over WNBZ. U. S. is producing more Radar and radio

equipment than all the other countries in the world. FCC is going to investigate the price Crosley wants to pay Hearst for WINS, N. Y., \$1,700,000. The Boston court refused ILGWU-Furman, Feiner & Co., Inc.'s injunction against WCOP. The Ed Wynn program goes off the air Feb. 26. The Marconi Memorial plaque will be presented to the Television Broadcasters Association Feb. 17. Joseph A. McDonald, assistant general counsel of NBC, has resigned to become general attorney for the Blue Network, effective Feb. 15. Ross Federal Research Corp. is doing a program tele survey. Capt. Tom Knode is NBC press manager, Sid Eiges' assistant. I. A. Hirschmann, vice-president of Metropolitan Television, Inc., endorses FM proposed allocations. Miller McClintock has been elected a director of Encyclopaedia Britannica Films, Inc. CBS has organized a Television Audience Research Institute. Joan Davis' new sponsor will be the United Drug Company for the next four years, at \$4,000,000 for the package. New York City stations are all-out to help the Boy Scout drive, supported by the Radio Executives Club.

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

Baillie Discusses Free Press In 'Beyond Victory' Series

Hugh Baillie, president of the United Press, in the first of a series of radio discussions titled "Beyond Victory," aired over WHN, in New York, and 83 other stations throughout the country, said last week that 12 foreign governments had come out in favor of a freer flow of news among the nations of the world. The series is presented by the World Wide Broadcasting Foundation in collaboration with the Carnegie Endowment for International Peace.

Outlines Four-Point Plan

Baillie described the practical steps by which "freedom of the news" could be encouraged. "As I see it," he said, "freedom to compete in gathering news everywhere and freedom to compete in distributing that news to all who want it calls for four basic conditions. First, news sources, particularly official sources, must be competitively open to all services. Second, transmission facilities competitively available to all, at equal rates. Third, a minimum of official regulation of the flow of news itself. Fourth, all newspapers throughout the world to have access to all possible sources of news."

Stork News

Bud Watson of the United Press announces the arrival of Loren Lester Watson, III, born Thursday and weighing in at nine pounds.

New WQXR Program Set Is 'What's On Your Mind'

A new program designed to offer the opportunity for discussion of wartime problems will be heard over WQXR beginning February 13 as a presentation of the New York "Times." Titled "What's On Your Mind?", broadcasts are scheduled for Tuesdays at 3:30-4 p.m. One specific problem will be aired each week by a round-table of experts and representatives of women's organizations.

Iphigene Bettman and Alice Pentlarge of the WQXR staff will alternate in conducting the programs which will touch on such topics as "Will War Marriages Work?", "What Work Will Peacetime Offer Women?", and "Are We Fighting the War on the Home Front?"

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

EQUIPMENT

Magnavox Appointments

Announcement has been received of the appointment of Robert D. Betikof to the post of sales manager of the radio phonograph division of the Magnavox Company in Fort Wayne, Ind. He will be in charge of sales in Indiana and Michigan with his headquarters in Detroit. At the same time, it was announced that J. B. Sharpless has been appointed to the same post for the Milwaukee district. He was formerly head of the service department after civilian production was halted in 1942.

Erco Gets Second "E" Star

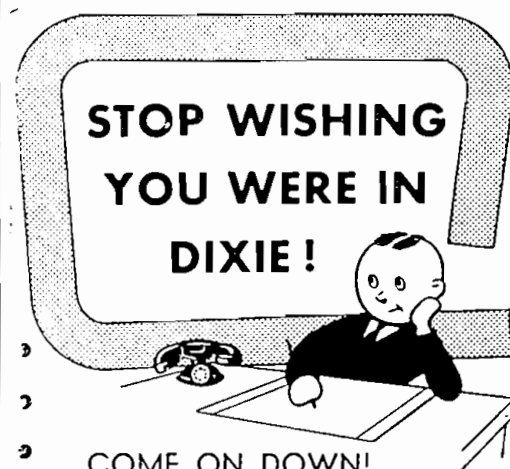
Erco Radio Laboratories, Inc., Hempstead, L. I., N. Y. manufacturers of custom built radio apparatus were honored on January 25, 1945 by the award of a second star to be added to their Army-Navy "E" pennant for meritorious work in producing equipment for the armed forces.

Belmont Names Dorfman

The appointment of Lewis E. Dorfman as sales representative for the New York City, New England and New Jersey territory has been announced by P. S. Billings, president of the Belmont Radio Corporation. Mr. Dorfman has been active in radio sales since 1921 and has offices at 1780 Broadway, New York.

RCA Coast Exec. An Author

W. V. Wolfe, manager of RCA Victor's Hollywood Film Recording Studios, has contributed an article for the 1944 edition of the Encyclopedia Britannica on the subject "Technical Progress in Sound Equipment."



COME ON DOWN!

Get started. Set up plans for branch offices or factories NOW in "The Magic Circle". Count on us for Southern Cooperation!

For further particulars write Edney Ridge, Director

WBIG

GREENSBORO, N. C.

Tube 'Task Committee' Established By WPB

(Continued from Page 1)

Peter G. Noll of the International Union of United Automobile Workers of America (AFL) and Elmer Chamberlain, Charles A. Rackliffe, Alfred Stern and Frances Saylor of the United Electrical, Radio and Machine Workers of America (CIO).

At the first meeting, Harold Sharpe, assistant director of the WPB's radio and Radar division, and Maj. William A. Gray, chief of the tube section, outlined future production requirements. They reported the Army and Navy are doing all they can to place orders promptly as an aid to facilitating increased production this year. The committee expressed the view that existing manufacturing facilities, if fully utilized, are sufficient to increase production to the extent required, in spite of the fact that the lower schedules for 1944 were not quite met.

The committee discussed difficulties which exist in the various tube plants and offered suggestions for further consideration by the committee and the WPB. One of the suggestions advanced by the committee was that the work week for each worker be kept to a minimum of 48 hours.

The committee declared the basic difficulty in tube production is turnover in the plants. In the opinion of the labor representatives, this difficulty cannot be overcome as long as wages remain low. The hiring rate is 50 cents an hour and the pay is about 73 cents, the committee stated.

Hope Leads List

Bob Hope leads the list of the "First Fifteen" of the January 30 Evening Network Hooperatings with Fibber McGee and Molly, second, and Bing Crosby, third. Others in order named are Walter Winchell, Mr. District Attorney, Radio Theater, Edgar Bergen and Charlie McCarthy, Jack Benny, Joan Davis, Screen Guild Players, Eddie Cantor, Abbott & Costello, Hildegard, Take It Or Leave It and Kay Kyser.

SEND BIRTHDAY GREETINGS TO...

February 5

Ed Abbott Thor Ericson
Eddie Stanley Rupe Werling
Steve Ellis

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues 'N' GO is THE Bay Area Buy!

COAST-TO-COAST

—MISSOURI—

ST. LOUIS—UP's radio news manager in Arizona, Bill Travis, is hoping to get back to radio soon. Bill formerly was with KMOX, St. Louis, as an announcer, a post he was forced to leave because of a bad case of sinusitis. . . Frank Fillmore's KWK's transmitter supervisor, is mourning the loss of two old friends—pair of high voltage rectifier tubes which gave 56,457 and 58,720 service hours respectively. . . J. Roy Stockton, sports commentator for KSD and writer for "Post-Dispatch," has returned to the U. S. after USO trip to France and Belgium.

—ILLINOIS—

CHICAGO—William D. Fisher of WGN continuity has been voted to honorary membership in the International Mark Twain Society, according to a notification from the executive committee. Mr. Fisher has written 26 published plays. . . After a period of silence which followed seven years of consecutive daily broadcasting over WJJD, Ruby Chevrolet has again signed with the outlet for 52 weeks of 12 o'clock news Monday through Saturday. Art Linick Enterprises is the agency. . . New WBBM production staffer is Thea Howard, moved from scheduling. Polly Brksa has taken over there.

—ALABAMA—

BIRMINGHAM—WAPI, "The Voice of Alabama," owned by the three state-owned colleges—Alabama Polytechnic, University of Alabama, Alabama College for Women, each of whom have studio facilities on the campus—has the state's only radio news editor heading the news department. WAPI reports more national spot advertisers than all other Alabama outlets combined and has for more than ten years consistently broadcast the state's official farm news program.

—INDIANA—

VINCENNES—William M. Winn, staff announcer at WJTN, Jamestown, N. Y., prior to donning khaki, is now doing part-time announcing over WAOV. Management of WAOV obtained permission from the commanding officer at George Field. . . WOWO sports editor, Hilliard Gates, has taken on additional duties as public service director of the outlet. . . Mr. and Mrs. George Hatch are now three. It's a girl. He's WOWO engineer. . . Consecration of Rt. Rev. Msgr. John G. Bennett as first bishop of the new Diocese of Lafayette, was aired by WOWO.

—KENTUCKY—

LOUISVILLE—Bob Shaw, veteran of Broadway shows and formerly in radio, has joined the announcing staff of WINN. . . Sutcliffe's sporting goods firm, now sponsoring Raymond Gram Swing for 65 broadcasts as well as Harry McTigue's sportcast and the six o'clock news with Frederic Bauer. Other new business includes 30 spots for Kellogg's Bran Flakes and 20 spots for Stox Soup Mix, both through Kenyon & Eckhardt. . . On behalf of the March of Dimes, outlet devoted spot announcements and 15 solid program hours to the 1945 campaign in an all-out effort to make this contributions set a record.

—IOWA—

DES MOINES—Inland Mills has signed for a new series tri-weekly, over KRNT. A woman billed as "Certainty Sue" will visit housewives and make cash awards to those having "Certainty" products on hand. During broadcasts, names of women receiving gifts will be mentioned. Son de Regger is the agency. . . Gene Emerald, singing emcee, has been added to the KRNT staff for a 90-minute p.m. song and patter show. . . Phil Hoffman, station manager, is aiming at more intimate radio programming which is a step to attract women listeners who he feels are tiring of daytime serials.

—MARYLAND—

BALTIMORE—The appointment of John A. Tappin as manager of WBAL's merchandising and research department has been announced by Harold C. Burke, general manager. Mr. Tappin has been with WLW in Cincinnati for the past two years as director of grocery trade relations.

—LOUISIANA—

NEW ORLEANS—National Jazz Foundation, with headquarters in New Orleans, aired their first coast-to-coast broadcast over WDSU-Blue last month. WDSU mike man Fred Hall, was chosen to handle the narration for the local portion of the hour and a half show. . . Another in the series of WWL war effort shows titled "On The Job" is being broadcast Saturdays 5:15-5:30. Deane S. Long produces, Virginia Freret writes script and the dramatic staff participates. . . WWL is glad listeners don't have smellovision. Offices in the Roosevelt are getting a new coat of paint.

Farmer Conference To Be Staged By Radio

(Continued from Page 1)

WILL, the university's non-commercial radio station at Champaign. The broadcasts will run from 8 a.m. to 4 p.m. from Feb. 6th through Feb. 10th. As many as 5,000 farmers have attended the sessions in the past. This year they will attend by radio. Many of the speakers as well as topics are of general as well as farmer interest.

Gov. Dwight H. Green will speak on "Illinois Provides for Her Veterans" at 1 p.m. Wednesday, Feb. 6. Dean H. P. Rusk of the University College of Agriculture will speak on "National Policies for Agriculture in the Post-War World" at 12 noon Wednesday, Feb. 7. Coleman R. Griffin, provost of the University and prominent psychologist, will discuss "adjustment of the veteran to home life" at 3 p.m. Thursday, Feb. 8.

Killed In Action

Omaha—First Lt. Edward A. Hatch, 23, a former WOW newsroom employee, was killed in action in Belgium January 13, according to word received by his wife here. WOW gave a special tribute to the Creighton University graduate with the newsroom ticker as background Monday on the 10 p.m., news broadcast that he once helped write.



DID IT MAKE A Sound?

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER President GEORGE H. ROEDER General Manager

FREE & PETERS, Inc., Natl. Rep.

ADVERTISING AGENCY WANTED

OUTRIGHT PURCHASE OF A RECOGNIZED LARGE OR MEDIUM SIZED N. Y. ADVERTISING AGENCY DESIRED BY INDIVIDUAL FINANCED BY SYNDICATE.

SHOULD ALSO HAVE RADIO BILLING.

PARTICULARS HELD IN IMPLICIT CONFIDENCE.

BOX 120 — RADIO DAILY, 1501 BROADWAY, NEW YORK 18, N. Y.



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 26

NEW YORK, N. Y., TUESDAY, FEBRUARY 6, 1945

TEN CENTS

Jett's FM Views Revealed

OWI Official Returns From Overseas Service

Back from one year overseas during which time he was a civilian OWI official with SHAEF in carrying psychological warfare to the Germans and aiding the people of the liberated countries, Al Hollender, former Chicago radio executive, is vacationing in New York. Hollender, who served as deputy chief of OWI shortwave radio before going overseas, was executive assistant to William Paley, CBS president now directing OWI in Europe.

Hollender returned with many impressions of the service rendered by
(Continued on Page 6)

New Department Execs. Added To Blue Web Staff

Addition of two new men to the Blue promotion department in New York, and one to the sales department in the network's Detroit office was announced yesterday. In the promotion department Millard Banks has already taken over his duties as assistant to the director of promotion and advertising, Fred Smith, and Ted
(Continued on Page 2)

Frequency Modulation Applications Reach 353

Total number of FM applications on file at the FCC reached 353 last week, Miles Loucks of the FMBI, announced in the organization's bulletin. Among those making applications recently are Frank R. Pidcock, Moultrie, Ga.; Burlington Broadcasting Company, Burlington, Ia.; Mc-
(Continued on Page 7)

Perfect Timing

At the same time that announcements of Manila's liberation were being flashed to the American public by most radio stations, a special message of greeting was being broadcast to the residents of the Philippine capital by the OWI, from New York's Mayor La Guardia. Recorded in advance, the program congratulated the inhabitants on their liberation, and commended their unceasing loyalty through three years of enemy occupation. The message was written and produced by Mike Javlon, and Nathan Rudich respectively, both of WNYC, New York.

Church Group Foster Listeners Air Guide

"The Best in Radio Listening," a folder listing the radio program preferences of the Congregational Christian, Methodist and Presbyterian churches, has been issued by the Division of Christian Education of the Board of Home Missions of the Congregational Christian churches. Programs are divided into seven
(Continued on Page 6)

Bragdon Takes Publicity Post With RCA Dept. of Info.

E. L. Bragdon—"Brag" to his many friends among the New York press—who recently resigned as trade news editor of NBC has joined the staff
(Continued on Page 2)

News On The Fall Of Manila Found Radio On The Alert

Over 25,000 words of news copy cleared the Leyte station of the Press Wireless, Inc. during the first 12 hours after the fall of Manila, according to a statement by J. W. Chaplin, director of communications for the firm. This, as compared with the 18,000 words that were filed during the first 24 hours of the Normandy

WLaw has analyzed the Northern New England market—it's teeming with responsive customers. *Adv.*

Testimony Of FCC Commissioner Before House Appropriations Committee Released In Washington

New Industrial Series Premiered In Chicago

Chicago—"America Unlimited," a new dramatic series picturing what Chicagoland, the heart of the nation's arsenal, can do to save fighting men's lives and speed the war's end, made its debut over WGN last night.

Number 1 priority plants in this community that have critical needs in manpower are co-operating with the Army, Navy, other wartime agencies, the Chicago "Tribune" and
(Continued on Page 7)

'Hello Sweetheart' Program Shifts From Blue To Mutual

Last broadcast of Gum Labs, Inc.'s "Hello, Sweetheart" on the Blue will be Sat., March 10, it has been announced by Hal R. Makelin, man-
(Continued on Page 2)

Sportscasters Will Attend REC Luncheon, Feb. 15

Topflight names from the radio sportscasters world will be seen and heard at the Radio Executives Club luncheon on Thursday, February 15.
(Continued on Page 2)

Washington Bureau, RADIO DAILY

Washington—Although it is still believed here that chances for the retaining of the FM service in its present band—extended upward—are good, the testimony of Commissioner E. K. Jett before the House Appropriations Committee recently was not at all encouraging. Jett told the Congressman that the delay occasioned by the change is unimportant because of the present manpower situation and that the obsolescence which might result is little greater than would result from extension of the present band.

He was appearing during the hearings on the FCC appropriation for the 1945 fiscal year. The committee, which last year slashed the Commission left and right, was quite mild in its treatment of the FCC this year, recommending a total budget of \$5,005,400—only \$201,600 under the budget bureau's recommendation and
(Continued on Page 6)

Sale Of WBYN, Bklyn., Rumored In N. Y. Circle

Sale of WBYN, Brooklyn, to a New York newspaper last Friday was rumored yesterday. Spokesmen for WBYN declined to confirm the report but indicated a deal was pending. Newspapers mentioned as possible buyers were the Brooklyn "Eagle" and the New York "World Telegram."

Social Note

WNEW will carry a portion of the Annual Butlers' Ball, Thurs., Feb. 8, 11-11:30 p.m., EWT, and Allen Prescott, conductor of the station's "Wifesaver" program, will be the master of ceremonies. The program will originate from the grand ballroom of the Riverside Plaza Hotel, Manhattan. The affair each year gets a big play in the press.

Lincoln Love

"Abe Lincoln's Story," a series of highlights on Lincoln's career recreated by Carl Haverlin, Mutual director of station relations in collaboration with H. Bedford Jones, will be broadcast on Mutual Monday, Feb. 12, 9:30 to 10 p.m., under the sponsorship of the Rudolph Wurlitzer Company, Chicago. Alan Fishburn will direct the historical program.



Vol. 30, No. 26 Tues., Feb. 6, 1945 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, February 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162	161 1/4	162	+ 7/8
Crosley Corp.	38	37	38	+ 1/2
Farnsworth T. & R.	16 1/4	15 3/4	15 3/4	- 1/4
Gen. Electric	39 3/8	39 3/4	39 1/4	+ 3/8
Philco	36 1/8	35 1/2	35 1/2	- 3/8
RCA Common	12 3/4	12 1/2	12 5/8
RCA First Pfd.	79 1/2	79 3/8	79 1/2
Stewart-Warner	18 3/8	17 7/8	18 3/8	+ 1/4
Westinghouse	122 3/4	122	122 1/4	- 1/4
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
OVER THE COUNTER				
		Bid	Asked	
WCAO (Baltimore)		25		
WJR (Detroit)		40	42	

Double Production

Production of war equipment by Zenith Radio Corporation in 1944 was almost double that of 1943, it was announced recently by Commander E. F. McDonald, Jr. president.

20 YEARS AGO TODAY

(February 6, 1925)

Walter J. Damrosch, Ambassador of Music from the United States, departed for Cuba the other day with his New York Symphony Orchestra at the special invitation of President Alfonso. Musical instruments worth \$100,000 were included in the entourage. Plans are afoot to bring Mr. Damrosch to the radio audience upon his return.

**Two Networks!
Three City Market!!**

• CBS • **WENT** • MUTUAL •

Gloversville • Johnstown • Amsterdam
SPOT SALES, INC., Nat. Rep.

'Hello Sweetheart' Program Shifts From Blue To Mutual

(Continued from Page 1)

ager of the radio department of McJunkin Adv. Co. in Chicago, agency handling the account. The program starts on the Mutual network Sun., March 18, 1:30-2 p.m., CWT.

While no announcement has been made regarding the change in title for the show which will retain ostensibly the same format and cast of participants, it is understood Jim O'Bryon, publicity chief of Mutual, is contemplating a stunt to have radio editors choose a new name for the show.

Sportscasters Will Attend REC Luncheon, Feb. 15

(Continued from Page 1)

at the Hotel Roosevelt, Warren Jennings, president of the REC, announced yesterday. Members of the Sportscasters Association who will participate are Ted Husing, Bill Stern, Don Dunphy, Stan Lomax, Red Barber, Sam Taub and Bill Slater. Tom Slater will act as master of ceremonies.

Four FM Applications Received At FCC Office

Washington Bureau, RADIO DAILY

Washington—FM applications for four cities were received Friday by the FCC, all from AM licensees. S. E. Adcock, licensee of WROL, Knoxville, Tenn.; the Indianapolis Broadcasting Corp., licensee of WIRE, Indianapolis, and McClatchey Bros., licensees of KMJ, Fresno, and KFKB, Sacramento, Calif., were the applicants, for FM stations in those four cities.

RCA Dividend

Following the meeting of the Board of Directors of the Radio Corporation of America held Friday in New York, Brig. Gen David Sarnoff, president, announced that a dividend of 87 1/2 cents per share has been declared on the outstanding shares of \$3.50 Cumulative First Preferred stock, for the period from January 1, 1945, to March 31, 1945. The dividend is payable April 2, 1945, to holders of record at the close of business March 5, 1945.

Bragdon Takes Publicity Post With RCA Dept. of Info.

(Continued from Page 1)

of the Department of Information of Radio Corporation of America. Before becoming associated with NBC, "Brag" was radio editor of the New York "Sun," a position he had held since 1923. As a graduate electrical engineer from Worcester (Mass.) Polytechnic Institute, Bragdon has wide knowledge of electronics and is regarded as an authority in the television field.

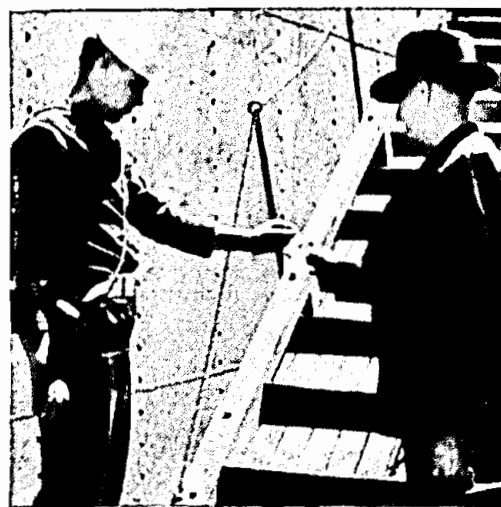
New Department Execs. Added To Blue Web Staff

(Continued from Page 1)

Oberfelder will join as co-ordinator of audience promotion Feb. 12. In the Detroit office Neil Mulhern, for the past eight years an account executive for CBS, has joined the Blue Network as its Detroit salesman.

Marines To Tell Of Fear On Mutual Web Saturday

Purple Heart Fourth Division marines, who served at Saipan and Tinian, will describe their fear during combat, on a special WOR-Mutual broadcast titled "Brave Men Are Afraid," Saturday, Feb. 10, from 5:30 to 5:45 p.m. Presented in co-operation with the United States Marine Corps, the broadcast will also feature the First Division Marines, from somewhere in the Pacific, delivering a "personal message" to Tokyo Rose.



Official U. S. Coast Guard Photo

Identification, please

You don't board a ship in the harbor these days... unless you belong on it!

And the day is coming when a radio station won't go on a list... unless it can sell goods at a low cost.

We're looking forward to that day. W-I-T-H didn't become the successful independent in a five-station town because it had glamour call letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow when the race to sell goods in this sixth largest market really gets under way.

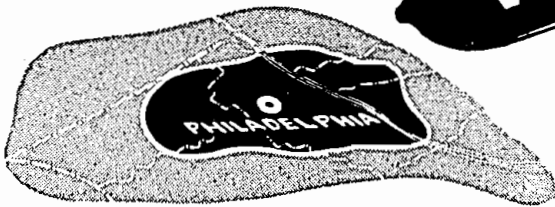


**W-I-T-H
IN BALTIMORE**

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

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."

● ADVERTISING MUST PACE PROGRESS



*She Sang a
Nursery Rhyme...*

and Revolutionized
FOOD MERCHANDISING!

Back in 1932, Irene Wicker, The Singing Lady started advertising cereal to children, who do *not* buy cereals—but *eat* them. Another trail was blazed . . . and along that trail scores of children's radio programs have traveled, to create vastly expanded markets for a large category of food products.

IN THE *Distribution Decade,*

ADVERTISING MUST AGAIN BLAZE NEW TRAILS!

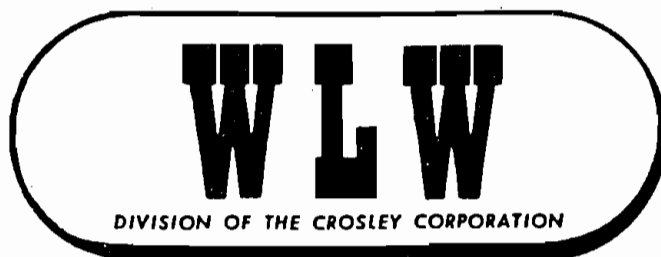
ALONG the highroad of America's industrial progress, many of the main milestones have been advertisements and advertising ideas that opened up whole new concepts of merchandising the products of industry.

Post-war . . . because expanded production and abundant manpower and capital will demand at least 40% consumption increase over pre-war levels . . . the distribution of merchandise to consumers will be the key factor in achieving national prosperity. Again—advertising must pace progress. As never before, advertising men face a responsibility and an opportunity

to raise the world's highest standard of living to a new pre-eminence.

Your clients will look to you, in the Distribution Decade after V-Day, for accomplishments surpassing everything advertising has ever done. Alert advertising men are looking ahead . . . planning and preparing for that responsibility and that opportunity.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.



THE NATION'S MOST MERCHANDISE-ABLE STATION

AGENCIES

GEORGE W. BOLLING, vice-president and manager of the John Blair & Co., New York office, has been elected a director effective Feb. 1, the tenth anniversary of his association with the firm, it has been announced by John Blair. Bolling has been manager of the New York office of the Blair organization for the past eight years, and the previous two years headed its Detroit office.

HAROLD KAYE has joined the Olian Advertising Co., Chicago office, as radio director. He was formerly radio director of the Joseph Katz Co., Baltimore.

GRANT ADVERTISING, INC., announces that their Mexico subsidiary Grant Advertising, S. A. has been appointed to handle the advertising of Grove Laboratories, Inc. of St. Louis, Missouri, manufacturers of "Grove's" Vitamins, for its publicity activities in Mexico.



"... and I spose yub'd like t' install a radio — and listen tub WFDF, Flint!"

TIME BUYERS 15 SECOND SPOT ANNOUNCEMENT

ANN: HERE IS ONE REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...NO OTHER STATION IN NEW YORK CONSISTENTLY PRESENTS THE "POPULAR CLASSICS WITH A BLEND OF THE MODERN".

BIZ: CASH REGISTER RINGS.

ANN: WLIB DOES NOT DUPLICATE ANY OTHER NEW YORK STATION'S MARKET!

WLIB NEW YORK
1190 KC CLEAR CHANNEL



Radio Is My Beat. . .!

● ● ● The newly organized Mid-South Network consisting of WCBI Columbus, Mississippi and WELO, Tupelo, will have another station added. . . . Bob McRaney, general manager has applied for a license, in the name of Major Birney Imes, Jr., to build a new station at Corinth, Miss. to operate on a 1,250 kc frequency of 250 watts. . . ● Anita Ellis, who came east from California to trill on the "Andy Russell Show" via the Blue Net, is doing an MBSwell job on her own program. . . ● Lt. Emery Deutsch, composer of "Play Fiddle Play," who was recently honorably discharged from active service, is back in town after a quick trip to Hollywood for a 'look-see' at the music sitchiation there . . . incidentally Marjorie Goetschius, who wrote the music for the songhit, "I Dream of You," is Mrs. Emery Deutsch. . . . ● Pillsbury's Best has renewed its CBSponsored program "Grand Central Station," effective March 3. . . ● The Blue Net's ace sportscaster, Harry Wismer, who won the 1944 Sporting News Award (second consecutive year) will also get the Esquire Magazine Award, Saturday, 'for being the outstanding sports announcer of 1944.'

★ ★ ★

● ● ● Al Hollender, formerly publicity head for WJJD and WIND in Chicago and currently with the OWI, was married a year ago but was shipped overseas immediately after . . . he returned to Gotham earlier this week for that belated honeymoon. . . ● "Highways In Melody," sponsored by Cities Service, is Radio's oldest sponsored program . . . the program, maestrocked by Paul Lavalle, will NBCelebrate its nineteenth year, February 16 with Wrightson, the featured vocalist. . . ● To correct an erroneous report (not in this column) Gilbert Mack directs the MBSeries, "True Detective Mysteries" Sunday show . . . the Monday through Friday sessions are directed by Charlie Schenck who also scripts the strip. . . . ● Last week was a memorable one for Martin Block . . . celebrated his 42nd birthday . . . marked the tenth anniversary of his "Make Believe Ballroom" on WNEW . . . was awarded a degree of DDJ (Doctor of Disc Jockeys) by the NYU newspaper, Education Sun . . . received a special citation from Tune-In magazine 'for his contributions to the field of popular music' . . . his wife presented him with an heir.

★ ★ ★

● ● ● CBStaff Maestro Ruby Newman, found himself fenced in last week by a zealous song-plugger who delivered an eloquent pitch on the merits of a new ditty . . . Mrs. Newman, a former concert soloist, after waiting patiently for her husband's release, asked the contact man to hum the tune . . . "I Can't," admitted the "tin pan alleyite," you see, "I haven't heard the song yet." . . . ● Columnist Danton Walker will present Dunninger with an award, 'for having presented the most unique radio program' on the "On Stage Everybody," program tomorrow nite. . . ● Jane Pickens has been signed as a regular on the "American Melody Hour." . . . ● There's a heart-warming story behind the reason for Bob Horn's playing the platter, "Cocktails For Two" every nite on his "C'mon 'N' Dance" series via WIP, Philadelphia . . . one nite last week after he had played the Spike Jones record of that song, Bob received a phone call asking that he repeat the number and replied that 'the program did not accept requests' . . . the caller indentified himself as the father of a ten-year old girl, suffering from an incurable malady, who smiled for the first time in months, during the rendition of the song on the previous nite's program . . . that nite Horn again played the number and the grateful father phoned once more with news that little Goralaine Devlin enjoyed the song and 'seemed to be taking a new interest in her surroundings.' So each nite at 10:45 Bob plays "Cocktails For Two" and is rewarded with a phone call that says "thanks and she's improving."

— Remember Pearl Harbor —

RAYMOND GRAM
SWING
has been sold
on

WJZ

BUT

YOU CAN
STILL BUY
these 3 great
cooperative

NEWS PROGRAMS

JOHN B. KENNEDY
Under \$1000 a week
(5-A-WEEK, 13 WEEK BASIS)

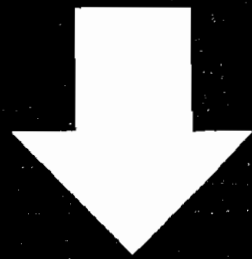
BAUKHAGE TALKING
Under \$1400 a week
(5-A-WEEK, 13 WEEK BASIS)

MARTIN AGRONSKY
Under \$1100 a week
(5-A-WEEK, 13 WEEK BASIS)
PRICE INCLUDES TIME AND TALENT

ON WJZ

HALF-A-MILLION BUSINESSMEN WILL READ THIS
BLUE COOPERATIVE PROGRAM ADVERTISEMENT IN:

**NOW...You can sponsor
RAYMOND GRAM SWING**



Women's Wear Daily
Men's Wear
Retailing Home
Furnishings
The Jewelers'
Circular-Keystone
Chain Store Age
(Druggists)
Chain Store Age
(Grocers)
Modern Brewery Age
Bakers' Weekly
Bakers' Helper
National Carbonator
& Bottler
The Milk Dealer
Ice Cream Review
Radio Daily
Broadcasting
N. A. I. Tire Dealers

**IN LIVE LOCAL
BROADCASTS**

You pay only for your own area when this world-famous news analyst broadcasts from Washington!



**QUICK FACTS ABOUT
OTHER BLUE NETWORK
CO-OPERATIVE PROGRAMS**

JOHN B. KENNEDY: Famed writer, editor, newsreel commentator and radio analyst, broadcasting direct from New York. Early afternoon, Monday through Friday, 15 minutes.

CORRESPONDENTS AROUND THE WORLD: Direct from all the history-making hot spots of the globe, fourteen Blue Network correspondents bring the news right from where it's happening! Available mornings, Sunday through Friday, 15 minutes.

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, Congressional leaders. Midday, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from all over the world. Early morning, Monday through Saturday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Monday through Friday, early evening, 15 minutes. Available East only.

THE MYSTERY CHEF: Direct from New York. Largest audience of any cooking expert. Daytime, Monday—Friday, 15 minutes.

DICK TRACY: Famous juvenile adventure series. Late afternoon. Monday through Friday, 15 minutes.

LONG considered by millions of people as the most authoritative voice on the air, Raymond Gram Swing has again been selected by 600 radio editors as *Best News Commentator* of the year!

This world-famous Blue Network news analyst is now moving to a popular early-evening period. And this important program—at a new and better time—five nights a week—can now help sell *your* products through local live broadcasts *right in your home territory!*

Here's how it works . . . Swing's forthright, challenging commentary goes out over the network from Washington—and *your own* local Blue Station announcer gives *your* commercials during the broadcast, identifying the program as *yours!* Think of the added prestige, the greater sales-appeal of your message when it is linked with the authoritative commentary of Raymond Gram Swing! Yet the cost is low, because you pay only for *your own* area—*your own* share of this Blue Network Co-operative Program!

Here's a really great opportunity to sponsor a program that will *sell* for you! Ask any Blue Network Station for all information, or contact the Cooperative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

AMERICAN BROADCASTING COMPANY, INC.

OWI Official Returns From Overseas Service

(Continued from Page 1)

radio to the liberated countries and the effectiveness of psychological warfare. He said that the equipment of Broadcasting House, Brussels, ranked as high as an American network installation and Luxembourg likewise had the finest. In Paris he viewed the 1,000 line screen television demonstration given American and British officers and was amazed at their equipment, especially cameras, and the clearness of the image.

Everywhere, according to Hollender, the liberated peoples received the radio forces with hospitality. He found the operating personnel, technicians, and others connected with radio stations in France, Belgium and Holland to be appreciative of equipment, programming and operational aid given them by the OWI representatives.

Prior to joining OWI, Hollender was public relations director of WIND and WJJD in Chicago.

Harkness Co-Op Program Has 33 Local Sponsors

Local sponsorship of the NBC "Harkness of Washington" has increased to 33 cities, with the addition of three additional sponsors, according to a statement by E. B. Lyford, of NBC station relations department. Program is heard five days per week. New stations and sponsors are:

WEAF, New York, to the Lewis Cigar Manufacturing Company, two days weekly; by WCFL, Chicago, to Montgomery-Ward, and by WROL, Knoxville, Tenn., to the Free Service Tire Company, five days weekly. Men's Clothing store in Zanesville, Ohio, has increased its sponsorship, through WHIZ, from two days weekly to five days weekly.

In addition the program is being regularly carried, on a sustaining basis, by approximately 55 stations.

Opinions Of Jett Revealed On Frequency Modulation

(Continued from Page 1)

\$495,072 under the current appropriation. The drop is predicated on a falling off of the wartime activities of the Commission—including a contraction of RID and FBIS work.

The Budget Bureau recommended a cut of \$1,761,143 in national defense spending for the FCC, which was accepted by the committee while the committee pared down the Budget Bureau's recommendation for the regular Commission duties but provides \$2,554,400 for salaries and expenses. This is \$449,900 better than was appropriated for the same purpose in the current year.

Jett told the committee the FCC feels that interference in the present FM band, with hundreds of stations operating would be "intolerable at times." He said that "if you operate in the existing band a sky-wave signal coming from a thousand miles away might be heard with a field strength of let us say, 100 microvolts per meter. However our standards of good engineering practice recognize that the outer limit of primary service for FM is 50 microvolts per meter. Therefore, if the undesired distant signal is twice that of the local signal you hear only the station a thousand miles away rather than your local signal.

"So we feel from an engineering standpoint that the band should be moved up in the spectrum where skywave interference is no longer a factor. Therefore we have proposed this change from 42 to 50 megacycles to 84 to 101 megacycles." Jett said he expected "some protests on the part of some of the FM people" and explained that "manufacturers are all tooled up and their designs are laid out and they are ready to go ahead and produce in great volume on the existing band, and they feel that this change is going to delay FM. We have had conversations with

manufacturers and they say it may delay the development by six months. But since manpower and materials are not available today we feel that this is an excellent opportunity to cause this change. Six months delay should not make much difference because the service cannot go ahead anyway at this time.

"There are also other factors. For example, individual licensees that are now operating on the FM band claim they have invested many thousands of dollars that may be lost, or part of it may be lost. On the other hand, the Commission feels that this is probably our last opportunity from the standpoint of the future to give the public a good, clean, interference-free broadcast service with all the advantages of frequency modulation. If a change is to be made it has got to be made now. We think, too, that it would be dangerous, as I pointed out, to allow this thing to grow up and to license thousands of stations, only to find later when millions of sets are sold that the public would suffer local interference and that local service would be destroyed by this sporadic E. layer transmission or by F-2 transmission.

"Actually forty-and-odd stations are now licensed and there are 500,000 receiving sets in the hands of the public. That is something I wanted to mention, because that may be brought to your attention also. Also the charge may be made that the Commission is shifting this band and leaving 500,000 receiving sets stranded. Those receiving sets are combination FM and AM; that is, standard band broadcasting receivers and also FM. So if the FM band is moved, the standard band broadcasting service that you are accustomed to receiving from day to day in your home or office can still be obtained from that receiving set.

"If we followed the recommendations of the FM group—they admitted that 40 channels now assigned are insufficient—and if we followed their recommendation and went up to 56 or 57 megacycles, then all of these 500,000 receivers would be capable of receiving only half of the FM broadcast channels. We do not think that

AVAILABLE

Young woman script-writer for 4-A Agency shows. Four years' experience. Write RADIO DAILY, Box 121, 1501 Broadway, New York 18, N. Y.

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

Church Group Foster Listeners Air Guide

(Continued from Page 1)

categories; religion, news and public affairs, education, drama, quiz and variety programs. They are further identified as programs for the entire family, mature listeners, young people and children.

The Rev. Everett C. Parker, director of the committee, edits the program booklet. Dr. James Rowland Angell and Dwight Herrick of NBC, Dr. Lyman Bryson of CBS; Dr. Harry Summers of the Blue Network and James O'Bryon of Mutual are credited with having assisted in preparing the guide.

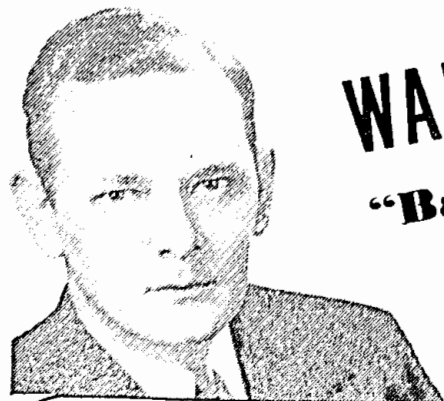
Only a few of the so-called soap operas are listed. Among the serial programs rating classification under the drama heading are "The Goldbergs" and "One Man's Family." Upton Close, the West Coast commentator, who recently had a controversy with NBC and is now heard on Mutual, is recommended under the "News and Public Affairs" group. Other topflight news analysts included are H. V. Kaltenborn, Robert St. John, Raymond Gram Swing, Gabriel Heatter, Edward R. Murrow and William L. Shirer.

Detrola Annual Report

International Detrola Corporation's sales for the fiscal year 1944 amounted to \$30,504,700, it was announced in the company's annual report. Net profit for the year ended Oct. 31, 1944 was \$1,103,300, or \$2.2 per share after federal income tax and estimated refund resulting from renegotiation of war contract profits. Report includes first 10 months of the Detrola Radio Division.

would be a good thing, that is, to leave the public with receivers that could only get some stations in given community. So we do not believe that their argument is good of that score. At least, I do not believe it."

SPONSORED 2ND CONSECUTIVE YEAR



WALTER COMPTON
and his
"Background for News"
SPONSORED BY
OKLAHOMA RAILWAY CO.
ON
KOCY



Still available for cooperative sponsorship on Mutual in a few choice markets. Call, wire or write Wm. B. Dolph, Barr Building, Washington 6, D. C.



1st CHOICE IN CHATTANOOGA IS

WDDO
20th YEAR
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

New Industrial Series Premiered In Chicago

(Continued from Page 1)

WGN in the presentation of these programs which will illustrate the direct and vital part each war work-er plays in contributing to victory. Sounding the keynote of the series is an original drama and narrative broadcast from WGN's main studio. It will recall how America was torn in conflict and will show how the nation has mustered strength and courage to meet every crisis.

On successive Mondays "America Unlimited" will deal with specific war plants in the community—one each week—showing the battle uses of weapons produced by each and then revealing the direct relation between workers on the job in war plants and soldiers in battle.

The co-operating firms include those of Republic Steel Corporation, making ammunition; Pressed Steel Car Company, Inc., tanks; Ingersoll Rand and Disc Division, Borg-Warner Corporation, ammunition; Aluminum Company of America, landing mats; Electro-motive division; General Motors, Diesel engines; Western Electric Company, communications equipment; the Buda Company, Diesel engines and transportation equipment. Other companies will join later to attend the series. "America Unlimited" will emphasize the parallel between soldiers in battle and workers in war plants.

Alan Ladd Guesting

Alan Ladd will match wits with Milton Berle as the guest star on the "Let Yourself Go" program on Wednesday at 10:30 p.m., on CBS.

SEND BIRTHDAY GREETINGS TO...

February 6

- | | |
|-------------------|---------------|
| Haven Gillespie | Ray Katz |
| Thurl Ravenscroft | Toby Prin |
| Louis Nizer | Joseph Rogers |
| Dot Whitehead | Kay Reed |
| Dorothy De Rosa | |

Fall Of Manila News Found Radio On The Alert

(Continued from Page 1)

New York at 6:02 p.m. and being readied for distribution to news agencies all over the country. Chaplin stated that the volume fell off immediately after the initial announcement, but quickly picked up, and steadily increased during the entire 12-hour period.

Network reporting of the event began close upon the heels of the Press Wireless releases, with Arthur Garry interrupting the NBC "Catholic Hour" with the flash at 6:02, and in rapid succession, the other webs followed suit. Blue's flash came at 6:06, during the "Philco Hall of Fame," Mutual's at 6:03 during their "Quick As a Flash" quiz show, and Columbia's at 6:03, during the "Adventures of Ozzie and Harriet" program.

Gunnison's Heard

First network overseas correspondent to take the air was Mutual's Royal Arch Gunnison, former prisoner of the Japs, and last correspondent to broadcast to the States before the fall of Corredigor, going on the air at 6:54 p.m., EWT. He had just returned from a flight over the city, and was able to describe the damage and the state of the installations quite accurately. From his broadcast, it was obvious that the city had suffered little physical damage, beyond the harbor area where large fires were still burning. However, Gunnison stated, the main damage during the Japs, three years of occupation was to the health of the inhabitants. Lack of sanitation facilities plus an acute lack of food had taken their toll, he said. At 11:40 that evening a special broadcast was made over the Mutual network by Mrs. Gunnison, who, three years ago, was herself taken prisoner by the

Complimentary

Growing press recognition of radio's war correspondents was indicated in Monday's New York newspaper accounts of the American Army entry into Manila. The New York "Times" carried a by-lined account of Royal Arch Gunnison's Mutual broadcast and quoted from reports by Pat Flaherty of NBC: William J. Dunn of CBS and John Adams of the Blue Network. Other New York newspapers also carried radio commentators word pictures of the Manila victory.

Japs while she was in Manila helping her husband gather material for his broadcasts. She was interviewed by John Whitmore, Mutual press chief, and described the hut where she and her husband lived for nearly two years under Jap rule.

Overseas correspondents of the other major webs were soon corroborating the Gunnison broadcast. Pat Flaherty of NBC, stated that there was no evidence of wholesale destruction by the retreating Japs, and declared that "there is fighting going on right now in Manila for control of the city." A large cargo vessel was reported set afire by its

Frequency Modulation Applications Total 353

(Continued from Page 1)

Clatchy Broadcasting Company, Sacramento, Calif.; Beckley Newspapers Corporation, Beckley, West. Va.; Commodore Broadcasting Corporation, Peoria, Ill.; Lehigh Valley Broadcasting Company, Allentown, Pa.; KFH, Wichita, Kan.; Messenger Publishing Company, Athens, Ga.; Advocate Printing Company, Newark, Ohio, and KFEQ, St. Joseph, Mo.

Hannon Pinchhitting

Bob Hannon, popular radio singer, will pinch-hit for Morton Downey the week of February 12, Monday through Friday, 12:15 to 12:30 p.m., EWT, over Mutual, while Downey's service camp appearances prevent his returning to the series until February 26. Hannon will be accompanied on the program by Downey's regular troupe including Leah Ray, David Ross, Jimmy Lytell's orchestra, and the chorus.

Jap crew, by William J. Dunn, CBS correspondent, while John Adams, of the Blue Network, after a flight over Grace Field, stated that from all appearances the field could be in usable condition soon. Adams also remarked on the small number of people in the streets, saying that areas of congestion were mainly in the outskirts.

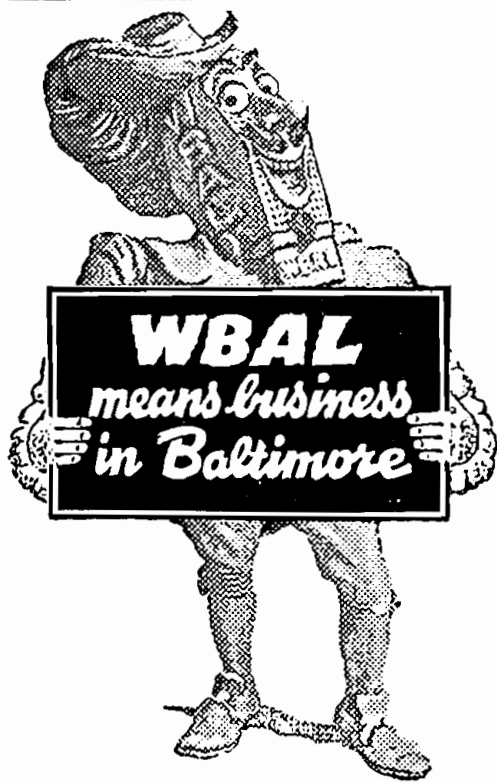


REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Olive Kachley
WCKY

50,000 WATTS
CBS

THE L. B. Wilson STATION



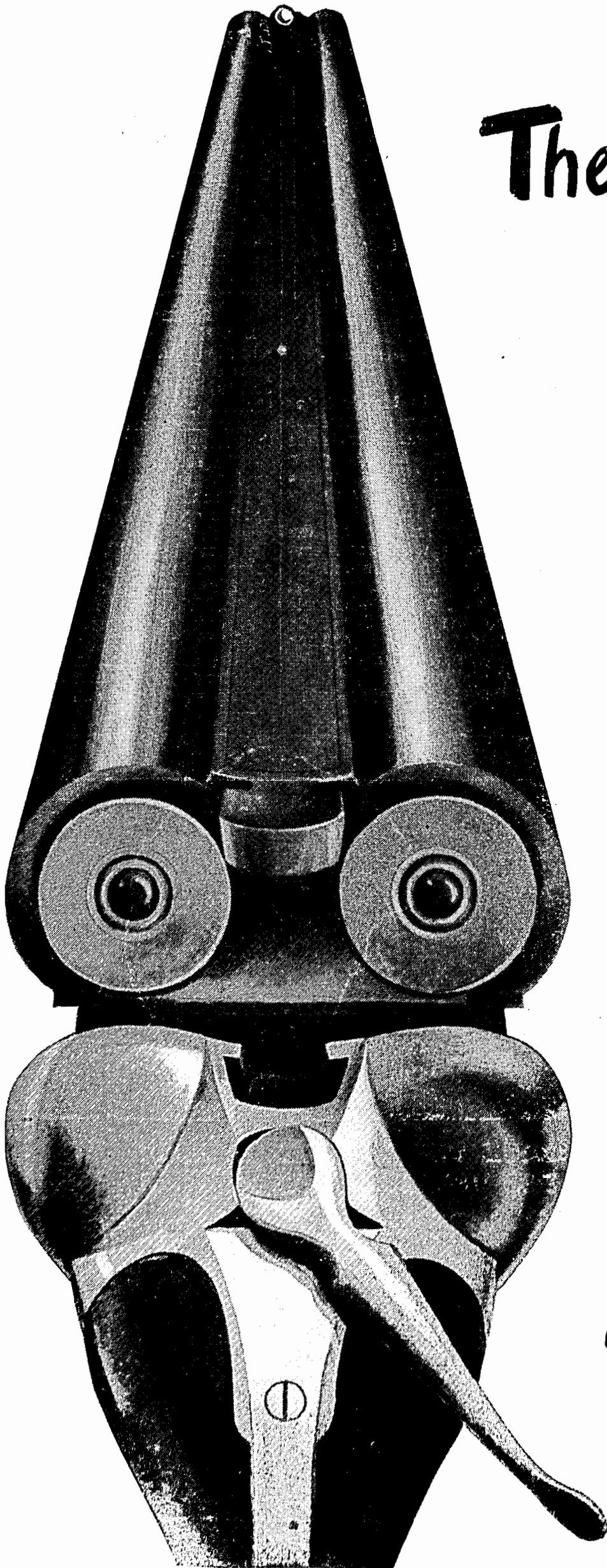
Edward Petry & Co., National Representative

SALES DOLLARS TRAVEL FAR . .

Ben Ludy, GEN'L. MGR. . . when you use them on

WIBW

The Voice of Kansas
TOPEKA



The Library that sells... with both barrels!

TO KEEP making money in radio, you've got to aim at a *double* target: not only selling to clients, but *for* them as well.

ASSOCIATED gives you the ammunition to do *both* jobs better!

- 1.** With ASSOCIATED you can sell more advertisers...because you've got more to offer than competitive local stations. No other library gives (1) so many big, glamorous, production units; (2) such an array of today's radio headliners; (3) such a wide choice of radio-grooved, "non juke box" musical entertainment!
- 2.** And ASSOCIATED helps your clients sell more goods...because it brims over with the solid showmanship that gets and holds big audiences against costly network competition!

There's plenty of reason why ASSOCIATED has been winning so many successful new subscribers so fast. Write today for the ASSOCIATED LIBRARY booklet, and see for yourself!

Associated Program Service

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

MOST Hours of the Best RADIO Music . . .

Represented by Loren Watson, 400 Madison Ave., N. Y. C.



Upholds FCC Allocations

Subscription Tele Forecast By Levey

Forecasting the possibilities of subscription television as a method of creating a "box office" for video, Arthur Levey, president of Scophony Corporation of America, announced yesterday that SCA was contemplating the production of home television receivers for that purpose. "Scophony believes subscription radio probably will prove a substantial factor in solving television's economic problem," said Levey, "and we are contemplating supplying subscribers with the latest improved model of the Scophony home television receiver successfully demonstrated." (Continued on Page 6)

St. Louis Paper Continues Fight Against 'Plug-Uglies'

St. Louis—Nearly the whole "Post-Dispatch" editorial page yesterday was devoted to the question of good taste in newscast advertising, with an editorial entitled "The Revolt Against Radio Plug-Uglies" tracing the paper's 18-day-old suggestion that networks should lead in eliminating middle news plugs and objectionable sponsorship.

New York AFRA Group Meets Here On March 1

First membership meeting of New York's AFRA in 1945, scheduled for March 1, will take up the question of a proposed three-way health plan. A report by Tony Marvin, chairman of the Health and Insurance Committee will lead off the discussions. As it stands now, the plan calls for a group (Continued on Page 7)

Safe

Bert Silen, NBC correspondent in Manila at the start of the Pacific war, and Don Bell, his colleague, whose broadcasts of the Jap attack on the Philippines made radio history, have been reported safe by George Folster, NBC reporter with General MacArthur. Announcement was made following occupation of the city by American troops.

Songs By V-Mail

Valentine's Day in the Marianas will be a unique day. For the first time, women back home may send in a request by V-Mail for a song to be dedicated to their men stationed in that area. The Local American Expeditionary Station of the Pacific Ocean Network is having a special Valentine's Day broadcast and all day long request songs will be played to sweethearts out there. Navy men in this area have sent home 40,000 of the sample, V-Mail forms, for this is the only method by which requests can be made.

Cuban Market Good For Post-War Industry

Washington Bureau, RADIO DAILY
Washington—One of the important markets for America radio manufacturers in the post-war will be the island of Cuba, it appears from an article in the current Foreign Commerce weekly, publication of the U. (Continued on Page 5)

Canadian Broadcasters Leaving For London

Montreal—Three Canadian Broadcasting Corporation officials will leave shortly to attend the British Empire Radio Conference opening this month in London. The FCC representatives will be Howard B. Chase, chairman of the board of governors; Ernest L. (Continued on Page 6)

FCC Expects Applicant-Flood When Materials Are Freed

The FCC expects about 1,200 standard broadcast applications during the first year after manpower and materials are free, 1,200 commercial FM and 450 non-commercial FM applications, and about 150 commercial tele filings. Of the standard broadcast applications only a minority, it is believed,

You'll find WLAW the best station to reach the Northern New England market. Advt.

James L. Fly, Speaking In New York, Approves Recommendations Of Former FCC Colleagues

Sees 'Political Garble' As Election-ET Result

Washington Bureau, RADIO DAILY
Washington—Representative Everett Dirksen, R., Ill., during the House Appropriations Committee hearings on the FCC budget for 1946, declared that increased use of dramatic transcriptions in political campaigns will lead to a "political garble." The records, he said, were prepared last year in New York and Hollywood (Continued on Page 2)

Columbia's Tele Outlet Changes Announcement

Content of the opening announcement on WCBW, CBS' New York video station, has changed since the FCC allocations recommendations were made public. New announcement, inaugurated last week, reads in part as follows: "Although we are constantly en- (Continued on Page 7)

WLW Servicing Press On Manila Coverage

Cincinnati—Milton Chase, staff correspondent for the WLW in the Philippines has engineered several scoops in getting names of mid-west- (Continued on Page 5)

Virtually endorsing the allocations proposals of the Federal Communications Commission, James Lawrence Fly, former chairman of the FCC, declared that "at no time in its history has there been such a comprehensive and thorough going over of facts concerning the allocation." Fly and Ralph B. Austrian, executive vice-president of RKO Television Corp., discussing a plan for building television, circulation, both spoke before the Television Press Club gathering yesterday at the Hotel Sheraton. During the period of FCC hearings, (Continued on Page 6)

3 CBS Commercials Renew Network Shows

Three CBS commercials—Gulf Oil Corporation, Roma Wine Company, Inc., and the Southern Cotton Oil Company, have renewed "We the People," "Suspense" and "Irene Beasley" on the network effective within the month, it was announced yesterday. (Continued on Page 7)

Recorded Music Going To Prisoners Of War

Recorded American radio programs will soon be received by American prisoners of war in Germany, according to an announcement by the YMCA. Arrangements have been completed between spon- (Continued on Page 5)

Happy Birthday

Royal Arch Gunnison, Mutual network commentator, captured by the Japanese three years ago, released later, and now back in Manila, will be given a birthday party today by a group formerly his fellow-prisoners but now liberated by the Yanks. Celebration will be held at Santo Tomas University, built in 1612. Japanese had used it as a prison camp.



Vol. 30, No. 27 Wed., Feb. 7, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

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

FINANCIAL

(Tuesday, February 6)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	162 1/4	162	162 1/4	+ 1/4
CBS A	36 1/2	36 1/8	36 1/8	- 1/8
CBS B	36 1/4	36 1/4	36 1/4	+ 1/4
Crosley Corp.	38 7/8	38 1/2	38 3/4	+ 3/4
Farnsworth T. & R.	16	15 3/4	15 3/4	...
Gen. Electric	39 1/2	38 1/8	39 1/8	- 1/8
Philco	35 7/8	35 1/2	35 1/2	...
RCA Common	12 3/4	12 3/8	12 1/2	- 1/8
Stewart-Warner	18 3/8	18	18	- 3/8
Westinghouse	122 1/2	121	121	- 1 1/4
Zenith Radio	41 3/4	41 1/4	41 1/4	+ 1/4

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 1/4	6 1/4	6 1/4	+ 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 7/8	9 5/8
WCAO (Baltimore)	25	...
WJR (Detroit)	41	42

Jo Lyons Continues At NYU

Second semester of the television course at New York University begins tonight. Jo Lyons, assistant tele director for BBD&O, is the instructor.

20 YEARS AGO TODAY

(February 7, 1925)
WRC, Washington, D. C. is well-liked by "ham listeners," because save for the time when the city is turned over to the tourists, it lets men who know what they are talking about give fifteen-minute analyses of what is going on underneath and around the Capitol dome.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KING in THE Bay Area Buy!

Coming and Going

WILLIAM F. BROOKS, director of the news and special events division of NBC, has arrived in Paris on the first leg of an extensive tour covering the battle fronts and war capitals, where he will lay the groundwork for the network's coverage of news in post-war Europe.

EDWARD B. TOMLINSON, Latin-American analyst and commentator on the Blue Network, on Feb. 16, will leave Brownsville, Tex., flying in the Mexico Clipper to Mexico City, there to attend the Inter-American Conference on Peace and War.

R. G. MATHESON, sales manager of WHDH, Boston, is spending a few days in town. Paid a call Monday at the offices of the national reps.

JAMES MURRAY, formerly promotion manager at WJZ and now with KQW, Pittsburgh, in New York this week and a welcome visitor at the old stand in Rockefeller Center.

EARL HARPER, sports director on WJW, Blue Network affiliate in Cleveland, is in town for the meetings of the American and National baseball leagues.

ADELAIDE HAWLEY, commentator on WEAF, goes up to Pearl River, N. Y., today to address the Women's Club on the subject "Dare to Look Forward." Miss Hawley spoke yesterday on "Women's Page of the Hour" before the White Plains College Club.

JAMES MAHONEY, manager of western division station relations for Mutual, is in Kansas City, Mo. He is attending the meetings of the NAB's 10th and 12th Districts.

J. S. WOODS, vice-president of WMRF, Lewistown, Pa., and THOMAS W. METZGER, station manager, are in Gotham for confabs at the offices of their national representatives.

BOB HOPE, was in Memphis, Tenn., last night for the broadcasting of his NBC program from the reservation of the U. S. Navy Technical Command.

HERMAN FAST, general manager of WKRC, Cincinnati, spent last week in New York, conferring on station business.

OLGA COELHO, soprano and guitarist, is en route to California for concert and radio appearances. She plans to return to New York on March 1.

PAUL B. MOWREY, supervisor of television for the Blue Network, and GEORGE MILNE, engineering chief of the network, leave Friday for Schenectady, where they will discuss with WRGB engineers the handling of audio for telecasts of "Ladies Be Seated," which will start on the Blue Feb. 25.

HARRY SOSNIK and HERB MOSS return today from Chicago, where they handled yesterday's broadcast of Hildegard's "Raleigh Room" program over NBC.

'Political Garble' Forecast If ETs Continue Campaigns

(Continued from Page 1)
and "rushed into almost every Congressional district in the country. They were engaging, to say the least. I had no difficulty particularly, but I can anticipate that if that technic is carried on and on and on, the listening public is going to be treated to such a political garble in years to follow that obviously some cognizance must be taken of it."

He asked whether this matter had come to the attention of the Commission. FCC General Counsel Charles R. Denny explained that although the Commission has no authority to censor the content of these discs, the rules were amended to insure proper identification of the discs and their sponsors.

NBC Tele Dramas

Second episode in a series of four mystery dramas adapted from the novel "The Black Angel" by Cornell Woolrich, will be presented over NBC's tele-station WNBT Sunday, February 11, at 8 p.m.

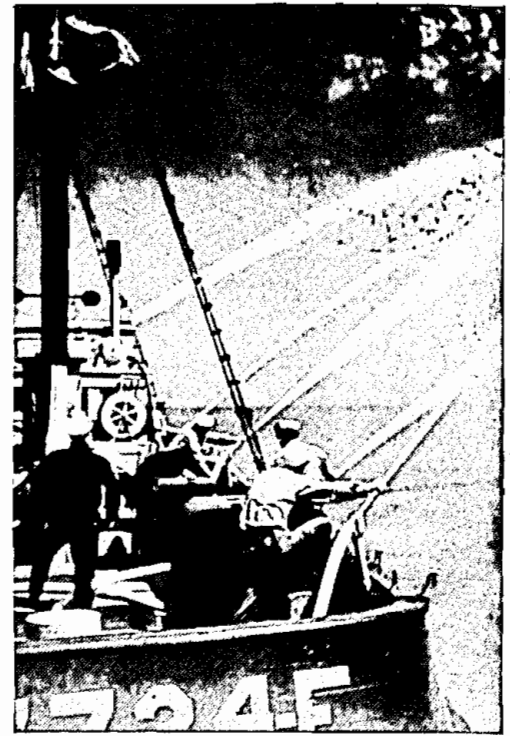
Melton To Tour In March; Tibbett On Texaco Show

James Melton, tenor heard regularly on the "Texaco Star Theater" broadcast each Sunday over CBS, will leave shortly on a concert tour of the West. His place on the program will be taken by Lawrence Tibbett, baritone, who will act as "singing master of ceremonies" starting with the March 4 show.

Chicago's
ONLY 24 HOUR STATION
W-I-N-D
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.



Official U. S. Coast Guard Photo

Show me some water!

That's the request when a Coast Guard officer checks up on a fireboat.

And that's the same kind of request many an advertiser is going to make... maybe in a different way.

The smart advertiser is going to say, "Show me some results!"...when the race for sales starts again.

We've made a habit of producing the largest results at the lowest cost in Baltimore.

So if you are planning to go after this market, a good bet is W-I-T-H, the successful independent in a five-station town.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED



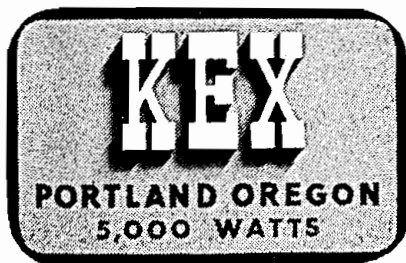
Station KEX (5,000 watts), Blue Network affiliate in Portland, Oregon, is now owned and operated by Westinghouse Radio Stations Inc.

To programs out of the "Blue" will be added the well-known Westinghouse skill for producing local programs. Programs designed for more than just listening . . . but rather to appeal to the likes of the community . . . programs that stay "in tune" with the people.

Listener and sponsor alike stand to gain

from this merger of KEX, Portland, with the Westinghouse stations in Ft. Wayne, Pittsburgh, Boston, Philadelphia, and Springfield. These sister stations salute the West Coast station, KEX, and wish it success as it is welcomed into the Westinghouse family.

Program availabilities furnished, at your request, by KEX . . . or, you may call on Paul H. Raymer Co., National Representatives, for any required information.



WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • WBZ • WBZA • KEX

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.



"Since I've Been Away"

Ed. Note: Sgt. Sid Weiss, recently discharged from the Army after service in North Africa, Corsica and Italy, stared out of a window on the 24th floor of the Paramount Bldg., yesterday and said: "Boy, it sure is great to be back. Those buildings—bright lights—beautiful gals—smiling faces—the Hudson—friendly planes—fresh eggs, etc." So we asked Sid to write a few of his impressions on his return to the radio scene as conductor of his old column, "Main Street." Here they are:

☆ ☆ ☆

● ● ● Don't stop me if you've heard any of this before. It's still news to me. For instance, that Cecil B. De Mille is no longer bubbling with Lux Flakes on Radio Theater. Gosh, it must be wonderful to be able to kick five grand a week out of the window and not feel a pain. Naturally, the pun's intended.

☆ ☆ ☆

● ● ● That after years of threatening to quit radio, Fred Allen finally did. Of course, the medicos had to practically drag him away from the black box by telling him he'd wind up in a wooden one if he didn't quit. So he did, except for a couple of guest shots which Mr. Morgenthau is very happy about, inasmuch as it is estimated he's dragged down about \$100,000 since he quit going steady with sponsors.

☆ ☆ ☆

● ● ● That one of the most unusual deals ever dealt is the lend-lease setup where George Washington Hill cut Kay Kyser loose when his budget started to bulge after Benny got through bargaining. But he kept a rope, if not a purse-string, around Kyser and has the right to buy him back at his old salary after Kay's current pact with Colgate becomes no soap.

☆ ☆ ☆

● ● ● That the major let-down of the new season is Danny Kaye's radio show. Here is a laugh-lad who couldn't miss, until they tried to make a joke-man out of him and forgot to put in the jokes. Throw in Harry James and his orchestra and you have a can't-missable set-up, except for the fact that mugging is all right in Central Park (sorry, Mayor), but it's n.g. for garnering guffaws from the sit-at-homes.

☆ ☆ ☆

● ● ● That I never thought I'd return to find Lawrence Tibbett trying to woo the bobby sox element as Frank Sinatra's replacement on the Hit Parade. Is Mr. Hill trying to change the name of that show to "Met" the People? Oh, yes, and incidentally, he meets Mr. Tibbett with a \$4,500 check every week. For that kind of coin you can fence me in anytime.

☆ ☆ ☆

● ● ● That Awesome Welles became a columnist. Sometimes I wish that guy would decide what his racket actually is. Is he an actor? (Audience?) A director? Playwright, magician, newspaperman or what? Or is he—and what is far more important—Rita Hayworth's husband?

☆ ☆ ☆

● ● ● That Ed Wynn couldn't come back. The smart alecks doomed the Perfect Fool even before his first show, and his script writers took over immediately after that to finish the job. Wynn's no loser in radio. His timing is still as good as there is around and his old jokes are the best ever heard—only too many comics have used them since he introduced them. Laden down with that unhappy "Happy Island" idea was a little too much for even the old Chlef.

☆ ☆ ☆

● ● ● That the favorites when your correspondent left to

(Continued on Page 7)

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

Feb. 3rd Concert

Brahms' Variations on a Theme by Haydn
Chopin's Concerto No. 2 in F Minor
Richard Burgin, Conducting

FLORENCE SOMERS

Redbook Magazine
New York, N. Y.

Even though Haydn specified that the St. Anthony Chorale, on which Brahms based his variations, should be played by an outdoor orchestra, he could never have quarreled with the interpretation given the first number of last Saturday's concert by the Boston Symphony under the direction of Richard Burgin, Associate Conductor. Mr. Burgin brought out all the beauty and subtlety of Brahms' various treatments of the chorale.

It was a privilege to hear Witold Malcuzyński, pupil of Paderewski, one of the foremost interpreters of Chopin, in the Concerto in F Minor. Mr. Malcuzyński played with great brilliance and clarity, particularly in the difficult last movement; and the romantic larghetto was interpreted sympathetically.

Mr. Hamilton's comments on the program with their touches of human interest do a great deal to increase the radio listener's enjoyment.

FEBRUARY 10th PROGRAM

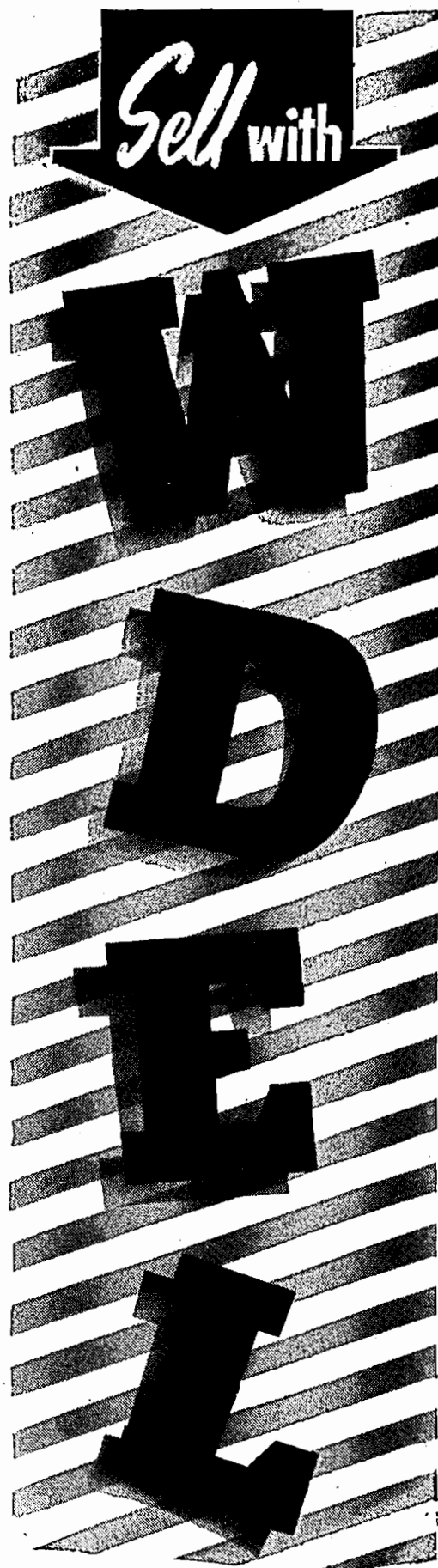
Tchaikovsky's Symphony No. 6 in B Minor

"Pathétique," Op. 74

8:30 P.M., E.W.T. — Blue Network

Boston Symphony Broadcasts
Serge Koussevitzky, Conductor
Sponsored Every Saturday By
ALLIS-CHALMERS
Mfg. Co., Milwaukee, Wis.

"Engineering that aids all industry—
furthering American Good Living"



Wilmington Delaware

NBC Basic Station

5000 WATTS

DAY and NIGHT

Represented by

RAYMER

Urban Market Good for Post-War Industry

(Continued from Page 1)

Department of Commerce. With a population of over 4,000,000, Cuba has only 226,000 receivers in 1944. Although there is a tiny production of transformers and coils in the island, that will probably cease after the war, leaving the entire radio industry to foreign producers.

Because of the Cuban preference for Spanish language programs, it is likely also that there will be a market for transmitter manufacturers. There are 109 broadcasting transmitters on the island now—nearly all AC-powered, and it is likely that many of these will be junked after the war for several medium power transmitters to cover the island.

Cubans have a strong desire for American and Cuban dance tunes, operas, Cuban comedians, some classical music and news.

'Info Please' Guests

First guests on the NBC "Information Please" under new sponsorship of the Socony Vacuum Oil Company, Monday, Feb. 12, will be Fred Allen and Faith Baldwin.



RADIO TIME, properly used, keeps American business ticking. Radio time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO
SAN FRANCISCO • HOLLYWOOD

Recorded Music Going To Prisoners Of War

(Continued from Page 1)

sors, the AFM, and AFRA, to have the programs recorded on 12" discs with all commercials deleted. They will then be shipped to German prison camps through the War Prisoners Aid branch of the YMCA. Henriette K. Harrison, national radio director for the organization, states that most of the sponsors have not only offered their stars and material, but are defraying the costs of recordings, as well.

Programs now in the process of preparation include "The Hour of Charm," sponsored by General Electric; "Cavalcade of America," sponsored by du Pont; "The Eddie Cantor Show" and "Duffy's Tavern," sponsored by Bristol-Myers; "The Frank Morgan Show"; Dinah Shore; "The Aldrich Family"; "The Fanny Brice Show"; Kate Smith and "The Thin Man," all sponsored by General Foods and "Miss Hattie," sponsored by the Aluminum Company of America.

WLW Servicing Press On Manila Coverage

(Continued from Page 1)

ern internees rescued the last few days as a result of the American advance in to Manila. WLW's news and press relations departments have been co-operating with Cincinnati papers and newspapers throughout the WLW four-state area in providing fast service in supplying these names. In one case an Indiana paper stopped its press run in order to insert local names which were read over the telephone to the city editor.

MBS Staff Dinner

A mass dinner meeting of all members of the New York office of the Mutual network will take place tonight at 6 p.m., at the Town Hall Club. Edgar Kobak, president of the web, will make the opening speech, and other executives will participate.

AVAILABLE
ARTIST BUREAU MANAGER
for Radio Station or Agency!

Veteran, 15 years experience managing internationally known radio and concert artists. Auditioning, talent scouting, programming, etc. Box 122, Radio Daily, 1501 Broadway, New York 18, N. Y.

Scoop!

FRANKIE MASTERS

(IN PERSON)

8:05 P.M.—8:30 P.M.
EVERY WED. and FRI.

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

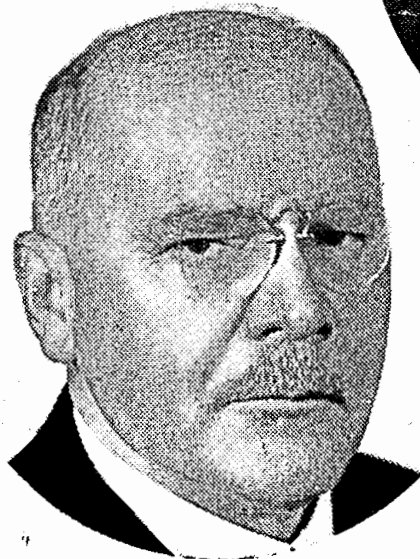
THE 3 TOP NEWS COMMENTATORS RELY *Exclusively* ON UNITED PRESS!



LOWELL THOMAS



RAYMOND SWING



H. V. KALTENBORN

Radio Daily's recently completed certified poll, a composite of the judgment of more than a thousand newspaper editors and writers, showed Lowell Thomas, Raymond Swing and H. V. Kaltenborn the nation's three favorite news commentators.

All three use United Press news service exclusively.

The choice of United Press by these three top commentators is a striking illustration of U. P.'s position as the top news service.

UNITED PRESS

FCC Hints Increase In New Applications

(Continued from Page 1)

ing department's broadcast office, and eight new lawyers and six clerical workers for the broadcast division of the law department.

Jett Statement

Com. E. K. Jett said, in a brief statement on television before the House Appropriations Committee recently that "in all probability" higher band television "will result in the more permanent system of television. In my opinion—I am not necessarily speaking for the Commission, because I am speculating a little at the moment—I feel that the 12-channel system under the six megacycles band, might possibly result in granting licenses over a period of some years with the result that the public may purchase, let us say, several million receivers before the higher definition service is ready. If that should happen—I do not say it will—but if that should happen, some provision will have to be made for a transitional system of television, that is, the two systems of television for a considerable period of time. Obviously, it would be difficult, if not impossible, to close down abruptly the television service which may be established after manpower and materials become available, and which may be serving millions of receiving sets at the time the newer system is ready on a commercial basis."

Canadian Broadcasters Leaving For London

(Continued from Page 1)

Bushnell, director-general of programs; and Gordon W. Olive, chief engineer. Main purpose of the conference which will be attended by delegates from the BBC and National Broadcasting System of Australia, New Zealand, South Africa and India, will be to discuss post-war plans for the exchange of programs.

Ann Rutherford On Bracken Show

Ann Rutherford, film star, has been cast as feminine lead opposite Eddie Bracken in the comedian's new NBC program heard Sundays, 8:30 p.m., EWT.

"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.

Fly, In New York Address, Approves FCC Allocations

(Continued from Page 1)

Fly disclosed that more than 231 witnesses had appeared of which the majority were authoritative spokesmen. He emphasized the thoroughness of the Commission's searchings as he reviewed highlights of the hearings.

While there was a tendency to eliminate various services entirely, and in other cases technical considerations were too paramount to be wished into existence, Fly said that the principles finally decided upon for the various branches of the radio medium were established for the public's interest. Fly obviously referred to educational FM which has been recommended for 20 channels; channels for railroads and the "walkie-talkie" service for civilians.

Fly's New Interest

Fly pointed out that he is now more interested in international communications, that "should be studied deeply because of its tremendous significance," adding that world wide communications are necessary for the welfare of the world. He stressed that so long as news is withheld from other portions of the world, the world is impaired, indicating the vast prominence of radio's role in the post-war era. He urges the reading of Kent Cooper's "Barriers Down," and a speech he made before the Lawyers Guild a little over a year ago, for a more serious understanding of the problems that will have to be dealt with. At this point he paid tribute to the 60,000 former amateurs who are largely responsible for successful communications in the armed forces.

Sees Quick Tele Advance

In mentioning the rapidity with which tubes are being developed in the laboratories, Fly predicted that five years after the war, television

Margaret Gardner Gets New Mutual Publicity Post

Margaret Gardner, former trade editor of Mutual, succeeds Blanche Wolfe, and will be in charge of magazine and syndicate placement for the network, it has been announced by Jim O'Bryon, MBS publicity director. Miss Wolfe resigns as of Feb. 12, to become Mrs. Alex Leventhal and will make her home at Fort Wayne, Indiana.

Gil Babbit, recently special events and publicity director of WCAU, Philadelphia, Pa., joins the Mutual press, Feb. 12, in the exploitation department.

URGENTLY NEEDED —

250 Watt transmitter
Approved frequency monitor
Approved modulation monitor
WAGM — Presque Isle, Maine

will be moved up a half a million kilocycles in the band.

Considering the repercussions regarding the wisdom of the FM allocations, Fly declared that the proposal to push it up from 42-50 to 84-102 megacycles is questionable; however, FM has had some trouble in the 40's. FM service has been less than wholly satisfactory, he added. From experiments, it has been proved that FM in the 90's provides better reception, he said. He hastened to add that he was not prepared to recommend changes regarding the allocations proposals, but for those concerned to make their appeals to the FCC. Re competition after the war among the various phases of radio, i.e., FM, television, AM, facsimile, etc., Fly concluded, asserting that only one radio service will one day carry all the best in radio broadcasting, thus dispensing with multiple receivers in the home.

Austrian Is Heard

Austrian posed the question, "Shouldn't the set manufacturer shoulder some of the burden of supplying localized program material?" or is that up to the broadcasters? He points out that if the local television broadcaster is to produce amateur performances of a poor quality, it will prove detrimental to the sale of tele-receivers. Austrian's solution to the programming problem is to have the manufacturer of receivers create programs on film, or "telereels," as RKO titles them, and distribute them among his dealers on a participation basis.

The new board of governors for the Television Press Club was announced: Stanley Kempner, chairman, Fairchild Publications; Lewis Winner, vice-chairman, editor of Communications; Clifford Denton, treasurer, "Daily News"; Elizabeth Forsling, secretary, "News Week"; Tom R. Kennedy, publicity chairman, New York "Times"; Ben Kaufman, membership chairman, Hollywood "Reporter"; M. H. Shapiro, managing editor of RADIO DAILY; Bruce Robertson, New York editor of Broadcasting; Wanda Marvin, "Billboard"; Patricia Murray, "Printer's Ink."

Exclusive!

**CUBS '45
BASEBALL
W-I-N-D
CHICAGO**

560 Kc. 5000 WATTS

Subscription Tele Forecast By Levey

(Continued from Page 1)

strated in London in 1939 and which actually shows a picture 24" x 20" in size comparable to 16 m.m. home motion pictures, upon payment of a small installation charge, plus weekly inclusive fee of \$2.25, which would enable subscribers to amortize the cost of the set in about two years.

"The Scophony subscription television plan envisages an audience of at least 1,000,000 within a few years after post-war and at 50 cents a week, a subscriber fee of \$500,000 and an annual revenue of \$26,000,000 for the program service alone."

Referring to the motion picture industry, Mr. Levey said—"Barne Balaban and Paul Raibourn of Paramount, instinctively realizing that television will be the mass entertainment of the future and therefore have a profound effect upon all show business, purchased a substantial interest in Scophony Corporation of America and its patented Superson and Skiatron Television Systems; an insurance policy for the stockholders of Paramount Pictures, Inc.—and another major film company, 20th Century-Fox through General Precision Equipment Corporation has very wisely followed that lead."

International Division To Develop Foreign Trade

Formation of a new international division to supervise foreign sales and other activities of the company and its subsidiaries outside the United States was announced recently by Brigadier General David Sarnoff, president of Radio Corporation of America.

John G. MacKenty, vice-president and general manager of Radiomart Corporation of America, has been appointed managing director of the new RCA International division. Mr. MacKenty has been associated with the company for more than 23 years.

KOA FIRST IN DEPT.
50,000 WATTS

FEW STATIONS IN THE
NATION CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE
DEALER PREFERENCE (68.8%)*

LISTENER LOYALTY (69%)**
SALES RESULTS
*Ross-Federal Survey
**"Tale of 412 Cities"

SERVING THE MOUNTAIN AND PLAINS STATES

AGENCIES

★ ★ MAIN STREET ★ ★

(Continued from Page 4)

protect your War Bond investments haven't changed much. Bob Hope and Fibber McGee are each giving battle for the one-two punch, with Bergen and Benny still up there and Walter Winchell out-talking, out-scooping and out-rating all the other news sleuths. Surprise, though, is the "Mr. District Attorney" show, which has no stars, no sensational publicity, but only top-flight writer-director Jerry (Father) Devine to coax listenable magic from his Corona and his cast.

★ ★ ★

● ● ● The rest of my impressions will have to wait for more time and space. This is my first column since I'm back and I'm tired and that's that.

★ ★ ★

— Remember Pearl Harbor —

Lemmon Urges Freedom Of Radio In Address

Walter S. Lemmon, founder and president of the World-Wide Broadcasting Foundation, speaking on the "Beyond Victory" series presented by his organization in collaboration with the Carnegie Endowment for International Peace recently stated: "We must be able to preserve an enlightened public opinion on all national and international questions to develop the full force of active democracy. Radio, and particularly a free radio voice, is a most important medium for this enlightenment.

"There must be freedom to compete in gathering news from the four corners of the earth and freedom to distribute that news to all who desire it," he continued. "This calls for adequate radio transmission facilities open to all recognized news agencies at equal and fair rates. To help maintain a free press and a flow of accurate information, we must pay attention to Freedom of radio waves as they travel from nation to nation in all parts of the world."

Three CBS Commercials Renew Network Shows

(Continued from Page 1)

day. Gulf's "We the People" heard over 104 stations starts its new contract on Sunday, February 11; "Suspense" heard on 16 mountain and Pacific coast stations, begins its renewal on March 1 and the Irene Beasley show heard on 55 stations becomes effective February 26.

New York AFRA Group Meets Here On March 1

(Continued from Page 1)

health plan, life insurance, and hospitalization for all AFRA members in good standing. This is in addition to the dental and optical plan which has been in operation for several years at considerable saving to the members.

Other reports to be heard at the meeting include the Christmas committee, with full results of the 1944 gift campaign staged by the Local, and the constitutional committee, headed by Ned Wever. A period for general discussion and the presentation of any petitions or resolutions will close the schedule.

Nelson To Talk

Raymond E. Nelson, vice-president in charge of Radio and Television for the Charles M. Storm Company, Inc., addressed Beethoven Lodge No. 661, yesterday on the subject, "Television & Fraternity." Nelson utilized slides from past agency productions to illustrate the talk.

Du Mont Getting Award

Dr. Allen B. Du Mont, president of the television laboratories bearing his name, will be presented with the Marconi Memorial Medal of Achievement, at the 20th anniversary dinner of the Veteran Wireless Operators Association to be held February 17 at the Hotel Astor.

HAROLD WILLIAMS, executive of the Boy Scouts of America, will be the principal speaker today at the regular luncheon of the Advertising Club of New York, which will be held at the clubhouse.

STUART CHOATE has been engaged as director of media in the San Francisco office of Botsford, Constantine & Gardner. He formerly was associated with Newell-Emmett Co.

NEW YORK FINANCIAL ADVERTISERS have elected as president Theodore W. Norcross of the Bank of New York. Other officers are: first vice-president, William Huckle, Chase National Bank; second vice-president, P. Raymond Haulenbeck, North River Savings Bank.

Columbia's Tele Outlet Changes Announcement

(Continued from Page 1)

avoring to improve the quality of television transmission, our facilities as well as your receivers are built on pre-war standards using a narrow transmission band on a low frequency. The Federal Communications Commission has recently proposed setting aside wider transmission bands in the higher frequencies in order to make possible television pictures of much higher quality, both black and white and in full and natural color. Our laboratory is now engaged in vital war work, but our plans for bringing you high quality television are going forward, and from time to time we hope to bring you reports of our progress."

Former Announcement

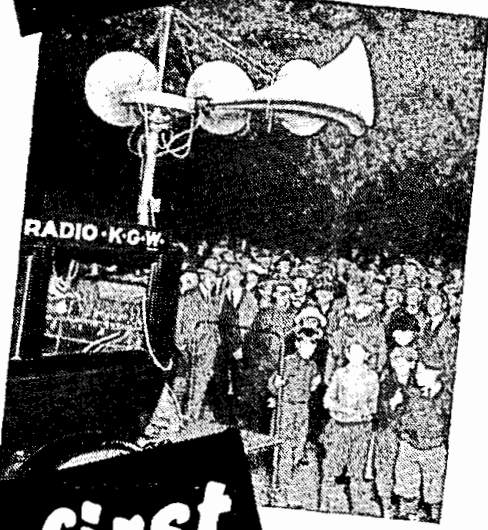
The announcement formerly carried by the CBS station on all programs was as follows:

"The Columbia Broadcasting System however, is not engaged in the manufacture of television receiving sets and does not want you to consider these broadcasts as inducements to purchase television sets at this time. Because of a number of conditions which are not within our control, we cannot foresee how long this television broadcasting schedule will continue."

first in War!



first in Peace



first

in Audience Influence

KGW's ace news staff brings complete news coverage to the vital home-front of Portland's great war effort, pulling its audience just as it did in 1924 when the KGW sound truck brought President's Coolidge's final campaign speech to listeners in the street. First station to provide complete coverage from ALL THREE major news services—KGW is the station people of the Portland area have preferred for 23 years!

Exclusive! From Casa Manana Harry James' Orchestra Every Saturday Night.

KMPG

LOS ANGELES
710 Kc.-10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Roymer Company

SEND BIRTHDAY GREETINGS TO...

February 7

Clifford Atkinson	Lew Charles
J. V. Connolly	Bill Johnstone
Alexander McQueen	Blaine Menth
Jerome Sills	Dorothy M. Smith
Frank Weltmer	Fritzi Roberts

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.



Picture of a team about to warm up for the Battle of the Century

SOME day the war is going to be over. Then: reconversion.

You've heard a lot about reconversion. But most of the worry-in-print has been about the business of turning bicycle plants back into bicycle-making.

But there is another side to the reconversion picture. That's the problem of getting peace-time goods distributed *so cheaply* that manufacturers can *keep prices down* and *sell so much* that our economy won't fall apart. Because if it should fall apart, we would have a lot of unemployment, and if we have a lot of unemployment nobody will buy anything, and . . . well, we have been to *that party!*

Cutting distribution costs is where we come into this picture—the sponsors and the agencies and ourselves.

All three of us are going to have to roll up our sleeves and fight a vital battle for industry and the public on the post-war's most important economic front.

Our objective is clear. Radio must be made more efficient, more economical, than ever before—and we're not overlooking the fact that the wise use of radio has always been the most economical way to sell goods.

How are we going to improve radio?

First, let us recognize that the advertisers and agencies have done a remarkable job. By competing for audience they have helped to make radio a national habit and their joint efforts and ours have raised radio ownership from 10,250,000 homes in 1929 to 33,100,000 homes in 1945.

THE SHOWS PRODUCED BY ONE AGENCY ALONE REACH AS MANY PEOPLE IN A YEAR AS ALL THE FILMS OF ALL THE STUDIOS IN HOLLYWOOD.

Our own first job is to provide maximum physical facilities to reach these millions. Today the Blue reaches over 21,000,000 homes. The number is increasing. Recently we announced the addition of six important stations. As we prepare this advertisement, two more great stations have joined the Parade to the Blue: WCAE, which has established the biggest local audience in Pittsburgh, and WEBR, which covers the Baltimore market like a blanket.

The second job is to help where help is sought in building Blue commercial programs.

Take the problem of talent. By using sustaining time to develop shows the Blue's new program department is uncovering low-cost talent that promises to deliver large audiences. Winners must be developed from the beginners. It is also pre-testing new programs on our own time to remove a percentage of the risk that's always involved when a new show goes on the air. *That's* service to both agencies and advertisers.

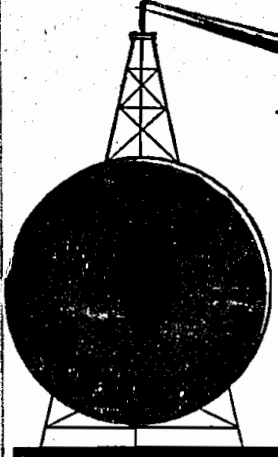
After the war, the radio networks will be one of the greatest forces in the nation in helping us all land on our feet.

Our post-war eye, while it is on our competitive position, is more particularly on our potential ability to help the U. S. industry to new levels of prosperity and a common agreement that if we will only continue to improve our way of life, it cannot be matched anywhere in the world.

You can write that one down.

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G C O M P A N Y , I N C .



RADIO DAILY



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 28

NEW YORK, N. Y., THURSDAY, FEBRUARY 8, 1945

TEN CENTS

House Scans FCC Budget

Radio-Tube Increase Asked By Government

Washington Bureau, RADIO DAILY
 Washington—Necessity for increasing future receiver tube production by more than 3,000,000 tubes a month to meet military requirements was presented to members of the receiving-tube-scheduling Industry Advisory Committee at a meeting here with representatives of the Army, Navy and WPB executives. Officials of the Radio and Radar Division of WPB yesterday said committee members declared that, upon completion of certain facility expansions, their schedules could be stepped up to take care of the increased military requirements when authorized.

Military demands were reported as
 (Continued on Page 7)

Arnold Answering De Mille On 'March Of Time' Today

Edward Arnold, film actor speaking for AFRA on tonight's "March of Time" program over NBC, will reply to statements made on last week's stanza by Cecil B. De Mille, producer and master of ceremonies on the "Lux Radio Theater of the Air" broadcast over CBS. De Mille relinquished his post on the latter program rather than pay a \$1 assess-
 (Continued on Page 2)

Press Personalities Set For New WHOM Series

Discussions on radio, the theater, the cinema, music, sports and books will highlight the new WHOM, New York weekly program which debuts Sun., Feb. 11, 5-6 p.m. Critics of the aforementioned media to be featured
 (Continued on Page 2)

Emergency
 Detroit—Charlie Park, emcee of the early morning "Fun Frolic" on WJR, couldn't believe his ears when a listener told him what her son in the South Pacific wanted. But Park relayed the message to his listeners, so today Mrs. Bertha Rudo is sending to her son, Joseph, two dozen, four-inch horse-blanket safety pins. Joe didn't say what he wanted them for.

Contrasting
 Contrasting dramatizations are scheduled for the Quentin Reynolds' "Radio Readers Digest" program on CBS Sunday 9 p.m., EWT. One is titled, "Honest Abe," honoring Abraham Lincoln and the other "The Liars Club," the story of Burlington, Wis., famous fibbers.

Four A's Convention Called Off For April

Cancellation of the American Association of Advertising Agencies annual meeting scheduled for April 19 in New York was announced yesterday by the board of directors in compliance with the O.D.T.'s ban on conventions of more than 50 people. This is the first time since its founding in 1917 that an annual meeting of the Association has been cancelled. Election of officers and other necessary business will be conducted by mail.

Philco 'Hall Of Fame' Show May Be Cut To Half Hour

Hollywood—Rumored here that the Philco "Hall of Fame" on the Blue Network Sundays will be cut from an hour to a half hour shortly after the show's return to New York the latter part of this month. Paul Whiteman and his orchestra will continue and the show's format will be light musical entertainment for summer listening, it is reported.

AFM Action On Interlochen Brings Vandenberg Criticism

Washington Bureau, RADIO DAILY
 Washington—Action of James C. Petrillo, president of the AFM in placing the National Music Camp at Interlochen, Mich., on the union's "unfair list" as a sequel to the passage of the bill of Senator Arthur H. Vandenberg of Michigan by the Senate has aroused Vandenberg and his supporters. The Vandenberg bill

The voice of WLAW is strong in an area that spells "sales"... Northern New England. Advt.

Republicans Expected To Request Slash When Appropriation For FCC Reaches Floor Today

NBC 'Parade Of Stars' Luncheon Set Today

Officials of NBC will be hosts today at a luncheon in the grand ballroom of the Waldorf-Astoria Hotel at which time a report will be given on the stations support of the network's "Parade of Stars." Niles Trammell, president of NBC, and Charles P. Hammond, director of advertising and promotion, will be the principal speakers. Agency executives sponsors and press and web officials will attend.

Texas Publisher Seeks To License Three FMs

Washington—FM licenses for three Texas cities were asked of the FCC yesterday by L. E. Owens who publishes newspapers in each of the three cities. They are Harlingen, Brownsville and McAllen.

Double Feature Web Show Arranged For Naval Station

Chicago—Flying sailors at the Glenview, Ill., Naval Air station will get a two-feature network show next Sunday night when the Jack Benny
 (Continued on Page 3)

Washington Bureau, RADIO DAILY
 Washington—Debate got under way yesterday on the independent offices bill with the FCC appropriation probably to come in for attention on the House floor today although the sort of all-out onslaught against the Commission which was seen last year will probably not occur this year. It is likely that Republicans will propose a cut in the FCC budget.

Representative John Taber of New York, ranking Republican on the Appropriations Committee who thinks most appropriations of all types are too large said yesterday he definitely
 (Continued on Page 7)

Boy Scout Campaign Luncheon Here Today

Prominent figures in the New York radio industry will be among those gathering together today for a luncheon at the Hotel Commodore in honor of the start of National Boy Scout Week. Key speaker will be Paul V. McNutt, WMC chairman, recently returned from a government
 (Continued on Page 7)

CBC Chairman Defends Web Policy On 'Thrillers'

Montreal—Howard B. Chase, chairman of the Canadian Broadcasting Corporation board of governors, said last week in a statement that persons, complaining about the effect of
 (Continued on Page 3)

which makes it illegal to interfere with such programs as the Interlochen radio concerts is now before the House.

In placing the Michigan amateur musicians summer camp on the "unfair list" the musicians union's directive makes Interlochen out-of-bounds for union conductors, musicians, or
 (Continued on Page 6)

Advertisers and merchandisers appreciate the importance of WLAW in Northern New England. Advt.

Fag Plan
 Staff members of WOR will benefit by a company plan which will assure them a reasonable amount of cigarettes. In a statement issued yesterday by Theodore C. Streibert, employees were informed of their inclusion in the R. H. Macy rationing system whereby the individual, signing for his ration card with the WOR cashier, can call periodically at Macy's for his supply of fags.



Vol. 30, No. 28 Thurs., Feb. 8, 1945 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, February 7)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	162 3/4	163	+ 3/4
CBS A	36 1/2	36 1/4	36 1/2	+ 3/8
CBS B	36	36	36	- 1/4
Crosley Corp.	38 1/2	38 1/2	38 1/2	- 1/4
Farnsworth T. & R.	15 7/8	15 3/4	15 3/4	- 1/4
Gen. Electric	39 3/4	39 1/4	39 1/2	+ 3/8
Philco	35 7/8	35 1/2	35 7/8	+ 3/8
RCA Common	12 5/8	12 1/4	12 1/4	+ 1/4
RCA First Pfd.	80	80	80	+ 1/2
Stewart-Warner	18 1/8	17 7/8	18 1/8	+ 1/8
Westinghouse	121	120 1/4	121	- 1/4
Zenith Radio	40 3/4	40 3/4	40 3/4	- 1/2

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	6 1/4	6 1/8	6 1/4	...
Nat. Union Radio	32 3/8	32 3/8	32 3/8	- 5/8

OVER THE COUNTER				
	Bid	Asked		
Du Mont Lab.	8 3/4	9 1/2		
Stromberg-Carlson	19 3/8	20 3/8		
WCAO (Baltimore)	25			
WJR (Detroit)	40	42		

20 YEARS AGO TODAY

(February 8, 1925)
 Georgia Hall is still talking about the way NTG introduced her to the radio audience last week. He called her a "gorgeous little blonde, and not dumb like most of them." . . . Kenneth Burdick, baritone, of New York City, gave a fine performance on WBBJ, singing his own compositions.

WHO CONDUCTED A MENTAL TREASURE HUNT?

SEE PAGE 3

Coming and Going

EDGAR KOBAK, president of the Mutual network, left for Boston last night to be a guest of the Algonquin Club luncheon today. He is expected to give an address later this afternoon to key members of the Yankee Network.

HAROLD CASSELL, owner of WKIP, Poughkeepsie, N. Y., was in town yesterday and paid a visit to the headquarters of the Blue Network.

ERNEST SHOMO, sales manager of WBBM, Columbia-owned station in Chicago, has joined the executive contingent currently in New York on station and network business.

ED THOMAS, vice-president of Geyer, Cornell & Newell, Inc., has arrived back in New York City. He had been visiting at the headquarters of the Eureka Vacuum Company in Detroit.

WILLIAM D. MURDOCK, assistant general manager of WTOP, CBS-owned station in Washington, D. C., in Gotham for confabs at the offices of the web.

LYMAN BRYSON, CBS director of education, has returned from Springfield, Mass., where he addressed the Forum of that city on the subject "Rebuilding the World for Peace."

EUGENE P. WEIL is in town from WJLD, Bessemer, Ala., for a few days on station business.

FRANKLIN M. DOOLITTLE, president and manager of WDRC, Hartford, Conn.; WALTER B. HAASE, promotion director, and ITALO MARTINO, chief engineer, are in town for conferences at CBS, of which the station is an affiliate.

RICHARD W. DAVIS was here yesterday on another of his brief visits. He's station manager of WELI, Blue outlet in New Haven.

JO LYONS, assistant tele director of BBD&O, has returned to her post at the agency. She spent her mid-winter vacation at Palm Beach, and has a tan to show for it.

Press Personalities Set For New WHOM Series

(Continued from Page 1)
 each week will be: Ben Gross of the New York "Daily News"; Robert Garland of the New York "Journal-American"; Eileen Creelman of the New York "Sun"; Jack Gunther of "Look" magazine; Irving Marsh of the New York "Herald Tribune"; Edith H. Walton, New York "Times."

Another new program to bow in the same afternoon, at 3 p.m., presented in co-operation with UNRRA, Barnard College and Columbia University will be titled, "Gateways To Peace," and will give college students and authoritative spokesmen of the United Nations an opportunity to participate in the proceedings. These programs will originate from the Brander-Matthews Theater on the Columbia campus.

The above new series is in line with the newly revised program policy of English-speaking programs in lieu of foreign language.

Boulton Style Show Emcee

Milo Boulton, master of ceremonies on "We, the People" heard over CBS, will act in the same capacity today at the fashion show to be conducted at the Hotel Pierre by Crown Fabrics, textile manufacturers. Latest style features will be displayed and modeled before representatives of 32 leading department stores of the nation.

Arnold Answering De Mille On 'March Of Time' Today

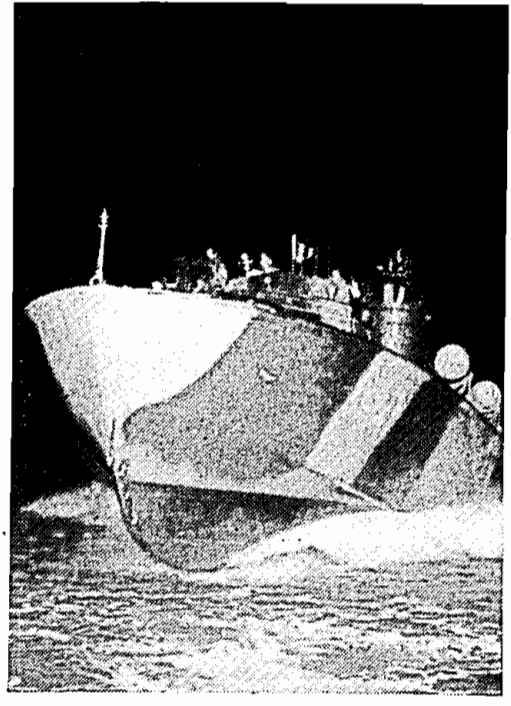
(Continued from Page 1)
 ment levied by the radio artists union during the last election in California. Also on tonight's program will be Donald Nelson, who will report on Chinese war production, and Blanche Thebom, one of this year's additions to the roster of the Metropolitan Opera Company.

this is **WDOD** 20th YEAR

ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga CBS

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES 5,000 WATTS DAY AND NIGHT



U. S. Navy Photo

This is a PT boat

You've heard a lot about those babies. Plenty of speed and firepower. They're maneuverable and seaworthy. And they pack a terrific wallop. It can be summed up in the phrase "A small, but mighty independent unit."

We like to think of W-I-T-H in terms of the PT boat. A small but mighty independent radio unit.

Because in this five-station town . . . W-I-T-H, the successful independent, produces more listeners per-dollar-spent than any other Baltimore station.

We have the facts to prove that W-I-T-H packs a big wallop too. A lot of radio advertisers have looked them over . . . and decided that W-I-T-H belongs at the top of any budget list.



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.

PROGRAM REVIEWS

"NEW YORK NEWSPAPER GUILD FORUM"

Modern Industrial Bank
Metropolitan Advertising
WMCA, Tuesdays, 9:03-9:45 p.m.
Moderator: Dr. Frank Kingdon
Announcer: George Willard

The presence of Dr. Frank Kingdon, the noted author, lecturer and news analyst, on this program certainly enhances the still rather obscure merits of this series. But as its new moderator, replacing John T. McManus who formerly played that role, we feel his situation is a sort of thankless one.

Other forum-type programs give their moderators a specific role to play; i.e., they participate in the editorial proceedings in one way or another. Whereas in this program, Dr. Kingdon is only entrusted with the opening announcement of the program, and after that, his other position brings to mind the old-time school teacher who spent more time keeping his pupils quiet (audience in this case), than he did trying to make them absorb some knowledge. The department we expected to hear Dr. Kingdon in charge of was handled last week, as in the past, by two newspapermen in a so-called "press box." Their job was to keep the proceedings alert by popping a number of questions right after each of the participants had taken his stand at the opening portion of the program. Dr. Kingdon was energetically occupied in restraining the audience from doing many things, in addition to recognizing them as they raised their hands for participation during their particular portion of the program. Some people would call that an occupation; we do not—not for Dr. Kingdon anyway. His talents belong in the press box, and an announcer should be assigned to his present position on the program. Maybe the program will climb out of the perambulator.

Perhaps the other matter we're concerned about is of a minor nature. Thus far, practically every program we've been reminded to listen to conveyed one thing to us: that there are two sides to every question. We have yet to hear these sides expressed on this program intelligently, lucidly and unswervingly. We have yet to hear people of stature and authority express sincere convictions here. We wonder whether Dr. Kingdon is as impatient as we are to see him get up there and speak his mind.

CBC Chairman Defends Web Policy On "Thrillers"

(Continued from Page 1)

"thriller" radio programs on children should be more specific in their charges. He said the CBC and the Canadian Association of Broadcasters were "anxious to fully co-operate in eliminating from the air any programs that are harmful to children, but most of the criticism is so general in character as to be of little assistance."

"It would help if the organizations complaining would specify the program to which they object and would give specific instances of the harm being done."

"Thriller" programs were some of the topics discussed at a board meeting which has just ended, he said.

The board and representatives of the CAB had discussed the matter at length and were "agreed fully that no children's programs should be broadcast which would unduly excite the young, or which would by example or suggestion cause or promote juvenile delinquency."

Double Feature Web Show Arranged For Naval Station

(Continued from Page 1)

gang joins forces with the Fitch Bandwagon show and will broadcast from the air station. The Benny show will be heard over NBC at their regular time from 7 to 7:30 p.m., EWT., and then the comedian and his gang will furnish comedy support to Phil Harris and his orchestra when the musicians appear with Dick Powell on the Bandwagon show from 7:30 to 8 p.m., EWT. It is the first time that two major NBC commercial shows have originated from one servicemen's camp at the same time in the Chicago area.

Grauer On "U" Newsreel

Ben Grauer, announcer, has joined his friend Ed Herlihy as background "voice" on Universal Newsreel.



Wake up Mr. Time Buyer!
there are

60 markets available with

Fulton Lewis, jr.

... all with a rating of
10 or better!



In these days when really good programs are few and far between and good time is hard to get . . . be sure you buy a show that will sell your client's product. Fulton Lewis, jr., has proved this for over 130 sponsors. For full particulars, phone, wire or write,

William B. Dolph, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.

Affiliated with the **MUTUAL BROADCASTING SYSTEM**

FACTS
For Radio People,
Time Buyers

The OKLAHOMA RADIO AUDIENCE OF 1944

A Study by DR. F. L. WHAN

Copy sent on request.

WKY—Oklahoma City

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

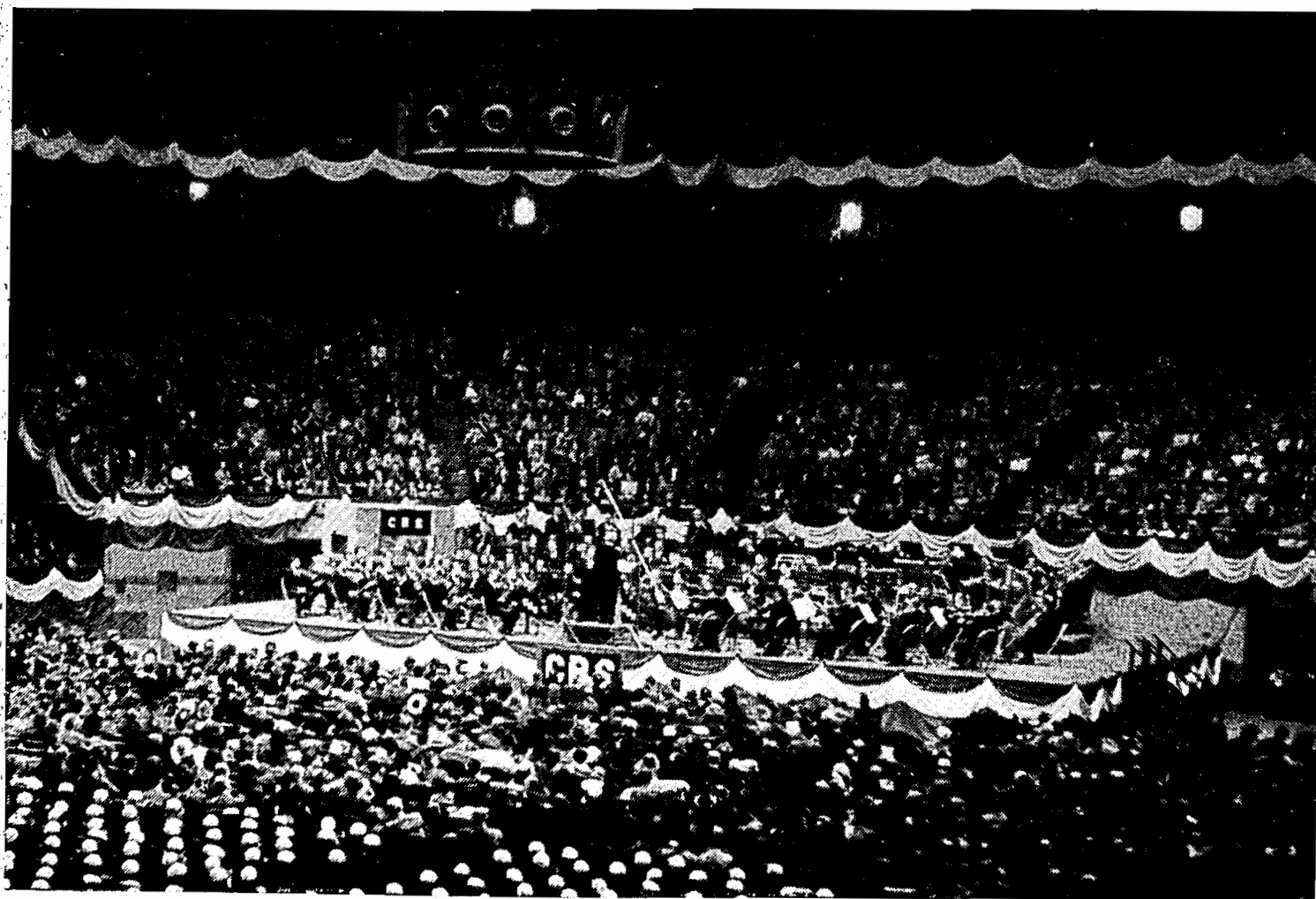
L. S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5275

to the recurrent CBS winners in Radio

America's leading radio editors and critics awarded first place in 5 classifications to regular CBS network programs during 1944, in *Radio Daily's* Eighth Annual Certified Poll.

They awarded second place in 11 classifications to regular CBS network programs.

THE FIVE CBS WINNERS WERE:



Favorite Dramatic Series
(as produced by C. B. De Mille)
Lux Radio Theatre



Favorite Dance Band
(Swing)
Harry James



Favorite Feminine
Vocalist (popular)
Dinah Shore

Favorite Children's Show
Let's Pretend



aily's national program poll

Thus *Lux Radio Theatre* wins first place for the eighth consecutive year—ever since *Radio Daily* inaugurated its poll. The New York Philharmonic-Symphony Orchestra has won every year except 1938. Harry James wins a first for the third straight year. So does Dinah Shore—on CBS all of 1942 and 1943 and 65% of 1944. *Let's Pretend* was elected America's favorite children's program in 1939, tied for first place in 1943, and won again in 1944.

AND IN ADDITION TO THOSE CBS "FIRSTS":



Frank Sinatra
(so far, 2 "seconds")



Ted Husing (so far, 3
"firsts," 5 "seconds")



Sammy Kaye
(so far, 3 "seconds")



Kate Smith
(so far, 2 "firsts,"
5 "seconds")



Gladys Swarthout
(so far, 1 "first,"
4 "seconds")



Gracie Allen
(so far, 1 "second")



Take It or Leave It
(so far, 4 "seconds")



Burns and Allen
(so far, 1 "second")



The Aldrich Family
(so far, 1 "first,"
3 "seconds")

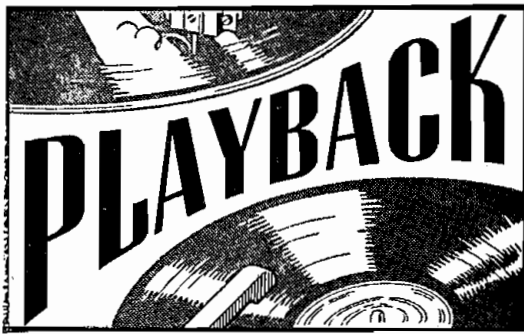


Shostakovich
8th Symphony
(so far, 1 "second")

For their discerning recognition of these superior programs CBS offers America's radio critics and editors its sincere appreciation. To the artists, our heartiest congratulations.

This is CBS...the Columbia Broadcasting System





ONE of the more interesting, custom-built shows produced by NBC-RRD lately is *Melody Bakers* . . . a series of 5-minute programs starring The Three Suns currently playing at New York's Piccadilly . . . Jessie Fordyce, singer . . . and America's dean of announcers, Milton Cross. The show has an interesting pattern . . . comparing good baking with good music. The client, J. B. Carr Biscuit Company, placed the account through the Lynn-Fieldhouse Agency at Wilkes-Barre, Pennsylvania.

Members of the Armed Forces overseas, as well as those in General Hospitals in continental United States, find leisure-time entertainment by listening to the programs written and produced by the Armed Forces Radio Service. Recording such world famous shows as *Command Performance*, *Mail Call*, *G.I. Journal*, *Jubilee*, *G.I. Jive* and others, is one of the wartime activities of NBC-RRD, and when our part of the job is finished, the records are flown to the more than four-hundred-fifty AFRS outlets overseas.



As if the winter hasn't been hard enough out in western Pennsylvania, WMBS, Uniontown, is planning to chill more spines with the introduction of THE WEIRD CIRCLE, weekly half-hour NBC-RRD show.

The newly introduced NBC Syndicated feature *Destiny Trails* . . . based on the immortal novels of James Fenimore Cooper, will be heard by regular tuner-inners to KMED, Medford, Oregon. The station has contracted for the full 78-program series which includes a complete dramatization of Cooper's "The Deerslayer" and "The Last of the Mohicans." An additional 39 programs dramatizing "The Path Finder" is now in production.

NBC RADIO-RECORDING DIVISION

America's No. 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.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



California Commentary!

● ● ● It fell to the lot of the Los Angeles Chamber of Commerce to entertain members of the Federal Communications Commission on the last day of January. However, the last day of the first month of the new year brought the initial rain of 1945—and to top the

Los Angeles

irony the affair was held in the Sunset Room of the California Club. The visiting Commissioners, included: Chairman Paul A. Porter, Paul A. Walker, Norman S. Case and E. K. Jett, who were here on a tour of inspection of radio installations of the Army Air Forces communications. Earle C. Anthony, owner of KFI, made one of his rare public appearances, while other broadcasters present included Lewis Allen Weiss, Don Searle, Don M. Thornburgh, Harry Maizlish, Calvin Smith, William B. Ryan, Kenneth O. Tinkham, Robert O. Reynolds, Ben S. McGlashan, Lou Frost, Bill Ray, Pat Campbell, Reed Callister, Los Angeles; Wesley I. Dumm, Loyal King, J. Frank Burke, Pasadena; Jack Gross, San Diego; Ernest L. Spencer, Santa Ana; Jay E. Tapp, San Francisco; C. Merwyn Dobyms, Lee Wynne, Long Beach. Commissioner Walker and Harry Witt of the Columbia Pacific net compared notes and found they had both taught school—with the former starting back in 1904 at Shawnee, Oklahoma, after graduating from the University of Chicago. Witt taught for only six months and at Mill Valley, Calif.

★ ★ ★

● ● ● On one of his programs Jack Carson enacted the role of a man who was bemoaning the lack of cigarettes. T'other day he received a package—of two cigarettes—from one of his femme fans. Lt. (j.g.) Kevin Sweeney, who was sales promotion manager of the Pacific Blue before entering the service and who is now stationed at Ottumwa, Ia., has been spending his furlough in Hollywood. What might well become a standard textbook on radio, for use in high schools and colleges, is being compiled by Perry Ward, who has been active in radio for the past 14 years. With the help of his co-workers on the Blue, where he emcees "What's Doin' Ladies," plus the co-operation of former associates on NBC, CBS and Mutual, he is gathering authoritative treatises on radio production, direction, writing and acting. Papers will be read at special summer session at the University of Tulsa by Ward, and then he will have them published as a textbook.

★ ★ ★

● ● ● Members of KGFI's announcing and programming departments tossed a surprise party in honor of Thelma Kirschner, their boss and the only woman station manager in Los Angeles. They arranged an informal dinner party at a downtown Italian restaurant, and by using what Shakespeare once called "wile and guile" kept the affair secret from its guest of honor. Highlight was the presentation to Miss Kirschner of three books from her staff—including "Lives Of Fair And Gallant Ladies." Pauline Drake, who is playing "Pauline," Mary Livingstone's maid on the Jack Bonny show, is looking forward to the Feb. 25th appearance of the troupe in Denver—her home town. Last time she was East was with the Edward G. Robinson troupe in "Big Town." Connie Haines, petite singer, made her debut on the Andy Russell Blue show on her 23rd birthday, and the cast provided her with a surprise birthday cake. Bob Nichols, of Seattle, who does the Radio Parade daily on the Pacific Blue, two-wooking in Hollywood, lining up a flock of interviews for his program. Tom Broneman has tossed one of his many hats into the ring in the race for mayor of Encino, in the San Fernando Valley, against Mischa Auor, Wild Bill Elliott and Paul Muni. It would seem appropriate for Gordon Jenkins, who wrote "San Fernando Valley," to also run for the office.

★ ★ ★

—Remember Pearl Harbor—

AFM-Interlochen Act Arouses Vandenberg

(Continued from Page 1)

affiliated radio technicians. Here fore name leaders such as P. Whiteman have visited the summer camp to conduct the amateur symphony orchestra and to give lectures.

Leo Cluesmann, international secretary of the AFM, in a letter to radio networks declared that the international executive board on January 19 voted Interlochen to be on musicians union "unfair list."

English Symph. Conducted En Route Here For NBC

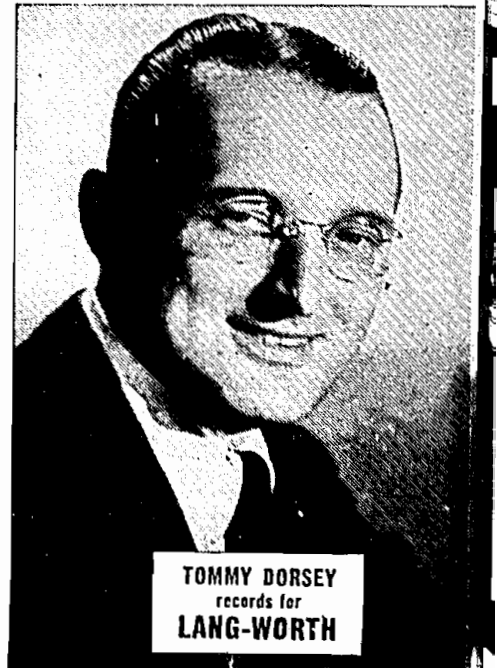
Malcolm Sargent, conductor of London Philharmonic, the Halle Orchestra and other noted musical ensembles of Great Britain, is en route to the United States to start rehearsals for his four-week podium assignment with the NBC Symphony Orchestra beginning Sunday, February 18. Sargent's opening NBC broadcast will include Elgar's "Cockaigne Overture" and Dvorak's "Symphony No. 9 in D Minor."

AVAILABLE

Young woman script-writer for 4-1/2 Agency shows. Four years' experience. Write RADIO DAILY, Box 121, 1501 Broadway, New York 18, N. Y.

WHO INTERPRETS FASHION DESIGN BY TELEPATHY?

SEE PAGE 8



TOMMY DORSEY records for LANG-WORTH

Radio-Tube Increase Linked By Government

(Continued from Page 1)

Increasing as a result of emergency programs, battle losses and additional requirements from electronic equipment manufacturers, thus reducing the availability of replacement tubes for home receivers. Requirements for military-type receiver tubes during the first quarter of 1945 are approximately 2,500,000 tubes more than actual production for military use during the last quarter of 1944. It is anticipated that in July and August, after the industry has completed its expansion program and for all military needs are scheduled for production, more civilian tubes will be available than at present.

NBC Director Of News Arrives In France

Paris—William F. Brooks, director of news and special events of the National Broadcasting Company, has arrived here on the first leg of an extensive tour of battle-fronts and war capitals to lay ground work for the network's post-war news coverage in Europe. Brooks will also visit London, Rome and Paris.

Ream Takes Post

Joseph H. Ream, vice-president of CBS, has accepted the chairmanship of the Radio division of the Committee of the Legal Aid Society for 1945 Appeal.

FCC Appropriation For 1946 Reaches House Floor Today

(Continued from Page 1)

looks for the offering of amendments to reduce the FCC funds. He was not optimistic about passage however. "They've got too much money down for the FCC," Taber said, "They don't need that much." Taber did not explain his opposition further.

Rep. Richard B. Wigglesworth of Massachusetts, Republican member of the Appropriations Committee and also of the Lea committee of last Congress, blasted the Commission for "condoning illegal operations by licensees" and said the Lea committee study showed definite need for great improvement in FCC administration and operation.

Wigglesworth said, "The record indicates further condoning of illegal operations by a licensee of which the Commission had full knowledge for two or three years. It indicates no definitive action in respect to concealed ownership reported to the appropriations committee by the Commission some two years ago. It indicates the postponement until after election of hearings on the revocation of licenses recommended by reason of false statements and concealed ownership. It raises the question if the Commission has not completely ignored tax evasion and false statements under oath by licensees."

He referred specifically to the case of WGST, Atlanta, although he did not name it, and to the Kennedy stations in West Virginia.

"It indicates," he continued, "that the transfer of stations or control of stations, for values far in excess of

the value of the assets transferred, and trafficking in government franchises with the approval of the Commission continues. Transfers at 12, 15, 19 and 32 times the original cost to the seller are included in tables furnished by the Commission."

Referring to the Lea committee investigation, the Bay Stater said, "The investigation showed the imperative need for improved standards of administration and remedial legislation. Both are essential to impartial and efficient regulation and to equality of opportunity and freedom of speech over the radio, one of the greatest factors in the nation today in terms of the preservation or destruction of our American way of life."

"The investigation served to take the Commission out of the military and naval field in accordance with the wishes of the joint chiefs of staff, who stated that the Commission had endangered the effectiveness and security of military radio intelligence. It served to disclose, and I hope to eliminate, certain abuses of the Commission's licensing power, condonation of illegality, action based on political considerations, misrepresentation to Congress, unlawful solicitation of appropriations and falsification of records. It served to bring about important changes in personnel. It served to effect savings of

Boy Scout Campaign Luncheon Here Today

(Continued from Page 1)

mission overseas, who will address the assembly and will officially start the week with a coast to coast broadcast over NBC, from 12:30 to 12:45 p.m.

Adding merriment to the proceedings will be Olsen and Johnson, well-known comedy team of both stage and radio. A report on the progress made by the individual stations in New York City, in their campaign during the past week to raise funds for a camp at Alpine, N. J., will also be given at this meeting, although the report will not be final, as several of the stations plan to continue the campaign through this next week.

between two and three million dollars a year.

"It was impossible, however, in view of the obstruction encountered by the Select Committee to conduct anything approaching a thorough-going investigation. Many important matters including the alleged abuse by the Commission of its licensing powers in respect to many stations were not considered. An abundance of evidence collected by the committee staff has not been heard. Some of it is sensational. Only by continuing the investigation can the job undertaken under instructions from the last Congress be carried to a proper conclusion."

SEND BIRTHDAY GREETINGS TO...

February 8

- | | |
|----------------|----------------|
| Chick Adams | Don Ball |
| Roscoe Beach | Truman Bradley |
| Ed Fitzgerald | Irving Kaufman |
| Henry King | Lou Kroeck |
| Frank E. Mason | Kay Reed |
| Charles Sears | Fred Thoms |
| Jack Rourke | |

WHO CARRIES
50 TELEPHONE
BOOKS AROUND
IN HIS MIND?

SEE PAGE 8

KORN KOBBLERS

RADIO'S LARGEST LIST OF SATISFIED SPONSORS:

Hudepohl Beer..WHIZ	Progress Beer..KVOO
West Virginia Beer	Jax Beer.....WMBR
	WSAZ Golden Age Beer.KGA
Kuebler Beer...WEST	

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Thorough PITTSBURGH Coverage

... plus thorough cooperation



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

PROMOTION

WHOM Matches Dimes

WHOM's newest brochure is not only a timely, or timeless one, but the most challenging one this department has yet seen. It's a simple black-and-white one-fold affair, and the copy on the cover says "You Can Match This Dime If You Want To For the March Of Dimes, But. . . ." and it goes inside to "You Can't Match This For Performance." The rest of this clever brochure goes on about the number of dimes the station has brought in to date: 12,000, posing the aforementioned questions, of course, re the station's performance in the New Jersey area. It's a hep job.

Slogan Contest

A new slogan contest for the Maxwell House show has just been announced by Frank Morgan, its star. Open to anyone 18 years of age or over, living in the continental United States, except employees of General Foods, their agencies and family members, each contestant is asked to submit a slogan of 12 words or less which he thinks is better than "Good To The Last Drop." Contest opened February 1, 1945. Closing date will be announced soon.

The writer of the winning slogan, selected on the basis of originality and suitability, will be awarded a \$5,000 war bond.

Buttner Honored

H. H. Buttner, vice-president and a director of Federal Telephone and Radio Corporation, was accorded fellowship in the Institute of Radio Engineers during their recent convention in New York. Buttner is coordinator of research for Federal Laboratories, an associate of International Tel. & Tel. He has been connected with the latter organization since 1926, and has been engaged primarily with communication and development activities.

COAST-TO-COAST

— MONTANA —

MISSOULA—KGVO observed the 14th anniversary of its service to western Montana, January 18, which was tied in with radio's 25th anniversary. . . . "The Roaming Ranger," representing the U. S. Forest Service, has resumed regular Friday night broadcasts. Programs are written and produced by L. A. Campbell, public relations director of Forest Region No. 1. . . . Three KGVO staffers were named to the board of directors of Western Montana Press-Radio Club in recent annual election. They were A. J. Mosby, James Alden Barber and John R. Lindsay.

— NEBRASKA —

OMAHA—Because he couldn't find a home for his family, Ray Olson turned in his resignation as announcer at NBC in Chicago and returned to his home station, WOW. . . . New arrival at WOW is Merrill Clifford Workhoven, announcer, who hails from KSOO, Sioux Falls. . . . NORFOLK—WJAG, only outlet in northeast Nebraska and one of several Omaha and Nebraska stations interested in the question of repealing War Time, appealed to its listeners to vote on the proposal. In first 48 hours, WJAG received 142 replies expressing favor or opposition to the plan.

— OHIO —

COLUMBUS—WELD, state's first FM station, is airing the basketball games of Ohio State University. . . . PORTSMOUTH—WPAY has a new commercial manager in the person of Gerald F. Boyd, for the past eight years in newspaper advertising. Recent visitor to the station was Lt. Ralph H. Patt, Jr., now communications officer on convoy duty and former manager of WPAY. Announcer David Ladd has had a call from Uncle Sam. . . . CINCINNATI—Veteran showman Charles Lammers recently celebrated 10 years as WLW producer-director. . . . CLEVELAND—New assistant traffic manager of WJW is Mary Jane Ryan.

— NEW YORK —

ALBANY—Edward N. Scheiberling, American Legion national commander and James (Ripper) Collins, current manager of the Albany Senators are among local lites heard on the General Eisenhower requested "Let's Go To Town" transcription recently completed by WABY. . . . NEWBURGH—Joseph Deane, WGN announcer-jockey and former student of WHN's Dick Gilbert happened to be visiting his teacher recently when Gilbert was taken with laryngitis, Joseph, 'tis said, did a swell job of pinch-hitting on Gilbert's hour-and-a-half record program.

— NEW HAMPSHIRE —

PORTSMOUTH—When platter pilots Bob Fuller and Phil Johnson, alias "Cream and Sugar" of WHEB's "Coffee Club," telephoned to WSTP in Florida during a program to check on southern temperature, it turned out to be a two-way stunt. Glenn Dill who answered the WSTP phone happened to be on the air himself during the "N. C. Anniversary Show," so listeners got the benefit of a sprightly conversation. Florida was enjoying a warm 72; Portsmouth, a chilly four.

AGENCIES

RAYMOND SPECTOR CO., INC. New York, announces the appointment of Ned C. Smith as vice president in charge of all creative activities, including television and commercial films. Prior to joining Spector organization last October Smith was a senior copywriter at Kenyon & Eckhardt, Inc.

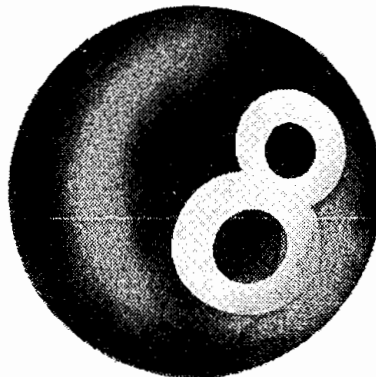
H. G. KRONENWETTER has been promoted from assistant advertising manager of Sylvania Electric Products, radio division, to the post of advertising manager.

Babbitt Joins Mutual

Gil Babbitt, formerly public relations representative of WCAU, Philadelphia, has joined Mutual in the capacity of an exploitation representative. Jim O'Bryon, publicity director of Mutual announced this week.

Stork News

Ted Husing, CBS sportscaster, came the father of a baby boy Tuesday evening, February 6, at the Harness Pavillion. The child is yet unnamed. Mother and son are doing fine.



This is our new address, thought we, when Hooper hit our recipe program with a lowly 1.7 rating. But proof of putting a message across is not always in the size of the audience, for this same show lures 500 women a day, in person, to the sponsor's store, to ask for reprints of the recipes.

Moral: when it comes to attracting a special-interest group, especially on the distaff side, WSAI cooks with the Blue flame.

TODAY'S MOST
OUTSTANDING
RADIO
PERSONALITY



DUNNINGER

SOLD 91,000
COPIES OF
HIS BOOK!

WSAI

A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 30, NO. 29

NEW YORK, N. Y., FRIDAY, FEBRUARY 9, 1945

TEN CENTS

FCC's Budget Unchanged

AFRA Speakers Reply To De Mille Charges

Two speakers, representing AFRA, challenged the statements of Cecil B. De Mille in his refusal to pay a \$1 assessment voted by the artists union, when they appeared on the "March of Time" over the Blue Network last night to answer De Mille's charges a week ago. The AFRA spokesmen were Edward Arnold, motion picture actor, and Hal Berger, who recently returned from service in the South Pacific.

Charging that Proposition Number 13 on the California ballot last November sought to cripple and destroy organized labor in the state by taking

(Continued on Page 6)

New NBC Music Series Titled "Music For Tonight"

New NBC music series, titled "Music for Tonight" bows in as a regular feature over NBC Wednesday, February 14, at 11:30 p.m. Dedicated to the idea that modern composers should have equal opportunities with the composers of the classics, the program will feature the NBC concert orchestra under the baton of

(Continued on Page 5)

Crosley Officials Visit Canadian Distributors

Montreal—R. C. Cosgrove, vice-president and general manager of the Crosley Corp., Cincinnati, and president of the Radio Manufacturers' Association of the United States, accompanied by J. W. Delind, Jr., director of exports for the Crosley Corp., is

(Continued on Page 2)

No Paper Monday

Monday being February 12 and Lincoln's Birthday, a day honored as a holiday in most of the states of the union, RADIO DAILY will not be published.

"Parade of Stars" Luncheon Meeting

Results of NBC's promotion efforts for 1944 in the fields of newspaper, billboard, screen, direct mail, as well as radio, for its programs were disclosed at a luncheon of agency sponsor and press representatives by Charles P. Hammond, NBC director of advertising and promotion, at the Waldorf-Astoria yesterday. The affair, revealed accomplishments of the network's "Parade of Stars" campaign.

Roy C. Witmer, NBC vice-president in charge of sales, who spoke in place of Niles Trammell, NBC president, pointed out the need for agencies

(Continued on Page 5)

Walsh, CIO-PAC Official, Hits AFM Re Interlochen

J. Raymond Walsh, economist for the CIO and research director of the PAC, in a broadcast on WMCA last night called upon the labor movement to "try to put Mr. Petrillo in his place." Walsh spoke in his capacity as a regular commentator on the

(Continued on Page 2)

Army Officer Gives Insight Into AFRS World Operations

Los Angeles—Disclosing that 553,000 transcriptions were pressed for the Armed Forces overseas during 1944. Colonel Thomas H. A. Lewis of the Armed Forces Radio Services, speaking before the Los Angeles Advertising Club annual "Radio Day" meeting, gave coast radio and agency executives an insight into the Army's vast entertainment operations.

Colonel Lewis, reviewing the ac-

Who listens to your advertising over WLAW? —152 cities and towns in Northern New England.

House Passes Independent Offices Bill Granting Unreduced Appropriation; Approval By Senate Expected

BMB Approval Grows As 79% Sign For K.C.

Kansas City, Mo.—NAB's District 10, comprising Nebraska, Iowa and Missouri followed the leadership of Director John J. Gillin, Jr., WOW, Omaha, and KODY, North Platte, in adding its convincing support to the subscription roll of the Broadcast

(Continued on Page 5)

CBS Declares Dividend; Issues Financial Statement

Announcement of a cash dividend of 40 cents per share of the present Class A and Class B stock of \$2.50 par value, was made yesterday by Frank K. White, vice-president and treasurer of the Columbia Broadcasting System. In addition Mr. White

(Continued on Page 4)

11 Stations Spot Campaign For Movie Production

Eleven stations in the New York metropolitan area will be used for an intensive exploitation campaign for United Artists' new film, "Guest In the House," for one solid week, be-

(Continued on Page 3)

Washington Bureau, RADIO DAILY
Washington — The Independent Offices Bill, including the appropriation for the FCC for the fiscal year 1946, was passed by the House yesterday with no change in the FCC budget as proposed by the Appropriations Committee. Provision is made for sizeable increases in the engineering, accounting and law staffs for handling of the expected flood of AM, FM and tele applications upon the termination of hostilities. Although

(Continued on Page 5)

Tele Technical Course For CBS' Employees

Technical employees of CBS will be accorded the privilege of attending a special 60-week course in the operation of television studio and transmitter equipment, it was revealed yesterday by James M. Seward, director of operations. Classes will open next Monday.

Arranged in three 20-week seg-

(Continued on Page 6)

FCC To Permit Inspection Of Application Testimony

Washington Bureau, RADIO DAILY
Washington—The FCC voted yesterday to throw open for public inspection all communications protesting, endorsing or in any way com-

(Continued on Page 2)

Alibi

The gag has been revived once more at J. Walter Thompson and Young & Rubicam agencies. The boys in the radio departments are asserting (to the sponsors) that the reason why some of the programs cannot get a rating is that listeners like the programs so much, they refuse to leave their radios to answer the telephone for Crossley and Hooper.

Under Observation

Frank Sinatra, rejected by his draft board some time ago because of a punctured eardrum, appeared again yesterday in his home town of Hoboken for re-consideration. After a protracted physical the singer was sent to Governor's Island for supplementary examination. It is believed likely that he will be accepted for limited service in the Army.

There is advertising effectiveness in the voice of WLAW—5000 watt strong. Advt.



Vol. 30, No. 29 Fri., Feb. 9, 1945 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.

New "Glamour Manor" Staffers

Joe O'Brien, chief announced for WMCA, and Bob Harris, announcer for that station's "Quizdom Class" program, are newly signed regular announcers for Procter & Gamble's "Glamour Manor" program, heard Mon., through Fri., 12-12:30 p.m., EWT, over the Blue Network.

20 YEARS AGO TODAY

(February 9, 1925)

Graphic proof of the fact that the radio art, particularly in connection with telephonic broadcasting, is in a state of flux is given by the list of wave length and other changes published monthly by the Bureau of Navigation of the Department of Commerce.

CKLW

BEST RADIO BUY

in the DETROIT AREA

5,000 WATTS DAY and NIGHT

300 Kc.

MUTUAL SYSTEM

Coming and Going

ALBERT COLE, NBC promotion manager of WRC, Washington, and EMMONS CARLSON, NBC promotion manager of WMAQ, Chicago, are here in New York on promotion business, and yesterday attended NBC Parade of Stars luncheon and exhibit at the Waldorf. Cole and Carlson leave today for their home stations.

ROBERT EWING, research supervisor of the Blue Network's central division; E. J. "MIKE" HUBER, promotion manager, and ROBERT WHITE, public service director all arrived in New York this week.

MARGARET KENNEDY, manager of press information for the Latin-American network of CBS, is back at the web offices following a few weeks in Havana.

A. N. ARMSTRONG, JR., assistant manager of WCOZ, Boston, a welcome visitor yesterday at the headquarters of the station's national representatives.

HOWARD LANE, director of station relations for CBS, has returned from a trip to the network's offices on the West Coast.

J. P. WILLIAMS is in town from WING, Dayton. Paid a business call at the Blue Network, with which the station is affiliated.

ROY S. LANGHAM, CBS co-ordinator of broadcasts, is in Washington, D. C., where he is conferring with officials of the Army War College Library.

CHARLES M. ROBERTSON, JR., president of The Ralph H. Jones Company, Cincinnati, spent the early part of this week conferring at the New York offices of the agency.

DICK DORRANCE, director of promotion service for CBS-owned stations, will leave over the week-end on a trip to web outlets in Charlotte, Birmingham, St. Louis and Washington, D. C.

ALLAN MELTZER, head of the organization bearing his name, has returned from Hollywood, where he was engaged during the past month in the establishing of new offices. New York will remain the pivotal office for the publicity agency.

ROBERT T. CONVEY, president of KWK, has left St. Louis on a business trip to New York and Washington. He expects to be in the East for about two weeks.

JAN SCHIMEK, director of editing and copy-right for the Columbia network, has returned from a business trip to Chicago.

Crosley Officials Visit Canadian Distributors

(Continued from Page 1)

visiting Toronto for a meeting with D. R. Moffat, vice-president and general manager and other officials of Moffat's, Ltd., Weston, Ont. Moffat's will make the Crosley line in Canada, including radios, home freezers and refrigerators.

Walsh, CIO-PAC Official, Hits AFM Re Interlochen

(Continued from Page 1)

station in discussing the Interlochen dispute.

Characterizing Petrillo as a despot wielding unlimited power, Walsh stated that there is no assurance the money received by Petrillo's union will be used for the relief of unemployed musicians.

Cornish To Mutual

William A. "Bill" Cornish, formerly assistant radiodirector of J. M. Mathes, Inc., has been appointed assistant commercial program manager for Mutual, it has been announced by Phillips Carlin, vice-president in charge of programs.

FCC To Permit Inspection Of Application Testimony

(Continued from Page 1)

menting upon applications put before the Commission. All material filed in petitions to intervene, or similar actions, will hereafter be matters of public record. Previously, only portions of these communications were made public.

FINANCIAL

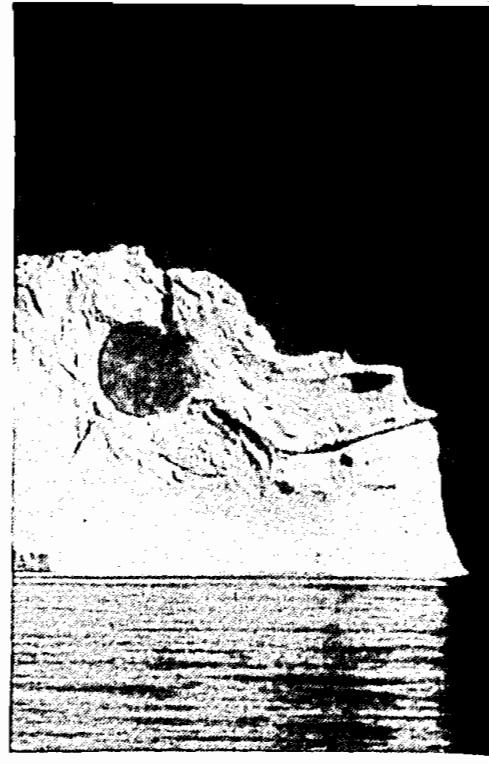
(Thursday, February 8)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	162 3/4	162 3/4	- 1/4
CBS A	36 5/8	36 1/2	36 1/2	...
CBS B	36	36	36	...
Crosley Corp.	38 1/2	38 1/4	38 1/2	...
Farnsworth T. & R.	16	15 3/4	15 3/4	...
Gen. Electric	39 3/4	39 1/2	39 3/4	+ 1/4
Philco	35 1/2	35 3/8	35 3/8	- 1/2
RCA Common	12 1/2	12 1/4	12 1/4	...
Stewart-Warner	18 1/4	17 3/4	17 3/4	- 3/8
Westinghouse	121 1/4	121	121	...
Zenith Radio	41	40 7/8	40 7/8	+ 1/8
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6 1/8	6 1/8	6 1/8	- 1/8
OVER THE COUNTER				
Du Mont Lab.			8 1/2	9 1/4
Stromberg-Carlson			18 7/8	19 7/8
WCAO (Baltimore)			25	...
WJR (Detroit)			40	42

"NEWS ON THE HOUR EVERY HOUR"

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

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



U. S. Navy Photo

... that's not all of it!

You know the nature of the iceberg—only 1/12 is exposed. And there's a big hint in that big iceberg, for radio advertisers. There's a lot that's not seen when you buy radio time. There's only one yardstick for smart, successful time buying... look deep for the three big facts about any station: (1) Coverage (2) Listeners (3) Cost of each listener. That's when you get the whole picture. In Baltimore an independent radio station... delivers the largest number of listeners per dollar spent.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REEF

Army Entertainment Cited By Col. Lewis

(Continued from Page 1)

by to our men overseas from short-wave transmitters in San Francisco and New York. OWI, he continued, in 1943 allotted one hundred and twenty-two hours a week for AFRS top programming. Today this allotment on a block time basis totals 150 hours a week—over 4,300 hours a month—on 19 transmitters beamed to every theater of operation in the world.

Stations Everywhere

Armed Forces Radio Stations, complete with turntables and transmitters, are now operating all over the world, Colonel Lewis disclosed. Today 10 stations serve American troops under General Clark and a network of 44 stations is in operation in the United Kingdom. Sixteen stations cover Alaska from Fairbanks to Attu and the Central and South Pacific are dotted with 13 AFRS stations. In addition there are a string of 11 stations from Oro Bay—to Taclaban—known as the Mosquito and the Jungle networks.

Stations Spot Campaign For Movie Production

(Continued from Page 1)

Beginning Feb. 11-17, the picture to be shown at the Capitol Theater, Feb. 15. While one-minute spot announcements and five-minute dramatic highlights will make up the major portion of the promotion over WOR, WABC, WAAF, WJZ, WMCA, WINS, WQXR, WLIB, WOV, WHN and WNEW, two 15-minute live programs will be heard on WNEW, Tues., Feb. 13, 9-9:15 p.m., and Fri., Feb. 16, 8:45-9:30 p.m.

Models from the Walter Thornton Agency will appear on the first WNEW program, some of whom appear in the film: Rita Raigle, Jan Aristy, Marie McDonald, Matty Reed and Viola Erickson. The Friday program will feature prominent novelists who will discuss the merits of the film. Those tentatively scheduled are: Beth Brown, Kay Boyle, Marcia Savenport, Kathleen Norris and Fannie Hurst. Allen "Wifesaver" Prescott will emcee both live programs.

Donahue & Coe is the agency, and Earl Rigrod is the account man. The film is a Hunt Stromberg production.

Tele Educational Film Being Produced On Coast

Los Angeles—Patrick Michael Cunningham has started work on three-reel film designed to acquaint radio stations and advertising agencies with his technique in television production developed at Stage 8 on Sunset Boulevard. Charles Morton, screen director, is directing the picture under Cunningham's supervision. Ben Reynolds is cameraman. The film will demonstrate methods employed in both live action and Telecine production.



JAY JOHNSON'S everything...

an ingenious patter-man, a song-putter-over, a guy with the warmth of sunlight and a gift for saying things that make people sit up straight and grin. Launched recently as an announcement carrier (he totes them with rare finesse!)

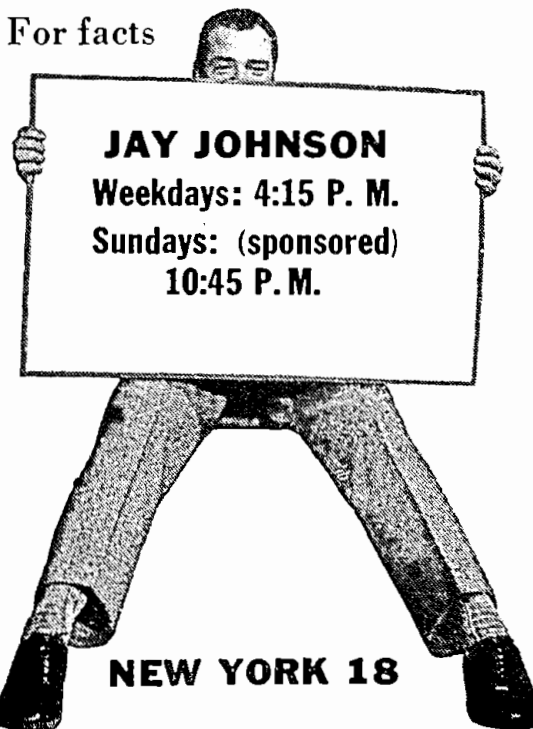


he landed his own sponsored show within a few weeks. We think he looks like another of those headed-for-the-top performers discovered and developed by WOR. For facts

on how you can profit by his talent now

... at a ground-floor price ...

call PE 6-8600 today.



THAT POWER-FULL STATION

WOR

1440 BROADWAY

NEW YORK 18

Member of the Mutual Broadcasting System

CHICAGO

By BILL IRVIN

BILL JOYCE, member of the NBC program department for 10 years, has joined the Blue Network's production department as a producer-director.

Harold Kaye has joined the Olian Advertising Co., Chicago office, as radio director. Kaye was formerly radio director of the Joseph Katz Co., Baltimore.

Chicago radio personalities will be among the featured performers in the "Cavalcade of Stars" to be presented under the auspices of the Illinois Department of the Disabled American Veterans on Thursday, Feb. 22 at the Chicago Stadium. Proceeds of the show go to the DAV fund for finding jobs for returning wounded and disabled servicemen.

With the installation of new lighting fixtures and furniture, which will be completed by the middle of February, the redecoration of the NBC Chicago offices on the 20th floor of the Merchandise Mart, will be complete, according to Arthur Pearson, NBC central division purchasing agent.

Tenor Jack Fulton and the Jack Fulton Quintet are featured on a new quarter hour WBBM Sunday series (12:30 p.m., CWT). In addition to his role as feature soloist, Fulton will also direct the five-man instrumental group. The program is sponsored by Montgomery Ward and Company.

In observance of Lincoln's birthday, the Sealy Mattress Company of Chicago on Sunday, February 11, will sponsor a broadcast of Norman Corwin's famous "Lonesome Trail" dramatization, based on the life of Lincoln. The program will be aired from 2:30 to 3:00 p.m., CWT, over WGN. Schwimmer & Scott is the agency.

Linco products has appointed Schwimmer & Scott as its advertising agency effective March 1, 1945. A newspaper and radio schedule will be used.

Visiting his old alma mater is E. K. (Joe) Hartenbower, former sales manager of the Blue's central division and now general manager of station KCMO, Kansas City, Mo.

It's another son for the Tom Cafertys. Papa is WGN staff announcer. Youngster, named Thomas Terrence, was born at Michael Reese Hospital.



Radio Row Is Talking About . . .

● ● ● The "trouble" one of the big network shows is running into—thought by insiders to be the work of jealous hands . . . "Mary Marlin," rumored to fade if the rating isn't upped. . . . Lauren Bacall, who a year ago was peddling Actor's Cue (the tip sheet for jobs) for coffee money. . . . Ted Lewis' Hollywood gin games. Such stakes! . . . Bing Crosby, who is trying to wrangle another leave from his sponsor, this time for a So. Pacific trip. . . . Arlene Francis, "Blind Date's" neon-eyed pilot, who gets more offers of dates than the other gals put together. The three leftovers never fail to give her a big play . . . CBS' taking over their entire building on Madison Ave. No more rental or leases being handed out there. . . . The femme newscaster who sought a change in stations. She was turned down cold by the manager—only to go over his head and get herself signed by the owner! . . . Frank Sinatra, who hates Hollywood so much he's rooting for the Army to take him. . . . One of the top name bands which is now working for much less than last year because two of the better vocalists are no longer with the outfit.



● ● ● The shot of adrenalin in the heart of Alan Young's program, administered by his two new writers, Dave Schwartz and Norman Paul, the latter formerly a gagster for "Duffy's Tavern." . . . The type casting of Mary (Dr. Brent, call surgery) Patton on NBC's "Road of Life." Her Dad is a doctor and her mom's an R.N. . . . That singer on five times a week who is said to be the niece of a radio biggie. . . . The loveliness of Mary Ashworth who adorns the Ted Steele Chesterfield show—and, incidentally, the sensational climb of Ted. . . . The clever scripting of Paula Stone who proves that a rolling stone can gather plenty of moss with her classy interviews. . . . The new guestar policy on "A Date With Judy," which will feature names only when the script calls for them so that the series retains its original format. . . . Margaret O'Brien, the baby Ethel Barrymore, who is slated for her own mike show aimed to combat juve delinquency. . . . Vickee's new ear-caressing style of warbling which should put her in radio's charmed circle.



● ● ● One of the best-beloved of the stage stars who cannot retire because she's stony broke. Most of her money was squandered by her family. . . . The rumor that the Newark "Star-Ledger" is trying to purchase WBYN. . . . Eleanor Kilgallen, who parlayed a casting spot with NBC and CBS into a choice berth with Y. & R. . . . The only thing holding up an Eddie (Rochester) Anderson-Zanzibar deal—an okay from Benny and a straightening out of the broadcast while he would be in there. . . . The rumors that Herb Gordon will leave Wm. Morris to join the Ziv agency—which aren't true. . . . Bob Nolan, ace Trans-American director, who has resigned from the E. Barrymore show but continues his "Keep Up With The World" chores. . . . The re-signing of Lyle Van for another 52 weeks by RKO on that Saturday night 11 p.m. news spot. . . . The orchestras playing San Francisco, who are yelping to the union because while they're playing the theatros there, their rooms are searched for roofers, etc. . . . The inside on the recent cancellation of the booking rights to a local hotel and the subsequent resignation of an agency biggie. He is alleged to have talked the spot into a turkey band—of which he had a slice.



— Remember Pearl Harbor —

AGENCIES

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY is placing all institutional advertising through McCann-Erickson Inc. Campaigns include newspaper advertising, Youth and Educational programs, financial and technical advertising. McCann-Erickson has handled the two Westinghouse radio programs (John Charles Thomas, John Nesbitt and "Ted Malone from Overseas") for the past year.

THOMAS GEOFFREY PRENDERGAST has joined Cowan & Dengler Inc., as assistant to Charles J. Cutajar, account executive. Prendergast formerly was associated with Arthur Kudner, Inc.

W. ROBERT MITCHELL, account executive has resigned from McCann-Erickson, Inc., effective February 1st. He formerly was associated in the handling of the Emerson Drug Company account.

CBS Declares Dividend; Issues Financial Statement

(Continued from Page 1)

sent all stockholders of record a statement summarizing the financial condition of the network at the end of 1944. This statement follows:

"The annual financial report for the fiscal year ended December 30, 1944 (52 weeks) will be distributed on or before April first.

Comparisons Made

"In accordance with past practice however, your Board of Directors desires to inform you at this time that preliminary figures, subject to the audit now being made by our Certified Public Accountants, indicate the consolidated net earnings for the year to be approximately \$4,678,000 (equivalent to \$2.72 per share) as compared with consolidated net earnings of \$4,535,900 (equivalent to \$2.64 per share) for the fiscal year ended January 1, 1944 (52 weeks). Per share earnings for both years are calculated upon the 1,717,076 shares of \$2.50 par value stock presently outstanding.

"The 1944 earnings, as shown above are after providing \$8,250,000 for estimated Federal income and excess profits taxes, an increase of \$675,000 over the \$7,575,000 provided for such taxes during 1943. The \$8,250,000 tax provision for 1944 is after deducting from the taxes payable in respect of 1944 the ten per cent excess profit post-war credit (amounting to \$649,000)."

Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.

IT'S A DONALD PETERSON PRODUCTION

Scoop!
CAB CALLOWAY
 (IN PERSON)
 8:05 P.M.—8:30 P.M.
 EVERY TUE.-THUR.-SAT.
W-I-N-D
CHICAGO
 560 KVA. 5000 WATTS

BMB Approval Grows As 79% Sign For K.C.

(Continued from Page 1)

Measurement Bureau. This particular meeting was attended by more directors of the NAB than any other district session to date. Directors Joe Maland, WHO, Des Moines; Bill Way, KVOO, Tulsa, and Dietrich Dirks, KTRI, Sioux City, present.

Maland stated as he handed in his signed contract for WHO: "I have been one of the sinners who has been holding back my subscription to the BMB because I did not think it was good business to hand you a blank check. The presentation this afternoon clearly explains your plan of financing for the first time, and I am now thoroughly in agreement with your program. Here is my contract."

Assisted By Dirks

Dirks assisted Feltis in the presentation, representing the board sub-committee in charge of sales policy for the NAB. He was chairman of the Sales Manager Executive Committee, which met with Feltis and the NAB research committee in Cincinnati in April 1944, at the start of this project. He reviewed the background of the BMB plan as it has developed and urged all stations to participate. He had already wired in his commitment for KTRI recently.

Director Bill Way of KVO, Tulsa, who had already phoned the NAB president, Harold Ryan, several weeks ago and made a definite commitment for his station, said: "Speaking for the broadcasters of the Oklahoma-Kansas district, I can endorse the BMB plan whole-heartedly because I heard it thoroughly analyzed before it was presented to the convention in August. I know that the plan has been thought out completely, and satisfactory solutions have been found for problems of all parties concerned, the advertiser, the agency and all types of stations."

Way added, that his district, the 12th had willingly cancelled its arrangements to meet jointly with the 10th at Kansas City in order to conform with Government request limiting such meetings to not more than 50 out-of-town delegates. "However, there happen to be a couple of broadcasters from our district in town on other business," he said, "and we want to know whether you would

NBC's Promotional Efforts Cited At Waldorf Luncheon

(Continued from Page 1)

and sponsors to "get behind this tremendous advertising campaign with advertising."

Hammond declared that the "Parade of Stars" blue-prints were drawn with "an eye toward flexibility." The 111 commercial programs broadcast over NBC were highlighted in all the material sent out to NBC affiliates for utilization in any promotional manner, he said, adding that it was up to the station itself to decide how to slant same on a round-annum basis.

During the opening of the campaign, covering the last three months of 1944, approximately 1,500,000 lines of advertising in papers reaching a population of 38,000,000 were used, hitting 517 newspapers in 343 cities. The report also disclosed that 18,465 car cards, 408 window and other displays and 459 billboards were used.

In addition to the foregoing, NBC utilized for the first time movie trailers, during an eight-week campaign, seen in 726 theaters by approximately 28,000,000 attendants. The direct-mail department of the stations distributed 407 pieces, reaching a circulation of 3,831,365, during the aforementioned period.

In line with the campaign being continued this year, an exhibit will be displayed Feb. 21, at the Chicago Palmer House, and April 9, at the Beverly Hills Hotel in Calif., with statistical reports to be disclosed to

accept their BMB contracts if they sign them today."

President Feltis agreed with alacrity, and received the contracts of WKY, signed by Edgar Bell, and KTUL, signed by John Esau. The contract for KTOK, Oklahoma City, was signed at the Dallas meeting by Bob Enoch, making it the first station to subscribe in the 12th district, and the contract for KANS, Wichita, was signed by Herb Hollister at the Salt Lake meeting.

Thirty-eight stations attended from the 10th District, and to date, 30 have signed contracts. This is 79 per cent. The following stations have signed: Iowa: WHO, WMT, KXEL, KROS, WOC, KVOO, KICD, KTRI, KRNT, KMA, KDTH. Missouri: KTTS, KMOB, KWTO, KMOX, KFRU, KWOC, KXOK, KVAK, KSD, WMBH, KWOS, KMBC, KCMO. Nebraska: KODY, WOW, KOIL, KFOR, KFAB, WJAG.

Harlow Roberts, vice-president of Goodkind, Joyce & Morgan, Chicago, who is a member of the radio committee of the central division of the AAAA, assisted Feltis in his presentation.

Roberts and Feltis were host to a group of Kansas City agencies at luncheon in which the full details of the plan were outlined. All of the agency luncheons across the country have been attended by the leaders in each section and enthusiastic endorsement of the plan is general.

clients and agencies throughout the year.

The following representatives of NBC affiliates attended the luncheon:

Joseph Matthews, WGKV, Charleston, West Va.; Gorman Walsh, WDEL, Wilmington, Del.; John A. Malcolm, KZRH, Manila, P. I.; Harold Miller, WGAL, Lancaster, Pa.; C. G. "Red" Moss, WKBO, Harrisburg, Pa.; Guy V. Pierce, Roche, Williams & Cleary, Philadelphia; Howard E. Pill, president WSFA, Montgomery, Ala.; Frank M. Russell, NBC vice-president, WRC, Washington, D. C.; Harry G. Keibel, Thomas J. Lipton, Inc., Hoboken, N. J.; Art Chaffey, WRAW, Reading, Pa.; Ray Gaul, WRAW, Reading, Pa., and Bob Bradham, WTMA, Charleston, S. C.

Also Albert Bud Cole, NBC promotion manager, WRC, Washington, D.C.; Truman Brizee, WHAM, Rochester, N. Y.; William A. Hart, E. I. duPont de Nemours, Wilmington, Del.; John Haight, Colgate-Palmolive Peet, Jersey City, N. J.; Charles Brown, RCA, Camden, N. J.; Victor Diehm, WAZL, Hazelton, Pa.; Lt. Comdr. Lloyd Yoder, Denver, Colo.; Fred Shawn, NBC program director, WRC, Washington, D. C.; Walter Miller, WGAL, Lancaster, Pa.; Clair McCollough, general manager, Mason-Dixon Radio Group, Lancaster, Pa.; Elwood C. Anderson, manager, WEST, Easton, Pa., and Emmons Carlson, NBC, Chicago.

Buys Recorded Show

Sewall Paint & Canish Company through Phillips-Reick-Slonecker Agency, Kansas City, will sponsor the Frederic W. Ziv produced "Songs of Good Cheer" in San Antonio, Dallas, Oklahoma City, Tulsa, Enid, Houston, Kansas City, Springfield, Topeka, and Wichita. Show will be broadcast once weekly starting March 1st.

FCC Fund Unchanged As Bill Passes House

(Continued from Page 1)

an attempt to amend the bill and cut the FCC budget down sharply was anticipated by Republicans, it did not materialize and the appropriation went through with little difficulty. This is a far cry from the situation last year, when the committee's recommendation for the FCC was cut to ribbons in both the House and Senate.

The bill still must pass the Senate, but no serious difficulty is anticipated there.

New NBC Music Series Titled "Music For Tonight"

(Continued from Page 1)

Milton Katims, and will have guest appearances by well-known soloists. Signature piece, also titled "Music for Tonight," was composed by Don Gillis, of the NBC production staff.

Two WMAQ Commercials Renewed By Chi. Sponsors

Chicago—Renewal of the "400 Hour" and the Bond Stores news period headed the business week for station WMAQ. Bond Stores, Inc., (Bond Clothes), through Neff Rogow Agency, placed a 52-week renewal order for sponsorship of the seven-a-week 11:00 to 11:15 p.m., CWT news period with Don Elder as newscaster effective Feb. 9. The "400 Hour," sponsored by the Chicago and North Western Railway, through Caples Company will start its 10th year on WMAQ on March 19, when the 52-week contract renewal becomes effective. The program features recordings of classical music interspersed with comment by Patsy Gallicchio, emcee and is aired Mondays through Saturdays from 7:00 to 7:55 am., CWT.

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


WJLS BECKLEY, WEST VIRGINIA

Expands its market.....*

*Daytime coverage increases 1,390 square miles...with 110,741 additional potential listeners (FCC survey).

now at **560** on the dial

CBS NETWORK • Represented by Burn-Smith



AFRA Speakers Reply To De Mille Charges

(Continued from Page 1)

away some of its historic rights recognized by responsible employers, Arnold declared that "AFRA, the National Board of Directors, the local board of directors and local membership at a regular meeting voted unanimously to assess themselves a \$1 each. The money was used to conduct an educational campaign 'explaining the viciousness of the measure.'

"Mr. De Mille refused to pay the one dollar," Arnold said. "He assailed his union in the press and took his union into court where he was emphatically defeated.

"Last week Mr. De Mille made an impassioned plea for democracy but his words are divorced from his action. Why was his voice not heard when the question was being democratically discussed and voted upon. Why this lip service to democracy all the while he seeks to violate one of its fundamental precepts; abiding by the will of the majority?

"At this late date, Mr. De Mille has discovered that his own private economic philosophy is in conflict with the majestic march of working men and women toward a prosperous and abundant tomorrow. He has chosen to go along with a small group who seek to destroy organized labor. The basic conflict between his private convictions and the aims of his union has been resolved. He has made his choice. There is no compromise, his private decision must not be forced on his fellow workers."

Hal Berger, AFRA member recently returned from the South Pacific and a veteran of World War I and II, was heard in support of the Arnold statement.

De Mille, who left the Lux Radio Theater on CBS following his refusal to pay the \$1 assessment imposed by AFRA, last week said he would appeal his case to a higher court.

Brown On "Saludos Amigos"

Dick Brown, singer whose vocalizing in the past has not been particularly Latin-American in character, will, nevertheless, be heard Monday on the "Saludos Amigos" program which Blue Network beams to South America at 11:30 p.m., EWT.

WOMEN IN RADIO

By MILDRED O'NEILL

THE prize faux pas by a hostess would be to serve rice in any form to Mrs. Royal Arch Gunnison. And yet, that's exactly what did happen at a dinner party where she was a guest in Washington shortly after she and Royal returned here from Shanghai as repatriates. It's wonderful how she can laugh at the memory. But indelibly imprinted on her mind, with no background of laughter, is the capture of Manila through which they lived and subsequent internment there with her husband for eight long months, followed by another year of internment at Shanghai. The passage from Manila was a cozy crowding into the hold of the ship with an assortment of Japs and horses for traveling companions. Memorable, too, for Marjorie Gunnison will be the hours preceding the fall of Manila, during which she and Royal burned page by page the first manuscript of his book, "So Sorry, No Peace." Mrs. Gunnison, herself a newspaper woman, has traveled the globe over with her husband. Small wonder, after their experiences together, she feels cheated at not being with him to see the American flag once again raised in victory over the city of Manila.

★ ★ ★

Whenever you see a service pin on someone's lapel the first thought is of a son. But there's one father around New York Town who wears a pin with two stars and they're both feminine. As Michael J. "Dinty" Doyle, the wearer, says—"it should have lace, yet." And maybe he'll come to that, too, so proud will he be when his third fair daughter goes into the service next year. That will be Lois, popular Conover model, not yet 20. Two years ago Jeanne Margaret, who was born in Shanghai, joined the SPARS and now she is a Y 2/C. On January 1 of this year, Regina Irene was inducted into the WAC as a private. Regina was the first inductee from the Theodore Roosevelt, Jr., company. All in all, it's a colorful little family, headed by "Dinty," the well-known press purveyor of Columbia Broadcasting who, twenty-odd years ago when he was a correspondent in Shanghai, persuaded Miss Brennan, head of the English department at Tsingtao University, to become his bride.

★ ★ ★

Charlotte Manson, radio actress, had wanted a hobby for some time, but couldn't make up her mind just what it would be. It was suddenly decided when a friend presented her with a charm bracelet as a birthday gift, attached to which were miniatures symbolizing the various shows Charlotte has played in. There was a miniature merry-go-round for "Society Girl," a medicine kit for "Dr. Christian," and a covered wagon for "American Women." Now Charlotte has miniatures on order for a camera symbolizing "Screen Test," a revolver for "Counter Spy" (without bullets), and a skeleton for "Death Valley Days."

★ ★ ★

If you still doubt that women will continue to go places in business and the professions, listen to this. For the first time in the ninety-two years that Marshall Field & Company have been in business, a woman today presides as advertising manager. She is Margaret Egan, veteran of half a dozen major assignments within the department over a period of 12 years, for the past 18 months assistant advertising manager and now as chief she will head a staff of about 70 copywriters, artists, and production specialists. Could be this would make Margaret Egan a fatalist, for back in her university days she was women's editor of the "Daily Maroon," and as such handled Marshall Field advertising for the paper.

★ ★ ★

It's a known fact that Virginia Dwyer has always gone in for the unusual. She's driven taxis, been inside an iron lung, described the sensations of deep sea diving from hundreds of feet beneath the surface of the ocean, and she was one of the first women to make a parachute jump at 4,000 feet. Now she's going to tell fellow Bostonians about the "People You Should Know." Considering Virginia, her newest idea should be interesting. The program is a morning feature on WCOP. Monday through Friday.

Tele Technical Course For CBS' Employees

(Continued from Page 1)

ments, the tripartite course will be given by the Division of General Education and College of Engineering of New York University, under direction of Dr. Peter Goldmark, CBS director of engineering research and development department, and Robert Serrell, member of CBS' television engineering operations, assisted by Mason Escher, technical staffer representing the IBEW.

The 25th-floor penthouse atop the network building at 485 Madison Avenue, New York City, has been converted into a schoolroom for the 175 registrants, who have a choice of four sessions to attend—Mondays, Tuesdays and Wednesdays from 7:00 to 9:00 p.m., EWT and Thursdays from 1:00 to 3:00 p.m., EWT.

Replies of the registrants to a questionnaire for curricular suggestions are reflected in the format of the new course, which was developed jointly by representatives of New York University, the network and the IBEW.

Trans-Canada Network Leaders In Montreal

Montreal—Representatives of the Trans-Canada network of the Canadian Broadcasting Company met in the Ritz-Carlton Hotel yesterday with corporation officials to discuss the technical and program problems. Augustin Frigon, general manager of the CBC said that although efforts are being made to curtail "horror" programs on the Canadian network, it was still a difficult matter to define a horror program when making decisions. Even Shakespeare's writings could be turned into horror programs if presented in a certain light. Requests have been made to station owners and discussions have been held with sponsors and agencies to curtail the "horror" programs and had met considerable success.

ANNOUNCER AVAILABLE

NEW YORK TRAINED AND EXPERIENCED ANNOUNCER. EXCELLENT BACKGROUND. WRITING, DIRECTING, PRODUCTION, COMMERCIALS, DRAMATICS, NEWS, SPORTS, SPECIAL EVENTS. SEEKING JOB IN PROGRESSIVE, REGIONAL OUT-OF-TOWN STATION. MARRIED, DRAFT DEFERRED. AVAILABLE FEBRUARY 15.

BOX 123

RADIO DAILY
1501 BROADWAY
NEW YORK 18, N. Y.

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

★ ★ ★ COAST - TO - COAST ★ ★ ★

PICTURE OF THE WEEK



"L-A-D-I-E-S AND G-E-N-T-L-E-M-E-N": In the center, Timekeeper Ed Kobak, prexy of Mutual with "handlers" Ed Wilhelm, Maxon, Inc., (left) and Jess Barnes, MBS sales manager (right). R-R-ROUND ONE! Animated robot fighters warm up for a traveling promotional window display to advertising the Gillette-Madison Square Garden boxing bouts over Mutual.

— MICHIGAN —
LANSING—WJIM, Blue Network outlet for Central Michigan, has a war correspondent at the front. He is Jack Parker, station's 28-year-old production manager, who left early last November for England to begin a series of programs titled "Overseas With Oldsmobile." Series, sponsored by the motor car firm, consists of interviews with Lansing boys stationed over there and shows are short-waved from the BBC London studios to New York where they are transcribed and shipped to Lansing.

— MINNESOTA —
MINNEAPOLIS—At a recent meeting of the WLOL board of directors, the following officers were elected: E. S. Mittendorf, president; Charles J. Winton, Jr., vice-president; Fred F. Laws, vice-president in charge of sales; Ralph L. Atlass, treasurer; Virginia Mittendorf, secretary. Members of the board are Ralph Atlass, Virginia Mittendorf, E. S. Mittendorf, Charles J. Winton, Jr., and D. J. Winton. . . . Bob Smith, formerly of WNAX, So. Dakota, has joined the sales department of WCCO. Stan Thompson is a new production staffer. Two other newcomers are Helen Costello and Becky Stewart.

— MISSOURI —
ST. LOUIS—Lt. Col. Robert L. Coe, deputy chief of staff of the Army's Troop Command, has retired from active duty to direct post-war engineering activities at KSD where he was chief engineer before the war. In his new post, Coe will have charge of television, FM and facsimile. . . . Ed Wilson, conductor of KWK's "MJB" show, has qualified for his Zero-325 h.p. license which now permits him to carry passengers in al-

being music director, also acts as assistant production manager.

— MASSACHUSETTS —
BOSTON—A. N. Armstrong, Jr., general manager of WCOP, is serving on the Radio Advisory Board of the Boston Metropolitan Chapter, Red Cross. . . . A daughter, Karen, was born Jan. 18 to "Dinny" Whitmarsh, WBZ-WBZA news editor and Mrs. Whitmarsh. . . . **WORCESTER**—A letter to WTAG received recently from a Worcester sailor in Hawaii told of hearing the station on the island. Sailor had picked up the Saturday a.m. kiddie show, "Happiness Unlimited" . . . **HOLYOKE**—WHYN's commercial schedule now has five savings institutions sponsoring programs.

— NEW JERSEY —
PATERSON—Ted Webbe, WPAT's program chief and the original conductor of radio's "Man In The Street" program, has been selected by newspaper sports writers to act as chief announcer for the pro basketball games held weekly in the armory. . . . The WPAT announcing staff has been added to by: Foster Williams, for 31 years an actor, and, Peter Arnell, formerly program director of WJLS and disk jockey with WPEN.

— NEW YORK —
NEW YORK—WINS chief engineer, Charles B. Reynolds, recently delivered a report on original research in the field of magnetism before the annual meeting of the American Physical Society of Columbia University. . . . "The Girl Behind The Gun" is the title of WNEW's new series being aired Thursdays, 9:00-9:30 p.m. with Sgt. Buddy Pepper as emcee. Program is directed at girls over 17 who are potential civilian Army employees. . . . Howard Klarman, WMCA's sales promotion manager during the past two years, has joined the sales staff as an account executive.

SEND BIRTHDAY GREETINGS TO...

- February 9
 Robert Harnish Charlotte Holland
 Chester Lauck Charles Marshall
 James Rich
- February 10
 Sid Gary G. Stanley McAllister
 Jack Leonard George Hessberger
 James Monks Edwin S. Reynolds
 Ivy Scott Edward P. Shurick, Sr.
 Bette Silver Milton Robertson
- February 11
 Ben Alley Barry Drew
 Billy Halop Ben Hirsch
 George Ker Martin Oebbecke
 Sam Rothstein Harry Swan
 Leo Steinbach
- February 12
 Bob Cotton Bill Grey
 Lee Grant Pat (Eleanor) Hurley
 George Griffin Raymond Knight
 Kathryn Royal Leeds W. A. Myers
 Philip G. Lasky Curt Peterson
 Tom Waring Murray Zuckor
 Barry Wood Newton E. Meltzner

most any size private aircraft. . . . Recently of the Army, Tom Richter has joined the sales service staff at KWK.

— MONTANA —
MISSOULA—KGVO's assistant manager, Jimmy Barber, has been re-elected to the post of secretary of the Western Montana Press Radio Club. . . . New business at KGVO includes "Gill's Garden Talks," quarter-hour series sponsored by Gill Brothers Seeds, and a one-year contract by Coca-Cola Bottling Co. for the transcribed Morton Downey show, Monday through Friday. . . . General manager A. J. Mosby went to Salt Lake City to attend the 14th regional meeting of the NAB.

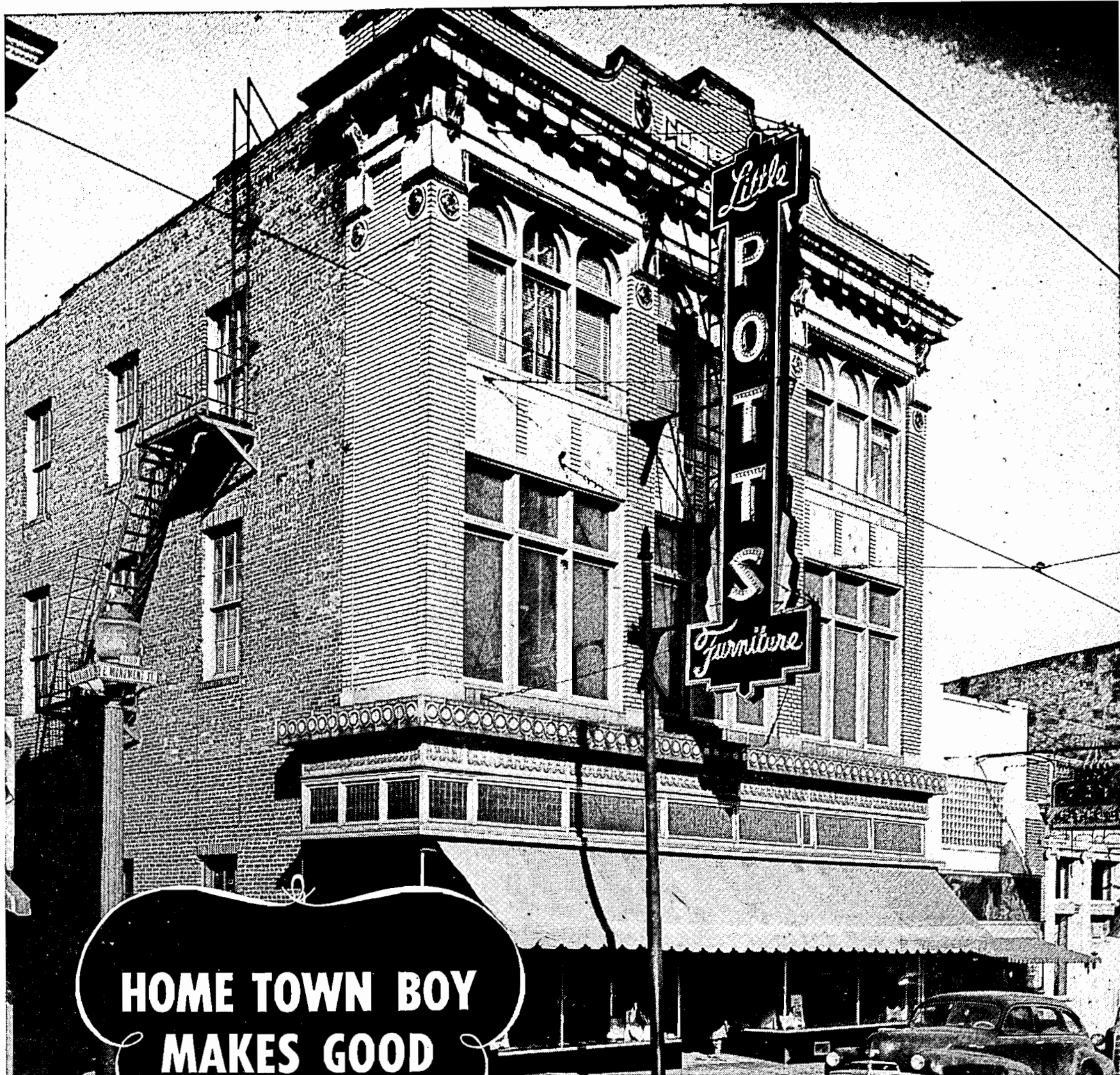
— NEBRASKA —
OMAHA—WOW dedicated a recent newscast to Lt. Ted Hatch, former news writer, who was killed in action. Newscaster Ray Clark read an item telling of the Lieutenant's death

to a background of teletype machines and typewriters. In the middle of the dispatch, transcribed "taps" were faded in softly. The story ended 15 seconds short of the taps and background effects, during which time listeners joined with WOW staff in silent tribute to Lt. Hatch.

— OHIO —
CINCINNATI—Dick Nesbitt of WKRC's sports and announcing staff, has been named sports director. . . . Recently out of the Army, Robert Staab has joined the engineering staff at WCKY. . . . **CLEVELAND**—WGAR has a new chief announcer. He's Reg Merridew who replaces Wayne Mack, now devoting all his time to production. . . . **YOUNGSTOWN**—New additions to mike staff at WKBN are George Sanders, formerly with WJBK, Detroit, and Pres Rober, from WCED, Dubois, Pa. . . . **DAYTON**—Ranny Daly has been promoted to production chief of WING and Charles Reeder, besides

Borge Guesting
 Victor Borge, the "unmelancholy Dane," has been booked for four consecutive guestings on the Perry Como-Supper Club, heard over NBC, Mon. through Fri., 7-7:15 p.m., EWT, starting Feb. 19. Borge is with the Music Corporation of America management.

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



**HOME TOWN BOY
MAKES GOOD**

...The Mountain Went To Mahomet

An unusual Baltimore story—of an unusual name—Little Potts Furniture Company* and Baltimore's unusual, big home-town Station—WFBR—provides the unusual story.

For 4½ years—the Little Potts Furniture Company has advertised on WFBR exclusively. Over three years ago Little Potts started their "Sing and Win" program on Club 1300—six mornings a week.

It is the only advertising done by Little Potts—

was originally a test to develop furniture business at 2112 East Monument Street—an off the beaten path location. The WFBR test has been a three year producer that brought all Baltimore to Little Potts door.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying today . . . W . . . F . . . B . . . R . . .

*Agency: Maurice Chessler Advertising Agency

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 30

NEW YORK N. Y., TUESDAY, FEBRUARY 13, 1945

TEN CENTS

NLRB Ruling Re NABET

FCC Gets 1st CP Plea Since Jan. 'Freeze'

Washington Bureau, RADIO DAILY
Washington—The Brockaway Company of Watertown, N. Y., and John Spotswood of Key West, Fla., have become the first to apply to the FCC for immediate consideration of their requests for construction permits for new stations since the freeze order of Jan. 16. The Brockaway Company is licensee of WWCN, Watertown, and seeks to construct a new station in Messina. Spotswood seeks to operate in Key West. Only prior application for immediate consideration was from KJBS, San Francisco, which was not seeking a new station but simply transmitter changes.

In the event the Messina and Key West stations are granted permits, they will be required to begin operation by June 1. (Continued on Page 13)

McKesson-Robbins To Drop Joe Brown Show In March

The Joe E. Brown program on the Blue Network, "Stop or Go," heard Sundays at 8:30 p.m., EWT will be discontinued effective after March 18 show. According to L. M. Van Riper, vice-president in charge of advertising for McKesson & Robbins, Inc. the move is being made due to the "un-

(Continued on Page 14)

Chicago Architects Win Designing Competition

Chicago—Two Chicago architects, Frederick Adams and William F. Clark, won the \$5,000 first prize in WGN's \$10,000 contest for the most beautiful and efficient design for a radio-television studio. Second prize was \$2,000. (Continued on Page 2)

Timely

Gift cartons of hard-to-get cigarettes were received in New York yesterday by friends of Frank Jarman, manager of WDCN, Durham, N. C., who reminds the recipients that Durham makes 25 per cent of the nation's cigarettes. Jarman captioned his gift announcement: "Forget the Cigarette Problem for a Few Hours." The fags came as manna from Heaven.

Resourceful

Richmond, Va.—For the first time in history of Women's clubs and radio, a convention will be held over the ether waves. WRNL has arranged with the Virginia Federation of Women's Clubs to carry its 38th annual meet by radio on April 10th, 11th and 12th. The three-day convention program, streamlined to 90 minutes (30 minutes daily), will be broadcast over a state network.

WGN, Chicago AFRA Settle Program Row

Chicago—The four-year-old controversy between WGN, Inc., Chicago, and the American Federation of Radio Artists over "what constitutes a commercial radio program" in so far as the Chicago "Tribune" is concerned was settled late last week according to Frank P. Schreiber, WGN station manager. Both parties in the controversy agreed to arbitration in Chicago. (Continued on Page 14)

BMB Independent Of NAB, Hugh Feltis Emphasizes

Washington Bureau, RADIO DAILY
Washington—The Broadcast Measurement Bureau, although it had been inaugurated largely on funds advanced by the NAB and the American Association of Advertising Agencies, is a completely independent organization. (Continued on Page 2)

Canadian Broadcasters Meet In Quebec For Conference

Quebec—Two hundred and fifty broadcasters from all sections of Canada and representatives of United States radio interests are gathered here for the annual convention of the Canadian Association of Broadcasters which opened yesterday at the Chateau Frontenac. Wartime problems of the industry and the post-war planning with an

WLAW has tremendous influence on consumer purchasing in Northern New England. Advt.

Recommends NBC And Blue Negotiate With Engineers Group Instead Of Musicians Union

Women Radio Leaders To Meet In New York

The first international campaign to be sponsored by the Association of Women Directors of the National Association of Broadcasters will be launched in New York City, February 17, at their second annual regional conference. Known as "Women of the United Nations," campaign will have the co-operation of 25 national stations. (Continued on Page 14)

Starkey Appointed Head Of NAB News Bureau

Washington Bureau, RADIO DAILY
Washington—Harlan "Bruce" Starkey has been named head of the NAB news bureau filling a post which has been vacant since the departure of Walt Dennis in October 1943. A native of West Virginia, Starkey will have the co-operation of 25 national stations. (Continued on Page 14)

Salt Lake City Retail Store Contracts Heavy Schedule

Salt Lake City—Marking swing to radio in retail advertising of leading intermountain department store, Auerbach's yesterday began 52-week series, half-hour programs, six days a week. (Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington — Reinforcing the earlier ruling of the board, the NLRB Friday released the examiner's report based on the Jan. 30 hearing in New York on the NABET dispute with NBC and the Blue. The examiner recommends that the nets immediately open negotiations with NABET as representative of the musicians. (Continued on Page 13)

Examination Of Noble Before Trial Granted

The Appellate Division on Friday reversed a decision denying an examination before trial of Edward J. Noble, chairman of the Blue Network. The Appellate Court's decision obtained upon appeal by Philip Handelman and Colin Ives, attorneys for Donald Flamm, in the case of Flamm vs. Noble now pending in the New York courts. (Continued on Page 13)

Fitzgeralds To WJZ; Starting On April 30th

Ed and Pegeen Fitzgerald, as "The Fitzgeralds," will start on WJZ, Blue key station in New York, on April 30. Time not definitely set, will be between 7:50 and 9 a.m., EWT., according to the station. (Continued on Page 13)

Suggestion

Isabella Beach, of WMCA's "Through a Kitchen Window" series, tells her listeners, "Why not make St Valentine's Day more than a reminder of love by donating a pint of blood to the Red Cross?" It's an idea, says Miss Beach, that will give mothers, sisters and sweethearts of servicemen a chance to send Valentines that really come straight from the heart.

Get the most out of the Northern New England market—use station WLAW. Advt.



Vol. 30, No. 30 Tues., Feb. 13, 1945 Price 10 Cts.

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

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (18), N. Y., by Radio Daily Corp. J. W. Alicoate, President and Publisher; Donald M. Mercereau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Managing Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary

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

Morrison Gets New Post With NBC In San Francisco

Appointment of Robert Z. Morrison, Jr., former NBC radio recording sales representative in New York, to the post of manager of NBC's newly created radio recording division in San Francisco, was announced last week by C. Lloyd Egner, vice-president in charge of radio recording.

Anniversary

Third anniversary of the Marine Corps Women's Reserve will be marked on Martha Deane's broadcast to be heard this afternoon over WOR, when she will have as her guest Major Anne A. Lentz.

20 YEARS AGO TODAY

(February 13, 1925)

Godfrey Ludlow, violinist heard in recent violin recital, is reported to own one of the six finest violins in the world.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KING is THE Bay Area Buy!

Coming and Going

BENEDICT GIMBEL, JR., president of WIP, Philadelphia; EDWARD WALLIS, program director, and JAMES M. TISDALE, technical superintendent of the station, spent last week in Chicago on both radio and television business.

J. S. WOODS, vice-president of WMRF, Lewistown, Pa. and THOMAS W. METZGER, manager of the station, are back at the home offices after a short visit in New York for conferences with their national representatives

HERBERT R. KENDRICK was here Friday in the interest of WHBC, station soon to start operation in Harrisburg, Pa.

TED HUSING, sportscaster on the Columbia network, and JIMMY DOLAN, his general factotum, have returned from Boston, where on Saturday they covered Boston A. A. meet held at the Boston Garden.

HARRY SOSNIK and HERB MOSS are in Chicago to handle tonight's broadcast of Hildergarde's "Raleigh Room" over NBC.

SELMA LEE, television director of the William Morris Agency, is back at her desk following a trip to the West Coast.

WILMA DOBIE, recently transformed into Mrs. John Dougherty, has returned to her publicity post at the J. Walter Thompson Company after honeymooning for six months.

Salt Lake City Retail Store Contracts Heavy Schedule

(Continued from Page 1)

week on KSL. Outlay represents a major item in store's advertising budget. Scheduled 8 a.m. daily, "Auerbach's breakfast time half hour," will have strong local flavor.

Chicago Architects Win Designing Competition

(Continued from Page 1)

of \$2,500 went to Hyland Dinion and Irving H. Merritt of New York City and third prize of \$1,000 to Joseph T. Gemmi of Decatur, Ill.

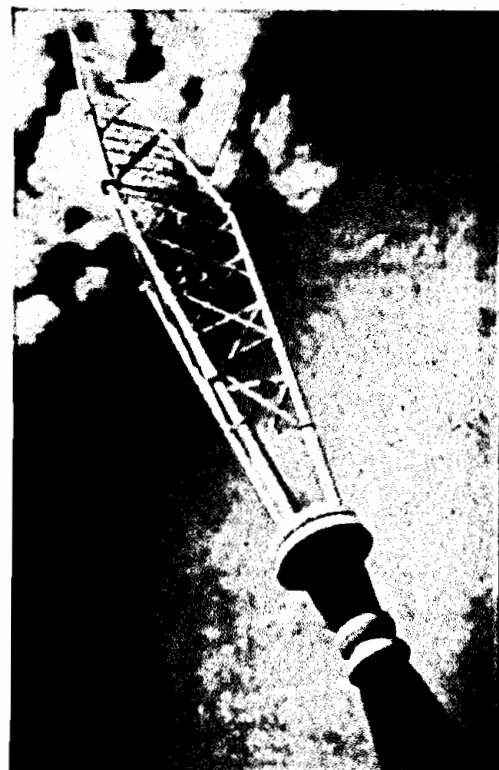
BMB Independent Of NAB, Hugh Feltis Emphasizes

(Continued from Page 1)

ganization, Hugh Feltis, president of NAB, has declared in an attempt to correct misunderstandings about the BMB status and its independence of other organizations.

"BMB is no closer to NAB than it is to AAAA or ANA (The Association of National Advertisers)", Feltis said, "and is in no way affiliated with any of these groups.

Feltis' remark stemmed from reports that many broadcasters have looked upon BMB as an NAB project because of the emphasis upon BMB in the recent NAB district meetings.



Sign of a radio station

That's an antenna. And that's a prize-winning picture of the high sign of a radio station.

But that's not the answer to radio.

The pay-off is how many people listen to the programs that antenna sprays out over a market.

Five different antennas pierce the Baltimore city sky.

One of them belongs to an independent Baltimore station . . . the successful independent . . . W-I-T-H.

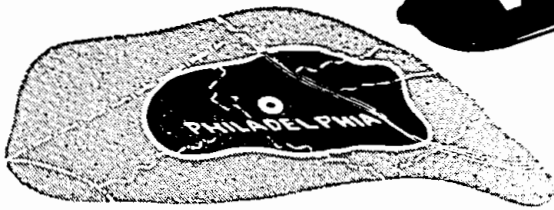
The W-I-T-H antenna delivers more listeners per dollar spent than any other station in this five-station city.

Facts to prove this are available. Glad to let you see them any time.

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

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



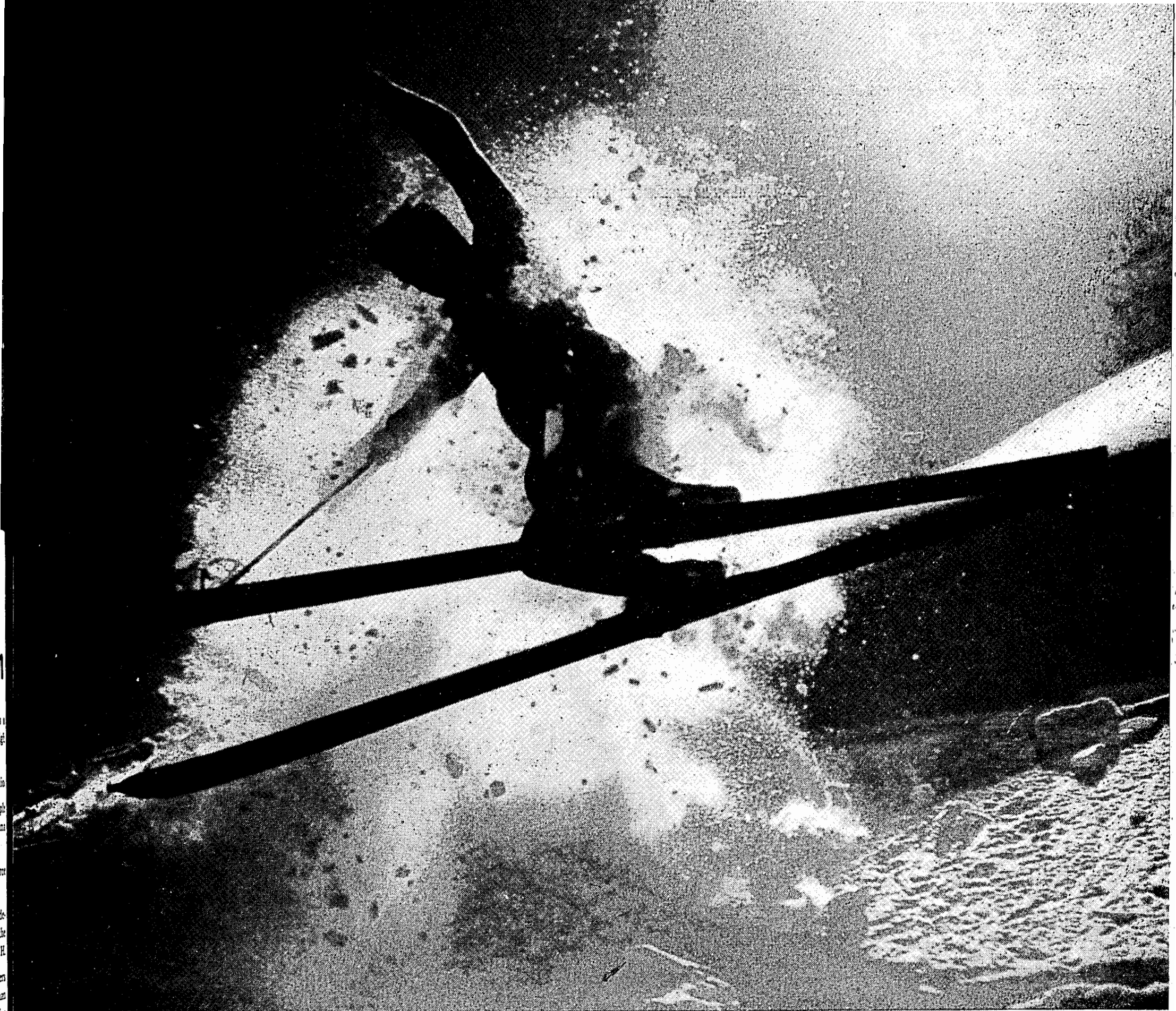
Cover your market with a package of spots that cover the day.

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEI

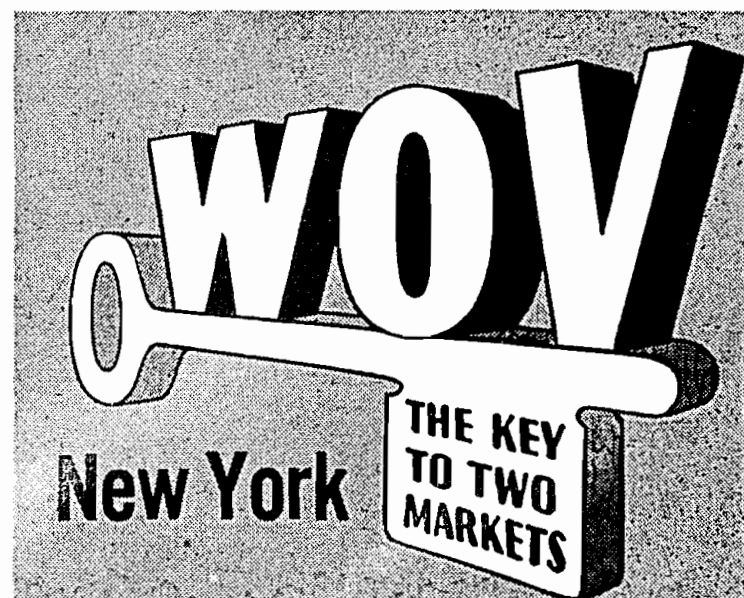


PERFECT BALANCE

means a **CONSTANT AUDIENCE**

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous 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
JOHN E. PEARSON CO., Nat'l Rep.



FIRST

with
**NATIONAL
SPOT and
LOCAL
TIME
BUYERS**

*Not just
this year—
But,
every year,
Continuously*

WRC

Represented by NBC Spot Sales

Washington



Notes From A Ringside Seat . . . !

● ● ● Twenty Century-Fox is forming a radio idea that will package the entire studio with Georgie Jessel as permanent emcee. . . . The Alan Young show leaves Y & R April 3rd to go with Doherty, Clifford & Shenfield. . . . Jerry Wayne will star in the new Borden set-up with new guestar policy and band. (They're talking about Ernie Fio-Rito's crew). In the fall, Borden's will come out with one of the biggest shows on the air, using a Hollywood name never before available for the air. . . . Chris Morley replacing Dorothy Thompson on "Listen, the Women" . . . "We, the People" goes to Philly on the 18th for the Treas. Dept. Sec'y Morgenthau will share the emceeing with Milo Boulton, his talk to deal with the redemption of baby bonds first issued March 1st, 1935. In sum, the gov will start to pay off on them now. . . . The Lyn Murray-Squibb show due for a shakeup. . . . Two sponsors are dangling contracts in front of Orson Welles to do a 15-minute spot called "Orson Welles' Almanac." Same as the column—no action, no nothing—strictly commentary. . . . The N. Y. "Post" will build a million dollar radio station in Washington as soon as they get a priority. . . . Bob Sloane, who acts on "Thin Man," also writing the plots for "Inner Sanctum."



● ● ● It can only happen in radio—that a queen can beat a pair of aces. When Ellery Queen took over the "Easy Aces" spot. . . . Best up-and-coming tenor these ears have heard in too long is Paul Allen, who eight months ago was just another GI. He is now thrilling Capitol theater audiences with Frankie Carle's crew, rated one of the best in the land. . . . Despite the know-it-all who yelled that the radio and press dep't. of Rockefeller's Office of Inter-American Affairs would be dissolved July 1st, they have been renewed for another year. . . . Joan Brooks will be well enough on the 19th to play theater dates in Providence and Worcester. She'll be back on the airplanes March 17th. . . . Add commercial bets: The easy, informal, homey singing of Jack Berch, plus, of course, the superlative scripting of Ken Lyons. . . . Ted Collins to become a newsreel commentator for Pathe. . . . Ben Grauer dittoing for Universal. . . . Dick Dunham has resigned from CBS announcing to free lance. . . . Bob Shepard adding the "Dr. Sacher" show over WOR to his announcing chores. . . . "Quick as a Flash" renewed another 13 weeks on Mutual.



● ● ● Garbo would like to do a couple of radio guest shots to plug Gaylord Hauser's cosmetics for him, but is afraid that she will become a target for unfavorable publicity. The double G gal has refused to appear on every big free air benefit for service men, and if she does for a couple of American dollars—thass all, brother. . . . Most of the major film companies are sinking wads of coin into television to protect themselves should it click big. . . . One of the top Hollywood radio shows will move to New York to use stage stars. . . . New trend among agencies is five, ten and fifteen minute recorded shows in view of the tight air time. BBD&O just bought a five-minute series for Goodrich and Jack Smith will do a series for Gulf Spray for Y & R. . . . Inside Sports: The stork is making a concentrated attack in the sports field. Ted Husing and Lauren Watson, Jr., are both brand new pops and Harry Wismer is waiting any minute for the well-known flash. . . . Martin Block, incidentally, has named the addition Joel. . . . At a recent Milton Berle broadcast, the autograph hounds ignored Ann Rutherford and Adolphe Menjou to grab the signature of Joseph Cirminello. His chief claim to fame is that he's the pop of quadruplets!



— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

LOUISE LOPEZ, supervisor of Blue central division guest relations department, left Feb. 8 for a visit to Los Angeles, where on February 15 she will be married to Boatswain Mate 2/C Maynard B. Stanley of the Seabees. She will resume her duties at the Blue on February 24.

Esquire, Inc., through Schwimmer & Scott, has extended its Corone storyteller program to the full Blue Network, effective immediately. Program is aired daily Monday through Saturday 9:55 to 10:00 p.m., EWT.

Hirsch Clothing Co., Chicago, has assumed sponsorship of Dick "Two-Ton" Baker's program of songs and piano specialties via WGN Monday through Saturdays, 8:15 to 8:30 a.m. CWT. Contract is for 52 weeks. The same sponsor also has renewed the WGN "Telephone Quiz" with Bill Anson, heard Mondays through Saturdays, 6:15 to 6:30 p.m., CWT.

OFF-THE-AIR RECORDINGS
ANY DAY
ANY TIME
MIRACOUSTIC RECORDINGS
by
CARL FISCHER, Inc.
CI-7 2965
119 WEST 57th STREET, N. Y., N. Y.

Scoop!
FRANKIE MASTERS
(IN PERSON)
8:05 P.M.—8:30 P.M.
EVERY WED. and FRI.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

POSTWAR PLANS
'SURVEY' SHOWS.
WORCESTER
Home Minded
Worcester home owners, 51%, will paint, reroof, buy oil burners, kitchen or bathroom units. Half of the renters want to buy or build.

WTAG
WORCESTER



1944-45 NBC PARADE OF STARS



ABBOTT & COSTELLO · ALEX DREIER · AMERICAN ALBUM OF FAMILIAR MUSIC · CAVALCADE OF AMERICA
 BACKSTAGE WIFE · CARNATION CONTENTED PROGRAM · EDGAR BERGEN & CHARLIE McCARTHY · BOB BURN
 CHESTERFIELD SUPPER CLUB · CAN YOU TOP THIS · CARTON OF CHEER · DINAH SHORE'S OPEN HOU
 GENERAL MOTORS SYMPHONY OF THE AIR · STARRING CURT MASSEY · FURLOUGH FUN · ELMER PETERSON
 BETTY CROCKER · BOB HOPE · AMOS 'N' ANDY · DAVID HARUM
 EVERYTHING FOR THE BOYS · JOHNNIE PRESENTS—GINNY SIMMS
 DR. I Q · DUFFY'S TAVERN · EDDIE BRACKEN SHOW · BILL STERN
 A DATE WITH JUDY · COMEDY THEATRE · WHEN A GIRL MARRIES
 FIBBER McGEE AND MOLLY · WESTINGHOUSE PROGRAM · GRAEME FLETCHER · PEPPER YOUNG'S FAM
 BENNIE WALKER'S TILLAMOOK KITCHEN · STANDARD SCHOOL BROADCAST · EDDIE CANTOR · THOSE WE LO
 FITCH BANDWAGON · FRONT PAGE FARRELL · GASLIGHT GAYETIES · GRAND HOTEL · K-C JAMBOREE
 GREAT GILDERSLEEVE · THE GUIDING LIGHT · HOUR OF CHARM · HYMNS OF ALL CHURCHES
 HIGHWAYS IN MELODY · INFORMATION PLEASE · YOUNG WIDDER BROWN
 JOAN DAVIS WITH JACK HALEY · JACK BENNY · GRAND OLE 'OPR
 KAY KYSER'S COLLEGE OF MUSICAL KNOWLEDGE · MA PERKINS
 DR. KATE · KALTENBORN EDITS THE NEWS · ROSEMARY
 A LAYMAN'S VIEWS OF THE NEWS · WALTZ TIMI
 ALBERS HOMEMAKERS' HOUR · JAMES ABBE
 LITTLE BETSY ROSS GIRL · LORA LAWTI
 MAXWELL HOUSE COFFEE TIME · NIGHT EDITO
 MANHATTAN MERRY-GO-ROUND · STELLA DALLA
 MOLLE MYSTERY THEATRE · ELLERY QUEEN
 SMILIN' ED McCONNELL · STAR PLAYHOU
 NATIONAL BARN DANCE · PALMOLIVE PAR
 MR. AND MRS. NORTH · LOWELL THOMAS
 ONE MAN'S FAMILY · ART BAKER—NEW
 MR. DISTRICT ATTORNEY · LORENZO JONES
 REVEILLE ROUNDUP · ROBERT ST. JOHN
 PORTIA FACES LIFE · RICHFIELD REPORTE
 MUSIC AMERICA LOVES BEST · KRAFT MUSIC HALL
 THESE ARE OUR MEN · JOHN W. VANDERCOO
 THE TELEPHONE HOUR · NEWS OF THE WORLD
 OPPORTUNITY THEATRE · ROAD OF LIFE · RUDY VAL
 STRADIVARI ORCHESTRA · RALEIGH ROOM WITH HILDEGARD
 TODAY'S CHILDREN · TRUTH OR CONSEQUENCES
 PEOPLE ARE FUNNY · VOICE OF THE DAIRY FARMER
 WOMAN IN WHITE · NOAH WEBSTER SAYS · OKAY FOR RELE
 JUST PLAIN BILL · VOICE OF FIRESTONE · WORLD FRONT
 WORLD PARADE · WOMAN OF AMERICA · THE GRAND OLE 'OR
 SICK'S STAR FINAL · THE STANDARD HOUR · CHUCK COLLINS
 RIGHT TO HAPPINESS · FLEETWOOD LAWTON · AUNT MARY · SAM HAE

Programs

that make the

NBC PARADE OF STARS

radio's greatest

Program Promotion Campaign

FOR THE FIRST TIME:

Every NBC commercial program participates in the campaign—111 day- and night-time programs in all.

Individualized promotion kits tailored for each program, at no cost to clients or agencies.

Every NBC station supports the campaign with local promotions adapted to produce the best results in its coverage area.

The NBC Parade of Stars becomes a year-round effort consistently building more audience for all NBC programs.

Of the 40 most popular programs on all four networks, 25 are heard on NBC—America's No. 1 Network. This is no coincidence; it is due to a combination of good programs, plus unexcelled facilities, supported by radio's most effective audience-building effort, the NBC Parade of Stars.

This **FIRST REPORT** records that campaign in terms of listener impressions, created by the teamwork of NBC and its independent, affiliated stations during October, November and December, 1944.

For October, November and December, 1944 — NBC Stations used: —

	NUMBER	MINUTES	COST, IF PURCHASED
Station-Break Announcements	33,942	11,314	\$261,397
Recordings Used	18,137	57,429*	135,601**
Special Network Programs	7	17,685	35,247
TOTAL	52,086	86,428	\$432,245

*Includes live air time used to build recordings into programs.

**Based on lowest quarter-hour station rates.



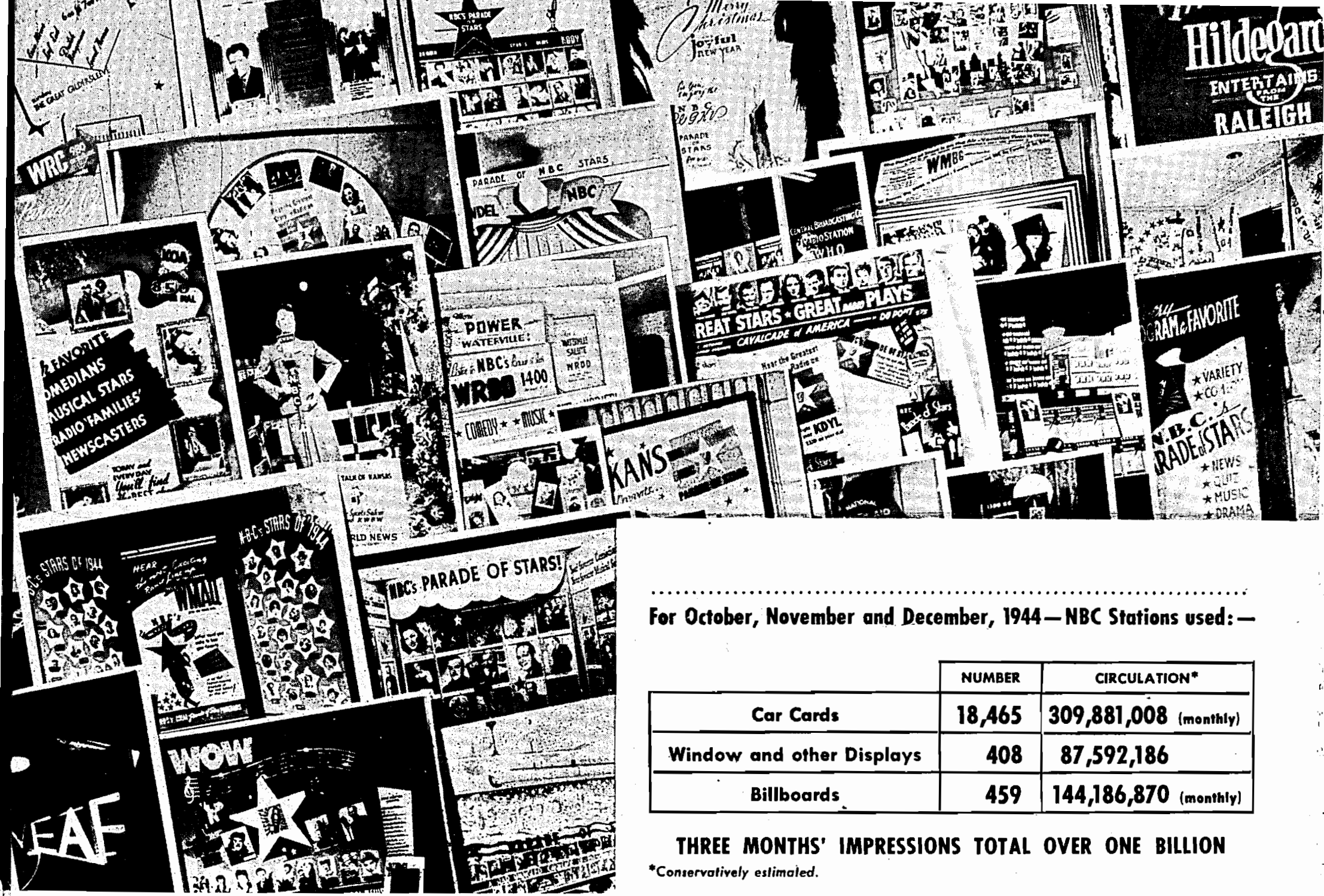
For October, November and December, 1944 — NBC Stations used: —

ADVERTISING

Number of cities	343
Number of Newspapers	517
Total lines	1,484,298
In papers having a circulation of	38,246,519

PUBLICITY

Daily and weekly newspapers use thousands of lines on NBC programs and stars regularly supplied to them by publicity-minded stations and NBC's Press Department (voted as rendering "best radio publicity service" in 1944 Fame-Motion Picture Daily Annual Poll).

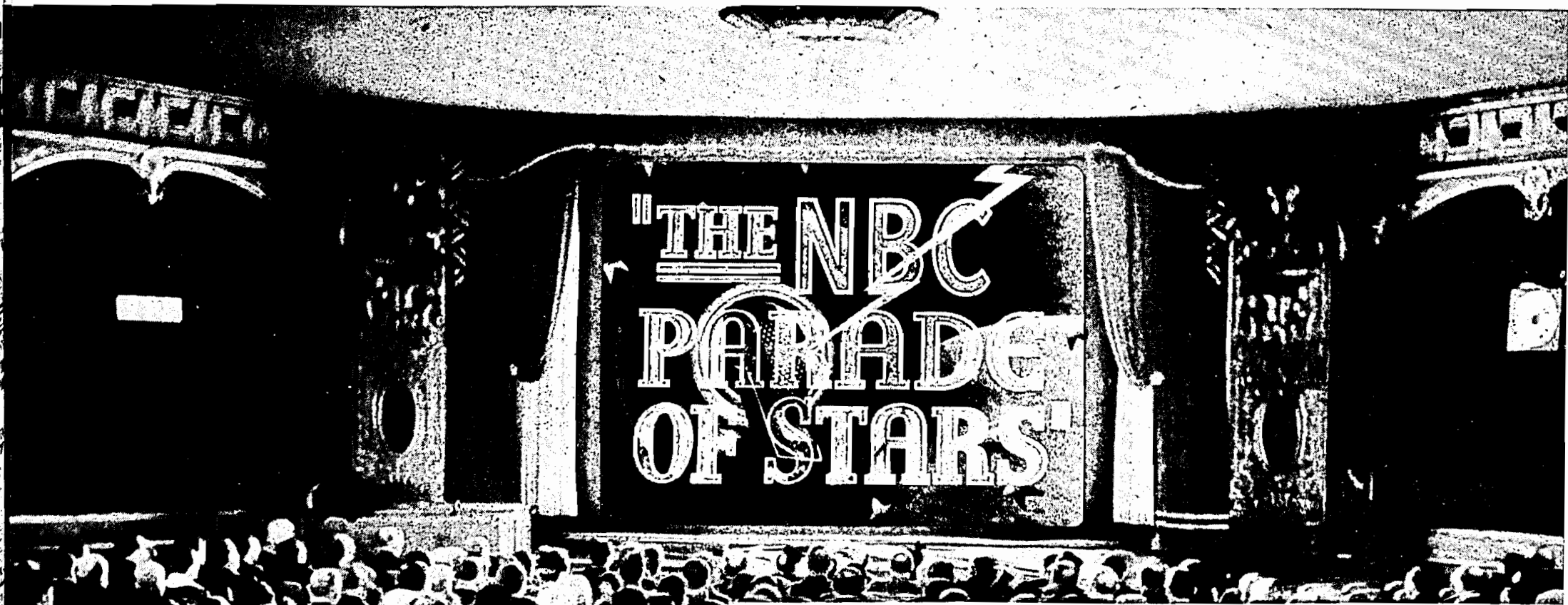


For October, November and December, 1944 — NBC Stations used: —

	NUMBER	CIRCULATION*
Car Cards	18,465	309,881,008 (monthly)
Window and other Displays	408	87,592,186
Billboards	459	144,186,870 (monthly)

THREE MONTHS' IMPRESSIONS TOTAL OVER ONE BILLION

*Conservatively estimated.



NBC supported its affiliates' local activities with an eight-week movie trailer campaign (a new medium—never before used on a national scale by any radio network).

Featuring NBC night-time stars, the trailers were seen in 726 theatres by over 28,000,000 people in 111 station-cities having a population of 22,000,000.

Year-'round Parade

Week after week, NBC stations are bringing larger audiences to NBC programs. For the NBC PARADE OF STARS is a continuing program-promotion campaign . . . a year-'round promotional effort that pays DIVIDENDS.

New ideas, new campaigns, new recordings, new promotional kits are constantly on their way to stations affiliated with the network, ready to do a job of telling their listeners and potential listeners about the superiority of NBC programs—ready to build ever larger audiences for NBC advertisers.

On-the-air programs . . . the newspaper ads and publicity . . . the billboards and car cards and window displays . . . the program schedules and other mailing pieces . . . the ideas that NBC-station promotion men place behind the campaign . . . all these will continue throughout the year to bring more listeners to "The Network Most People Listen to Most."

over these NBC Stations

*This **FIRST REPORT** summarizes merely the three-month period opening the campaign. Supplementary reports throughout the year will be made to each NBC client and agency, including scrapbooks showing actual promotion evidence.*

CDF • CBM • KANS • KARK • KDKA • KDAL • KELO • KEAM

KFI • KFSD • KGBX • KGHL • KGIR • KGLU • KGNC • KGU • KOW

KHQ • KIDO • KMI • KNDE • KOA • KOAM • KODY • KOB

KPFA • KPL • KPO • KPRC • KRBM • KRGV • KRS • KRDC • KSD

KSOO • KSTP • KTAR • KTS • KTTI • KTEM • KVOA • KVOL

KWBW • KW • KYCZ • KYDA • KYSM • KYUR • KZW • W

WALA • WAML • WAPO • WAA • WAZL • WBA • WBAP • WEN • WBK

WBOW • WBRE • WL • WBZ • WCO • WCLS • WCSH • WDAF

WDEL • WEAU • WEBC • WEEL

WEST • WFAA • WFBC • WFB

WFLA • WFOR • WGA

WGBF • WGKY • WGL

WHAM • WHIS • WHIZ • WHLB • W

WIBA • WIOD • WO

WIRE • WIS • WISE • WJAC • WO

WJAR • WJAX • WJDX • WO

WKPT • WMY

WSPD • WKY • WLAK • WLBZ • WRDC

WLOK • WLW • WMAQ • WSO

WMBG • WMAC

WMFG • WMRF

WOOD • WOFI

WPTF • WPAK • WRAW

WROL • WSAM • WSAH

WSFA • WSGS • WSM • WSMB

WSTF • WTAM • WTAR • WTBO

WTMA • WTMS • WTTM • WWJ

The results shown here would not have been possible without the splendid and whole-hearted co-operation of NBC affiliated stations. To them, NBC expresses its sincere thanks for the voluntary, continuing promotion of the programs heard over their stations which comprise

Examination Of Noble Before Trial Granted

(Continued from Page 1)

New York Supreme Court, grants the Flamm attorneys the right to examine Noble before trial concerning the existence of the alleged conspiracy and the "commission of the overt Acts perpetrated by Noble in furtherance of the conspiracy."

Flamm's action against Noble is for \$2,925,000 damages growing out of alleged irregularities in the sale of WMCA by Flamm to Noble.

The order which will be entered on the decision of the Appellate Division handed down Friday will designate the time when, and the place where, the examination will be conducted.

Efforts to contact Noble for a statement late Friday were unavailing.

BMB District Meetings Continue In Northwest

Minneapolis—Members of the 11th district of NAB gathered at the Hotel Nicollet here yesterday for a two-day session at which time Hugh Feltis, president of Broadcast Measurement Bureau outlined the plan and campaign for subscribers. Otto R. Stadlerman, secretary-treasurer of Needham, Louis & Brorby, Inc., Chicago was here to assist Feltis with the presentation.

Presentation in Chicago Tomorrow

It was announced yesterday that the BMB plan will be presented to members of the Chicago Radio Management Club at a special meeting in Chicago on Wednesday. The meeting arranged by Harlow Roberts will feature an address by Hugh Feltis. Broadcasters and the press of the Chicago area have been invited to attend.

When the BMB caravan moves on to Pittsburgh for the meeting on Thursday and luncheon the following day, D. E. Robinson treas. of Pedlar & Ryan, Inc., New York, will be on hand to assist in the presentation.

Feltis expects to be back in the New York office of NAB following the Pittsburgh meeting before starting his swing around the district meetings in the East.

NLRB, Ruling On NABET, Asks Deal With Technicians

(Continued from Page 1)

representative of the platter-turners and declares that the nets fear of reprisals by AFM head James C. Petrillo is not sufficient reason to justify refusal to deal with NABET.

Trial Examiner Howard Myers found that prior commitments by NBC and Blue to AFM promising that after June of last year all plat-

Reaction

A radio spokesman in New York pointed out that the decision of Trial Examiner Howard Myers of the NLRB could be changed in the event that complaints are filed with him during the waiting interim of 15 days (February 23). However, he added, it appears most likely that the examiner's recommendation is an intermediate step which foreshadows the ultimate result. Network officials declined to comment on the NABET situation.

ter-turners would be hired through AFM "are no bar to the obligation of the respondents to bargain collectively with NABET as the representative of the platter turners," Myers, in other words, upholds NABET's contention that its NLRB certification of NABET as bargaining agent for the platter-turners last November stands, regardless of prior commitments to AFM President James C. Petrillo.

Myers recommended, on the basis of last month's hearing in New York, that the networks immediately take steps toward negotiation of a contract with NABET, and that if this is not done within 10 days the board issue an order to that effect. He found the nets in violation of Section 7 of the National Labor Relations Act, and engaging in unfair labor practices, according to Section 8 of the Act.

Reporting on the facts brought out at the New York hearing, Myers recommends that NBC and Blue:

- (1). Cease and desist from: (a) refusing to bargain collectively

with National Association of Broadcast Engineers and Technicians as the exclusive representative of their respective employees in the units heretofore found appropriate, with respect to rates of pay, wages, hours of employment, and other conditions of employment.

- (2). Take the following affirmative actions which the undersigned finds will effectuate the policies of the act:

Actions Suggested

NBC and Blue "shall, upon request, bargain collectively with National Association of Broadcast Engineers and Technicians as the exclusive representative of all technical employees, wherever located, of the engineering department of National Broadcasting Company, Inc., engaged in the operation of technical facilities used in transmitting converting and/or conducting audio, video, and/or radio frequencies for use in broadcast, re-broadcast, audition, rehearsal, recording and/or 'on the air' playback, excepting 'on the air' playback in Chicago, Ill., but excluding chief engineer, operating engineer and assistant, engineering managers, engineers in charge, operations supervisors, television operations and supervisors, station engineers at transmitters of more than 5 kw., television station engineers, engineers in charge and their first assistants in the following engineering groups: radio facilities, audio facilities development and technical service, construction superintendents, engineer in charge of television and other supervisory employees with authority to hire, promote, discharge, discipline, or otherwise effect changes in the status of employees, or effectively recommend such action, in respect to rates of pay, wages, hours of employment, and other conditions of employment."

New WOR Commercial To Sell Cosmetics

"Success Magazine of the Air," a variety format designed to broadcast opinions of men re women's habits, etc., bows in over WOR, Feb. 22, for the Richard Hudnut-Du Barry Success School, it has been announced. Ann Delafield, the only woman to appear on the program, will do the commentaries, in addition to her role as editor-in-chief of the program.

Other credits for the program are: Hu Chain, producer-director; Jane Ashman, writer; Don Saxon, baritone; Ben Ludlow and his orchestra; Bob Dixon, announcer. The G. Lynn Sumner Advertising Agency handles the Hudnut account. The program is scheduled for 52 weeks, with the possibility that it will go network.

ET Firm Signs New Stars: Talent Budget Up 50%

Los Angeles—With its talent budget for 1945 upped 50 per cent over last year, Standard Radio announced signing of Helen Forrest and the Pied Pipers for electrical transcriptions, according to Jack Richardson, production manager. Standard Radio just completed biggest year in its 10-year history, with more than 350 U. S. radio stations now receiving its twice-monthly transcribed library service.

Wedding Bells

Marriage of Roger S. Bowman, NBC staff announcer to Miss Virginia Moman, radio assistant to H. V. Kaltenborn, on Monday, Feb. 5, was announced the past week-end.

FCC Gets 1st CP Plea Since Jan. 'Freeze'

(Continued from Page 1)

West petitions for immediate consideration are granted, but the Commission finds that there is no justification for making exceptions to the Jan. 16 policy, it is reported here the applications may be denied.

The Commission yesterday approved the sale of WROX, Clarksdale, Miss., from Robin Weaver, Sr., to Birney Imes, Sr., for \$25,000. Imes is the father of Birney Imes, Jr., licensee of stations in Columbus and Tupelo. The elder Imes publishes a newspaper in Clarksdale.

Raytheon Applies

An application for a new commercial tele station in New York City was received from the Raytheon Corp., of Waltham, Mass. Raytheon is planning a nation-wide relay network of which New York is to be one of the anchor cities.

Fitzgeralds To WJZ; Starting On April 30th

(Continued from Page 1)

ording to whatever hour is determined. Program will run 25 minutes, six days a week, and meanwhile the duo will be groomed for their own Blue Network program, presumably a co-operative show to be sponsored locally.

Deal with the Fitzgeralds was set by Stan Joseloff of the Blue's new talent and production department, and John Hade of WJZ. Team has been on WOR for some years.

Virginia Vass Cast

Virginia Vass replaces Jan Miner on Procter & Gamble's "Glamour Manor," which stars Cliff Arquette, keeper of the hostelry on the Blue, Mon.-Fri., 12-12:30 p.m., EWT.



"...and it all started with a broadcast over WFDK, Flint."



Edward Petry & Co., National Representative

Women Radio Leaders To Meet In New York

(Continued from Page 1)

organizations, United Nations Government offices, Embassies and the CIAA, as well as 700 women radio commentators in the United States who through their broadcasts will give practical interpretation and impetus to it.

Campaign will extend over a three months period and is under the direction of Mrs. Dorothy Lewis, Coordinator of Listener Activity for NAB. It proposes to bring directly to the woman in the home, office, organization and business the underlying issues of the peace to come, plus an exchange of information on activities of women of the United Nations.

Mrs. Franklin D. Roosevelt and Queen Wilhelmina of Netherlands will be the chief speakers. Other speakers scheduled for the all-day conference are ex-Governor Herbert H. Lehman, Director of UNRRA; Col. Ed. M. Kirby, Mrs. Emily Taft Douglas, Miss Minerva Bernardino, Miss Elizabeth Long, Mrs. Edgar T. Hardy, Mrs. Eleanor Stevenson and Mrs. William Dick Sporborg. Miss Ruth Chilton of WCAU, Philadelphia, President of the Association of Women Directors, will head a panel discussion with the following participants: Helen Sioussat, Jane Wagner, Bessie Beatty, Mildred Bailey, Ruth Crane, Hazel Cowles, Nell Daugherty, Alma Kitchell, Mary Margaret McBride and Ruth Welles.

WGN, Chicago AFRA Settle Program Row

(Continued from Page 1)

June of 1944, but negotiations for a new contract caused several delays. Raymond Jones, Chicago AFRA executive secretary, Schreiber and Andrew Hamilton, attorney for WGN, Inc., recently agreed to conciliate the matter without arbitration.

It was decided that seven of more than a dozen programs under discussion were commercial in essence and WGN agreed to pay for talent at commercial rates. This payment will be retroactive to the date the copy in question was first broadcast. The final settlement has been accepted by the Chicago board of AFRA.

The seven radio programs in question were: "Symphony Hall," "Citizens of Tomorrow," "Garden Gossip," "Capital Comment," "Words and Rhythm," "Chicagoland Servicemen in the News" and "Reading of the Chicago Sunday Tribune."

KGW one of the GREAT STATIONS of the NATION
NBC AFFILIATE **PORTLAND, ORE.**
Represented by Edward Petry & Co.

Starkey Appointed Head Of NAB News Bureau

(Continued from Page 1)

was a reporter for the Miami "Herald and Tribune" in 1925 and became active in real estate advertising and promotion during the Florida boom. He later returned to Moundsville, W. Va., as advertising and business manager of the Echo Publishing Company, publishers of a daily, a weekly and a farm paper where he maintained a part time affiliation with the R. M. Ludwig Advertising Agency of Wheeling, then followed two years in the advertising and editorial departments of the Wheeling morning and Sunday "Register."

Starkey's debut in radio was with WCHS, Charleston in 1932 where as commercial manager his duties embraced most of the operational aspects of radio. For the past 10 years he has been active as a free lance writer and publicity council in Chicago.

McKesson-Robbins To Drop Joe Brown Show In March

(Continued from Page 1)

certainties in the packaging situation affecting dentifrices."

Van Riper said the decision had been reached with regret, but it was a wartime condition and that relationship with Joe E. Brown "has been a most happy one."

O'Dea Gets N. J. Post

Richard E. O'Dea, part owner of stations WNEW and WOV, has been named Democratic member of the New Jersey Racing Commission. His appointment by Governor Edge was confirmed Monday night by the state Senate. O'Dea, long in radio, has also served as Democratic County Committeeman and as Commissioner of Education and Commissioner of Finance for the City of Paterson.

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

WCBW On Wed.-Thurs.: Schedule Video Boxing

A change in program schedule and a change in programs are simultaneously announced by WCW CBS television outlet in New York City. Worthington Miner, manager of television, has changed the WCBW program nights to Wednesday and Thursday (instead of Thursday and Friday); the time remains the same, from 8:00 to 10:00 p.m. The first Wednesday program will be on February 28.

At the same time Gilbert Seldes, director of television programs, has given out the programs for the month of March. Beginning March 1, WCBW will present a series of boxing exhibitions at 8:45 each Thursday evening. The rest of the schedule will be the regular news broadcast, and half an hour of film.

The boxing exhibitions will be under the direction of Arthur T. Gore, and will bring to the ring, set up in the WCBW studio, boys from athletic clubs in all sections of New York City and its environs.

Staff Changes Announced By NBC Western Division

Albert Ulrich has resigned as head of the continuity department of NBC's western division in order that he may rejoin the production department as a producer, it has been announced by Sidney N. Strotz, vice-president. Another change is noted in the move of Don Honrath from continuity acceptance assistant to head of the department, in effect February 1. Honrath spent 10 years in show business and wrote music for motion pictures before joining the network.

Exclusive!
CUBS '45 BASEBALL
W-I-N-D CHICAGO
560 Kc. 5000 WATTS

Canada Broadcasters Meeting In Quebec

(Continued from Page 1)

reports. Today R. M. Brophy, president of the Radio Technical Planning Board, will report on the organization preliminary accomplishments. The RTPB group, patterned after a similar organization operating in

NAB Representation

Harold Ryan, president of NAB, will officially represent American broadcasters at the Canadian convention. Ryan will be introduced during the convention.

the United States, will report on their appraisal of Canada's technical radio problems.

Among the New York delegation attending the convention are Adan Young, station representative; Marvin Kirsch, RADIO DAILY; Ed Wilhelm, Maxon agency; Frank Stanton, Frank K. White, Herbert V. Akerberg of CBS; C. O. Langlois, Langworth; John Gillin, WOW; Joe McGillvra, station representative; William S. Hedges, NBC vice-president in charge of stations; Easton C. Woolley, assistant to Hedges; C. Lloyd Egner, NBC vice-president in charge of radio recording; Willis B. Parsons, assistant to Egner, and Norman Cloutier, NBC Thesaurus programs.



WALTER COMPTON BACKGROUND FOR NEWS

add **WNOE** to his sponsor list

WATCH THIS LIST GROW

WSIX	WHIT
KALE	WBTA
WMOB	WCAE
KOCY	WBR
WGOV	KFJZ
WSAY	WHYN
WJHO	WLAY
KOL	WNOE
KFRE	

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

Without this

No touchdown

Unless the ball lands in the hands of the end, it's an incomplete pass. In radio, unless an audience "catches" your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station
WCBM
BALTIMORE

JOHN ELMER President
GEORGE H. ROEDER General Manager
FREE & PETERS, Inc., Natl. Rep.

★ THE WEEK IN RADIO ★

House OK's 1946 FCC Appropriations

By CHARLES MANN

THE FCC appropriation for the fiscal year of 1946, listed with other appropriations under the inclusive head, The Independent Offices Bill, passed through the House unamended. The allotment, recommended by the Appropriations Committee, is considerably greater, in order to provide for the expansion of the engineering, accounting and law staffs, in anticipation of a deluge of AM, FM and tele applications following the end of the war. The bill has yet to go to the Senate, where little opposition is expected.

Growing: Contract endorsements for the Broadcast Measurement Bureau continued to keep the percentage very high, with the supporting figure of NAB's District 10, including Nebraska, Iowa and Missouri, reaching over the three-quarter mark to support Hugh Feltis, president of the BMB.

Quandary: FMers who are readying their weapons to be exercised shortly, regarding the recent proposed announcement of the FCC to have FM moved up in the strata, are in somewhat of a dilemma as the result of testimony recently disclosed by the House Appropriations Committee of that given by Commissioner E. K. Pett, reiterating better reception for receivers from 84-101 meg.

AFRS: Col. Thomas H. A. Lewis of the Armed Forces Radio Services, revealed that 553,000 ETs were made for the Armed Forces during last year, as compared with 2,500 produced during 1942.

Spotshots: James Lawrence Fly, former chairman of the FCC, gave his former FCC colleagues his blessings, declaring their efforts both thorough and comprehensive. . . . St. Louis paper is still waging campaign against "radio plug-uglies." . . . Arthur Levey, of Scopphony Corp., predicts tele on a subscription basis to stimulate box-office. . . . Dramatic transcriptions are seen as a definite political influence during campaigns, therefore may lead to "political garble." . . . Cuba is seen as a vital market for our radio manufacturers. . . . Edward Arnold took Cecil B. De Mille to task for the latter's refusal to pay a \$1 assessment voted by AFRA. . . . Roy C. Witmer, NBC vice-

president in charge of sales, urges the "Parade of Stars" advertising sponsors and agencies to get behind campaign with advertising. . . . CBS will have a tele technical course for its employees. . . . E. L. Bragdon, former NBC trade editor, has joined the info dept. of RCA. . . . FM applications have reached 353. . . . Rumor has it that WBYN may change hands. . . . The AAAA has called off its April 19th annual meet. . . . J. Harold Ryan, president of the NAB, announced the cancellation of the 1945 convention, in accordance with Government request. . . . WPB has announced the creation of a radio receiving set tubes "task committee." . . . NBC prexy Niles Trammell has been elected a director of RCA. . . . Blue's Paul Whiteman "Hall of Fame" program may be cut to a half hour when it originates from N. Y. . . . The WPB has asked for a production increase in radio tubes—for the armed forces. . . . Radio was hep when the fall of Manila was made official.

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

**Two Networks!
Three City Market!!**

WENT

CBS • MUTUAL •

Gloversville • Johnstown • Amsterdam
SPOT SALES, INC., Nat. Rep.

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM

When you play the same course week after week the course must be good!

When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the sales "score card" must look mighty good!

A very few availabilities left . . . better tee off now!

**3RD MARKET
5000 WATT
MUTUAL AFFILIATE**

Represented Nationally by GEO. P. HOLLINGBERY CO.

EQUIPMENT

Westinghouse Changes

The appointment of George S. Ryan as assistant to the vice-president of Westinghouse Electric and Manufacturing Company has been announced by T. I. Phillips, vice-president. At the same time, C. B. Dick was appointed as manager of the Feeder Division, post recently held by Mr. Ryan, and E. R. Perry as manager of the Micarta Division.

Two new managers in the North Pacific District were named by W. M. Jewell, district manager. Earl W. McBratney was appointed district sales promotion manager and Arthur F. Sheean was made district lamp manager.

Promoted

Norman J. Cooper has been appointed service manager of the electrical products division of the Stewart-Warner Corporation, it was announced by Frank A. Hiter, vice-president and general sales manager. Cooper succeeds Max Schinke, after acting as Mr. Schinke's assistant for four years.

Lane In Divisional Post

The appointment of Thomas I. Lane as assistant to the Central District manager of Westinghouse Electric and Manufacturing Company has been announced by J. K. B. Hare, vice-president. At the same time, the appointments of E. W. Hoffman as Central District order supervisor and acting stock supervisor, and A. B. McKelvy as staff assistant were mentioned.

Kirschner Named To New RCA Post

According to an announcement by L. W. Teegarden, general manager of the RCA tube and equipment department of Radio Corporation of America, John W. Kirschner has been named sales representative for the East in the equipment sales section. For the past five years Mr. Kirschner has been sales representative in RCA's Cleveland regional office and prior to that he was connected with the company's tube engineering and manufacturing activities in Harrison. In his new post, Mr. Kirschner will work under the direction of L. S. Thees, manager of RCA's equipment tube sales section at Harrison, N. J.

Hendon Made Manager Of GE Electronic Div.

Claude J. Hendon has been appointed manager of sales in the tube division of General Electric's Electronics Division, according to an announcement by George W. Nevin, division manager. Hendon, formerly manager of the southeastern district of that division, will make his headquarters in Schenectady.

Also announced was the appointment of Cameron G. Pierce, to the post of district representative in the Electronics department. Pierce will cover southern California and Arizona, making his headquarters in Los Angeles, according to a statement by Walter M. Boland, Electronic western region manager.

AGENCIES

MORTON SALT COMPANY is again utilizing radio in a campaign, currently in effect, to stress the value of the product when used with grapefruit or with other citrus juices. The Morton account is controlled by Kenyon & Eckhardt, Inc.

LT. COL. ROSWELL P. ROSENGREN, chief of courier service for General Dwight Eisenhower, will be the principal speaker today at the luncheon meeting of the Sales Executives Club which will be held at the Hotel Roosevelt.

The
No. 1 STATION (5000 WATTS)
WITH THE
No. 1 NETWORK (NBC)
IN THE
No. 1 MARKET IN
OUTSTATE MICHIGAN

NBC FOR WESTERN MICHIGAN

WOOD
GRAND RAPIDS

NEWS
NEWS on the hour,
Every Hour
Without Commercial
Interruption
KMPC
LOS ANGELES
710 Kc. - 10,000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Roymer Company

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. - 5000 WATTS



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 31

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 14, 1945

TEN CENTS

Bannerman To Continue

Stations' Time-Pact Must Get FCC Okay

Washington Bureau, RADIO DAILY
 Washington—The FCC yesterday notified KXA, Seattle, and WJZ New York, that any agreement which will close off WJZ between 10 p.m. and midnight, Pacific time, thus permitting KXA to take the air during that period, is in violation of Section 3.23 B of the rules.

KXA is licensed for daytime operation to local sunset, and for night operation when WJZ—licensed for unlimited time—is not on the air. A binding agreement for WJZ to

(Continued on Page 7)

Damm Voices Opinion As Member Of TBA

Opposition to any stand by the Television Broadcasters Association in support of the frequency assignments to television below 100 megacycles as proposed in the FCC report was voiced by Walter Damm, vice-president of the Journal Company, Milwaukee, and president of the Fre-

(Continued on Page 2)

International Broadcasters Gathering In Great Britain

British Bureau, RADIO DAILY
 London—Representatives of the British Broadcasting Corporation and broadcasting organizations of the British Commonwealth will meet here from February 15 to March 9 to discuss the character of post-war interchanges between these countries. Also discussed will be technical developments experiences and program techniques.

200 Pints

Mutual employees, sparked by Tom Slater, head of special features and sports, continue to set blood-donation records. Yesterday they gave their 200th pint at the local blood bank. There are only 175 employees on the network roster. Slater, who needless to say, was one of yesterday's patriots, has given 10 pints thus far, and is in no wise finished.

19th Anniversary

Merlin H. Aylesworth, first president of NBC, will introduce W. A. Jones, president of Cities Service, for a short opening talk, when radio's oldest sponsored program, Cities Service "Highways of Melody," celebrates its 19th year on the air over NBC, Friday, Feb. 16, 8 p.m. Edwin Franko Goldman's band, which played the first broadcast, will also appear on the show.

New Recording Firm Formed By Majestic

Formation of a new recording company to be known as Majestic Records, Inc., with James J. Walker, former mayor of New York City, as president, was announced yesterday by Eugene A. Tracey, president of the Majestic Radio and Television Corporation and chairman of the board of Majestic Records.

To form Majestic Records, Inc., the

(Continued on Page 7)

OWI Official Returns From European Mission

Louis G. Cowan, chief of the New York overseas division of the Office of War Information, returned to New York the past week-end after a trip to London, Paris and the liberated countries of Europe. While abroad he conferred with OWI executives on psychological warfare. He leaves today for Washington to report to Elmer Davis, director of OWI.

Three Vice-Presidents Named By Blue Network Directors

Election of three new vice-presidents and the creation of a new department was announced yesterday following the Blue Network Board of Directors meeting of February 12. The new vice-presidents are C. P. Jaeger, general sales manager; Fred Smith, director of promotion, publicity and advertising and Charles E.

WLAW—unequaled for securing the attention of 907,283 people in Northern New England. Advt.

Re-Appointed To Serve Another Year By Canadian Broadcasters' Board; Elect Other Officers Tomorrow

BMB Gets 24 Signers At NAB Dist. Meeting

Minneapolis—Twenty-four of the 28 stations attending the 11th District NAB meeting here have subscribed to the Broadcast Measurement Bureau, Hugh Feltis, announced yesterday afternoon, and indications were that several more stations would join

(Continued on Page 7)

Talent Turnover Continues Between WOR, WJZ Shows

Talent turnover involving WJZ and WOR continues with the announcement yesterday that the Allen Kent-Austin and Ginger Johnson "Say It With Music" heard on WJZ from 1 a.m. to 7 a.m., moves over to WOR on February 19th. Features of "Say It With Music" will be combined with "Moonlight Saving Time" now heard

(Continued on Page 2)

'Mystery Chef' Leaves Blue; May Join Mutual Web

After 10 years on NBC and for over the past two years on the Blue Network, the "Mystery Chef" resigns from five-times-a-week co-operative

(Continued on Page 2)

(Special to RADIO DAILY)
 Quebec—Glen Bannerman, president of the Canadian Association of Broadcasters for the past four years, yesterday was re-appointed for another year at the association's convention in Ottawa.

The following executives were elected as the new board of directors for the CAB: Harry Sedgwick, CFRB, Toronto, chairman of the board; G. R. A. Rice CFRN, Edmonton, Alta., vice-chairman; Maj. W. C. Bovvett, CHNS, Halifax, N. S.; Fred A. Lynds, CKCW, Moncton, N. B.; Phil Lalonde, CKAC, Montreal; A. Gauthier, CHLT,

(Continued on Page 8)

Full Testimony-Scope For Allocation Review

Washington Bureau, RADIO DAILY
 Washington — Any new developments which have a direct bearing on the question of post-war frequency allocations may be introduced at the oral argument on these allocations, which gets under way before

(Continued on Page 8)

New Tele Production Technique With Plastics

Los Angeles—Development of a new television technique known as "Tele-Minatures," affording greater speed in production and increased economy, was announced yesterday

(Continued on Page 7)

Phonics?

One of the most fascinating stories to come out of this war has been hidden away in a release recently sent out by WHN, regarding its news across-the-board series featuring Nat Hale, the "man with a thousand voices." Says the release: Hale is now employed by Congress to record for posterity the voices of Roosevelt, Churchill, Tojo, Eden, and many others.

Rynd, formerly treasurer of the company.

Creation of a new department to be known as the news and news feature department was announced with Robert E. Kintner in charge. G. W. (Johnny) Johnstone will continue in his present capacity of director of

(Continued on Page 2)

When? Now! What? Sell your product over WLAW. Why? Greater sales results. Advt.



Vol. 30, No. 31 Wed., Feb. 14, 1945 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. Merser-sau, Treasurer and General Manager; Marvin Kirsch, Vice-President; M. H. Shapiro, Man-aging Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, year, \$15. Subscriber should remit with order. Address all communications to RADIO DAILY, 1501 Broadway, New York (18), N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Chicago (15), Ill.—Bill Irvin, 4802 Dorchester Ave., Phone Oakland 4545. Hollywood (28), Calif.—Ralph Wilk, 6425 Hollywood Blvd. Phone Granite 6607.

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

FINANCIAL (Tuesday, February 13)

Table with columns: Stock Name, 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, Westinghouse, Zenith Radio.

Table with columns: Stock Name, Bid, Asked. Includes Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(February 14, 1925) David Sarnoff's advocacy of establishing super-power radio broadcasting stations made at the Third Radio Conference continues to be an agitation in radio circles. . . . KFAE, Pullman, Washington, mixes good farm programs with educational lectures by university professors.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N. Y.

Coming and Going

JOHN T. MURPHY, NBC station relations department, left yesterday for the NAB District Meeting in Pittsburgh, Pa. Station relations business then will take him on to Fort Wayne, Cleveland, Buffalo, Rochester and Syracuse, N. Y. He is expected back at his desk in Radio City by March 1.

NED CALMER, CBS reporter who returned recently from the European theater of war and now on a speaking tour of the South, will deliver an address today before the Lions Club of Albemarle, N. C.

ROY HARLOW, station relations executive of BMI, spent a few days last week in Washington, D. C., where he paid a visit at WOL, Mutual network affiliate in the Nation's Capital.

W. P. WILLIAMSON, JR., president and general manager of WKBN, CBS affiliate in Youngstown, Ohio, is visiting network headquarters.

HOWARD ST. JOHN, merchandising manager of WJZ, key station of the Blue Network, has returned from a short business trip to Chicago and Cincinnati.

JOHN B. REYNOLDS, station manager of WKWK, CBS outlet in Wheeling, W. Va., a caller yesterday at the offices of the web.

ED EAST and POLLY, of WJZ's "Breakfast in Bedlam," has returned from a vacation of two weeks, which they spent entertaining at service camps along the eastern seaboard.

Blue Network Directors Name 3 Vice-Presidents

(Continued from Page 1) news and news features for the network.

The board also voted to reorganize and expand the Washington office which will be in charge of Mr. Kintner.

Earl Mullin continues as manager of the publicity department. The publicity department, formerly under Kintner's jurisdiction, will henceforth report to Mr. Smith.

Rynd, formerly treasurer, will now act as co-ordinator of the intra-departmental operation of the network. In addition to his new duties, the following network departments will continue to report to him direct: sales service, office management, recording division and purchasing department.

C. Nicholas Priaux, vice-president in charge of finance, was elected treasurer of the company, succeeding Rynd.

Talent Turnover Continues Between WOR, WJZ Shows

(Continued from Page 1) on the early morning hours of WOR. As a sequel to the announcement that Ed and Pegeen Fitzgerald will move from WOR to WJZ in April the WOR program department is auditioning couples for a similar type show as "Breakfast With the Fitzgeralds." It was announced that the format of the Fitzgerald show will be retained by the new WOR program.

Damm Voices Opinion As Member Of TBA

(Continued from Page 1) quency Modulation Broadcasters, Inc. Mr. Damm expressed his opinion in a letter to J. R. Poppele, president of the Television Broadcasters, Inc., and stated "it is our understanding that the views expressed herein coincide with those of the Yankee Network, Inc., which is also a member of TBA."

Damm offered the following as being "more ideal allocations": 44 to 46 m.c., Amateurs; 46 to 64 m.c., FM; 64 to 70 m.c., unassigned; 70 to 76 m.c., Television No. 1; 76 to 78 m.c., amateurs; 78 to 84 m.c., Television No. 2; 84 to 90 m.c., Television No. 3; 90 to 96 m.c., Television No. 4; 96 to 102 m.c., Television No. 5; 102 to 108 m.c., Television No. 6.

'Mystery Chef' Leaves Blue; May Join Mutual Web

(Continued from Page 1) sponsorship series, effective May 11, it has been announced. The Mystery Chef's program bowed in over NBC for the R. B. Davis Baking Powder Company Oct. 4, 1932, and switched to the Blue, Dec. 7, 1942, when it had approximately 51 sponsors spread out over the latter web, it was disclosed. The program currently has about 30 sponsors. It has been learned that the Mystery Chef's reason for resigning is due to differences of operational opinions between himself and the Blue co-operative department. It is reported he may go to the Mutual web.



The Bazooka

One of the most effective pieces of firing equipment to come out of the war . . . is the simplest. It's the bazooka.

And one of the most effective radio station sales arguments at any time is, in its way, as fundamental as the bazooka. Terrific power without frills or fuss. It's the radio sales argument, "Most listeners for the least money spent."

If you're planning to use radio in Baltimore . . . put W-I-T-H, the successful independent station, at the top of your list. It delivers the most listeners for the dollar you spend.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

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

FOR THE
FIRST TIME
IN RADIO
HISTORY!



★ DONALD NELSON

★ ADMIRAL H. E. YARNELL

★ VICE PRESIDENT HARRY S. TRUMAN

★ NELSON ROCKEFELLER

★ J. EDGAR HOOVER

★ HERBERT H. LEHMAN

★ BRIG. GENERAL FRANK T. HINES

★ ERIC JOHNSTON

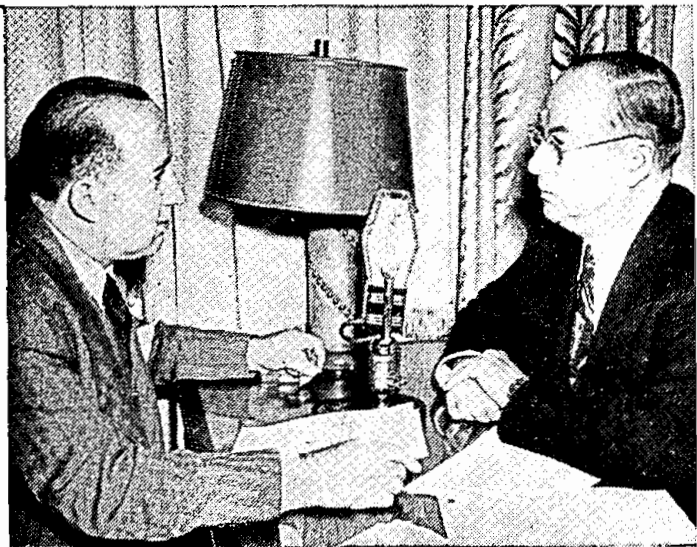
★ AMBASSADOR JOSEPH E. DAVIES

★ SENATOR VANDENBERG

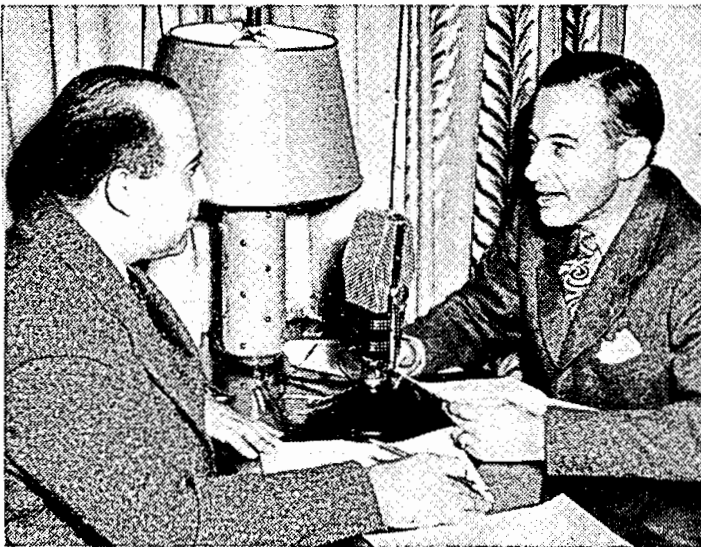
INTERVIEWED AND ANALYZED BY FAMED WASHINGTON
CORRESPONDENT **BARNET NOVER**

"Washington Views and Interviews"

NOW AVAILABLE VIA TRANSCRIPTION FOR LOCAL AND REGIONAL SPONSORSHIP!



NOVER INTERVIEWING DONALD NELSON



NOVER INTERVIEWING ERIC JOHNSTON



NOVER INTERVIEWING LORD HALIFAX

WHAT THEY SAY ABOUT BARNET NOVER:

"Uniformly interesting and provocative."

—James Forrestal
Secretary of the Navy

"I don't know of anybody who is a better authority."

—Raymond Clapper

"One of the ablest in his field."

—Sir Wilmott Lewis
The London Times

"Far and away the best in America."

—John Gunther

"Washington Views & Interviews" transcriptions are airmailed weekly to exclusive sponsors and stations—1 to a city.

WRITE, WIRE OR PHONE

FREDERIC W.

ZIV

COMPANY

2436 READING ROAD, CINCINNATI, O.
NEW YORK HOLLYWOOD,

WHAT SPONSORS SAY OF "WASHINGTON VIEWS & INTERVIEWS"

"We would not want to miss a single Nover transcription. They are good."

—Jack Pitluck Agency
San Antonio, Texas

"We consider our program franchise valuable and are sold on and proud of the program."

—Blach's Men's Store
Birmingham, Alabama

"Top-flight reporting in tempo with the times."

—Palmer Hoyt
Portland Oregonian



A MONTH OR SO AGO

These 6 stations joined The Blue

WLAW
LAWRENCE

KRNT
DES MOINES

WFTL
MIAMI

WNAX
SIOUX CITY—YANKTON

WPDQ
JACKSONVILLE

WCOP
BOSTON

AND TODAY

2 more have
switched to The Blue

WFBR
BALTIMORE
5,000 watts
1300 kc

WCAE
PITTSBURGH
5,000 watts
1250 kc

...SO NOW THERE ARE 8

Yes, two more very important stations have joined the Blue! Two *successful* and *well managed* stations in *important* key markets. Two more stations whose owners and managers feel that they can serve their communities better by being on the Blue.

Know what that adds up to? Three CBS, four MBS and one independent station have switched affiliation within the past few weeks. Switched to the Blue. Must be reasons: those things don't just happen.

THESE ARE GREAT STATIONS!

Why are these great additions? Well, first because they *are* great stations. Then, because Pittsburgh and Baltimore have both almost doubled retail sales in the past four years. Growing fast.

That's why we talked things over with WCAE and WFBR. We needed better coverage and

we got it, with greatly increased power in both markets; better frequencies, and well managed stations who are sales and promotion minded. And those advertisers having a Blue franchise will add thousands of listeners. Just another indication the Blue is the fastest growing network!

IN PITTSBURGH OUR POWER GOES FROM 1,000 TO 5,000 WATTS

1

Not a bad jump. Len Kapner, president of WCAE, has some smart ideas about station management. Says he likes to judge radio advertising effectiveness in terms of product sales. Goes in heavy for promotion and merchandising. WCAE is closely associated with the Sun-Telegraph, an outstanding newspaper in the Number 10 U. S. market.

BALTIMORE IS THE SIXTH MOST IMPORTANT MARKET

2

in the whole U. S. After June 15, the Blue power goes from 250 to 5,000 watts. Another nice jump. Here again our frequency is improved. More power and better frequency means *more* Blue Listeners. Hope Barroll, general manager, has been doing a great job for WFBR. With the steadily improving lineup of Blue programs we know he will do a still better job. Yes, the idea is getting around that it is not alone easy, but *smart* to do business with the Blue!

FINALLY, THIS SWITCH OF 8 IMPORTANT RADIO STATIONS IS FURTHER PROOF THAT NOW IS THE TIME FOR ADVERTISERS TO NAIL DOWN A FRANCHISE ON THE BLUE...

But station and coverage improvement is only one thing. Program sequence is the next big job. With the help and cooperation of advertisers and agencies, programs have been shifted from one period to another, from one day to another... all to make it easier and more inviting for the listener to listen. These are only a few of the things that are going on over here at the Blue. Keep on the lookout for further improvements!

THIS IS THE GREATER Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

Feb. 10th Concert

Tchaikovsky's Symphony
No. 6 in B minor.
"Pathétique"

BETTY A. DIETZ

Dayton Daily News
Dayton, Ohio

In a program setting, at once dignified and impressive, the Boston Symphony — Saturday night at Symphony Hall and over The Blue Network — presented, under the sponsorship of Allis-Chalmers, a performance of Tchaikovsky's Sixth that would be difficult to equal. Here was splendid tonal balance and texture and a clarity of statement that served to emphasize the deeply personal, heart-breaking sense of grief which is the very core of the Pathétique.



Conducted by Serge Koussevitzky, the Symphony—which comprised the complete broadcast and after which anything further might have become anti-climactic — seemed possessed of an inner force, an emotional drive so compelling that it would, under less capable hands, have become bloated and burst the bounds of good taste.

FEBRUARY 17th PROGRAM

Moussorgsky's Prelude to Khovantchina
Brahms' Symphony No. 1 in C Minor
Saturday, 8:30 P.M., E.W.T.—
Blue Network

Boston Symphony Broadcasts
Serge Koussevitzky, Conductor
Sponsored Every Saturday By
ALLIS-CHALMERS
Mfg. Co., Milwaukee, Wis.

"Engineering that aids all industry—
furthers American Good Living"



Windy City Wordage!

● ● ● Bob Waschman of the Steve Hannegan office tossed a buffet luncheon for Jack Benny and the Mrs. in the Wedgewood Room of the Ambassador East Hotel Tuesday. . . . The Benny troupe, en route back to

Chicago

the West Coast after an eastern tour in connection with the March of Dimes, spent a busy week in the Windy City visiting servicemen's centers and hospitals. Jack and his cohorts opened their tour of the Purple Heart Circuit at the Army's Gardiner General Hospital last Wednesday night . . . and Sunday night they teamed up with the Fitch Bandwagon crew—Dick Powell, et al—to present a solid hour of entertainment for the personnel at the Glenview, Ill. Naval Air Station. . . ● A note from Merrill R. "Mac" Schoenfeld, assistant general manager of the Blue Network's Central Division, invited us to a cocktail party at the Racquet Club for the Blue's sports director, Harry Wismer. During the party, Harry received the Esquire Award as the outstanding sports announcer for 1944. . . ● WBBM's official War Manpower Commission—U. S. Employment service program, "Jobs for GI Joe," is receiving plaudits from WMC officials for its success in finding jobs for discharged veterans. Three ex-servicemen are interviewed on each Sunday night broadcast by Emcee Paul Harvey, himself a veteran. Prospective employers phone in job offers while the program is still on the air.

★ ★ ★

● ● ● Monty "The Beard" Woolley spent a somewhat disagreeable afternoon here Monday nursing his sinus and trying to get reservations on a California-bound train. Woolley's train from the East arrived in Chicago 20 minutes after the Santa Fe's Chief departed, leaving "The Man Who Came to Dinner" temporarily stranded in these parts and him scheduled for the Rudy Vallee show Thursday night. . . ● Little Nan Burns of Waukegan, daughter of Pvt. Michael Burns, an Army paratrooper now recovering in an English hospital from a knee injury suffered in a plane crackup, celebrated her 7th birthday with Hildegard herself singing birthday greetings to her over the telephone from Chicago. Nan's father formerly worked at the Palmer House here and had met the singer. When writing his daughter recently about her forthcoming birthday, the soldier wistfully mentioned that he wished she could have a really gala celebration, with the famous Hildegard to greet her. When the singer heard of the letter she promptly phoned Nan in Waukegan and sang "Happy Birthday" to the child. Nice gesture, Hildy!

★ ★ ★

● ● ● Spike Jones took time off from his stage engagement with his City Slickers at the Oriental to make a guest appearance on Bob Trendler's WGN-Mutual show, "Swing's the Thing." Spike's musical offering was "Serenade to a Jerk." . . ● Frank O'Connell of the Blue's national spot and local sales staff in Chicago, will head the new sales office of the network's Co-operative Programs Division which will be opened shortly in the Merchandise Mart. . . ● Neighbors of Fern McKeon, a secretary at WIS, thought they had discovered a thriving black market the other day when they observed people carrying cans and more cans of food into her Forest Park home. Then the neighbors observed more people reversing the procedure, toting cans away. Shortly afterward police arrived to investigate. They retreated, however, in chagrin and no little embarrassment for they had found that the food in question had been raised and canned by the Prairie Farmer-WLS Victory Gardeners and Fern, a V-Garden member, was merely storing the produce while it was being divided among her co-workers.

★ ★ ★

—Remember Pearl Harbor—

AGENCIES

J. B. CARR BISCUIT COMPANY, Wilkes-Barre, Pa., through Lynn Fieldhouse, of the same city, has inaugurated a campaign for Carr Graham's, saltines and cookies in northeastern, southern and midwest markets. Radio is among the media being used.

A. HARRIS HORTON has joined Lennen & Mitchell, Inc., as a member of the contact staff. He formerly was associated with Bowater Paper Company.

RUSSELL BRANCH, formerly of Fuller & Smith & Ross, Inc., has been added to the copy staff of O. S. Tyso & Co., Inc.

C. A. (AL) SHEAHAN, production manager for the last 11 years with the Los Angeles May Company, has joined Glasser-Gailey and Company, Los Angeles advertising agency, as production manager. Before his association with the May Company, Sheahan was assistant advertising manager of B. Altman & Company, New York.

Robert L. Murray

Robert L. Murray, director of public relations for the American Society of Composers, Authors and Publishers, died suddenly of a heart attack in Montreal last Saturday. He was 55 years old. Murray joined Ascap on November 1, 1940. Prior to then he was in newspaper work in Minneapolis, Boston, Newark and New York. He is survived by widow, Mrs. Hermine Murray, and two step-sons, Pfc. Philips Welch and First Lieut. Paul E. Welch.

Wolff To Lecture

Lester L. Wolff, radio director of the Winer Advertising Company, will give a lecture series course in general advertising at the Collegiate Institute of New York beginning Thurs., Feb. 15, for 13 weeks. Sessions will be held every Tuesday and Thursday morning.



"... and to think you're that Blue Network announcer we heard over WFDF Flint!"

New Recording Firm Formed By Majestic

(Continued from Page 1)

ent company negotiated with Eli Bernstein of New York for the purchase of Transcriptions, Inc.; the Music Record Company of New York, producers and distributors of "H" records and the New Jersey Records, Inc., Newark, N. J.

Mr. Walker assumes the presidency of the new recording company immediately. Other officers elected are: J. Oberstein, executive vice-president; Park Erickson of Chicago, vice-president; C. E. Underwood, Chicago, treasurer and Curtis Franklin, New York, secretary.

It is in the intention of the new concern to manufacture all types of recorded music ranging from classics to popular tunes to a variety of specialties.

Stations' Time-Pact Must Get FCC Okay

(Continued from Page 1)

to have the air for any specified period, the Commission feels, must be approved by the Commission and is a violation unless the Commission is a party to such agreement.

Wennen Shave Adds Shows

Wennen Shave Creams has expanded its spot campaign schedule by four new programs, it has been announced by Duane Jones Company, agency for the account. The programs are: "Morning Dress Parade," WBZ, Boston, Mass., Tues., Thurs., and Sat.; "Gordon Graham's Washington News," WLW, Cincinnati, Mon. through Fri.; newscast on CBS-Pacific web, 7:30-7:45 a.m., PWT, Tues., Thurs., and Sat.; "Musical Clock," WBBM, Chicago, Tues., Thurs., and Sat. Effective Feb. 12, 13 and 19 respectively.

Man Named Program Director

San Francisco—Fred Ruegg, production supervisor of KQW, San Francisco on February 15th will assume the duties of program director, according to C. L. McCarthy, station manager. Ruegg replaces Ken Craig, who leaves KQW to join McCann-Erickson Advertising Agency, Chicago.

24 Out Of 28 Sign For BMB At Minneapolis District Meet

(Continued from Page 1)

up before the BMB boosters entrain for Thursday's meeting which will be held in Pittsburgh.

Director Ed Hayek of KATE, Albert Lea, led a very successful meeting. The discussion was assisted by Otto Stadelman, media director, Needham, Louis and Brorby Agency, Chicago; Rudy Klagstead, media director, McCann-Erickson, Minneapolis, and Roger Clipp, president, WFIL, Philadelphia and secretary-treasurer of BMB. Several other stations in the district are expected to send in their commitments within the next week.

Boler Enthusiastic

John Boler, president of North Central Broadcasting Company, with 30 affiliated stations throughout Minnesota, North and South Dakota, Iowa, Wisconsin and the Michigan Peninsula, said: "I am extremely pleased to see that so many of our affiliated stations have subscribed to the Broadcast Measurement Bureau. I believe the plan is very sound and that the result will serve each individual station's coverage area in its true proportion. . . . The BMB plan is one every station can afford, and have the opportunity to prove by this nationally accepted method, its dominance in its own respective community. Up to this time we have had no chance to counteract claims of coverage by metropolitan stations and others who have claimed the universe. The endorsement of the AAAA and the ANA proves the sincere interest and confidence of our clients in the BMB plan and their interest in buying stations in secondary markets if we can prove our place in the sun. I believe BMB will accomplish this for us."

Agency Luncheon Held

Of the 24 stations signing contracts 11 are affiliated with the North Central Broadcasting Company.

The agency and advertisers luncheon the day following the presentation to the industry was well received and attended. It was evident

that agencies are well informed on BMB.

The following stations in District 11 subscribed: Michigan-WJMS, Ironwood; Minnesota-KATE, Albert Lea; KGDE, Fergus Falls; KYSM, Mankato; WCCO, Minneapolis; WDGY, Minneapolis; WLOL, Minneapolis; WTCN, Minneapolis; KVOC, Moorhead; KROC, Rochester; KFAM, St. Cloud; KNO, Winona; North Dakota-KFYR, Bismarck; KDLR, Devils Lake; WDAY, Fargo; KILQ, Grand Forks; KSJB, Jamestown; KGCU, Madan; KLPM, Minot; South Dakota-KABR, Aberdeen; KELO, Sioux Falls; KSOO, Sioux Falls; Wisconsin-WATW, Ashland; WKBH, La Crosse.

Among those registered for the meeting were:

C. E. Arney, Jr. and Lewis H. Avery, NAB, Washington, D. C.; Tom Barnes, WDAY, Fargo, N. D.; John W. Boler, NCBS, St. Paul; L. J. Bormann Assoc. Press, Chicago; Gordon H. Brozek, WDMJ, Marquette, Mich.; Walt Bruzak, KROC, Rochester, Minn.; Vivian H. Bulmer, WDGY, Minneapolis; Frank E. Chizzini, NBC, Chicago; Roger W. Clipp, WFIL, Philadelphia; Helen Cornelius, NAB, Washington, D. C.; Howard Dahl, WKBH, La Crosse, Wis.; Dick Day, WDGY, Minneapolis; Walter L. Dennis, Allied Stores Corp., New York, N. Y.; Frank M. Davaney, WMIN, St. Paul; Haek Dunn, WDAY, Fargo, N. D.; S. Fantle, Jr., KELO, Sioux Falls, S. D.; A. A. Fahy, KEBR, Aberdeen, S. D.; and Hugh Feltis, BMB, New York.

Also F. E. Fitzsimmonds, KFYZ, Bismarck, N. D.; Gene Flaherty, KSCH, Sioux City, Ia.; Mrs. G. P. Gentling, KROC, Rochester, Minn.; C. T. Hagman, WTCN, Minneapolis-St. Paul; K. M. Hance, KSTP, Minneapolis-St. Paul; Gus Hagenah, Standard Radio, Chicago; Geo. R. Hahn, KELO, Sioux Falls, S. D.; Elmer Hanson, KILQ, Grand Forks, N. D.; Ed L. Hayek, KATE, Albert Lea, Minn.; Joseph Henken, KSOO, KELO, Sioux Falls, S. D.; J. W. Huss, WJMS, Ironwood, Mich.; Harry Wyatt, WMFG, Hibbing; Maxine Jacobs, KROC, Rochester, Minn.; Ray C. Jenkins, KSTP, Minneapolis; H. C. Jewett, Jr., KABG, Aberdeen, S. D.; Ella May Johnson, WDGY, Minneapolis, Minn.; A. E. Joseelyn, Sam Kaufman, WCCO, Minneapolis; F. Van Konynenburg, WTCN, Minneapolis-St. Paul; Fred F. Laws, WLOL, Minneapolis and H. W. Linder, KWLM, Willmar, Minn.

Also James A. Mahoney, Mutual Broad-

New Tele Production Technic With Plastics

(Continued from Page 1)

by Patrick Michael Cuning, head of Patrick Michael Cuning Television Productions.

The new process by Cuning involves use of miniature figures made of plastic materials and is the invention of Lowell Grant, who is now associated with Cuning. Grant was formerly an illustrator of books in Los Angeles and a creator of plastic sculpture.

casting System, New York City; Manny Margot, KVOX, Moorhead, Minn.; John F. Meagher, KYSM, Mankato, Minn.; E. S. Mittendorf, WLOL, Minneapolis; Samuel N. Nemer, WMIN, St. Paul; Albert W. Payne, WHDF, Calumet, Mich.; John P. Paulson, KFAM, St. Cloud, Minn.; John E. Pearson, Chicago; Oscar H. Peterson, WHLB, Virginia, Minn.; Odin S. Ramsland, KDAL, Duluth, Minn.; Herman H. Rathkamp, Finch Telecommunications Inc., Passaic, N. J.; Elizabeth Sammons, KSCJ, Sioux City, Iowa; Fred Schilplin, KFAM, St. Cloud, Minn.; Al Sheehan, WCCO, Minneapolis; Gerald Swisher, Assoc. Press, Chicago; Warner C. Tidemann, KATE, Albert Lea, Minn.; Ralph Wentworth, BMI, New York City; H. F. Westmoreland, WFBC, Duluth, Minn.; M. H. White, KWNO, Winona, Minn.; Lee L. Whiting, WDGY, Minneapolis; Bert Wick, KDLR, Devils Lake, N. D.; Jerry Wing, KROC, Rochester, Minn.; A. W. Kaney, NBC, Chicago, Ill.

**SPORTS
MUSIC
NEWS**

W*H*N

50,000 WATTS DIAL 1050

1st CHOICE IN CHATTANOOGA IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

TIME!

RADIO TIME, properly used, keeps American business ticking. RADIO time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

"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.

Re-Name Bannerman CAB Head For Year

(Continued from Page 1)

Sherbrooke, Que.; Ted Campeau, CKLW, Windsor and Detroit, and Ken D. Soble, CHML, Hamilton, Ont.

A meeting will be held tomorrow to appoint other officers, such as secretary, treasurer, etc.

The largest American delegation ever to appear at a convention of the CAB arrived on Monday. It was headed by J. Harold Ryan, president

BBC Greetings

Quebec—The hope that after victory the "fullest power of radio may be harnessed to the service of a lasting peace" was expressed by William J. Haley, director general of the British Broadcasting Corporation in a cable from London to the delegates of the Canadian Association of Broadcasters gathered here for their annual convention.

of the National Association of Broadcasters, and seven vice-presidents of the four major networks.

Bannerman told members to strive continuously to serve radio's "only master" the listening public if broadcasting is to fulfill its mission as a media in the post-war world.

"Today is a testing time for both publicly owned and privately owned broadcasting systems," Bannerman said. "If either or both lose touch with the fundamental requirements of the great mass of the listening public for relaxation and entertainment, for the music they love and the information they desire, then radio will fail to play its rightful part in the life of the nation. On the other hand, if it strives continuously to serve truly its only master, the listening public, radio broadcasting will be a bulwark for freedom and democracy. Then and then only will it wield a power and influence the like of which is little dreamed of even today by its most ardent attendants."

Treats Continuity

Turning to the subject of commercial continuity on the radio, Bannerman said:

"How closely do member stations check on the commercial continuities they broadcast over their stations? There is a terrible temptation these days for the advertiser to tie up his product story with a war phase of pseudo news. One still hears occasionally a commercial starting out 'Here is big news,' or a commercial that pretends to dramatize a supposed war news event. These techniques may sell goods for the time being but if you permit them over

WANTED

EXPERIENCED CONTROL OPERATOR AT ONCE.

WDRG
HARTFORD 4, CONNECTICUT

COAST-TO-COAST

—NEW YORK—

SYRACUSE—WFBL has reinstated its policy not to broadcast phonograph records. . . Samuel Woodworth, veepee and general head, starts his 23rd year with the outlet. . . Robert Doubleday, agricultural director, has been appointed assistant instructor of the radio shop of Syracuse University. . . Bob Evans of WTOP, has been appointed Washington correspondent. NEWBURGH — Joseph Deane, WGNY spinner, guested Louis Jordan, composer of the "Is You Is. . ." song recently when Jordan and his Tympany five played in Newburgh.

—UTAH—

SALT LAKE CITY—Francis Urry has returned as narrator for "Sunday Evening on Temple Square" heard over KSL. Urry was on a two-month leave from the studio to study network programming in Chicago. While there he was heard as Stephen Knight on "The Guiding Light." . . . OGDEN—Joseph Kramer of Kansas City and John Grant of Hollywood have joined the announcing staff at KLO. Kramer comes from KCMO and Grant is a veteran of both radio and pictures.

—TEXAS—

FORT WORTH — Newcomers to WBAP-KGKO are engineer J. B. Shelplan and production staffer Eugene Hall. . . HOUSTON—King H. Robinson, KTRH studio operations director, has been elected president of the Houston Junior Chamber of Commerce, after having been active in Jaycee work since 1941. Robinson also serves as a captain in the Texas State Marine Guard.

your station, are you playing fair with the people in your community at a time when their sons and daughters are involved in the world struggle? It is impossible for you to be too careful under these conditions."

—OKLAHOMA—

OKLAHOMA CITY—Governor Robert S. Kerr was the first guest on a new series of newscasts from the state capital being aired by Otis Sullivan, WKY capitol reporter. . . Julie Benell, producer of "Women Commandos," is back from Washington after interviewing and transcribing leading military authorities on rehabilitation, for WKY's first radio clinic on "The Returned Serviceman."

—OREGON—

PORTLAND—KGW played host to Elmer Peterson, NBC commentator, the last week in January when his broadcasts originated from there. Through the courtesy of KGW, Peterson was featured speaker at the Junior Chamber of Commerce award to Jack Matlack, theater manager, as junior first citizen.

—PENNSYLVANIA—

PHILADELPHIA — WIBG Chatter: Bob Fetterman has worked out a conservation plan for studio equipment. . . Rupe Werling is proud of his 14-k gold lapel mike. . . Archie Sichel visited the studio on his first trip home since joining the Navy ten months ago. . . A transcription of the address made over WIP by Mrs Mark Clark, wife of the Fifth Army's commanding officer, was sent recently by Benedict Gimbel, Jr. to the General. . . WIP is cancelling all singing commercials in connection with newscasts.

—WISCONSIN—

MILWAUKEE—WEMP is proud of the fact that on Sunday, February 4, it received the flash from MacArthur's headquarters—"Yanks reach Manila!" —at 5:03 and at 5:03:02 WEMP had it on the air, interrupting the "Philco Radio Hall of Fame."

Full Testimony-Scops For Allocation Review

(Continued from Page 1)

the FCC Feb. 28, it was announced yesterday by the FCC. Persons appearing at the hearing may present either in their testimony or as exhibits, "any additional relevant material that has developed since November 1944, subject to cross-examination within the Commission's discretion; request therefore is made."

Thus any new findings not included in the earlier testimony may be brought forth if they are germane to the question of final allocation for various services.

Jim Ameche To Emcee Another CBS Commercial

Jim Ameche, currently hosting "Here's To Romance" over CBS, Bourjois' Evening In Paris, Thurs., has been signed for the same chores on the Chesterfield program, same week, "The Music That Satisfies," heard Tues., Wed., Thurs., the latter deal consummated by the Jules Albert Agency. The program sponsors are handled by Foote, Cone & Belding and Newell-Emmett respectively. In addition to the above, Ameche continues his narrational chores on CBS soap opera, "Big Sister," a role he has played for the past four years.

SEND BIRTHDAY GREETINGS TO...

February 14

Peggy Allenby	Jack Benny
Jessica Dragonette	Art Hynes
Talbot Johns	Carlton Moss
Bill Pearson	Rose Bialick

15 SECOND SPOT ANNOUNCEMENT TIME BUYERS

- ANN: HERE IS A SUMMARY OF REASONS WHY WLIB IS PAYING OFF ON THE CASH REGISTER...WLIB IS A GROWING STATION... WLIB'S AUDIENCE HAS HIGHER BUYING POWER...WLIB'S AUDIENCE IS DEFINITELY ADULT...WLIB'S AUDIENCE IS THE FAMILY'S BUYER...WLIB REACHES PEOPLE NO OTHER SINGLE STATION REACHES.
- BIZ: CASH REGISTER RINGS FIVE TIMES.

WLIB NEW YORK

1190 KC. CLEAR CHANNEL




NEWS
Every Hour on the Hour!

A FEATURE OF
WHKC
C O L U M B U S
Goes Full Time Day & Night

★
Double Power
News Every Hour On the Hour
New Wave Length — 610 KC.
Central Ohio's Only Mutual Station

★
NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.



FIRST IN DENVER
50,000 WATTS
850 KC

FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE
DEALER PREFERENCE (68.8%)*
LISTENER LOYALTY (69%)**
SALES RESULTS

*Ross-Federal Survey
**"Tale of 412 Cities"
Serving the Mountain & Plains States Region



The National Daily Newspaper of Commercial Radio and Television

VL. 30, NO. 32 NEW YORK, N. Y., THURSDAY, FEBRUARY 15, 1945 TEN CENTS

Cover Allies Frisco Meet

Paley Slated To Head OWI Adminis. Dept.

Washington Bureau, RADIO DAILY
Washington—William Paley, president of the Columbia Broadcasting System, now serving the Office of War Information in the European theater of war, is slated to take over an important government administrative post when the war with Germany ends. Paley, according to reports, may serve as the OWI administrative head of the government organization which will supervise entertainment in Germany including radio, motion pictures and theater operations.

New Policy On News Planned By Station KFI

Los Angeles—Effective March 1, KFI will inaugurate a new policy in the broadcasting of sponsored news programs. Direct wire reports, commonly known as "Spot News," will be supplemented by programs featuring analysis of the news. Commentators, expressing personal opinions and interpretations will be discontinued.
All newscasters and news analysts must be employees of KFI.
The news editors of the station (Continued on Page 7)

Kate Smith To Be Honored By Council On Tolerance

The National Council of Christians and Jews has voted a citation to Kate Smith as "the individual in radio who has done most to combat bigotry and promote tolerance." Presentation (Continued on Page 6)

Public Service

One hundred stations throughout the country carried the World Broadcasting System's half hour transcribed program, "The Lonesome Train" in commemoration of Lincoln's Birthday, according to reports reaching the New York office of the foundation. World is now planning a series which will include programs for Memorial Day, July 4th and Labor Day.

Co-operation

Philadelphia — When WIP's "Dawn Patrol" was ordered off the air by the FCC Wednesday night in order that the government agency might check signals of an Ohio station, WCAU offered their station facilities for the broadcast. The Mutual outlet's program was heard on the CBS affiliate with full credits going to the WIP "Dawn Patrol."

British Conductor Here For Concerts

Malcolm Sargent, conductor of the London Philharmonic and other British musical organizations, was welcomed to New York at a radio and press luncheon staged by NBC in the Wedgewood Room of the Waldorf-Astoria Hotel yesterday. Mr. Sargent is here to conduct a series of four concerts of the NBC symphony orchestra under the sponsorship of General Motors.
Stressing the importance of music for morale in Great Britain during (Continued on Page 7)

WJZ Hosts Student Class Of N. Y. Advertising Women

Seventy-five members of the student class in television of the New York Women's Advertising Club visited the WJZ studios last night to view a demonstration of various video and audio effects used in television. (Continued on Page 7)

Feltis, At Chicago Luncheon, Says 245 Have Signed BMB

Chicago — Hugh Feltis, general manager of KFAB, Lincoln, Neb., and president of the new Broadcast Measurement Bureau of the NAB, in a talk before a luncheon meeting of the Chicago Radio Management Club yesterday, revealed that thus far, at approximately the half-way point in the series of NAB district meetings at which the yardstick plan is being

Webs Plan To Broadcast Full Reports Of United Nations Conference; Confer At State Dept.

Web Sets New Record On War Effort Shows

War effort programs broadcast by the NBC network reached an all-time high, during 1944, figures released yesterday by the network's Program Analysis dept. show. During the past year 1,311 hours were devoted to government messages and to war effort programs. This compares with 1,122 hours allotted to the same objective (Continued on Page 2)

Two AFN Announcers Win British Radio Paper Poll

British Bureau, RADIO DAILY
London — Sgt. Johnny Kerr of Plainesville, Ohio, and Cpl. George Monaghan of Hartford, Conn., have been voted the best record show emcees in Great Britain, according to a (Continued on Page 2)

WDSU Political-Bias Row Slated For FCC March 21

Washington Bureau, RADIO DAILY
Washington—Hearing has been set by the FCC for March 21 on the complaint by Sen. John Overton of Louisiana that he was unfairly dis- (Continued on Page 6)

Networks yesterday began making plans for coverage on the United Nations conference at San Francisco which opens on April 25 with indications that preparations will exceed any ever made for any international event.
It was learned through G. W. Johnstone, director of news for the Blue Network, that the webs have already been in communication with the State Department at Washington and plans are now being set up for an accredited press and radio corps. Paul (Continued on Page 6)

WEVD Files For Tele; Other Activity At FCC

Washington Bureau, RADIO DAILY
Washington—Application for a television license in New York City has been filed at the FCC by WEVD, New York, which is licensed to the Eugene V. Debs Memorial Fund. Another New York State application is for an FM license to operate in Elmira. (Continued on Page 2)

CAB Expansion Program Report Shows Increases

Reporting on the CAB expansion program, A. W. Lehman, president of the Co-operative Analysis of Broadcasting, announced yesterday that the number of firms participating (Continued on Page 6)

Misguided

WNYC's 6th Annual "American Music Festival," which began Lincoln's Birthday and will end on Washington's Birthday, is playing to capacity audiences. Opening concert, from Town Hall, had only two late attendants. An elderly couple picked up their tickets at Town Hall as instructed, but arrived at the studios of WNYC for the concert, they thought.

People in Northern New England are interested in buying. Reach them thru WLAW. Advt. The key to increased sales is WLAW. It opens the door for you in a buying market. Advt.



Vol. 30, No. 32 Thurs., Feb. 15, 1945 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. Merser-
 sau, 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 3607.

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, February 14)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163	161 3/4	161 7/8	- 1/2
CBS A	37	36 3/8	36 3/8	- 1/8
Crosley Corp.	36 5/8	36 1/4	36 1/4	+ 1/2
Farnsworth T. & R.	16	15 5/8	15 5/8
Gen. Electric	40 1/4	39 3/4	40 1/8	+ 3/8
Philco	36 1/8	35 7/8	36	+ 1/4
RCA Common	12 3/4	12 3/8	12 3/8	- 1/8
RCA First Pfd.	80	79 1/2	80	+ 1/2
Stewart-Warner	18 3/4	18 1/2	18 1/2	+ 1/4
Westinghouse	121 7/8	121 3/4	121 3/4	+ 1/4
Zenith Radio	41 1/2	41 1/2	41 1/2	+ 3/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	33 1/2	32 3/4	33 1/2	+ 1
Nat. Union Radio	6 3/8	6 1/8	6 1/8	- 1/8

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 3/8	9 1/8
Stromberg-Carlson	19 1/8	20 1/8
WCAO (Baltimore)	26
WR (Detroit)	40	42

20 YEARS AGO TODAY

(February 15, 1925)

The changes in wave lengths of broadcasting stations announced recently by the Commerce Department range from a decimal part of a meter to several meters and include reallocations. "B" grade stations given allocation have high power and stocks of spare parts to offset any interruption of service.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues GO to THE Bay Area Buy!

Coming and Going

WILLIAM S. HEDGES, vice-president of NBC in charge of stations, is expected back today from Quebec, where he attended the convention of the CAB. In the group of NBC executives will also be EASTON C. WOOLLEY, C. LLOYD EGNER, WILLIS B. PARSONS and NORMAN C. CLOTIER.

CHARLES F. PHILLIPS, vice-president, commercial manager and program head at WFBL, Syracuse, is back at the station following a trip to Illinois, where he visited the station reps in Chicago and his parents in Peoria.

HENRY GLADSTONE, free-lance announcer and newscaster, will leave this week-end for New Hampshire, where he will serve as commentator on a short subject concerned with skiing.

JEAN COLBERT, director of women's activities for WTAM, affiliate of NBC in Cleveland, is due in New York today to attend the meetings of the Association of Women Directors.

HARRY SOSNIK and HERB MOSS returned from Chicago, where they handled "Raleigh Room" program of Hildegard, who is now appearing in the Windy City.

WENDALL MAYES, general manager of KBWD, Brownwood, Texas, is in Gotham for a couple of days holding conferences with Mutual executives.

HENRY SUSSMAN, announcer at WFBL, Syracuse outlet of CBS, spent the past week-end in Gotham.

FRANK N. STANTON, CBS vice-president, has returned to network headquarters in New York City after attending the annual convention of the CAB in Quebec. Other CBS delegates at meeting were Frank K. White and H. V. Akerberg, who are expected back at their desks today. WILLIAM ENSIGN, a member of the Network Sales Department, who also attended will return tomorrow.

HOWARD S. MEIGHAN, manager of Eastern Division, of CBS Radio Sales, has left on a month's trip to network offices on the West Coast. In Chicago he will be joined by J. KELLY SMITH, general manager of CBS Radio Sales.

JOSEPH C. HARSCH, Columbia network news analyst in Washington, D. C., has returned to his offices in the Nation's Capital following a few days in New York.

ARTHUR SIMON, general manager of WPEN, Philadelphia, plans to leave Saturday for a vacation of three weeks on the West Coast.

CARL HAVERLIN, MBS director of station relations, returned yesterday from the CAB's annual session in Quebec.

CHARLES G. BURKE, sales manager of WJR, Columbia network affiliate in Detroit, is in town for a few days on station business.

ROBERT LEE KENNETT, manager of the program relations division at CBS, is back at his offices following a two-week trip to network affiliates in the Middle West.

Two AFN Announcers Win British Radio Paper Poll

(Continued from Page 1)

poll conducted by "Melody Maker and Rhythm," British music magazine. Kerr, who does a two hour program "Duffle Bag" on the AFN, worked in radio with KOY, Phoenix; WICA, Ashtabula, Ohio and WPIC, Sharon, Pa. Cpl. Monaghan, who broadcasts "On the Record," a 45-minute show six times weekly on the American Forces network, formerly was on the staff of WTHH, Hartford.

Web Sets New Record On War Effort Shows

(Continued from Page 1)

during the previous year, a gain of 16.9. Broadcast time for the war effort during 1944 also showed an increase of 79.1 per cent over the 752 hours allotted to government messages and war effort programs from Dec. 7, 1941 to Dec. 31, 1942.

WEVD Files Tele Plea; Other Activities At FCC

(Continued from Page 1)

the applicant being Gannett's Elmira "News-Gazette," licensee of WENY in that city.

FM applications were filed also by the Sacramento Valley Broadcasting Company, for Marysville, Calif., and WHBC, Canton, Ohio, for East Liverpool, Ohio.

Philco Dividend

The Board of Directors of Philco Corporation yesterday declared a dividend of twenty cents (20c) per share of common stock payable March 12, 1945, to stockholders of record February 24, 1945. In the first quarter last year a dividend of 20c per share was paid.

New Directors On Blue Show

"Glamour Manor's new directors are Les Harris and Tom McDermott, who assists him. The show is handled for Procter & Gamble by Benton & Bowles. It is a Blue Network across-the-board series.



"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

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.



the job of bringing the war home to us..

Clark Lee, INS correspondent, knows Japs—knows them better than any reporter in the field. He was the last American newspaperman to leave Corregidor before Gen. Wainwright's surrender, but not before he had written his memorable accounts of MacArthur's valiant stand on Bataan.

Escaping to Australia, he was in the thick of major Pacific engagements. Aboard a U. S. aircraft carrier, he witnessed the first landing on the Solomon Islands.

Lee reached England for D-Day, covered the landing in Normandy. He scored a 24 hour beat on the Allied capture of Montebourg, German stronghold on the Cherbourg peninsula, another on the Allied

offensives on both ends of the Normandy battle front last July, and still another on the mortal wounding of Field Marshall Rommel.

Back in the Pacific, he was aboard a B-29 and filed colorful eye-witness accounts of the bombing of Tokyo. After several weeks on Saipan, he covered the Leyte campaign. He was among the first to land on the Lingayen Gulf. He is now in Manila with General MacArthur.

From his alma mater, Rutgers University, Lee received, in absentia, a gold medal of honor "for courage and skill as a war correspondent." He's a reporter's reporter—one of the many INS correspondents bringing the war home to us.

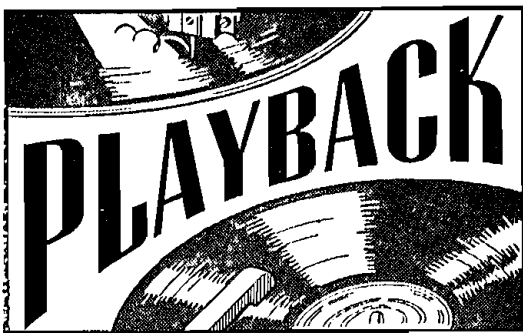
The INS wire is a favorite with news editors who appreciate the value of a news service written for radio. In specialized news and feature writing, INS leads in local, national and worldwide services.



Clark Lee.

INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK 17, N. Y.



THE time . . . a week or so ago . . . it was about 864 telephone rings after nine o'clock when Paul Wagner of WPAY, Portsmouth, Ohio, called. It seemed that a long-term sponsor, J. T. McCulloch Company, was faced with a program expiration and wanted something in the way of an NBC-RRD show for a daytime women's audience. To be concise . . . the sponsor, a dry goods store . . . settled on our new food quiz **COME AND GET IT** and is delighted. Moral: It is not the *type* but the *quality* of the show that counts.



Montgomery Ward retail stores in 84 cities from coast to coast are currently broadcasting a series of NBC-RRD-produced spot announcements on various local stations. The announcements were produced and recorded in our Chicago studios.

Soon to be ready for NBC THE-SAURUS subscribers: **THE MUSIC OF MANHATTAN** promotion publicity kit containing photos of the all-star orchestra, the various sections of the band, individual musicians and soloists, as well as newspaper photo mats, "spotlight ad" mats and a bevy of publicity releases . . . all to help build your local audience on this newest **NBC THESAURUS** program.

Gilbert Mack, one of radio's most versatile dialecticians, added another character to his voluminous repertoire when he took the part of a "laughing potato" recently. To further elucidate, the "laughing potato" is the theme of a new series of NBC-Recorded spots for Lay Potato Chips. Account placed through Liller, Neal and Battle of Atlanta.

Eyes-Open-Corner . . . Watch for two new NBC Syndicated half-hour shows soon to be released. They are real slickeroos

NBC RADIO-RECORDING DIVISION

America's No. 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.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Radio Is My Beat. . . !

● ● ● One of the top shows on the air (a coast show) will switch femme vocalists within the next 13 weeks. The successor is a newcomer who has captivated the whole town. . . . Now that the Sec'y of Commerce berth looks in the bag for Henry Wallace (it'll be confirmed around March 1st), there's no chance of his accepting that \$3,500 radio offer. . . . Altho' her doctors are enthused over Jane Froman's progress and gameness, they don't think she'll walk for possibly at least a year. . . . Philip Morris hasn't found a replacement yet for their Friday nite "It Pays To Be Ignorant" stint and have given it a four-week extension. With nothing in sight, the extension may go on indefinitely. . . . The Washington "Post" tried unsuccessfully to buy 12 and one half per cent of the Blue not long ago. . . . Watch the fireworks up at Local 802 when the rank and file demand an investigation of the alleged contributions of the bigger name bandsmen. . . . Harry Ackerman, of Y & R, out at the Hollywood Knickerbocker seeking an Ed Wynn replacement. . . . "Hall of Fame" due for another overhauling. The Over-Hall of Fame? . . . Donna Dae quits Fred Waring this week to travel on her own. . . . Phil Harris will get the Kay Kyser spot again this summer. . . . Half a dozen sponsors are bidding for Fred Allen's services when he resumes in Oct. Texaco will match any offer.



● ● ● We don't think we're breaking any confidence when we say that almost every big name band that goes into a New York location spot drops anywhere from five bills to \$1,500 a week just for the pleasure and advantages of the wire, etc. T. Dorsey happens to be a notable exception. When he opens tomorrow nite at the 400 Club, he'll be down on the books for some \$6,000 which is enough to pay off all the bills and stuff a few in his pocket besides. Personally, it is our opinion that a guy is a sucker to go into a spot to lose dough—regardless of the exploitation value. We're probably stupid or have been away to the wars too long to understand, for instance, a Harry James getting \$3,500 weekly at the Astor when his nut was \$6,000, and his continuing this for six long weeks. In sum, during that period he drew \$21,000. During that same period, we are given to understand the hotel took in some \$45,000 in covers alone. Maybe we're wrong.



● ● ● The bill at the Capitol with Cugat, Lena Horne and Robert Walker will be the costliest ever offered on the street—\$28,000. Lena gets 10, Cugat 12 and Walker six. . . . "Hearts in Harmony" and "Mary Foster-Editor's Daughter," two soaps that have been on the air for some time, have been taken over by Ziv. Jeanne Harrison will direct them, among others. . . . Bob Kaplan, son of radioed Ben (Providence Journal) Kaplan, took time off from his furlough to knock out two fine tunes with Ben collabbing on the songs. . . . Universal's Gene O'Brien wires that Maria Montez and the film company still have the "Fiesta" program suggested by John More and John Marshall under consideration, with no deal closed as yet. Sponsorship material must meet with studio approval before a contract can be sealed. . . . The 1944 Adams' Hat band popularity contest went to Frankie Carle. . . . Jerry Mann signed for 39 weeks on the Chesterfield Supper Club show Friday nites. . . . After only a month on WHN, Johannes Steel has boosted his rating up three times the station's average. Incidentally, his eighth book on international affairs, "Future of Europe," is due off the presses in April. Next month he leaves for an overseas assignment representing WHN and WHDH, in Boston, plus a newspaper and mag syndicate. . . . Harry Wismer's Sat. nite network show slated to go commercial March 15th.



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

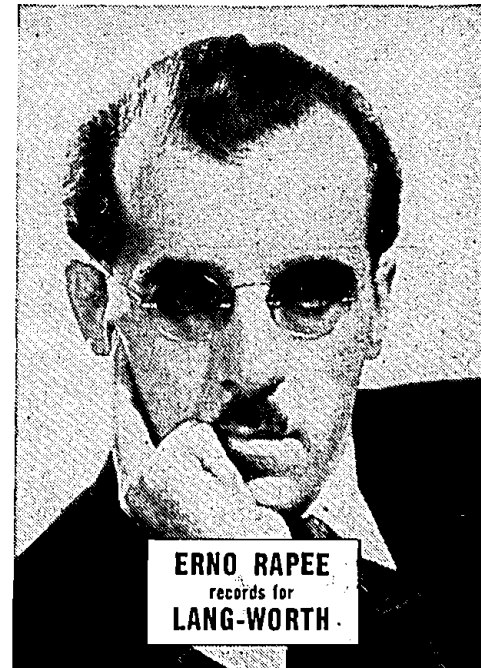
JAMES L. FOUCH, president of Universal Microphone Co., Inglewood (Calif.), and its chief engineer Les Willyard, journeyed to Cambridge, Mass., early in February for an extended series of engineering conferences.

A baby boy, weight seven pounds and eight ounces, was born to (Shrum and his wife, singer known professionally as Alta Lee. Shrum and his Rhythm Rangers cut short an army camp and vaudeville tour because of the impending event. Shrum arrived back from Colorado a few hours before the baby was born.

Two members of Armed Forces Radio Service's Program Section recently embarked upon matrimonial ventures, here. The two new bridegrooms are Lt. Francis J. Seeley, who was married to Marion Jane Morb of Los Angeles, and Lt. Frederick Hessler whose bride was Virginia Steed Beben, also of this city. Lt. Seeley and Hessler are script editors for the AFRS.

Mrs. Shirley Horton has returned to the KHJ-Mutual Don Lee publicity office to become assistant to the director after an absence from business activities for almost three years. Mrs. Horton retired shortly before the birth of her son, David. Her husband, Pvt. David Horton, is in the Armed services. Mrs. Horton first joined KHJ-Don Lee in 1939 as assistant to Major Mark Finley, who is now stationed in the British Isles with the U. S. Army Transportation Corps.

Walter Tetley, the "Leroy" of the "Great Gildersleeve" radio program and who is active in San Fernando Valley war activities, entertained guests, including 10 veterans recuperating at Birmingham Hospital, at a dinner and party at his home Encino Sunday.



ERNO RAPEE
records for
LANG-WORTH

AGENCIES

GEOERGE MacGOVERN, Lt. Colonel, General Staff Corps, A.U.S. has joined the New York office of MacFarland, Aveyard & Company, as vice-president and general manager, following three and a half years in Government and war activity. Prior to his war service, MacGovern was sales director of Look Magazine, also director of marketing and member of the executive committee, Campbell-Ewald Company of New York. . . . Allen B. Dicus has been appointed general manager of the agency's Chicago office. He joined the organization in 1936 as vice-president and account executive. He was previously associated with Blackett-Sample-Humert as account executive and prior to that was in charge of advertising for Stewart-Warner Corporation. . . . Ralph E. de Castro has joined the New York office as director of copy and account executive. De Castro comes to the agency from Ruthrauff & Ryan, New York, where he served as senior writer on the creative staff. He was previously copy chief and account executive with the Joseph Katz Company, Baltimore, and member of the copy staff of Arthur Kudner, Inc., New York.

WILLIAM MORRIS AGENCY will soon produce a half-hour program series entitled, "Innocent Threadleaf's Service Complaints Adjusted," over a major network, the package owned by Ruth & Mae Brandt of the Brandt Production Service. The series has a woman detective in the lead, that is all the William Morris Agency will divulge at this time, a spokesman for Abe Lastfogel, executive vice-president, said.

VICTOR T. NORTON, has been engaged by Kenyon & Eckhardt, Inc., as a marketing consultant. He will be located in the New York office.

S. A. LEVYNE COMPANY, Baltimore, has been elected to membership in the American Association of Advertising Agencies.

SHIRLEY KAY has been appointed publicity and sales promotion director of the Jules Alberti Agency, Inc., it has been announced by Jules Alberti, president. Miss Kay's previous affiliate was Monogram Pictures, Inc.

Scoop!
CAB CALLOWAY
 (IN PERSON)
 8:05 P.M.—8:30 P.M.
 EVERY TUE.—THUR.—SAT.
W-I-N-D
CHICAGO
 560 Kc. 5000 WATTS

through **1** network YOU NOW REACH
 A FARM MARKET OF
\$7,039,223.00

76 stations offering you a blanket coverage of

- Missouri
- Montana
- Nebraska
- North Dakota
- South Dakota
- Wisconsin
- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota



ONE NETWORK TO REACH ONE FARM AUDIENCE

NCBS is now ready to offer you a farm network exclusive of anything that has previously been available in the way of a rural audience. Thru the combination of Mississippi Valley Network, which is operated by North Central Broadcasting System, Inc., you have an agricultural coverage of 1,598,762 farm radios. Potential customers for all farm products. Programs presented will be created exclusively for the farm population eager for your advertising message.

The Mississippi Valley Network will give blanket coverage of the principal sections in the United States which produce more than three-fourths of the agricultural products, grain and livestock each year. North Central Broadcasting System presents a maximum rural coverage over this exclusive agricultural network.

Mississippi Valley Network.
 OPERATED BY **NORTH CENTRAL BROADCASTING SYSTEM, INC.**

JOHN W. BOLER, President
 New York: 8 East 41st Street, Lexington 2-6892
 St. Paul, Minnesota: First National Bank Bldg., Cedar 8579
 Chicago, Illinois: 360 North Michigan Avenue, State 0361

Feltis, Dined In Chi., Says 245 Sign BMB

(Continued from Page 1)

contracts signed, other percentages ranging from 40 in San Francisco to a 93 per cent total in Texas. The Portland, Ore., meeting produced 85 per cent, Memphis 80 per cent and Kansas City 79 per cent, he said.

Feltis briefly explained the BMB plan of operation, its set-up and by-laws. In discussing the county-by-county method of sampling listening habits he pointed out that returns of from 75 to 80 per cent can be had from each county. The statistical experts who have been retained in making the survey will not tabulate the returns until 50 per cent of the ballots from each county have been received, Feltis emphasized, and went on to explain the various provisions in the BMB contract, stressing that membership in the NAB is not a prerequisite to subscribing to the BMB plan.

Brorby Talks on Plan

Louis Brorby, vice-president of Needham, Louis & Brorby, Inc., and a member of the BMB board, also spoke, discussing the yardstick plan from the advertising agency viewpoint.

Harlow Roberts of Goodkind, Joice & Morgan, presided at the meeting.

Other agency, network and station representatives present included Paul McCluer, sales manager, NBC central division; William A. McGuineas, commercial manager, and Robert P. Hanson, sales promotion manager of WGN; Jack North of Aubrey, Moore & Wallace; Lou Goodkind, Goodkind, Joice & Morgan; Ralph Atlans, president, and John Carey, sales manager, WIND; A. N. Hult of Mutual, Genevieve Lemper, Foote, Cone & Belding; Holly Shively, Ruthrauff & Ryan, Inc.; Lou Nelson, Wade Advertising Agency, and Margaret Wylie, J. Walter Thompson Co.

Conterno Joins Mutual

Lou J. Conterno, army veteran, has joined the publicity office of Mutual, it has been announced by Jim O'Bryon, publicity director of the web. Conterno was formerly affiliated with the OWI as news editor, and previous to that with various New York newspapers.

WDSU Political-Bias Row Slated For FCC March 21

(Continued from Page 1)

criminated against in the purchase of political time by WDSU, New Orleans, during the Democratic primaries last summer. The station, managed and partially owned by Fred Weber, former MBS general manager, is partially owned also by E. A. Stephens, who was Overton's chief opponent in the primary.

Overton claims that Stephens used the station for frequent broadcasts during the choice evening hours, but that the station turned down Overton's request to buy comparable time.

Kate Smith To Be Honored By Council On Tolerance

(Continued from Page 1)

tion will be made by New York's mayor, Fiorello H. La Guardia, in his office at noon on Saturday. It will mark the opening of Brotherhood Week, which starts on Sunday, Feb. 18.

CAB Expansion Program Report Shows Increases

(Continued from Page 1)

ing in the organization's nation-wide research had doubled. Lehman also revealed that advertisers had increased 140 per cent; agencies, 60 per cent and that there has been a 200 per cent jump in the number of program producers.

New Dramatic Series Set For WOR-MBS, Feb. 21

Plans to inaugurate a new dramatic series titled, "Brownstone Theater" over WOR-Mutual on February 21 at 9:30 p.m., were announced yesterday. Series will present plays that were popular in the era before the first World War including "The Witching Hour," "Rip Van Winkle," "Madame X," "If I Were King" and "The Climax. Clayton Hamilton, playwright, critic and lecturer, will narrate the series and Jock MacGregor will be the director. Sylvan Levin, assistant to Leopold Stokowski, will conduct the orchestra.

Soap Firm Adds Newscasts

Manhattan Soap Company, through the advertising agency of Duane Jones, has signed for two newscasts, Mondays, Wednesdays and Fridays, over WGN, Chicago, and one newscast over WTMJ, Mondays through Fridays. Manhattan Soap currently utilizes 75 newscasts throughout the country.

ATTENTION ADVERTISING AGENCIES—FOR RENT—RADIO BRAIN

An idea man who has created, produced and directed programs from 15 second spots to one hour shows. Available immediately. Box No. 124, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

Directors, Writers Guilds To Aid Treas. Promotion

Washington Bureau, RADIO DAILY

Washington—The Radio Directors Guild and the Radio Writers Guild, through their respective presidents, Jerry Devine and Peter Lyon, have agreed to offer their aid in servicing Treasury war bond promotion, according to Thomas H. Lane, director of advertising, press and radio, War Finance Division.

Members of the two guilds will be on call to work with Lt. David Levy, USNR, newly appointed radio production head, on special Treasury programs and other war bond activities.

"Thus, for the first time," Lane said, "the creative manpower of the radio industry will be harnessed to directly service war bond promotion. In this way, the writers and directors will have an opportunity to render an important service to their country."

A meeting with Devine and Lyon and other top officers of the guilds will be held early in March in Washington.

Para. Studio Sponsoring Two 15-Minute Programs

West Coast Bureau, RADIO DAILY

Hollywood—A "Paramount Parade" series, will be heard thrice weekly on KHJ, and will feature Paramount stars as well as other players and studio workers in programs of informal interviews.

Paramount also has bought 15 minutes daily, six days a week, on the Al Jarvis "Make Believe Ballroom" over KFVB.

Record Contributions

Hartford—"Mile O' Dimes" a joint promotion by WTIC and Hartford "Courant" for victims of infantile paralysis which for past four years led nation on a per capita basis closed its 1945 campaign after having achieved a new all time high. Contributions amounted to \$57,600.80 which in dimes represent six full miles.

Air "Traviata" Saturday

"La Traviata," Verdi's operatic treatment of Dumas' "Camille," will be broadcast over the Blue Network Saturday direct from the stage of the Metropolitan Opera House. Licia Albanese will have the title role.



KLUZ
DENVER
CBS - 560 KC.

25th ANNIVERSARY
OF THE
WEST'S FIRST STATION

REPRESENTED BY THE KATZ AGENCY

Webs Setting Plans For 'United Nations'

(Continued from Page 1)

White, director of news and special events of CBS already has preliminary plans made for the coverage.

In the absence on William Brooks, news and special events director for NBC, who is touring European fronts, Clarence L. Menser, vice-president in charge of programs, is going ahead with the web's planning. Phillips Carlin, program director of Mutual, said that network is already working with the West Coast affiliates for coverage of the conference.

Various programs and commentators are expected to originate their programs from San Francisco during course of the United Nations conference. Among these are NBC's University of the Air series "Our Foreign Policy" which will shift to the Coast city for the duration of the meetings. Series will bring to the mike leading American and foreign figures concerned with shaping the new world organization at the confab.

Contest Chairman

Joseph W. Frazer, chairman of the board of Graham-Paige Motor Corporation, has accepted the chairmanship of the judges committee of the National Peace Treaty contest which will be broadcast on stations Saturday, March 17. Stations set to carry the contest program, "The Gentlemen Talk of Peace" include WNEW, New York; WAIT, Chicago and KMTR, Los Angeles.

WJEF On The Air

Grand Rapids, Mich. — WJEF, owned and operated by Fetzer Broadcasting Company who also owns WKZO, Kalamazoo, started operations last week in their Pantlind Hotel studios as an affiliate of CBS. John O'Harrow, manager of WKZO, is also operating the new station.

Chicago's

ONLY

24 HOUR

STATION

W-I-N-D

560 Kc. 5000 WATTS

1st CHOICE
IN
CHATTANOOGA
IS

WDOD

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYNER COMPANY
NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE
(2) PUBLIC SERVICE (3) RESULTS

PROGRAM REVIEWS

"YOU AND THE NEWS"

WLIB, Brooklyn

9:45 a.m. Monday through Friday

Commentator: Estelle M. Sternberger

Estelle M. Sternberger, well-known commentator and lecturer, gave the first in a series of world and local news discussions over WLIB, Brooklyn, Thursday morning, February 1, at 9:45. Miss Sternberger has a pleasant voice and clear, informal delivery. Armed with up-to-the-minute news gathered on regular week-end trips to the Nation's Capital, her discussion topics should have a definite appeal.

For the initial airing which ran but a scant nine minutes, Miss Sternberger spoke on the meat shortage, touched on lend lease requirements and hogging by hotels and restaurants, and urged a public-spirited effort on the part of all to co-operate with the OPA. The German scorched earth policy was her next topic, followed by a few words about the League of Nations anniversary, which brought the broadcast to a close. Program is scheduled five days a week from 9:45 to 9:55 a.m.

"FRIDAY ON BROADWAY"

WABC-CBS, Friday, 7:30-8 p.m., EWT

Star: Frank Parker

Sponsor: Anicin Tablets

Producer: Frank Hummert

Agency: Dancer-Fitzgerald-Sample.

EXCELLENT MUSICAL SHOW.

Frank Parker, in excellent voice, leads of an excellent entertaining show which proves that the tried-and-true format of vocal and instrumental music well paced adds up to worthwhile listening. Parker was heard in "This Heart of Mine," "Everytime We Say Goodbye," "Take Me in Your Arms" and "Strange Music." Other talent who lent their efforts to presenting an entertaining half hour are Mary Ann Mabee, William Gephart, vocalists; Herald Square Sextette, Broadwayettes, and Stats Totsworth, emcee. Credit for the fine production job goes to veteran Frank Hummert.

New Policy On News Planned By Station KFI

(Continued from Page 1)

will look to the National Broadcasting Company, with which it is affiliated, to furnish its listeners a sufficient number of qualified commentators. In announcing this new policy, the management of KFI stated that it was the result of long and careful analysis of news programming.

KGW one of the GREAT STATIONS of the NATION

NBC AFFILIATE PORTLAND, ORE.

Represented by Edward Petry & Co.

British Conductor Here For Concerts

(Continued from Page 1)

the German blitz, Mr. Sargent told of organizing and conducting symphony concerts in the music halls and of the reception given the concerts during the heaviest period of the German attacks.

Turning to America and American music, the British maestro said that America had done much to aid Britain during the war and that music had been a cultural link between the two countries.

Cites Musical Tolerance

When asked if German music had been tolerated in England during the war, Sargent explained that there had been no disposition on the part of the English artists to avoid playing the German classic works. To the contrary he said the works of German composers had been played and accepted all during the war.

Mr. Sargent was introduced by Clarence Menser, vice-president in charge of programs for NBC. Other speakers included Dr. James Rowland Angell of NBC; Sidney Eiges, publicity director of NBC, acted as chairman. Among those attending were Frank Mullen, vice-president and general manager of NBC; John Royal, vice-president in charge of television and Walter Damrosch.

WJZ Hosts Student Class Of N. Y. Advertising Women

(Continued from Page 1)

vision and to tour the broadcasting and television studios. Dorothy Kemble, manager of the Blue Network Continuity Acceptance Department and a member of the Women's Advertising Club, addressed the group of "Sound effects in Radio; getting a program on the air." This was followed by a broadcast of Freling Foster's "Keep Up With the World" at the Vanderbilt Theater where a section had been reserved for the club members.

The television advertising course has 148 advertising women enrolled. Genevieve Smith of the advertising department of Continental Can Company is chairman of the educational committee of Advertising Women; Mary Brown acts as co-chairman and Lyn Giblin is in charge of assignments, which are given on a competitive basis. Last night's visit to WJZ was a part of the curriculum.

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

Wounded Servicemen To Be On New WMCA Series

Interviews of wounded servicemen just back from the European Theater of Operations will formulate the new WMCA program series entitled "Air Evacuation Hospital," starting Mon., Feb. 19, 9:15-9:30 p.m. The programs will emanate from the wards of the hospital at Mitchel Field.

The series will be produced jointly by the Mitchel Field Army Air Base and its parent organization, the First Air Force, in co-operation with the War Services Division of WMCA. Pfc. Richard Pack will handle the interviews, utilizing mobile recording equipment.

Mooney's New Post

Robert A. Mooney who was radio director of the Sixth War Loan in Conn. has received the appointment of radio director and assistant director of promotion for the Conn. War Finance Committee, U. S. Treasury Dept. Mooney was at one time special events announcer and promotion manager at WHTD in Hartford.

New Sammy Kaye Show On Blue

Sammy Kaye's orchestra, Paul Winchell, ventriloquist, will inaugurate a new series on WJZ-Blue, Friday February 23, at 10 p.m., EWT. Friday series will give Kaye his second weekly commercial broadcast on the same network. He is also heard Sunday under the sponsorship of George W. Loft Company.

EQUIPMENT

Westinghouse Awards

The Order of Merit, highest recognition for achievement given by Westinghouse Electric and Manufacturing Company, has been presented to the following employees of the East Pittsburgh division: Dr. Charles F. Engel, assistant medical director; Edgar C. Barnes, industrial hygiene engineer; George Allen Moore, section engineer; W. Allen Brecht, manager of transportation engineering; August Heckman, works engineer; C. C. Whittaker, section engineer; C. F. Jenkins, engineer. Recipients also received the bronze plaque bearing a silver "W" which accompanies it.

New GE Appointments

James F. Pedder has been appointed advertising manager, and Ellsworth Gilbert, sales promotion manager of the Frigidaire Division of General Motors, according to an announcement made by Lee A. Clark, assistant general sales manager, at Dayton, Ohio. Appointments take effect immediately.

At Hoffman Plant

Berkeley Fuller, Washington, D. C., representative for the Hoffman Radio Corp., arrived at the Los Angeles plant the middle of Feb. for a two weeks conference.

IN PITTSBURGH— considering cost—then coverage— YOU'LL BUY KQV. Cost + Coverage = KQV. THERE'S THE ANSWER. PITTSBURGH. ALLEGHENY BROADCASTING CORP. National Representatives: SPOT SALES, INC.

COAST-TO-COAST

— WASHINGTON —

SEATTLE—Femme news at KIRO: Mary Frances Kylen has resigned to join a Red Cross overseas unit, and is being replaced as national sales secretary by Margaret MacDonald. . . . After seven years with the outlet, Leta Watson has joined the WAC. Replacing her is Vivian Clark. . . . Other newcomers are Marjorie Mae Walker, Victoria Juvet and Ruth Anderson. . . . YAKIMA—Instantaneously popular was KIT's five-minute, early-morning weather report, presented by meteorologist H. L. Swift. Included are forecasts, coast weather and complete local information.

— TENNESSEE —

MEMPHIS—Alfred Kerr, WHBQ announcer, was the first of his kind to be entered in the annual contest of the Sales Managers Club of the Chamber of Commerce. Kerr was entered in the contest, which determines outstanding salesmen in various businesses, as an "air salesman" on the theory that announcers are definitely salesmen. . . . NASHVILLE—After 10 years of uninterrupted local sponsorship, WLAC's "Old Dirt Dobber" has advanced to the majors with his broadcast of "The Garden Gate." Ferry-Morse bankrolls the show on 81 CBS stations.

— ARIZONA —

PHOENIX—John J. Louis of Chicago, chief owner of KTAR and the Arizona Broadcasting Company, is returning to Phoenix with his family this month to soak up some local sunshine. . . . Plans are in progress for the 11th annual broadcast of the Grand Canyon Easter service. Broadcast will be over NBC through Arizona Broadcasting outlets. J. Howard Pyle, program director of KTAR, will be at the microphone.

— VIRGINIA —

RICHMOND—When Joe Brown and his radio gang of WRVA did a special "March of Dimes" broadcast from the De Paul Hospital for Children in Norfolk recently, one little polio victim became so enthused he used his hands to applaud for the first time since he had been stricken. . . . Irvin G. Abeloff, WRVA pro-

gram service manager was given the distinguished service award key for outstanding work toward the welfare of Richmond at a recent award dinner.

— WEST VIRGINIA —

FAIRMONT—Loraine G. Gainer, commercial representative of WMMN since the station was established 17 years ago, died of a heart attack in his home January 31. In the early days, he and his wife presented a sustaining program of hymns over WMMN. . . . Newest staff member of WSZA is Leslie Smith, a chief announcer, who comes to the outlet as a veteran of the ASF and many phases of radio work.

— ALABAMA —

BIRMINGHAM—WAPI, "The Voice of Alabama," located in the industrial city market, reports a new high in retail buying power. Report further states that Birmingham's isolation from any other wholesale and retail market of its size creates a spending of the retail dollar in the local district.

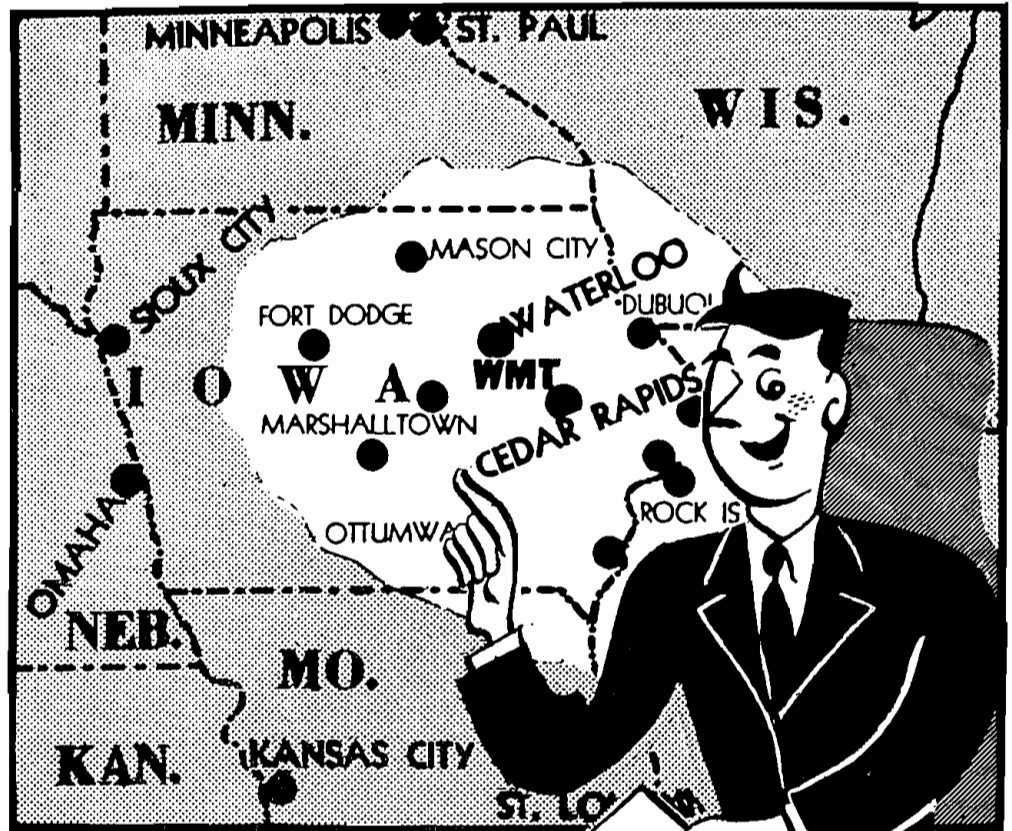
— DISTRICT OF COLUMBIA —

WASHINGTON — Billy Repaid, WOL-Mutual news commentator has reason to feel kindly toward the Treasury Department. It interrupted his commentary one morning to award him a special department citation for meritorious service to the Sixth War Loan. . . . While Bill Herson of WRC recuperated after an appendectomy, he aired his morning "Timekeeper" program from the hospital. . . . WWDC is now operating around the clock on a 24-hour basis daily with Great Scott's "Yawn Patrol" sked from 1 to 6 a.m.

Kalmus To NBC Tele; Connelly Handles Trade

Preparations are under way for more effective promotion and publicity for NBC's television department with the appointment of Allan Kalmus as television editor of press information. Kalmus was recently named trade editor of NBC, succeeding E. L. Bragdon, who is now with RCA's publicity division.

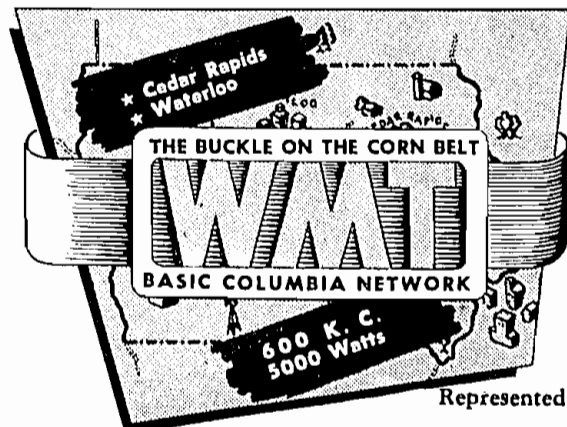
Richard Connelly, currently publicity director of WEAJ, will succeed Kalmus in the trade-editorship. Both appointments become effective Feb. 16.



Look at the coverage **WMT** gives you with 5,000 watts at 600 kc.

- 1 WMT covers 126,500 square miles . . . reaches 3,500,000 people . . . an area whose population represents the bulk of Iowa's \$1,500,000,000 yearly income.
- 2 You reach the listeners attracted by the powerful Columbia Network programs, plus the ingenious, personalized programming designed to appeal to the folks of this area.
- 3 You reach more of the important markets in Iowa . . . because WMT is located approximately in the center of their concentration, covering an area 320 miles in diameter . . . touching 5 states.
- 4 The rates? They're the lowest in Iowa per radio family!

➔ **WMT** . . . "The Buckle on the Corn Belt" . . . the simplest, least expensive, most effective way to reach the rich "Corn Country Folks of Iowa."



Represented by the Katz Agency

SEND BIRTHDAY GREETINGS TO---

February 15

William Janney E. W. Jones
C. E. Midgeley, Jr. John Seagle
Charles Sutton Hugh Wedlock, Jr.
Larry Wellington Howard Harris
Andy Mansfield

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5276

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



Porter Interview Cited

Carlin Forecasts New Mutual Programming

With the complete co-operation promised by program producers of the key program production points of the Mutual network, Phillips Carlin, vice-president in charge of web programming, announced yesterday that his department will give the programs of the network a general overhauling, elevating Mutual to the performance expected of it. Carlin returned earlier this week from a three-week tour among the stations throughout the country, spending a day at Detroit, Michigan; a week at

(Continued on Page 6)

Will Telecast Newsreels Over N. Y. Video Outlet

Newsreel pictures of the historic Big Three conference at the Crimean part of Yalta will be telecast by WNBC, NBC television station in New York, on Tuesday, at 8:30 p.m., it was announced yesterday. The newsreels taken under the supervision of the Army Signal Corps and British and Russian cameramen, Paul Alley, NBC television film producer, is editing the reels.

Case Review-Chairman In WDSU-Overton Row

Washington Bureau, RADIO DAILY
Washington — Commissioner Norman T. Case, former Republican Governor of Rhode Island, was named yesterday to sit at the hearing on charges by Democratic Senator John Overton of Louisiana that WDSU, New Orleans, violated the

(Continued on Page 6)

Tele Priority?

Five film companies producing newsreels are said to be planning to enter a protest against NBC's announced plan to telecast on Tuesday a series of War Department newsreel pictures of the Big Three conference in Malta and Yalta. The film companies claim that their newsreels are supposed to have seven days priority over the video footage. Their release date also is set for Tuesday.

State Dept. To Accredit Frisco-Meet Newsmen

Washington Bureau, RADIO DAILY
Washington — Radio newsmen intending to cover the San Francisco conference of United Nations foreign ministers are urged to notify the State Department of their plans, in order that the work of accrediting the correspondents may be accomplished early. It is not likely, however, that any details of the arrange-

(Continued on Page 7)

Constance Bennett Signed For New Blue Web Co-op

Constance Bennett has been signed by the Blue Network to do a commenting program on a co-operative sponsorship basis beginning May 14, it has been reliably learned. While the program may begin on a co-operative sponsorship, a clause in the

(Continued on Page 5)

Sports Broadcasters Group Guests Of Radio Executives

Topflight sports announcers, members of Sports Broadcasters Association, were guests of the New York Radio Executives Club luncheon at the Hotel Roosevelt yesterday. The sports announcers, represented by Tom Slater, Mutual's director of sports and special events, related their interest in the war effort, their

Sales are striking a new high in Northern New England. Reach the people thru WLAW. Advt.

St. Louis Newspaper Publishes Interview With The Chairman Of The FCC In Its Radio Crusade

Steffinius To Speak On NBC's New Series

Secretary of State Edward R. Steffinius, Jr., will launch "Our Foreign Policy," new NBC University of the Air post-war peace series, from Mexico City, Saturday, Feb. 24, during the Inter-American conference of Secretaries of State, it was announced yesterday.

The Secretary's talk will occupy the first 15 minutes of the program.

(Continued on Page 2)

Radio Course Value Cited By NBC And Columbia U.

Joint discussions concerning the results of the first semester of the NBC-Columbia University radio courses were held by NBC and Columbia University representatives at the Waldorf-Astoria yesterday in the

(Continued on Page 6)

Marlin Takes Midwest Post As Field Rep. Of BMI

Albert W. Marlin, radio executive for many years, has joined Broadcast Music, Inc., as field representative in the mid-West area replacing Don

(Continued on Page 2)

St. Louis—Continuing its campaign against the so-called "spot-uglies," the "Post-Dispatch," owners of KSD, yesterday printed an interview with Paul Porter, chairman of the FCC, in which Porter is reported to have complimented the paper "as representative of the deep-seated sentiment of the public in taking the lead in questioning program standards."

Porter, according to the "Post-Dispatch," praised radio for developing a "new dimension" of news report-

(Continued on Page 7)

Radio Veterans Honor Tele Men Tomorrow

Messages of congratulations from General Dwight D. Eisenhower and Admiral Ernest J. King have been received by the Veteran Wireless Operators Association in connection with their twentieth anniversary dinner which will be held tomorrow night at the Hotel Astor.

Highlighting the dinner will be the

(Continued on Page 7)

Former Mpls Radio Man Lecturing On China Trip

Minneapolis—George Grim, former Minneapolis "Star Journal and Tribune" radio promotion director, recently returned from his year and a half post as radio advisor to the

(Continued on Page 2)

A Record

For the first time in 35 years, the three famous brothers, Noah, Wallace and Bill Beery, will make a public appearance together, when they appear Sunday, February 18, on the Earl Wilson program over the Mutual Broadcasting System, 10-10:15 p.m., EWT, for White Owl Cigars. The program will originate from the New York studios of WOR.

No Swooner

Malcolm Sargent, British symphony conductor here for a series of NBC Symphony orchestra concerts, revealed yesterday that he is no Frank Sinatra fan and that he did not believe Sinatra represented America's musical tastes. He added that parents in Britain would give daughters a spanking if they caught them swooning for this type of a singer.

Can WLAW help you sell your product? According to countless advertisers it can . . . and does! Advt.



Vol. 30, No. 33 Fri., Feb. 16, 1945 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. Merser...

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, February 15)

Table with financial data including New York Stock Exchange and New York Curb Exchange. Columns include High, Low, Close, Chg., Bid, and Asked.

20 YEARS AGO TODAY

(February 16, 1925) RCA will broadcast the inauguration ceremonies on March 4 through WRC, Washington, D. C. By means of telephone lines, program will be carried to WJZ, New York and WGY, Schenectady, simultaneously. . . . KGO, Oakland, is experimenting with radio-drama.

Ave Maria Hour WMCA — Sunday — 6:30 For 10 years the number one Religious drama of the Americas. ITS A DONALD PETERSON PRODUCTION

Coming and Going

NED CALMER, CBS reporter recently returned from the Western and Italian fronts and now on a speaking tour of the South, will deliver an address Monday before the Lions Club of Fairmont, West Va.

W. B. RYAN, general manager of KFI, Los Angeles, leaves the Coast tomorrow for a business trip to the East. He'll be in Chicago Monday, and plans to arrive in New York next Wednesday.

JACK BURNETT, commercial manager of KUTA, Salt Lake City, is here for conferences with the national representatives of the station.

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt, Inc., has returned to the New York offices of the agency following a trip to the West Coast, where he spent several weeks supervising the Eddie Bracken program.

CHARLES GODWIN, Mutual's assistant director of station relations, has returned from a business trip to Pittsburgh.

MARTHA TILTON, vocalist, is expected in New York, Sunday, and will remain in Gotham until March 1.

JIM MAHONEY, western division director of station relations for the Mutual network, is back from a short visit to Minneapolis.

DR. PETER GOLDMARK, director of Columbia's engineering research and development department, has left for two weeks of skiing in Vermont.

JOHN VAN ZANDT, Chicago publicity chief for the J. Walter Thompson Co., has left New York following several days of conferences at the local headquarters of the agency.

Stettinius To Speak On NBC's New Series

(Continued from Page 1)

which then switches to Washington for a continuation of the discussion with Assistant Secretaries Archibald MacLeish and Dean Acheson, participating.

This is the first of a series of seven broadcasts by NBC under sponsorship of the State Department. Following them "Our Foreign Policy" will turn to the Senate Foreign Relations Committee and the House Foreign Affairs Committee for further broadcasts.

Byron Joins Gale, Inc.

Ward Byron, who for six years, wrote, directed and produced the "Fitch Bandwagon" program, has become associated in the Radio Department at Gale, Inc. Byron started his career in radio with WEAF about 17 years ago. Prior to his association with the Fitch program, he originated and produced the "Bughouse Rhythm," originating in 1937 at San Francisco, later going to Hollywood where he produced all the Meredith Willson shows.

Aaron Kronenberg

Aaron Kronenberg, president of station WBYN, died yesterday morning at his home in Brooklyn. Mr. Kronenberg was 61 years of age and had been president of the Brooklyn station since 1941. Prior to 1941, he had been associated with WARD.

Former Mpls Radio Man Lecturing On China Trip

(Continued from Page 1)

Chinese government to speak to around 50,000 Minnesotans on the political, economic and social picture inside China.

Grim made 106 talks from Dec. 19 through Feb. 7—has 44 to go before completing his schedule March 1. His audience will reach an estimated 50,000 by the end of his "chicken-a-lacking circuit."

This averages three to five speeches a day except Sunday and includes civic, professional and business groups, high school and university assemblies, various clubs and other organizations. Speaking largely in Minneapolis through Feb. 15, his last two weeks take him throughout Minnesota and into South Dakota where numerous organizations requested his appearance.

Marlin Takes Midwest Post As Field Rep. Of BMI

(Continued from Page 1)

Mathers. Mr. Marlin was formerly program director of WHAS, Louisville, Kentucky and for 10 years served as general manager of WMAS, Springfield, Mass. In representing BMI, Mr. Marlin will serve stations in Ohio, Illinois, Indiana, Minnesota, Michigan, Kentucky, Tennessee, Missouri and Iowa. His home will be in Kansas City. Mr. Mathers has joined KDAL, Duluth.



MacFarlane Broadcast the First 1,000 Plane Raid

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

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

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

Advertisement for WDAS featuring a clock graphic with 'NEWS ON THE HOUR EVERY HOUR' and text: 'That's why... ALL PHILADELPHIA has formed the habit of dialing 1400 regularly. THAT'S WHY SPONSORS BUY TIME ON WDAS'

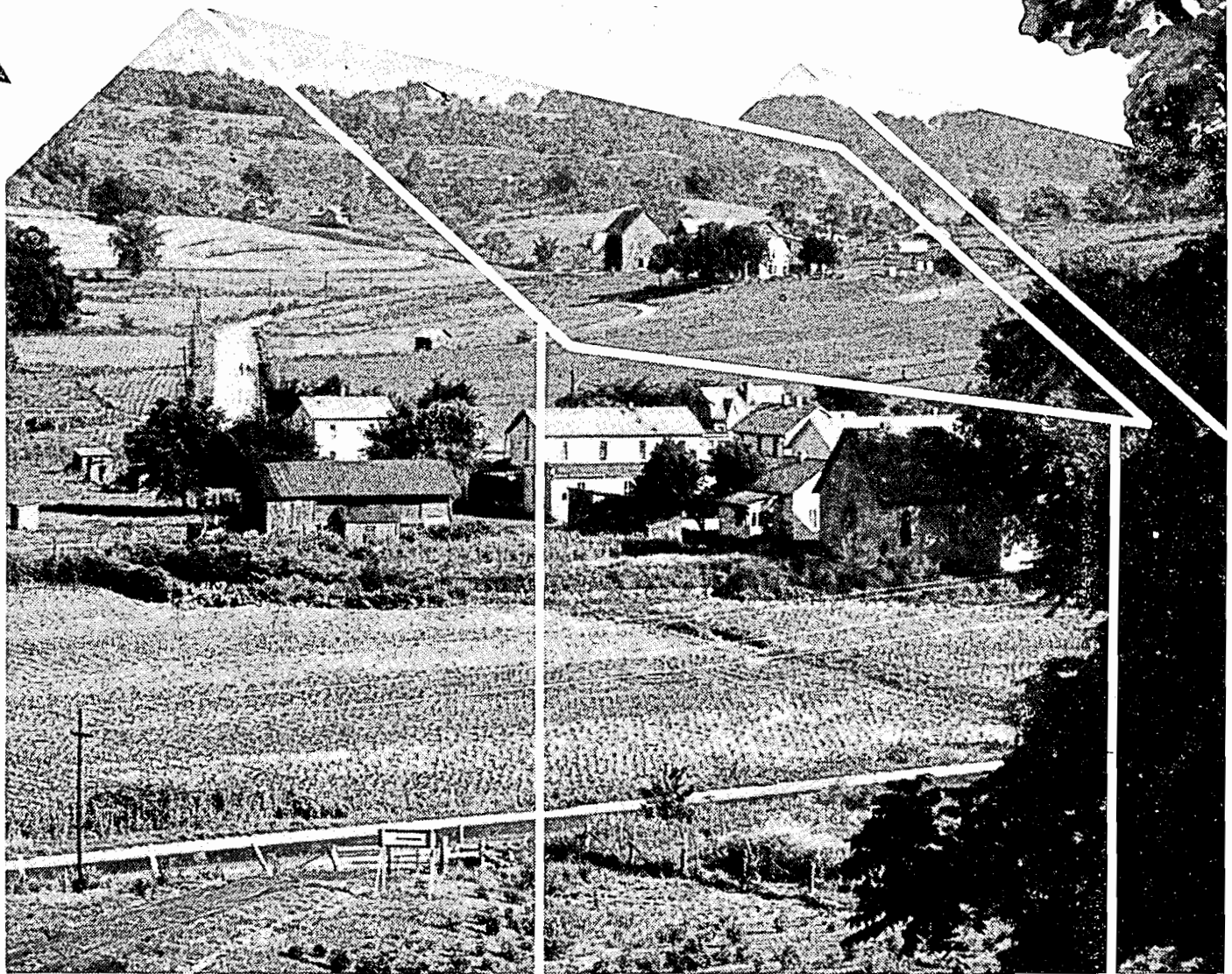
The Great Manhattan Farmyard

BELIEVE IT OR NOT—
more people are engaged in
farming—in the **WEAF**
Primary Area alone—than in
the entire state of Nebraska.

● These people are enjoying a great prosperity—with farm mortgages and debts at a 28-year low and farm income at an all-time high.

WEAF caters to these prosperous people with a program constructed especially for them—Mert Emmert, "The Modern Farmer," broadcast each weekday from 6:30 to 7:00 A.M.

Mert is a farmer himself. He talks the farmer's language. From Massachusetts to Maryland, he has become the close friend and trusted counsellor of thousands who know that he understands their needs and problems—for he has visited many of them personally, and has broadcast direct from their fields, their barns, their dairies, their poultry houses, and their fairs and stock shows.



NOW THIS PROGRAM—of information and entertainment—is ready for sale—along with its established and loyal audience in Manhattan's busy farmyard extending from Cape Cod to the Potomac.

With farmers eager and waiting to buy hundreds of new devices for the farm and home, clothing, processed foods, machinery, radios, automobiles, trucks, gasoline, tires and countless other articles, you'll find it worth-while to learn more about Mert Emmert, "The Modern Farmer." Contact NBC Spot Sales now.

NBC's Key Station • New York

WEAF 

50,000 watts • 660 kc.

Represented by NBC SPOT SALES

SOUTHWEST

WBAP, Fort Worth, last month presented a special remote program titled "More Fire Power For Eisenhower," which marked the arrival of five servicemen from the European theater. Sent by General Eisenhower, the men were there as special emissaries to promote the output in shell plants. Program pick-up was made from the City Hall.

Russ Wyly has returned to WBAP-KGKO as production director. Wyly has been at WSM and WLAC, Nashville, for the past two years. Another newcomer to the outlet is announcer Roy McKee, recently discharged from the AAF.

Martin B. Campbell, managing director of WFAA-KGKO, Dallas, was elected director of the 13th District at the National Association of Broadcasters meeting held in Dallas last month. Campbell succeeds Hugh Half of WOAI, San Antonio, in the directorship. District, with 38 member stations, includes the entire state of Texas.

KFRO, Longview, celebrated its 10th anniversary January 19, on which occasion Lewis H. Avery of NAB spoke at a luncheon given at the Hotel Hilton.

The Crossroads Party Gang, broadcast under sponsorship of La France Flour, have returned to KGKO, Fort Worth, after an absence of several months. Current series is heard daily Monday through Friday at 6:45 a.m. Ed Bryan acts as emcee.

Fraye Gilbert has been named editor of the "Women's Page of the Air," heard six times weekly over WOAI, San Antonio. Participating sponsors are Vick Chemical, and National Biscuit Company.

A special series of programs will mark the 22nd anniversary of broadcasting by WOAI in the near future. Interstate Theaters of Fort Worth are airing a series of spot announcements over WOAI and KONO on coming attractions.

Speaker List Augmented On CBS 'Security' Show

Several speakers and an additional topic have been added to the Archibald MacLeish-Senator Pepper special broadcast on "International Security" over the Columbia network, Sunday, Feb. 18, from 11:30-12 midnight.

MacLeish, Assistant Secretary of State, will speak on "International Security" for the first 13 minutes.

The remainder of the program will be a round-table discussion of the sub-topic "America in a United World." Taking part will be Senator Pepper, Senator Wayne Morse, R., Ore.; Rep. Helen Gahagan Douglas, D., Cal.; and Dr. Frank Kingdon, chairman. Dr. Kingdon is a member of the Independent Citizens' Committee of Arts, Sciences and Professions under whose auspices the program is held. It will originate in the studios of WABC, New York.



California Commentary!

● ● ● Radio and screen were well represented at the cocktail party Eddie Bracken tossed at Ciro's to launch his new radio program. Mann Holiner, Eddie Cantor, Jim and Marion Jordan (Fibber McGee and Molly), Ed "Archie" Gardner, William B. Lewis, John Swallow, Hal Bock, H. Cantley, Allen Meltzer, Sunny Bilke, John Wald, Lou Wasserman, Taft Schreiber,

Lew Frost, Denny Shane, Mickey Rockford, John Conte, Hal Carlock, Homer Canfield, Janet Waldo, Harold Swisher, Leigh Harline and Robert Riley Crutcher were among the members of the radio colony present. The screen was represented by Betty Hutton, Marjorie Reynolds, Dane Clark, Robert Hutton, Anne Dvorak, Dennis O'Keefe, Ann Rutherford and William Demarest (who are on the Bracken show) and Harold Lloyd, veteran screen figure, who is now active in radio. A pun (mebbe unintentional) comes from Noel Corbett, Boswell for Orchestra Leader Mickey Gillette. The item reads: "Mickey Gillette had an uncle who was a champion high diver. He met his Waterloo (and here, we pause, but not for station identification) though when he tried to do a high dive to end all high dives. He dove off the Empire State Building into a barrel of water, and might have succeeded but that somebody pulled the bung out of the barrel."

★ ★ ★

● ● ● Fourteen years ago a New York boy, who was writing copy and selling display space for the Fairchild Publishing Company, was eager to enter the radio talent agency field. He could not get a job, so he rented desk space. The first two years were real tough—but t'other day he and an associate acquired control of the Myron Selznick agency, which had made history in the amusement field. Of course, we are referring to James L. Saphier, and his associate is Tom Fizdale. Bob Hope, "A Date With Judy," "Meet Corliss Palmer," "The Man Called X," "The Saint" and "Point Sublime" are among the package shows Saphier controls. Radio is well represented in Fred Allen's new picture, "It's In The Bag." Jack Benny, William Bendix, Don Ameche, Rudy Vallee, Jerry Colonna, Minerva Pious ("Mrs. Nusbaum") Harry Von Zell and Walter Tetley are to be seen in the flicker.

★ ★ ★

● ● ● Sid Strotz, Lewis Allen Weiss, Don Thornburgh, Don Searle, Dr. Lee De Forest, Ned Connor, Dr. George Gallup, Clyde Scott, Robert O. Reynolds, Kenneth Tinkham, Thelma Kirchner, Calvin Smith, J. Frank Burke, Bill Ray, Leonard Callahan and Vernon Linden decorated the dais at the Los Angeles Advertising Club's annual "Radio Day" program. William B. Ryan of KFI presided, with Colonel Thomas B. Lewis, of the Armed Forces Radio Service, giving the principal address. Ronnie Amos, business manager for Al Jarvis, has resigned to join Paramount's exploitation department. Announcer-Commentator Jim Doyle addressed a Los Angeles night school class in radio on the subject: "News Analysis And Commentating." His decade of experience as a news broadcaster led to the invitation to lecture to the class. William Bendix, who drew Hedda Hopper's "Hat's Off" tribute on her CBS show Feb. 5, is the youngest actor, in point of years on the screen, ever to rate Hedda's radio kudo. By the way, Hedda's penchant for zany headgear is given mention in the new Fred Allen screen opus, "It's In The Bag." In a sense it was "old home week" for Pvt. Richard Allen of Pasadena, former employe of Standard Radio, who was badly wounded in a Luxembourg radio station when it was attacked by the Nazis. From England, where he is now under medical care, Pvt. Allen wrote that many Standard Radio records were smashed up during the attack. Howard Harris, radio writer, now working on the Dnah Shore show, has purchased Harry Rubby's home in Beverly Hills. Arthur Lake "Dagwood" on the "Blondie" airer, who operates a plastics factory now in war work, is developing an all-plastic guitar for post-war radio orchestras.

—Remember Pearl Harbor—

PROGRAM REVIEWS

"LADIES BE SEATED"

Sustaining

Blue-WJZ, Mon.-Fri., 2:30-3 p.m., EWT
Program Supervisor: George Brengel

Writer Bill Packham

Associate Directors: George Weist and Dick Charles.

The new pace set by George Brengel on the "Ladies Be Seated" program kept us considerably more than moderately amused when we witnessed a broadcast recently. From the activating humor of Johnny Olsen to the good sportsmanship of audience participants, we found it a half hour of effervescent entertainment.

To enumerate the events that took place, there were: a boat-rowing sequence, in which a couple, carefully robed in waterproof togs, had to row to the quickening renditions of "Row, Row, Row Your Boat," while trying simultaneously to balance pie cans of water on their heads; the old, yet never outmoded dressing contest between two service men, with feminine props used for the occasion; a thespian's debut in a soap-opera satire; a dialectal contest for visitors from opposite ends of the country, etc. The best performer, chosen by a panel of judges comprised of servicemen and women, is the recipient of a \$5 bill. The other participants also receive monetary compensation for their horseplay.

A minstrel flavor is injected into the program by Ray Carter and his musicians, who are particularly qualified for improvising, and their interpretation of the theme song "You Are My Sunshine" would bring back memories if we were old enough to have heard the song when—Bill Packham's scripting complements the Olsen technique, and we'll dead-end this review on the note that Walter Herlihy's announcerial chores are well handled.

Town Hall Names Victors In Contest On War Aims

Winners in the nation-wide contest conducted by Town Hall on the question, "What Should Be America's War and Peace Aims?" were announced last night on "America's Town Meeting" by George V. Denny, Jr., president of Town Hall and moderator of "America's Town Meeting."

Alice R. Hamilton, New York, was the winner of the first prize of \$250. Winners of the second prize of \$100 was Lt. R. W. Schlesinger, M.C., A.U.S., Rockefeller Institute for Medical Research, Princeton, N. J.

Prizes of \$25 each were awarded as follows: William E. Keller, Lincolnwood, Ill.; Hubert W. Kregeloh, Longmeadow, Mass.; Lt. Victor M. Mills, Montclair, N. J.; Arthur B. Emmes, Newport, R. I.; Dr. Felix Braude, New York, and Michael Watter, Philadelphia, Pa.

More than 3,000 persons participated in the contest.

AGENCIES

LEE H. BRISTOL, vice-president of Bristol-Myers Company, announces that because of a realignment of products advertised on the company's various radio programs, the Alan Young show will be produced by Doherty, Clifford & Shenfeld, Inc., effective April 3.

FOWNES BROTHERS & COMPANY, INC., will start a series of spot announcements on WOR, Tuesday, Feb. 20. This was made known by Berne Wilkins, radio director of Sterling Advertising Agency, Inc., which is handling the radio advertising of the account.

NORETTA A. BROWN, formerly a member of the WABC sales promotion department, has been named assistant to radio director Berne Wilkins of the Sterling Advertising Agency.

HAROLD B. THOMAS, vice-president of Sterling Drug Inc., has resigned, effective March 1, it has been revealed by James Hill, Jr., president, to join Thomas L. L. Ryan as a partner in the advertising agency Pedlar & Ryan, Inc. Thomas has been associated with the drug industry for 20 years, the past 4 of them with the organization he now leaves. At Sterling, he was in charge of the Centaur and Cummer divisions, manufacturing and selling nationally advertised products.

CHARLES M. STORM CO., INC., New York, has been appointed to handle the advertising of Buegeleisen & Jacobson, New York, exclusive distributors in the United States and Canada for Martin Freres, woodwind musical instruments and accessories, Marc Isaberte, string instruments and accessories, and Frontalini accordions.

KFAR, FAIRBANKS, ALASKA, announces the re-opening of its Seattle office with Gilbert A. Wellington in charge. Wellington, who has been absent for several years while on active duty with the Navy, will act as national advertising representative for KFAR throughout the United States.

Constance Bennett Signed For New Blue Web Co-op

(Continued from Page 1)

Contract designates that the program may later be sold exclusively for national sponsorship.

While no spokesman would confirm whether this new program replaces the "Mystery Chef" series, which winds up May 11, there is reason to believe that Miss Bennett will occupy the to-be-vacated spot 2:15-2:30 p.m., WT, with origination point at WJZ. Charles Alberti, president of the agency bearing his name, will supervise the series in co-operation with the Blue program department, it has been learned.



How to pull mail...

172,000 Christmas cards in response to two appeals on Beulah Karney's afternoon program! And all Beulah had said was, what a good idea it would be for people to send old Christmas cards to wounded veterans for making lampshades, baskets and other gifts!

Two brief announcements—172,000 cards! That's a record to

shoot at—and any Blue Spot salesman will be happy to let you know all the details about you doing the loading, aiming and firing! You won't be after old Christmas cards, of course, but case after case like this has proved over and over again that WENR can get your response, sell your goods, in this great Mid-Western market!

Contact Blue Spot Sales or the Sales Department of

OWNED AND OPERATED BY THE AMERICAN BROADCASTING CO.
CHICAGO • NEW YORK • WASHINGTON • PITTSBURGH • SAN FRANCISCO • HOLLYWOOD • DETROIT

Carlin Forecasts New Mutual Programming

(Continued from Page 1)

Chicago, and 10 days at the West Coast.

In the future, the three major points for program emanation and origination will be Mutual's outlets WGN, Chicago, and KHJ, of the Don Lee Network, Los Angeles, and WOR, New York, of course, Carlin pointed out, adding that this does not eliminate or alter the programs which originate from other stations for the network; they are: WNAC, Boston; WIP, Philadelphia; WOL, Washington, D. C.; KSO, Des Moines; KBON, Omaha; WHK, Cleveland; WHKC, Columbus, Ohio; KLO, Salt Lake City; WCAE, Pittsburgh; KWK, St. Louis; KFRC, San Francisco.

Carlin pointed out that a major sales appointment will soon be made at the WGN office for the purpose of selling various sustaining programs that originate from that station for the network. He also pointed out that blue prints were under way to expand this station as a production center for greater future operations.

Carlin was on hand to personally supervise the tee-ing off broadcasts of three new programs from WGN and KHJ, respectively: "Radio Derby," from the former, and "Never Too Old" and the "Kurt Massey" shows from the latter.

Four new affiliates were announced for the web, effective yesterday: WKST, 1,000 watts, at New Castle, Pa.; WJPA, 250 watts, Washington, Pa.; WAJR, 250 watts, Morgantown, W. Va.; KFXD, 250 watts, Nampa, Idaho.

Case Review-Chairman In WDSU-Overton Row

(Continued from Page 1)

"equal opportunity" rules during the Democratic primary in that state. As first revealed by RADIO DAILY more than a month ago, Overton complained that he was refused good time on WDSU while his principal opponent in the primary battle, E. A. Stephens, who is principal owner of the station, appeared frequently over its facilities.

RADIO DAILY pointed out early in January that a hearing was coming in which WDSU will have to produce evidence refuting the Overton charges definitely enough to convince the Commission that the WDSU license should not be taken away.

To Address Toledo Women

An analysis of television's status today will be given to the Women's Advertising Club of Toledo by Paul B. Mowrey, manager of the Blue Network's television division, Feb. 20, under the heading "What Is Television and What It Means To You."

The Blue's first tele role will be telecast over WRGB, Schenectady, Sun., Feb. 25, and over Du Mont's WABD, Tues., Feb. 27.

WOMEN IN RADIO

By MILDRED O'NEILL

THERE'S a new arrival at the Mutual Broadcasting offices in New York who's made an instantaneous hit with everyone. She's the new president's secretary and her name is Edna Opper. Edna has been with Mr. Kobak all through his broadcasting days. Her hobby is "work," but her heart is in New Guinea with her husband. . . . Pert, petite Dorothy Driscoll, fondly called "Dottie" by her co-workers, is eye-pleasing evidence of the combination of beauty and brains that characterizes Mutual's gal executives. Dorothy has the job of clearing time and ordering stations for all commercial programs. She's been with the network for five years, and also has a husband in the Pacific. The Mutual bowling team swears by her prowess. . . . Lively Ada Lusardi is really a network veteran despite her not-too-many years. She's been with Mutual eight of them and has the important task of supervising program schedules. Ada is another bowling enthusiast.

★ ★ ★

Norma Raymond Roberts is the press department music editor. Witty and attractive, Norma came to Mutual just recently to handle the publicity on musical programs. Her profound knowledge of musical composition is a constant source of amazement to her associates and extension 222 has become the final authoritative source of all answers to musical questions. . . . Trim and youthful is the mother-hen of the mailroom, alias "Ruthie," officially Ruth Hendler, purchasing agent and supervisor of mail and mimeograph departments. Ruth has been at Mutual two years. Her husband is in the military police force in France. . . . Helen Hartman is secretary to vice-president Swezey. She's been with him three years, coming over from another network when he did. Work-a-day difficulties seem to disappear for Mutualites when they are brought to Helen Hartman's desk.

★ ★ ★

"Gerry" Foster takes her job of supervising picture-taking of Mutual stars very seriously. As photo editor in the press department, her forte is unusual, candid shots. Gerry admits she has crazy ideas, but somehow they do turn out socko pictures. A former fashion publicist, Gerry's former calling is quite evident in her chic. . . . Mutual's magazine and syndicate editor is Margaret Gardner, another of those gals it's a pleasure to look at and to work with, as everyone knows. . . . A veteran of fourteen years in radio is Alma Graef, eastern sales service supervisor. During working hours Alma is in charge of contracts and estimates for the network. All other time for Alma is devoted to her son, just over three years. . . . Marion Annenberg is assistant to Hal Coulter, audience promotion manager. She's one of those girls who never gets angry and does much to help get out Mutual promotion kits. Before coming to Mutual a year ago, Marion was promotion manager of WCAE in Pittsburgh.

★ ★ ★

Lucy Kent is the public-spirited news editor at WOR. Joining the Mutual key station in April 1943, she's been watching the news ever since with a deep sense of responsibility. . . . WOR's photo and folio editor is Hilde Dwyer who in the two years she's been there came up from office worker to news release writer and then to her present post. Hilde just loves roast-beef hash. . . . A walking hobby-lobby is the way WOR's Helen King might describe herself. Helen is the exploitation department of the station. She's gone in for music, graphology, contests, quizzes, writing, and what-not, which is probably why she knows so much about a great many things. . . . Fifteen years ago a dynamic young woman came to WOR seeking a microphone job. Today she is the right hand of its president, Alfred J. McCosker, quietly remaining behind the screen of her responsibility, while carrying on a man-sized job. That is Bert Greene.

Sports Broadcasters Guests Of The REC

(Continued from Page 1)

a guest of honor led in the singing of the national anthem.

Stan Lomax, speaking as president of the sportscasters organization, revealed that the present organization of 35 members were taking steps to expand into a national association guild. Husing also spoke of the ambitions of the broadcasters and declared that much had been accomplished since the formation of the group four years ago.

About 250 REC members attended the out-of-town guests attending included, Lt. William Wilson, former with Wm. Rambeau Co., Alex Roseman, WCAU; Charles Stahl, WDAU; Catherine Gilbert, Randall Co., Hartford, Conn.; James Murphy and Jerry Geehan, KMO and KIT, Tacoma and Yakima, Washington; Franny Murnighan and Doug Arthur, WBIG; Sam Bennett, KMBC; Dr. George Halley, Syndicated Features, Kansas City, Mo., and Lt. Thomas Stone.

Radio Course Value Cited By NBC And Columbia

(Continued from Page 1)

form of a luncheon. Conversations indicated gratifying results, and a letter to Niles Trammell, president of NBC, written by Dr. Nicholas Murray Butler, president of Columbia, stressed, "a splendid beginning which I am sure we shall be able to build."

Dr. Angell introduced Frank Mullen, NBC vice-president and general manager, who told of the appreciation for the co-operation given the web by the university in the success of the courses. Other participating speakers were: Dr. Frank Fackenthal, provost of the university; Dean Virginia Gildersleeve, Barnard College; Dean Harry Ayres, acting director of Columbia University Extension, and Dr. Russell Potter, co-director of the radio courses. Sterling Fisher, NBC representative for the courses, summarized results of the first semester's classes.

Edwards On Seven-a-Day

Ralph Edwards and the members of his "Truth or Consequences" program company wear a beaten path between the Capitol Theater and studios of NBC. Ralph is filling his engagement at the theater, where he'll do five shows a day and will have to sandwich his two regular programs at NBC.

Tennis Match Over WMCA

Bill Tilden and Errol Flynn, versus Vinnie Richards and Jack Nogrady in a tennis set of matches, to be broadcast exclusively over WMCA, tomorrow at 9:30-10 p.m. Steve Ellis, WMCA's sports reporter will give the play-by-play story from the 71st Armory, where the event takes place, of course.

Radio Veterans Honor Tele Men Tomorrow

(Continued from Page 1)

award of the Marconi Memorial to the Television Broadcasters Association "in significance of the things already done and because of the initiative shown to insure world preeminence for American television." Jack Poppele, president of TBA, will receive the award in behalf of the association. Another presentation—the Marconi Memorial Medal of Achievement—will go to Allen B. DuMont, president of the Du Mont Laboratories and the first president of NAB.

Among those expected to attend tomorrow night's dinner are James L. Brown, former chairman of the FCC; Brig. General David Sarnoff, president of NAB; FCC Commissioner E. K. Johnston and George P. Adair, chief engineer of the FCC.

Stork News

Walter Van Bellen, artist in Mutual promotion department, is the father of twin girls, Jane and Joan, born Wednesday at the Lutheran Hospital. All four are doing well.

Hal Coulter, manager of audience promotion for Mutual, now is the father of two, Mrs. Coulter having presented him with a girl yesterday in White Plains Hospital. Everybody in the network knew it before Hal, who had to be located in the highways and by-ways to be given the good news.

"New Voices" Back On WNEW

Aspiring vocalists will have an opportunity to broadcast their talents again on the revived series of "New Voices," over WNEW, starting Sunday, Feb. 18, 10-10:15 p.m. Jimmy Rich, of the station's music department, will be in charge of participants and will also accompany them on the organ.

Porter Praises Newspaper For Drive On 'Spot-Uglies'

(Continued from Page 1)

ing, but said the FCC had received mail from listeners protesting about excessive use of commercialism in newscasts. He said: "the issue is whether radio stations will cry out advertising wares indiscriminately in news broadcasts or temper them in good taste."

Wants Voluntary Control

Emphasizing that the FCC lacked authority to prescribe program content, Porter warned that it would be better for radio to enforce good taste lest Congress step in. The new FCC chairman is reported to have said: "it is all part of a larger question with which the Commission is concerned. Whether broadcasting will develop primarily into an exclusively entertainment and advertising medium or whether in addition it will go into the educational and public service field for which stations are licensed."

Porter disclosed that the FCC, at a recent executive session, discussed the simple suggestion made by the "Post-Dispatch" that the big networks should take the lead to free news broadcasts of (1) Interrupting commercial plugs and (2) Objectionable sponsors.

"The FCC," said Chairman Porter, "welcomed the lead of the 'Post-Dispatch' as representative of the deep-seated sentiment of the public, in taking the lead in questioning program standards."

"It is all part of a larger question with which the Commission is concerned; because of the high level of economic activity at the present time, broadcasters are enjoying their greatest era of prosperity, and there is the understandable temptation to sell

all of the time they can to advertisers.

"As a result, a number of leaders in the radio industry have expressed to me privately their concern with what they themselves term 'excessive commercialism.' This leads directly to the overall question of whether broadcasting will develop primarily into an exclusively entertainment and advertising medium or whether, in addition, it will go into the educational and public service field for which stations are licensed."

"Great Responsibility"

"Unquestionably the ingenuity of broadcasters has developed a kind of new dimension in the reporting of news, starting with the accounts of the spectacular broadcasting of the Austrian 'Anschluss' seven years ago. In rural areas particularly, now, a large segment of the population depends primarily on radio for news. This is both a great opportunity and a great responsibility, and the 'Post-Dispatch', for one, has recognized that.

"The issue is whether radio stations will cry out advertising wares indiscriminately in news broadcasts or temper them in good taste. Listeners, as our mail shows, are becoming disturbed by the increasing trend to the former practice. If public-sentiment mediums like the 'Post-Dispatch' are successful in getting the radio industry to impose voluntary standards in the broadcasting field, then these mediums will have performed a fine service to listeners and broadcasters alike."

Two CBS Guestings

Benay Venuta, just back from a USO-ETO tour, will guest on CBS' "Stage Door Canteen" program tonight, 10:30-11 p.m., EWT. Edgar Ansel Mowrer, columnist, will guest on the web's "People's Platform" program tomorrow, 6:15-6:30 p.m., EWT.

State Dept. To Accredit Frisco-Meet Newsmen

(Continued from Page 1)

ments for newsmen will be ready for several weeks. The hotel for the conference has not yet been selected, and State Department press chiefs will be in Mexico City for the Inter-American Conference until well into March.

CBC Short Wave Station Has Strong Signal

Montreal—Reports received by the CBC International Service within the past few weeks indicate that the new Canadian short-wave transmitters which have been constructed at Sackville, N. B. more than surpass the hopes of CBC engineers. According to BBC monitoring reports and letters from listeners in England, France, Sweden, Belgium and Italy, the Canadian experimental signal in the 19 meter band is the strongest from this side of the Atlantic.

WMCA Gets Award

Cited for distinguished service in the field of racial amity by the nation-wide Honor Roll of Race Relations issued by the Schomburg collection of the New York Public Library, WMCA, New York, was honored for its "New World A-Coming" series. The award characterized the program as "the most forthright radio dramatization of Negro life and race relations on the air today."

Hoins' New Post

Jack Hoins, since 1939 a member of the CBS press department and editor of the "Mail Bag," web's servicemen's letter, has been appointed script editor of WABC programs and will produce the "Margaret Arlen" program, it was announced by the station yesterday.

SEND BIRTHDAY GREETINGS TO...

February 16

Patty Andrews	Douglas Arthur
Mildred Bailey	Edgar Bergen
C. B. Donovan	Aaron Hangor
Bert Kalmar	Wayne King
Jerry Lester	Dell Sharbutt
Joe Smith	"Bert" Greene

February 17

Miriam Offerman	Willard Bolts
Shirley Flynn	Coreen Gillespie
Denise Keller	Wolff Kaufman
Eric Madriguera	John McLaughlin
Donna Reade	Virginia Mansfield
Kenneth Walton	Robert H. King

February 18

Vivian Brown	Curtiss Demmy
Jimmy Durante	Jacques Fray
Earl George	Bruce Kamman
Walter J. Neff	Elinore O'Reilly
Helen Leighton	Melvin Spiegel
Louise K. McCaffrey	

PROVED AGAIN!

WKY is Oklahoma's
dominant station!

WKY

OKLAHOMA CITY

The Katz Agency
Representative

The OKLAHOMA
RADIO
AUDIENCE
OF 1944

Copy sent
on request.

WJLS

BECKLEY,
WEST VIRGINIA

Expands its market*.....

*Daytime coverage increases 1,390 square miles...with
110,741 additional potential listeners (FCC survey).

now at

560

on the dial

CBS NETWORK • Represented by Burn-Smith





HOME TOWN BOY MAKES GOOD

... FROM 5 TO 24

A nationally-known institution is THE HUB*—famous department store located at the hub of Baltimore—Charles & Baltimore Streets. Shrewd buyers of merchandise—shrewd buyers of advertising THE HUB picked WFBR—Baltimore's big home town station—for a test on radio.

Starting modestly with only 5 announcements weekly, results on WFBR gradually stepped these up

*Agency: The Joseph Katz Company

to where 12 five minute news casts and 12 announcements are used weekly. The judgment of the THE HUB and the local power of WFBR had scored again.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore... buy what the *successful* home town boys have *always* bought and are buying *today*... W... F... B... R...

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 34

NEW YORK, N. Y., MONDAY, FEBRUARY 19, 1945

TEN CENTS

Pix-Tele, Day-And-Date

Twenty-nine Join BMB At 3rd Dist. Meeting

Pittsburgh—Twenty-nine out of 33 stations represented at the District 3 meeting of NAB at the William Penn Hotel last Thursday and Friday subscribed to the BMB plan. This is the largest subscription percentage at one session of any district meeting held thus far.

Roy F. Thompson, WFBG, Altoona, Pa., as district director was assisted by Roger Clipp, president of WFIL, Philadelphia, and secretary-treasurer of BMB, and John Tully, WJAC, (Continued on Page 3)

Tele Development Urged By McLean

Detroit—Declaring that television's potentialities for post-war employment and advancement of the United States is too great to be held up by those seeking perfection, J. D. McLean, General Electric engineer, addressed a meeting of 150 architects and engineers at the Recess Club in the General Motors Building Saturday night.

Predicting that at least 150 active television stations will be operating in the larger cities, five years after (Continued on Page 7)

Stanley Leaves Navy Post; Returns To Blue In Chi.

J. Clint Stanley, former member of the Blue Network's central division production department, has returned to the web's Chicago offices where he will serve as a production supervisor, it was announced by Gene House, Blue program manager. Stanley (Continued on Page 6)

Revealing

Current Hooperatings of the "First Fifteen" evening network programs give the Lux Radio Theater on CBS a higher rating than a month ago when Cecil B. De Mille was still the program's master of ceremonies. Program rated third on the Feb. 15th report and on the previous report ranked ninth. Bob Hope again tops the list.

'School Of Air' Board Holds Confab At CBS

The national board of consultants of Columbia's "American School of the Air," consisting of some of the leading educators in the country, meeting in annual session on Friday, heard a report on the current activities of the program, and discussed plans for the season of 1945-46. Lyman Bryson, CBS director of education, presided. The meeting was held at the New York offices of CBS.

Leon Levine, broadcast director of the series, reviewed the program, (Continued on Page 7)

Eugene Carr Loaned To Treasury Dept.

Washington Bureau, RADIO DAILY
Washington—Eugene Carr, assistant to the president of WJR, Detroit, has been loaned to the War Finance division of the Treasury for six months, according to an announcement by (Continued on Page 3)

War Dept. Says No 'Clearance' Is Given Newsreels Over Gov't Film For Video; One Release Date Tacitly Agreed

Sarnoff Given Award At 'One World' Dinner

Declaring that television, greatly improved by wartime research, looms as a new link of better understanding between nations, Brig. Gen. David Sarnoff, president of RCA, addressed the American Nobel Center's "One World" dinner at the Hotel Astor in New York City on Sunday. Gen. Sarnoff was the recipient of the "One World" award for his expansion of (Continued on Page 5)

Hubbell Asks Agency Men To Solve Tele Problems

Cleveland — Richard Hubbell, broadcasting production manager of the Crosley Corporation, speaking before the Cleveland meeting of the American Association of Advertising Agencies, at the Carter Hotel, last Thursday, asked the support of ad- (Continued on Page 2)

FCC Refuses CP Review; Ignores Blood Relationship

Washington Bureau, RADIO DAILY
Washington—The FCC has turned down the petition of the Granite District Radio Broadcasting Company, (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Newsreels and television are on an equal footing insofar as release dates for footage from the War Department are concerned, it was stated Friday by a War Department spokesman. Only reason the tele pool receives War Department footage later than the newsreel pool is that the department, in order to speed handling, does not copy the film itself.

The mechanics call for release of the film to the newsreel pool, which turns it over to the tele pool after (Continued on Page 3)

Strike At KSTP Ends As AFM, Station Sign

St. Paul—The signing last Friday of a contract between the American Federation of Musicians and KSTP brought to a close the strike which for almost a year has affected the St. Paul studio of the station, which maintains studios in both of the twin (Continued on Page 5)

Tele Award Presented To Broadcasters Assoc.

Accepting the award of the Marconi Memorial plaque from the Veteran Wireless Operators Association for the Television Broadcasters Association, J. R. Poppele, president of TBA, (Continued on Page 2)

★ THE WEEK IN RADIO ★

Porter Takes "Plug-Uglies" Stand

By CHARLES MANN

COMMENDING the stand taken by the St. Louis "Post-Dispatch," owners of KSD, in its tirade against "plug-uglies," Paul Porter, chairman of the FCC, said the Commission was pleased with the St. Louis' outspokenness, and considered it "representative of the deep-seated sentiment of the public, in taking the lead in ques-

tioning program standards . . . because of the high level of economic activity at the present time, broadcasters are enjoying their greatest era of prosperity, and there is the understandable temptation to sell all of the time they can to advertisers." Continuation: Members of the Cana-

(Continued on Page 5)

Stimulate sales by using WLAW, the station with the Northern New England audience. Advt.

WLAW brings its listeners outstanding programs—that's why it has such a large audience. Advt.

Psychological War

London—Designating their stations as BLA1, BLA2 and BLA3, BBC has set up three mobile broadcasting stations for forward troops in Northwest Europe to relay their programs. The stations will combat the Nazi's "Mary of Arnheim" broadcasts fake news broadcasts from Holland. New mobile stations broadcast from 6 a.m. to 11 p.m. and each carries a complete staff.

Lifesaver

Guests at the Radio Executives Club luncheon the other day were questioned as they entered as to whether or not they played the piano. Dr. A. Kelly of KMBC, Kansas City, answered "Yes" and fifteen minutes later found himself playing the accompaniment for Lucy Monroe when she sang the national anthem. He filled the role excellently.



Vol. 30, No. 34 Mon., Feb. 19, 1945 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 5607.

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

FINANCIAL

(February 16)

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, RCO Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio, and NEW YORK CURB EXCHANGE.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(February 19, 1925)

An interesting question raised by a listener is whether or not WOR and WJY ever broadcast at the same time, the answer to which is they cannot. However, a receiver located about fifty miles from the two stations would be able to separate them if the wave lengths were a meter or so apart.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues GO is THE Bay Area Buy!

Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, is spending today and tomorrow in Chicago on business. He will return to New York on Wednesday.

TOM SLATER, Mutual network's director of special events and sports, is expected back today from the Marine Air Base at Cherry Point, N. C., where on Sunday he supervised the anniversary broadcast for the Women's Reserve of the Marine Corps, which featured Vincent Lopez.

LOUIS F. KROECK, commercial and station manager of KTMS, Blue Network outlet in Santa Barbara, is in town from the West Coast for a short visit on station and network business.

HARRY SOSNIK and HERB MOSS leave today for Chicago to handle Hildegard's "Raleigh Room" program over NBC tomorrow night.

FRANKIE MASTERS and the members of his band are in Kansas City, Mo., for the broadcasting of tonight's stanza in the "Spotlight Bands" series over the Blue Network.

UPTON CLOSE, Mutual network commentator, is in Gotham to attend the meetings of the National Industrial Conference Board.

ARTHUR PERLES, assistant director of press information at CBS, is back from Washington, D. C., where he conferred with Maurice B. Mitchell, new director of promotion and press information at WTOP, the CBS-owned station in the Nation's Capital. He had been in Washington since Thursday.

GEORGE W. TRENDLE, president of WXYZ, Blue Network affiliate in Detroit, was here Friday for conferences at the headquarters of the web.

PARKS JOHNSON and WARREN HULL are at Patuxent, Md., for the broadcasting of tonight's "Vox Pop" program over CBS from the Naval Air Training Station.

CHARLES P. HAMMOND, director of advertising and promotion for NBC, and JAMES M. GAINES, assistant director of the department, left yesterday for Chicago, where they will attend the "NBC Parade of Stars Results Show" on Wednesday.

GEORGE CRANDALL, CBS director of press information, leaves Monday for Washington, D. C. where he will attend the NAB Public Relations Executive Committee meeting in the Capital.

Hubbell Asks Agency Men To Solve Tele Problems

(Continued from Page 1)

vertising agencies in the development of television.

"We have not frozen on any definite policy yet, and we would like to get your reactions and your feelings before any definite policy is set," Hubbell declared.

"The keystone of this thinking is close and intelligent co-operation with advertising agencies," he continued. "It assumes that, during the first half decade of post-war television particularly, skilled television directors, writers and technicians will be at a premium."

Hubbell indicated throughout the talk that the Crosley Corporation was actively engaged in post-war television planning and would not alone develop transmitters but would be in the receiver market as well.

Takes NBC Legal Post

Major I. E. Lambert has been named by A. L. Ashby, vice-president and general counsel of NBC, to handle until further notice the work formerly handled by J. A. McDonald, assistant general counsel of NBC who has resigned to become general counsel of the Blue Network.

Tele Award Presented To Broadcasters Assoc.

(Continued from Page 1)

paid tribute to the pioneers in the video industry. The presentation was made at a dinner at the Hotel Astor. It was given to TBA "for the initiative TBA has shown in banding together the television interests of the nation in order to insure America pre-eminence in television."

Tolerance Citations

National Conference of Christians and Jews' annual awards for distinguished merit in radio went to NBC's University of the Air series, "They Call Me Joe," CBS-Norman Corwin production of "Untitled," "Hymns of All Churches," over NBC. WMCA was the independent station to receive a similar award for its programs "New World a-Coming" and "Adventure Into the Mind." The individual cited was Kate Smith.

Joins WOR Announcers

Roger "Bob" Chase, who has been associated with WIL, St. Louis; WJJD, Chicago and WBKB, Chicago, has joined the WOR, New York, announcing staff.



A cat can look at a King

Big name radio call letters don't mean a thing in some markets. The audience often can look at the King ... and look away, too.

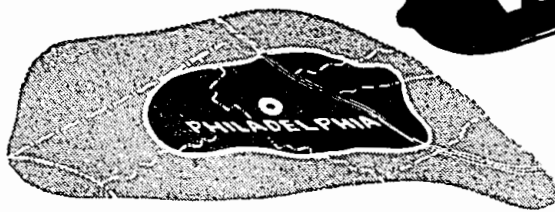
Take Baltimore. Down here an independent station ... W-I-T-H ... gets the look and listen from an audience that delivers more sales results per dollar spent.

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

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

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



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

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

W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

Mix-Tele 'Clearance' Not Fact, Says Gov't

(Continued from Page 1)

Each of the five newsreels has made its copy. There is nothing to prevent the tele pool from using the film on the air as soon as it gets it copied, although there has generally been agreement that war footage not be broadcast before the newsreels have been distributed.

The question arose in New York because of a reported protest by a newsreel company to the plan of NBC to televise film on the Crimea conference tomorrow evening. No protest has been received at the War Department. Reports that the War Department had assured the newsreels of seven-day clearance over television were termed "untrue" at the War Department. The reason film goes first to the newsreels, and then to the telecasters, is that the newsreels are still the major medium for the showing of war footage.

The War Department spokesman made it plain that there is no policy preference so far as the Army is concerned. "This is not a major question now," he added, "although after this war it will of course become increasingly important."

Claude R. Collins, Washington coordinator for the newsreel pool, said he has heard of no complaint from any newsreel, and added that he sees no occasion for protest. The policy is quite clear," said Collins, and added that the newsreels have actually had seven-day clearance this time, because they got their film on the Crimea conference Monday and Tuesday of last week.

Bendix District Manager

Horace H. Silliman, veteran radio sales executive, has been named district manager to supervise New England and New York state marketing for the forthcoming line of Bendix radio and radio-phonograph combinations. Announcement was made by Leonard C. Truesdell, general sales manager for home radio, at Baltimore, Maryland.

Mr. Silliman has been associated with the radio industry for the past 17 years in executive capacities. He will supervise marketing in the entire New England and New York state territory, excepting metropolitan New York.

Twenty-Nine More To BMB At 3rd District Meet Of NAB

(Continued from Page 1)

Johnstown, Pa., in conducting the meeting.

D. E. Robinson, vice-president in charge of research, Pedlar & Ryan agency, New York, and a member of the board of BMB was present to give agency support to the plan. Roger Clipp, WFIL; Dr. Leon Levy, WCAU; Roy Thompson, WFBG, and John Tully, WJAC had already signed or committed themselves in advance of the meeting. The complete list of subscribers for District No. 3 is as follows:

Delaware — WDEL, Wilmington; Maryland—WCAO, Baltimore; WFBR, Baltimore; WTBO, Cumberland; WFMD, Frederick; WJEJ, Hagerstown.

Pennsylvania — WFBG, Altoona; WISR, Butler; WHJB, Greensburg; WJAC, Johnstown; WMRF, Lewistown; WKPA, New Kensington; KYW, Philadelphia; WIBG, Philadelphia; WCAU, Philadelphia; WFIL, Philadelphia; WIP, Philadelphia; KDKA, Pittsburgh; KQV, Pittsburgh; WJAS, Pittsburgh; WWSW, Pittsburgh; WRAW, Reading; WMBS, Uniontown; WJPA, Washington; WBRE, Wilkes-Barre; WRAK, Williamsport; WSBA, York; WHGB, Harrisburg; WKBO, Harrisburg.

Several stations outside District No. 3 were also represented in Pittsburgh and signed contracts. John Laux, managing director of the Friendly Group, Steubenville, Ohio, signed for all four of his stations: WJPA, Washington, Pa.; WSTU, Steubenville, Ohio; WKNX, Kingston, N. Y.; WFPG, Atlantic City, N. J.

Agency Luncheon

President Feltis and Mr. Robinson were hosts to a group of Pittsburgh agency representatives Friday, Feb. 16. The progress of BMB was traced and station co-operation reviewed;

Stork News

Joan Bel Geddes, new program director of the Compton advertising agency, is the mother of a girl weighing six-and-a-half pounds, to be named Judith Ann. The mother is Mrs. Barry Ulanov in private life.

Joe Hevesi, press agent for Major Bowes and writer of "Major Bowes Shower of Stars" program heard on CBS, became the father of a baby girl recently. The child, the Hevesi's second, has been named Carla.

WLIB Red Cross Campaign

Opening gun on the forthcoming Red Cross drive for 1945 will be fired by WLIB March 1st, opening day of the drive, at 7:15 a.m. During that first day the station plans to dedicate every hour of their day's 13 to the Red Cross; with the tentative schedule calling for talks, resumes, interviews with Red Cross workers, letters from imprisoned servicemen, and dramatizations of the organization's war services.

here, as in other cities, agency and advertiser groups, interest in the growth of BMB was evident. They showed appreciation at the opportunity to get better acquainted with its plans. Mr. Robinson gave a very complete outline of the history of radio research which was well received by the group. Those attending were: Smith, Taylor, Jenkins Agency—Ronald Taylor, Mr. Smith; Walker and Downing Agency—Richard Woodruff, Harold Downing, Kenneth Witherow; A. P. Hill Agency—A. P. Hill; Ketchum, MacLeod and Grove Agency—James Stewart, Si Livingston, Fred Hofuss; Wiltman and Pratt Agency—Bob Wiltman, John Callahan, Russell Pratt; Ensign Agency—Miss Helen Ryman, Matt Henderson; Bothwell Agency—Howard Black, Bud Troutman, Earl Bothwell; BBD&O Agency—Mr. O'Farrell, Mr. Henderson; J. Grant Company Agency—Mr. Neiplen.

Additional Contracts

Feltis reported the following additional contracts were sent in:

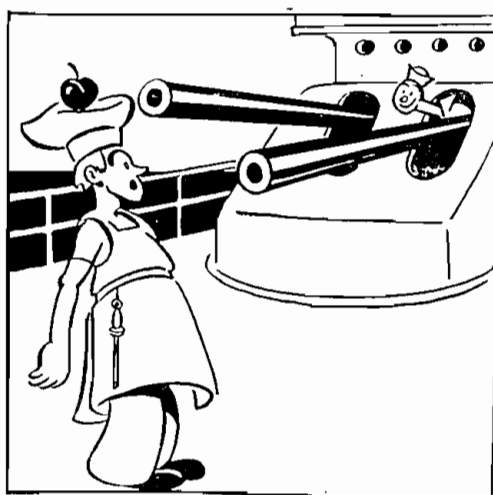
WKBN, Youngstown, Ohio; WTMJ, Milwaukee, Wis.; WMFM, Milwaukee, Wis.; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KXA, Seattle, Wash.; KBTM, Jonesboro, Ark.; KFEQ, St. Joseph, Missouri; KOVO, Provo, Utah.

Standings

	Dis-	At-	Per	
	trict	tended	Cent	
	signed			
Memphis	6	35	29	83
Dallas	13	34	42	93
Los Angeles	16	22	15	68
San Francisco	15	25	10	40
Portland	17	39	34	87
Salt Lake	14	24	22	92
Kansas City	10	38	30	79
Minneapolis	11	28	24	86
Pittsburgh	3	33	29	88

New Director

Charles Foster Glore, partner in Glore, Forgan & Co., investment bankers, has been elected a director of Stewart-Warner Corporation. Vice-president Gardiner Symonds has resigned, it is announced by James S. Knowlson, president.



"Stand still, Cookie — or yuh won't ever be in the news over WFDF, Flint!"

Eugene Carr Loaned To Treasury Dept.

(Continued from Page 1)

Thomas H. Lane, director of advertising, press and radio. Carr will report to Washington about the middle of February to become chief of the War Finance division's radio section, succeeding Robert J. Smith.

"We are fortunate to have a man of Mr. Carr's caliber and standing in the industry join us," said Lane, "and we deeply appreciate the patriotic action of Mr. G. A. Richards, president of WJR, WGAR and KMPC in making the services of Mr. Carr available to us. Since the very start of the War Bond program the tremendous support which radio has given to the financing of the war has been unsurpassed by any other group or other media, but under the leadership of Mr. Carr, we expect this record to go forward to even greater heights."

Carr will arrive in Washington in time to start preliminary plans for the Seventh War Loan, tentatively set for May or June, and will serve as a full-time dollar-a-year man until at least the end of the Seventh drive.



EUGENE CARR

sell

Durham*

county's

100,000

people


with

WDNC

COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.



Exclusive!

Chicago's Only

NEWS-ON-THE-

HOUR SERVICE

W-I-N-D

560 Kc. 5000 WATTS

LOS ANGELES

By RALPH WILK

ARTHUR TREACHER'S option has been lifted on the Jack Carson Campbell Soup Show for the next thirteen-week period. Incidentally, Treacher was guest on the "Andrews Sisters" program, Sunday, Feb. 11th.

Walter Wade, managing director of the Wade Advertising Agency, Chicago, is in town for a short stay. He is conferring on the "Lum 'n' Abner" Blue Network show. Accompanying him is his son, Jeff Wade, recently discharged from the Army after many months overseas service.

According to an announcement made this week, Dave Street, featured singer on Joan Davis Sealtest Village Store program with Jack Haley, won first place in the singing popularity contest conducted on the West Coast by Al Jarvis on behalf of the famed "Make-Believe-Ballroom" program.

Bill Grey, comic on the "Jack Kirkwood Show," heard nightly over CBS, is still living in a hotel on Ventura Boulevard, and the only problem with that says Bill is, "we have to move every five days, and so far we have lived in 29 of the 30 units in the building, in fact we've lived in every unit except the manager's."

Bill Goodwin, featured comedian on the Frank Sinatra show, will become a father for a fourth time early next summer. The Goodwin children are: Lynn, aged one and one-half; Bill, aged three; and Jill, aged five. Mrs. Goodwin was known professionally as Phillippa Hilber before her retirement from the screen.

Week days Charles Dant is an employe in a Los Angeles war plant, but on Sundays he continues his career as a radio maestro, waving the baton for the "Charlotte Greenwood Show," aired over the Blue Network.

Already the new radio comedy team, Wendell Niles and Don Prindle, stars of the new air series, "Hires Icebox Follies"—are guest-starring. Following their own program last Wednesday on the Blue Network, Wendell and Don joined George Fisher on "Hollywood Spotlight" on KECA. Saturday, they appeared with Andy Potter on his "My Favorite Tune" show on KFI.



Names 'n News . . . !

● ● ● **EARL WRIGHTSON**, who has the lead in the costly musical, "Much Ado About Love" (formerly tagged "The Firebrand"), and who will probably replace Tibbett on the "Hit Parade." It all depends on how successful the new show is. Wrightson is also from the Met and insiders think he'll be the new sensation of the town. . . . **JAMES LAWRENCE FLY**, taking his turn in a Radio City ciggie line, even as you and I **LAUREN BACALL**, who's turned down some 50 G's in radio dates because her studio doesn't feel she's ready for it yet. . . . **CLIFTON FADIMAN**, who has been warned by the medicos to drop everything but his "Info, Please." No lectures, no shorts, no writin', no nuthin' . . . **BEATRICE KAY**, who is reported to be unhappy on "Gaslight Varieties"—and Mike O'Shea, who is already off the show. . . . **EARL WILSON**, who rumor has it will lose those White Owl puffs on his Mutual chores. . . . **DAVE VINE**, who is seriously ailing and whose daily request is always granted—blintzes from Lindy's. . . . **JIMMY DURANTE**, who snubbed a \$12,000 offer to follow the Ritz Bros. (who're getting 10) into Chicago's Latin Quarter. . . . **MIKE TODD**, whom the gossipers will tell you won \$45,000 in gin rummy last week. . . . **PATSY FLICK**, who is preparing a brand new character for a vaude single. He outlined the whole idea to us and it's a sweetheart.

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● ● ● **EDDIE DAVIS**, who author'd "Follow the Girls" and is now readying a radio show for Gertrude Niesen tagged "Carnival Girl." Eddie, who's worked with practically every topflight comic during the past ten years, is also laboring over a book called "It's in the Bag," a compilation of the cream of the stuff he's created over the long haul. . . . **HELEN O'CONNELL**, J. Dorsey's former thrush, who got Jimmy's wife to stay home and mind her youngster while she trotted off for his opening at the Penn. . . . **KAY LORRAINE**, whose Altes-Lager beer show in the mid-West area is topping the Hooper already after only a few months. . . . **JACKSON BECK**, who's been the "Cisco Kid" for the past two years and who now inherits the lead on the "Brownstone Theater," which replaces the Kid on Feb. 21st. . . . **JAY SOLMERS**, who quit gag-writing for Alan Young to hop up Danny Kaye. . . . **MARIE YANOFKY**, who is turning out those bang-up Kate Smith scripts.

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● ● ● **ERROL FLYNN**, who was mobbed so heavily by the female trade at "Up In Central Park," that he fled the theater during intermission. . . . **HUMPHREY BOGART**, who turned down \$5,000 for an engagement not long ago because the script was so lousay—only to appear on an hour show that same nite for free. . . . **JOE HEVESI**, Major Bowes' Boswell, who is a daddy for the second time. It's a daughter, Carla. . . . **JACQUES (The Thin Man) RENARD**, who is touting CBS' Danny O'Neill as the nearest thing to Downey on the air today. Jacques should know. He was with Morton on the original Camel quarter hour. . . . **LAWSON ZERBE**, who will be missed on the local radio scene when he goes overseas with the ambulance service. Meanwhile, they're auditioning everybody and his brother for Lawson's role in "Pepper Young." . . . **MELINA MILLER**, on the Johnny Morgan show, who proves that the short cut to a click is to become Miss Subway. For instance, Suzanne Douglas on the Alan Young show and Mona Freeman in Columbia's "Kiss and Tell." . . . **IRV ZUSSMAN** and **GERTRUDE BAIN**, who are huddling with their lawyers over that crack made by a coast trade paper who referred to them as the jerks who claim credit for the original Swoonatra campaign. . . . **RALPH EDWARDS**, who parlayed a parlor game into mucho Yankee dollar-r-r-s, getting \$8,500 out of his Capitol date but is using the coin to finance future bond tours.

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—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

MEMBERS of the NBC central division sales department played host last week at a series of luncheons given in honor of visiting radio sales executives and attended by representatives of Chicago's leading advertising agencies. Visitors in attendance were B. A. McDonald, sales manager of Westinghouse Radio Stations, Inc., Harvey McCall, sales manager of station KYW, Philadelphia; C. Herbert Masse, sales manager of WBZ, Boston; Paul Mills, general manager and H. D. Longworth, sales manager of WOWO, Fort Wayne, Ind., and Joseph Baudino, station manager, KDKA, Pittsburgh.

Montgomery Ward & Company, Chicago, through Foote, Cone and Belding, have started sponsorship of the Blue Network co-operative program "Ethel and Albert." The show is heard Monday through Friday, 3:45 to 4 p.m., CWT on WENR. Contract is for 13 weeks.

The Chicago Motor Club, through Agency Service Corporation, began sponsorship of Ulmer Turner's new broadcasts, effective Feb. 12 over WENR. The broadcasts are heard Monday through Friday from 10:30 to 10:45 p.m., CWT over WENR. Contract is for 26 weeks.

Placement of a new five-minute transcribed program titled "Post Parade," a new sponsor for the Tuesday Thursday, Saturday 12:30 p.m., CWT news period and new orders for 15 one-minute announcements and 30 time-signal announcements comprised the business week at WMAQ. The Curtis Publishing Company, through McFarland, Aveyard & Company, will sponsor the five-minute "Post Parade," a series of transcribed dramatizations of stories and articles appearing in the "Saturday Evening Post." The programs are heard Wednesdays and Fridays from 10:45 to 10:50 p.m., CWT for 13 weeks effective February 14. The Tuesday Thursday, Saturday 12:30 p.m. new period will be sponsored by Nutre: (Vitamins) Company, through Raymond Spector Company, for 52 weeks beginning Feb. 20.

Herbert B. Wyers formerly with WLS, has been added to the Blue engineering staff as a studio-field engineer.

AM INTERESTED IN POSITION AS MUSICAL SUPERVISOR OR CONSULTANT.

18 YEARS IN RADIO AS: CONDUCTOR, ARRANGER, VOCAL COACH, JINGLE COMPOSER, "TUNE DETECTIVE." WRITE RADIO DAILY, BOX 125, 1501 BROADWAY, NEW YORK 18, N. Y.

Scoop!
FRANKIE MASTERS
(IN PERSON)
8:05 P.M.—8:30 P.M.
EVERY WED. and FRI.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

Strike At KSTP Ends As AFM, Station Sign

(Continued from Page 1)

cies. The new pact will run for two years.

Stanley E. Hubbard, president of the station, in a statement issued Friday stressed the fact that the signing of the new contract was made necessary by the Government's failure "to force Petrillo to change his demands and methods," and added, "we have no alternative but to at least temporarily accept this situation." Hubbard's statement in full follows:

"Fighting Petrilloism"

"For nearly 11 months we have been fighting Petrilloism and defending the American principle of freedom. We have sought justice through the proper legal and administrative channels afforded us, the State Labor Conciliator, the Federal Labor Conciliator, the Regional War Labor Board, the National War Labor Board and we have had unqualified decisions from every one of these agencies, but to no avail, because Petrillo has demonstrated to the world that he has more power than all of them. He has circumvented our course and defied the Regional and National War Labor Boards. He has successfully and daringly defied the President of the United States. Now he is successfully defying and outwitting Congress by his recent action barring high school children from the air.

"The American public and the working men and women of America, as well as the majority of the unions, have told us that they are with us in this fight but in these 11 months the Government has done nothing to force Petrillo to change his demands and methods.

Says Fight Is for Principle

"While our boys are overseas fighting for freedom we at home are losing our independence. Individualism is gone. We have fought for a fundamental American principle, but after all these months it has been made quite clear to us that the government is unable to assist us. As long as matters are as they are at present, we have no alternative but to at least temporarily accept this situation.

"We, therefore, have capitulated and accepted Petrillo's terms and have today signed a contract with his

THE WEEK IN RADIO

Porter Takes "Plug-Uglies" Stand

(Continued from Page 1)

dian Association of Broadcasters re-elected Glen Bannerman to the presidency for another year. The re-appointment highlighted the association's annual convention which took place at Quebec last week.

Negotiations: In his report to the NLRB, regarding the dispute between NABET and NBC-Blue, Trial Examiner Howard Myers declared that the webs can negotiate with NABET despite previous commitments to AFM promising that after June of 1944 all platter-turners would be hired via AFM, pointing out they restrain not the obligation of the respondents to bargain collectively with NABET as the representative of the platter turners.

Coverage: The webs are taking great pains to provide for complete radio coverage of the United Nations conference at San Francisco, which commences April 25. Extensive preparations are already under way with the State Department at Washington.

Spotshots: Hugh Feltis, president of the Broadcast Measurement Bureau, says 245 stations have subscribed to the yardstick thus far. . . . William Paley, CBS prexy, may head an OWI administrative post. . . . NBC produced 1,311 hours of war effort shows. . . . WEVD has filed for a tele license. . . . The four-year fight between WGN, Chicago and the American Federation of Radio Artists has been settled, re what constitutes a commercial radio program. . . . Harlan Starkey has been named head of the NAB news bureau. . . . Hugh Feltis points out that the BMB is independent of NAB. . . . Association

of Women Directors of the NAB launched its first international campaign last Saturday. . . . Phillips Carlin, MBS vice-prexy of programs, back from a country-wide trip, predicts greater programming for the web. . . . Constance Bennett will do an across-the-Blue-board commentary starting May 14. . . . Secretary of State Edward R. Stettinius, Jr., will launch NBC University of the Air's "Our Foreign Policy" series Feb. 24. . . . NBC's WNBTele will telecast newsreel pictures of the historic Big Three conference. . . . James J. Walker, former mayor of New York City, is prexy of the new recording company to be known as Majestic Records, Inc. . . . Louis G. Cowan, chief of the New York overseas division of the OWI, is in this country holding conferences with OWI execs. . . . Blue's new vice-prexies are: C. P. Jaeger, general sales manager; Fred Smith, director of promotion, publicity and advertising; Charles E. Rynd, formerly treasurer of the company. . . . Patrick Michael Cuning Television Productions has developed a new tele technique known as "Tele-Minatures," for greater speed and economy in production. . . . BBC representatives are discussing post-war interchanges. . . . NBC and Columbia University are both pleased with results of combine courses given at the university, following end of first semester.

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

Betty Cape To Yankee Net

Betty Cape, formerly with the radio sales division of CBS in New York, will join the Yankee Network today. She will be in charge of presentations. Miss Cape was with CBS for a year and a half, during which time she wrote promotion material and was in charge of promotion information for Columbia-owned stations.

union acceding to his demands that we employ men under contract regardless of whether or not we need them. If the Petrillo system of forcing an employee to contract for men he does not need and to pay royalties directly to the union because union employees are employed in the manufacture of his commodity is adopted by the other unions, it means the finish of American business.

"We fully recognize the reasonable rights or labor and by the same token labor should recognize the problems and rights of management. The difficulty which exists today in our country is that labor and management cannot deal on a parity. The remedy of this situation lies in the hands of the Legislative branch of our Government and that is where immediate relief should be worked out."

Sarnoff Given Award At 'One World' Dinner

(Continued from Page 1)

radio as a medium for popular education and entertainment.

"Let there be no doubt that the world eventually will have international television," General Sarnoff said. "It will be a new educational force with a double appeal to eye and ear, put at a man's disposal by science, to give him new and more intimate understanding of his neighbors."

Sees New Discoveries in Offing

General Sarnoff said that today scientists are on the edge of new discoveries in the realm of electronics. He called attention to a new science—cherotronics—a combination of electronics, supersonics and chemistry.

School Students' Series Over WPAT, Paterson

Paterson, N. J.—Junior Achievement, Inc., an organization comprised of high school students, producing an educational series over WPAT, which began Sat., Feb. 10, 12:15 p.m., entitled "The Junior Radio Guild." Sidney J. Flamm, the station's vice-president and general manager is serving as consultant; and Ted Webbe, program director, supervising the production.



DID IT MAKE A Sound?

"If a tree falls and no one is there to hear it, does it make a sound?"

"If a product is advertised on the air, and only a small audience listens, will it sell?"

Your sales message on WCBM will sell. WCBM is Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER President GEORGE H. ROEDER General Manager
FREE & PETERS, Inc., Natl. Rep.

SOUTH

**SMART BIRDS
FLY SOUTH**

- Take a tip from our fine feathered friends. Look into the possibilities of Southern
- Branch Offices in "The Magic Circle".
- For further particulars write Edney Ridge, Director
- . . . **W BIG**
- GREENSBORO, N. C.

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

AGENCIES

LOUIS J. ALBER, author, will be the principal speaker at the celebrity-forum luncheon of the Advertising Club of New York which will be held Wednesday at the club house.

STANLEY V. MacARTHUR has joined Douglas Leigh, Inc., as vice-president. He formerly was associated with McCann-Erickson, Inc.

MORGAN RYAN, former radio director of Sherman and Marquette, has joined the New York office of Grant Advertising Inc. as an account executive. Previously he was with the H. M. Kiesewetter Agency and Pedlar and Ryan. . . . William R. Tierney, formerly with the National Outdoor Advertising Bureau and Outdoor Advertising Inc., also has joined the agency as an account executive.

AL PAUL LEFTON COMPANY, INC. has been named agency for the Chicago Surface Lines.

PHILIP KLEIN ADVERTISING AGENCY, Philadelphia, Pennsylvania, has been elected to membership in the American Association of Advertising Agencies.

J. H. HORNEILL, who has been serving Arthur Kudner, Inc., in a free-lance capacity has joined the agency as a member of the staff in the San Francisco office.

Stanley Leaves Navy Post; Returns To Blue In Chi.

(Continued from Page 1)
ley, honorably discharged after 26 months service in the U. S. Naval Reserve, is the first Blue employe from the Chicago office to return to his old job. During his service in the Navy, as a lieutenant, Stanley handled radio activities at the U. S. Naval Training Station, Great Lakes Illinois. Stanley, who will serve as liaison contact between the Blue's production department and the Navy on the "Meet Your Navy" program, first entered radio in 1935 with NBC and joined the Blue when the networks separated in January 1942.

Record Service

Special services division of the Army Services Forces announced recently that 12,500 five-pound boxes, each containing 20 records and a package of 200 needles, are now ready for shipment by fast mail to American troops all over the world. Some may be dropped by parachute to men in isolated stations, the announcement stated.

Motorola Distributor Named

W. H. Kelley, general sales manager of the Galvin Manufacturing Corporation, Chicago, Ill., has announced the appointment of Given Distributing Company, Syracuse, as wholesale distributor for Motorola radios in the Syracuse area.

★ WORDS AND MUSIC ★

By HERMAN PINCUS

WE'VE often patted the backs of artists, including Bob Hope, Bing Crosby, Jack Benny, Frank Sinatra and many others, for their efforts in the national drive to curb the current wave of juvenile delinquency (a direct result of the war on the nerves of children) . . . today's pat is descended on the shoulders of Spike Jones, who is currently sponsoring a semi-pro football team, called "City Slickers." . . . Spike would like to see radiolites like Fibber McKee and Molly, Lum 'n' Abner, Joan Davis, Rudy Vallee, Ed Gardner and others get behind national and local movements to promote playground and scholastic activities on the part of adolescents in the home-front war on this grave problem. . . . Orchestra leaders and singers can earn the gratitude of Uncle Sam . . . the thousands of kids, 'enrolled in the numerous fan clubs' throughout the country, would be prone to heed letters from their favorites, addressed to their respective clubs, suggesting normal, healthful and recreational activities.

★ ★ ★

Some time ago, a youthful songwriter named Jack Gold, arrived in Tin Pan Alley from his native Boston, with an armful of manuscripts. . . . A mutual friend, Aaron S. Bloom of Kasper-Gordon, Inc., advised the ambitious young tunesmith to call on us . . . after hearing the lad, we took him to the office of a music publisher (took possession of the portable victrola) and listened to several recordings of Gold's tunes . . . while changing the needle, Gold explained that one of the ballads was named 'Peg O' My Heart' because and we quote:—that was always my favorite popular song . . . unquote:—during the rendition of that ditty, a songwriter came into the office and listened to the tune . . . when the song was finished, we said, "Jack, shake hands with Al Bryan who wrote your favorite song, the original 'Peg O' My Heart'."

★ ★ ★

TIN PAN ALLEY-OOPS! Tony Casey, City Editor of the Brooklyn "Citizen," has collabbed with Ernest Towle and Marion Barry on a new novelty tune titled, "The Snowman's Wedding Day," published by Top Music. . . . ● Better Late Than Never Dep't. . . . "I thought," writes Jack Robbins, "you might like a little correction for your column of December 8th . . . for your information, Benny Goodman is identified with "Stompin' At the Savoy" and "Sing, Sing, Sing" and Glenn Miller is identified with "Moonlight Serenade" which he wrote and used as his theme song for years." . . . ● The Songwriters Protective Association rates an accolade . . . ever since Pearl Harbor many of its members have been entertaining at servicemen's camps, bases and hospitals . . . to name a few: Harry Armstrong, Abel Baer, Milton Drake, Al Goodhart, Lou Handman, Al Hoffman, Herman Hupfeld, Alex Kramer, Jerry Livingston, Lucky Roberts, Sigmund Romberg, Nat Simon, Sally Simon, Charlie Tobias, Henry Tobias, Joan Whitney and Harry Woods. . . . ● Brooklyn's gift to Radio, scripters Ruth and Mae Brandt didn't send us a Valentine, but their letter arrived in time to notify us that their song titled, "It's My New York," has been adopted by the New York contingent of the 1266th AAF Base Unit of the A.T.C. . . . ● Gene Krupa, currently on the RKO lot appearing in that studio's flicker, "George White's Scandals," has formed his own music publishing company to exploit two originals, "What This?" and "Leave Us Leap" which he recorded for Columbia Records.

★ ★ ★

RADIOLOGY! Richard Hudnut will sponsor a new series of half-hour programs via WOR starting Feb. 22 (11:30-12 noon) . . . program titled, "Dubarry Success School" will feature Don Saxon, Ann Delafield, Ben Ludlow's Orchestra with guest stars. . . . ● Allyn Edwards, narrating and announcing OWI programs short-waved overseas, possesses a warm, easy-to-listen-to voice. . . . ● A quartet of Lambs Club-ites, comprising the vocal chords of Don Loring Rogers, Eddie Miller, Geoffrey O'Hara and 'Senator' Ed Ford, accompanied by Ed Weber, was formed, strictly as a gag . . . entertaining one evening at a Lambs Gambol, the group's nostalgic ballads was heard by an agency biggie . . . result . . . they've been signed to guest on the "NBChesterfield Supper Club" March 6.

EQUIPMENT

Ken-Rad Distribution

According to an announcement made by General Electric, the established distribution of Ken-Rad tubes to regular customers will not be interrupted. Purchase of Ken-Rad tube interests by GE will result in gradual expansion and improvement of tube facilities which will reflect in better service to customers.

Calvin Appointments

Elmer H. Wavering, vice-president of Galvin Manufacturing Corporation, Chicago, has announced the appointment of Jack Davis as chief engineer of the auto radio division, and Gus L. Mydlil as assistant chief engineer. Both Mr. Davis and Mr. Mydlil have been with the company a number of years, during which time they have been engaged in all phases of auto radio engineering.

New Article By Jolliffe

Dr. C. B. Jolliffe, chief engineer of RCA's Victor division, has written an article for the American Year Book on the achievements of radio during 1944. Among the subjects covered are domestic broadcasting, police and aviation radio, international communications-electronics.

Universal Service Dept.

The Universal Microphone Co., Inglewood, Calif., has made its service dept. a separate dept. after 12 years as part of the commercial division. Robert Ramsey, in charge of receiving, will be head of the dept.

Gets New Post

Dee Breen, formerly western division sales manager for the El Monte, Cal., plant of Littlefuse, Inc., has been appointed sales manager for the Universal Microphone Co. Cecil L. Sly, vice-president and sales manager, now becomes Director of Sales, a newly created post.

Two More "E's" For Philco

In recognition of their war records, the Philadelphia plants of Philco Corp. and the Simplex Radio Div. of that firm at Sandusky, Ohio, have been awarded the 17th and 18th Army-Navy "E" Awards by the War Department, it was revealed by John Ballantyne, president of Philco Corporation.

"ON YOUR OWN"

UNUSUAL OPPORTUNITY FOR COMBINATION NEWSCASTER-WRITER, with name and experience that can be extensively merchandised, to produce well-established commercial newscasts as "your own boss." In Ohio. High salary. Give full particulars with experience, references and draft status. Write **RADIO DAILY**, Box 127, 1501 Broadway, New York 18, N. Y.

School Of Air' Board Holds Confab At CBS

(Continued from Page 1)

pointing out how the "School of the Air" has grown to world-wide proportions, how it is used by co-ordination of Inter-American Affairs, the Army, and the OWI for overseas transmission. He also mentioned the growth of the adult audience since the program was launched on the air 15 years ago.

Among the projects discussed by the board were: dramatization of moments in scientific progress, greater emphasis on musicology, and on American geography, introduction of notable radio broadcasts as part of the schools literature studies, and participation by noted news analysts in the current events course, retaining the customary informal discussion by local high school students.

FCC Refuses CP Review; Ignores Blood Relationship

(Continued from Page 1)

which holds a construction permit for a new station in Salt Lake City, is rehearing of the grant of a construction permit to the Salt Lake City Broadcasting Company which also has a permit for a station in that city. The Granite District group is in possession of a permit to build a station to operate on the 1,400 band with 250 watts, the grant having been made in September. Salt Lake City Broadcasting Company received an order on Oct. 30, for a station on 910 cycles, with one kilowatt.

The Granite District petition, filed in November, called for hearing on the latter application because Mrs. George C. Hatch, one of the partners in the Salt Lake City broadcasting company is the daughter of A. L. Fassman, chief stockholder of KLO, Ogden, Utah.

The Granite District found when it bought a MBS contract that KLO has a contract with MBS which precludes affiliation of any other station in the Salt Lake-Ogden area. KLO has first call for all MBS programs in this region.

Partner with Mr. and Mrs. Hatch in the Salt Lake City Broadcasting Company, is Robert Hinckley, WPB vice-chairman.

The Commission turned down the petition for hearing on the grounds that the blood relationship does not affect the fact that KLO has first call on MBS programs for the entire area.

COMEDY SCRIPTER

Presently in East. Now available for East or West coast. Ample credits. No speculation. Write Box 126, Radio Daily, 1501 Broadway, New York 18, N. Y.

COAST-TO-COAST

— ARKANSAS —

LITTLE ROCK—Recent additions to KARK's staff include: Bill Hill, announcer, who will also handle the weekly Boys' Club half-hour program; Earl Lewis, Jr., formerly with WBYN, Brooklyn; and John Adams, former network commentator, who has joined the news department. . . . Tommy Scott, radio veteran, pianist and organist, has been named musical director. . . . For the past two months, KARK has been preparing news summaries for Rotary and Lions Club meetings. Two-minute summary contains highlights of war, domestic and local news.

— IDAHO —

IDAHO FALLS—Frank McIntyre, KID general manager, has announced the appointment of Leonard Wasden to the new post of assistant manager. Wasden, who has been with KID since it changed ownership, will be in charge of local sales. Other changes include: Harry Woodle, now program director; Gene Ackerly, former chief announcer, has become production manager. New to the staff is John Sinclair, night manager, who comes from KUTA, Salt Lake City.

— NORTH DAKOTA —

FARGO—When a local paper carried the item that Moorhead and Fargo public libraries would answer questions regarding WDAY's "Tello Test Time" only for one-hour periods daily, but that enquirers could call the libraries during certain hours, the result was astounding. In one week, between 9 and 10 a.m., the Fargo library received 3,000 calls.

— SOUTH DAKOTA —

RAPID CITY—KOTA has come through the trying ordeal of studio redecoration and is looking forward to an increase in power to 5,000 watts in a few weeks. . . . Rolf Hertsgaard, program director, traveled back to his old station, WCCO, in Minneapolis recently to study the management side of the mike business and Lillian Ross, KOTA traffic directress, went along also to cram a little on traffic methods.

— GEORGIA —

ATLANTA—Henri Monet, perfume salon, had such good results from a Saturday night quarter-hour program on WGST, "Love in Bloom," consisting of poems and love songs, that they

have increased it to a half-hour show on Sunday night, 10:30 to 11. Show is narrated by Jimmy Kirby and written and produced by Don Naylor.

— COLORADO —

DENVER—Olinger's have renewed with KLZ for 52 weeks, five times a week with a change in format. James Roy, reader, and organist Les Weelans are now featured in the new series, "Treasured Memories" . . . Cecil Seavey of KOA's announcing staff has been appointed director of news and special events; Mary Elizabeth Mellor replaces Carl Mahl in the newsroom. . . . John Prince, KLZ continuity writer, died Feb. 12 following a long illness. . . . With the signing by American National Bank for a 52-week renewal of Fulton Lewis, Jr over KFEL, this bank has become Lewis' oldest, continuous sponsor.

— CONNECTICUT —

HARTFORD — Doug Fellows, WDRC's "Man Around the House," received a call the other day from a woman who ran into trouble while baking a cake. Doug saved the cake, and the day. . . . A new WDRC program comes direct from Washington. It's titled "Report to Connecticut" and features talks by the state's Congressmen and Senators. . . . BRIDGEPORT—Sidney C. Peters, WNAB promotion manager, wrote a special radio narrative on Col. Mucci which was aired over the outlet. The Colonel's sister was interviewed on the broadcast and presented with a transcription of the program.

— CANADA —

EDMONTON—The Northern Alberta branch of the Red Cross is benefitting to the extent of nearly \$400 a month as a result of CJCA's "Jo-Jo". . . . MONTREAL—Recently welcomed at the CBM studios was Terence O'Dell, one of CBC's top announcers, back from service with the Canadian air force where he has been serving as assistant radio liaison officer. . . . WINGHAM—The "Beaver" award, first of its kind in Canada, was made to CKNX as the outstanding radio station in the field of community service. Award was presented by "The Canadian Broadcaster" on the Borden Milk Company's coast-to-coast program, "Canadian Cavalcade," over the Dominion Network.

Tele Development Urged By McLean

(Continued from Page 1)

the war, McLean declared that eventual development of nation-wide television networks will bring programs to smaller cities and communities. He disclosed that GE engineers had developed a revolutionary electronic tube which will make possible this radio relaying of television and FM programs.

Cites Adv. Agency Interest

Skeptics who say television is not technically ready would be nearer the truth if they said that television is not quite ready program-wise, McLean said. This is no reflection on the television stations broadcasting now, he explained, because they are doing their best under difficult circumstances.

As indicative of the growing interest in television, McLean stated that 21 major advertising agencies have added video directors to their staffs. He referred also to the growing list of television applications with the FCC.

Gilbert's GI-Franking Bill Introduced By. Rep. Reed

Rep. Daniel A. Reed of Dunkirk, N. Y., Congressman from the 43rd District, New York, has advised Dick Gilbert, of WHN, that he has introduced his bill into Congress. The bill, which would extend the franking privilege to veterans in Government hospitals, was submitted by Gilbert to all Congressmen to poll their reaction to it. Gilbert has been conducting a campaign in behalf of the bill for 18-months.

Wedding Bells

Jack Creamer, the handy man of Mutual's "The Handy Man" series, 4:45-5 p.m., EWT, was married last Friday to Nikki Cherry of Philadelphia. They were married at Abington, Pa., and spent a week-end honeymoon at Goshen, in upstate New York.

Sommerville Resigns

Robert R. Sommerville, assistant sales manager of Mutual in New York announced his resignation on Saturday.

SEND BIRTHDAY GREETINGS TO...

February 19

Lucille Browning	Tom Dawson
Connie Gates	Ken Robinson
John W. Swallow	Frank Wilson
Margaret Morris	Stan Kenton
Lt. Comd. Eddie Peabody	
Sandy Becker	

SPORTS

MORE SPORTS COVERAGE

than all other Southern California radio stations combined.

KMPG

LOS ANGELES

710 Kc. - 10,000 WATTS

THE WEST'S GREATEST INDEPENDENT

National Sales Representative • Paul H. Roymer Company

Exclusive!

CUBS '45

BASEBALL

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS



History of Communications. Number Thirteen of a Series

MILITARY RADIO COMMUNICATIONS



Today the allied military radio equipments represent the "tops" in engineering design. Progress from the spark transmitter of World War I to present-day equipment is, indeed, a far cry. Taking up where they left off December 7, 1941, Universal Engineers, with their added experience with precision military equipment, shall produce for the public, electronic devices not of fantastic design — but of proven utility and quality.

After Victory is ours, radio amateurs, affectionately known as "hams," will be back after their experience with military radio equipment with an even greater desire to operate their own "rigs." It will be then that Universal will again have Microphones and recording components available on dealers' shelves.

< *FREE—History of Communications Picture Portfolio. Contains over a dozen pictures suitable for office, den, or hobby room. Write for your "Portfolio" today.*



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 To Help GI Get Job

Various Interests File For Allocation Review

Washington Bureau, *RADIO DAILY*
 Washington—FCC already has received 41 requests from radio, Government and industrial groups to present oral arguments at the hearings which begin Feb. 28 on the proposed new frequency allocations. The deadline for applicants to apply is tomorrow.

The hearings will be wide open, with representatives of the various organizations having the right to present material on subjects which were not considered during the original sessions which preceded the allocations. The FM people are expected to

(Continued on Page 6)

Chicago Radio Companies Discussing Merger Plan

Chicago—That tentative negotiations are under way to combine the forces of the Raytheon Manufacturing Co. and the Belmont Radio Corporation was announced yesterday by Lawrence Marshall, president of Raytheon, and Parnell Billings, president of Belmont. The two firms currently have total annual volume in excess of \$200,000,000.

Belmont, one of the country's largest

(Continued on Page 9)

AGVA Asking Radio Fee For Guest Appearances

Detroit—The American Guild of Variety Artists apparently has banned its members from making personal appearances on radio stations without remuneration. Reported that minimum fee is now \$25 and that

(Continued on Page 2)

Institutional

The Blue Network took the first step to acquaint the listening public with the web's new official title Sunday night when all programs carried the announcement: "This is the Blue Network of the American Broadcasting Company." A spokesman for the Blue said that the new identification announcement will be used henceforth on all chain-breaks.

NAB Women Directors Launch New Campaign

Some four hundred and twenty-five representative women in radio, professional and business fields gathered at the Hotel Roosevelt, last Saturday, for an all-day conference of the Association of Women Directors of the National Association of Broadcasters. Occasion was the launching of a three-month international campaign by the AWD called "Women of

(Continued on Page 9)

Helen Hayes To Mutual; Under Textron Sponsorship

Helen Hayes has been signed by Textron, Inc., to do a 15-minute dramatic series over Mutual for 52 weeks, beginning Sun., Feb. 25, 10:15-10:30 p.m., EWT, following the Earl Wilson show. The series will broadcast under the banner "This Is Helen Hayes," and the 15-minute dramatiza-

(Continued on Page 8)

OWI Booklet Sent To Stations Suggests Two-Point Policy For Aiding Vets To Make Civilian Readjustment

Institute Awards Set For Religious Group

Seven fellowships will be awarded to ministers or religious educators for study at one of the three NBC summer institutes at Chicago, Los Angeles or San Francisco, it was announced yesterday.

The Federal Council of Churches of Christ in America will be in charge

(Continued on Page 10)

Offered 7th Post On FCC, Herbert Gaston Declines

Washington Bureau, *RADIO DAILY*
 Washington—The Seventh post on the FCC, vacant since last June, when the former Commissioner, T. A. M. Craven, elected not to seek reappointment, has been offered Herbert

(Continued on Page 4)

New Radio Director Joins Buchanan & Co.

Martin Jones, former Broadway theatrical producer and playwright, has joined the Buchanan & Company agency as radio director, succeeding Jack Wyatt, who resigns to go into the Merchant Marine.

Jones has more recently been asso-

(Continued on Page 2)

Washington Bureau, *RADIO DAILY*
 Washington—In an effort to interest broadcasters in the OWI-Retraining and Reemployment Administration program the Government yesterday issued a booklet titled, "Veterans Information Program" which is being distributed to writers, radio station managers, script writers on commercial network programs, advertising agencies and the press in general.

Two broad aims are indicated in

(Continued on Page 6)

Britain Resumes Tele Via Private Showings

Television, discontinued in Great Britain shortly after the start of the war, has been resumed on a private-showing basis, it was revealed yesterday by Larry Lesueur in his "News of the World" program originating in London and broadcast in the United States over the Columbia network.

"While the British public is en-

(Continued on Page 9)

Weber Issues Statement On Coming FCC Hearing

New Orleans—Fred Weber, general manager of WDSU, issued a statement yesterday regarding the FCC hearing on WDSU scheduled for March 21 in Washington. The Weber statement follows:

"You will hear it stated that a

(Continued on Page 2)

Networks Planning To Cover Mexico Inter-American Meet

Three of the four national networks have appointed representatives to cover the Inter-American Conference in Mexico City which commences February 21, it has been learned. They are: CBS, NBC and the Blue Network. A spokesman for Mutual said tentative arrangements for coverage had been made.

Dean of commentators H. V. Kal-

tenborn will represent NBC, but will be heard from Washington on Fri., Feb. 24, after which he will leave immediately for Mexico City, where the facilities of XEW, NBC's affiliate there, will be utilized for the occasion. E. B. Canel, director of Latin-American programs, NBC International Division, will cover the occa-

(Continued on Page 6)

Sales vanishing? WLAW will help them reappear. WLAW contacts Northern New England.

WLAW is a direct route to sales. Don't miss your chances. Send for coverage map today.

Prophetic?

Robert McCormick, NBC war reporter in the Pacific, in a broadcast yesterday, uttered that what very well might become a slogan in our mounting offensive against the Nipponese. Against a background of landings and bombings of vital territory, including Japan's "sacred soil," he said: "From here on the Japs shall know no peace—unless they ask for it!"

Tall Tales

Servicemen in Army and Navy hospitals are now giving their imaginations full rein as they compete for a weekly prize of \$250 offered by Kate Smith for "tall tales," which the singer will read each Sunday on her program heard over the Columbia Broadcasting System. Not only will there be the big first prize, but 10 consolation awards of ten dollars each.



Vol. 30, No. 35 Tues., Feb. 20, 1945 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, February 19)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

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

20 YEARS AGO TODAY

(February 20, 1925)

Virginia C. Gildersleeve, dean of Barnard College, made her radio debut yesterday afternoon before the microphone of station WJZ, New York, when she broadcast a talk on the work of the student loan fund of the college and made a plea for Barnard alumnae and friends to attend the March 5 benefit concert.



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

Coming and Going

PAUL M. HOLLISTER, vice-president of CBS in charge of advertising and sales promotion, has arrived in Miami from Nassau via Pan-American Airways, and is now en route to New York.

HUGH R. NORMAN, manager of WNBH, New Bedford, is here from Massachusetts for a few days on station and network business. Paid a call yesterday at the headquarters of the Blue Network, with which the station is affiliated.

DONALD DWIGHT DAVIS, president and commercial manager of WHB, Kansas City, is in town for conferences with the national representatives of the station.

NED CALMER, CBS war reporter now on tour in the States, is scheduled to speak today in Morgantown, West Va.

BEN LUDY, general manager of WIBW, CBS affiliate in Topeka, Kans., is at web offices in New York for a brief visit.

WILLIAM F. BROOKS, director of NBC's news and special events department, has arrived in London on the second stop of his current tour of war capitals and battlefronts in the European Theater of Operations.

DR. I. KEITH TYLER, director of radio education at Ohio State University, who now is on tour of key cities throughout the Midwest, is in Des Moines for conferences with school officials.

LOUIS APPELL is in town from WSBA, York, Pa., on a short business trip. The station is an outlet of the Blue Network.

HERBERT L. KRUEGER, commercial manager of WTAG, CBS outlet in Worcester, Mass., a caller yesterday at network headquarters.

MORT SILVERMAN is in town for confabs with his national representatives. He's the commercial manager and publicity director of WEIM, Fitchburg, Mass.

Weber Issues Statement On Coming FCC Hearing

(Continued from Page 1)

hearing concerning WDSU has been set by the Federal Communications Commission for March 21, 1945.

"This hearing is the result of a complaint by Senator Overton that equal time opportunity on WDSU was not given last summer to his campaign in the Democratic Primary in Louisiana for United States Senator.

"Our information reported by our Washington attorney is that the Commission has not named this a hearing for the renewal or revocation of the license of WDSU.

"It is reported that the Federal Communications Commission has asked for a hearing so that any further facts may be presented to amplify the report furnished by WDSU to answer the complaint of Senator Overton.

"WDSU has the sincerest confidence that the Federal Communications Commission will recognize that equal time opportunity was afforded by WDSU to its fullest capacity to all candidates and that the contention to the contrary by Senator Overton will be proven false."

Dunninger On Video

Dunninger, radio and stage mentalist, will make his television debut on the CBS station, WCBW, New York, on Friday, Feb. 23, from 9:30 to 10 p.m., EWT.

New Radio Director Joins Buchanan & Co.

(Continued from Page 1)

ciated with the Red Cross, as chief of entertainment in the south European area on theater activities. He produced, wrote and directed the Broadway success, "Mulatto," and produced the 1936-7 editions of "New Faces," musical comedies. Before he became affiliated with the Red Cross, he served at NBC in television and public service capacities.

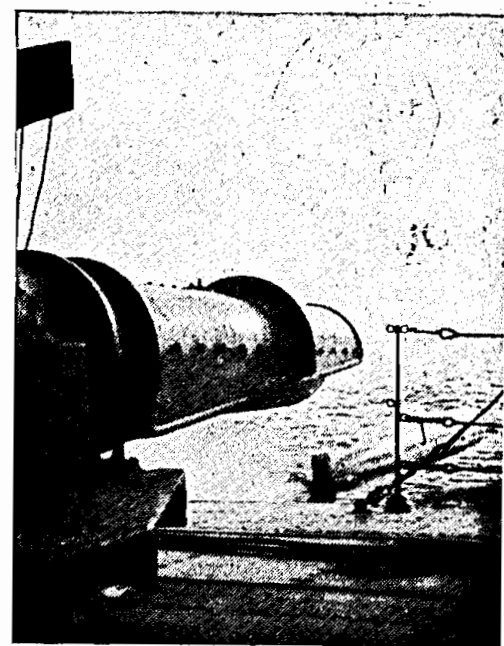
AGVA Asking Radio Fee For Guest Appearances

(Continued from Page 1)

letters regarding this have been sent to Detroit niteries and theaters. As a result guest appearances on WJR "Rhythm Matinee" this week are cancelled at least for the time being. For more than a year WJR regularly has presented on this program the biggest headliners such as Tommy Dorsey, Gracie Fields and Spike Jones.

Will Dramatize Career

Career of Jane Froman, singer crippled in a plane crash near Lisbon in 1943 while en route to one of the fighting zones with a USO unit, will be dramatized on the February 23rd edition of "Freedom of Opportunity," over Mutual, 7:30-8 p.m., CWT.



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

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



HOW TO HEAR A GENERALISSIMO 8½ HOURS BEFORE HE SPEAKS...

Scoops (known to the purist as beats) are the pride and joy of every network. They come in two kinds. One happens; the other is planned.

For example, Mutual *happened*, by being alert at the right moment, to bring home MacArthur's voice as an exclusive first, soon after his temporary departure from Bataan.

On the other hand, Mutual *planned* to deliver, single-handed, the voice of Chiang Kai-Shek, when trucks first traveled the new Ledo-Burma Road the other day. Never before (except briefly during a government Army Hour) had Chiang's voice been radioed to this country from Chungking. This took some doing, especially since we planned to include General Wedemeyer and Ambassador Hurley on the show.

And Mutual did it. Plaudits are due Mutual's Bob Brumby, in charge at Chungking; engineers along the line; and the network's News Division which coordinated the timing and teamwork essential to a scoop of this scope.

Secret Navy codes, complex shortwave relays, and precautions against Jap jamming were all involved—and so was the International Date Line. With the result that a 30-minute program originating in Chungking at 10 p.m. Sunday, January 28, was carried by the Mutual Network at 1:30 p.m.... 8½ hours *earlier*.

For the network that's making haste slowly, we sure get things done fast, don't we?

THIS... IS MUTUAL

SOUTHWEST

NITA HARRISON, songstress, whose program "Nita and Company" is heard every Wednesday over KGKO, Fort Worth, was practically born in a wardrobe trunk, although she didn't bow into show business as a featured singer until 1939 when she was featured with the Three Stooges at the State Lake Theater in Chicago. That same year, Nita also sang with the newly organized Harry James band.

Joining an ever-increasing number of symphonic organizations on the networks, the Houston Texas Symphony Orchestra has begun a series of radio concerts over the Texas Quality Network. Broadcasts originate from KPRC, Houston, under the baton of Ernst Hoffman. Programs are of a half-hour duration.

Rubinoff and his violin was a visitor in the southwest recently when he played at various army camps, hospitals and flying fields. While in San Antonio, Rubinoff played at Kelly and Randolph fields.

The Texas School of the Air, heard over member stations of the Texas Quality Network, this month observed its fifth birthday on the air. Approximately 1,000,000 school children are now hearing the program.

Paul Porter, FCC chairman, was a guest of the city of Dallas twice in one week when the plane the commissioner and his party were in was forced down due to weather conditions. Group was on a tour of army installations.

For the third consecutive year, KABC, San Antonio, aired the 1945 Golden Gloves tournament. Bill Michaels, sports announcer, handled the blow-by-blow and Alec Chessner, the color.

Sportscasters To Address W. E. Red Cross Rally

Bill Slater and Don Dunphy, sportscasters, will be guest speakers at the Red Cross rally of Western Electric employees sponsored by the Labor Management War Production committees special Red Cross committee at the company's tube shop today from 11 a.m. to 1 p.m.



"I can even remember when automobiles were advertised over WFDF, Flint."



California Commentary!

● ● ● Hedda Hopper, who changed her name from Elda Hopper because her husband, De Wolf Hopper, got her name mixed with three of his former wives, thinks four radio producers she knows ought to get together and make some changes, too! They are Tom McKnight,

Los Angeles

Dick McKnight, Dick Mack and Vick Knight. . . ● Frank De Vol, music conductor of the Rudy Vallee and Mutual's "Music Depreciation" programs, is getting to be known, like Hedda, as "The Hat." Frank never goes to a rehearsal or broadcast without wearing a dilapidated pork-pie hat, weather-beaten and rain-faded. Since he wore it some years ago and won an audition, he considers it a good-luck headpiece. . . ● NBC's Athletic Association tossed a Valentine party at the Knickerbocker Hotel Feb. 16th. . . ● It's a coincidence that Al Jarvis, who conducts "Make Believe Ballroom," over KFVB, and Joe Yocam, substitute conductor, both underwent new physicals last week and were both again classified 4-F.

★ ★ ★

● ● ● Al "Elmer" Pearce of "Here Comes Elmer," has inaugurated a one-man campaign to give deserving talent a radio break. He is selecting the most promising material from the youngsters who have assisted him on his service camp appearances and is giving them guest spots on his program. Already two have appeared on the show—Patricia Lynn and Margie Liszt—and others are scheduled for early tryouts. . . ● Cass Daley last week decided against journeying to New York this Summer for a featured part in a new Broadway musical, which was recently offered her. The comedy cutup on the Frank Morgan show plans, instead, to spend the airshow's Summer vacation making a tour of service camps and hospitals. . . ● Hal "Gildersleeve" Peary says he's having so much trouble with the Tiger Lilies in his Victory Garden that he might get Frank Buck for a gardener.

★ ★ ★

● ● ● Julian Harmon and Jameson Brewer, who are on leave of absence from Metro-Goldwyn-Mayer, are writing on the Garry Moore-Jimmy Durante show and are enthusiastic about the comedians and Producer Phil Cohan. Harmon wrote the original screenplay for "Main Street Today," an M-G-M short subject, which has been nominated for an Academy of M. P. Arts and Sciences award. . . ● Sgt. Bill Alcine, husband of Marcia Crocker Alcine, of the Warner Bros. publicity department and a former radio writer, was wounded in action by artillery fragmentation outside Manila. Correspondent for "Yank," he landed with initial troops at Guadalcanal, Tarawa and Leyte. . . ● Executives of the Hutchins agency and the Philco corporation tossed a testimonial party honoring John B. Parsons, Philco's western sales manager, who has been watch-dogging the show since it moved to Hollywood from New York early in December. He was gifted with a silver tray, inscribed with the names of Paul Whiteman, musical director of the "Hall Of Fame"; Tom McKnight and Eddie Saulpaugh, producer and associate producer; Mort Lewis writer, and Ernest B. Loveman, Fran Waldbridge and Betty Koch of the Hutchins agency. . . ● Mel Traxel, a free-lance photographer who has been doing much work for NBC's Western division has been inducted into the Army and has reported at Fort MacArthur. The division is establishing its own photographic department, with Baldwin Sullivan, formerly with INP, in charge. . . ● John Zoller, NBC staff producer, who has been representing the network on "Cavalcade Of America" will also be the B B D & O producer on the show. . . ● Jimmy Durante has received a fan letter from the crew members of the newest bomber to be named "Umbrigo." Altogether there are now five bombers and a fighter plane named "Umbrigo," as well as a sub chaser, a merchant marine vessel and a torpedo test barge.

—Remember Pearl Harbor—

CHICAGO

By BILL IRVIN

ROBERT EWING replaces G. A. (Jerry) Varnon as supervisor of Blue Network's central division research department. Ewing joined the Blue in January, 1942, as local sales service manager. He was made network sales service manager in July, 1944.

Harry C. Kopf, vice-president and gen. mgr. of the NBC central division, and his brother Richard attended the funeral of their brother, James, 38 who died in El Paso, Tex., last week after a long illness. James had been a member of the sales department of station KTSM for the past six years. He is survived also by his widow, a daughter and a sister.

Offered 7th Post On FCC, Herbert Gaston Declines

(Continued from Page 1)

Gaston, Assistant Secretary of the Treasury, and has been refused by him, RADIO DAILY learned last week. Gaston is a member of the Board of War Communications, and has been active in Governmental Radio Affairs.

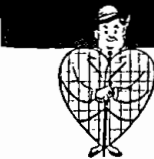
The offer was made informally late in January, it is believed, with Gaston having taken some time to decide that he preferred to remain at his important Treasury post.

Choice of a successor still is uncertain, with Gaston turning down the job. The names of Rosel Hyde, assistant FCC general counsel, and the columnist, Lowell Mellett, are still prominently mentioned here.

STARS OVER KMBC



Like all KMBC personalities, Erle Smith is nationally publicized and nationally known! Erle is KMBC's general managing news editor—heading up one of radio's finest news departments. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.



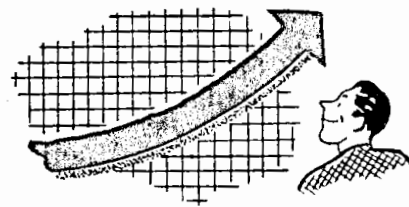
KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS
STATION for MISSOURI and KANSAS

It looks like a bright future
for the San Francisco Bay Area.



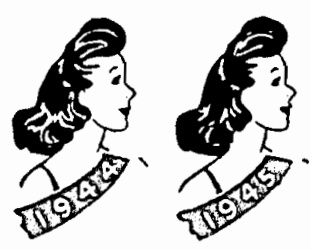
Business went up
12.57% in the first 11 months
of 1944. Payrolls and



retail sales soared too.



1945 looks even better.



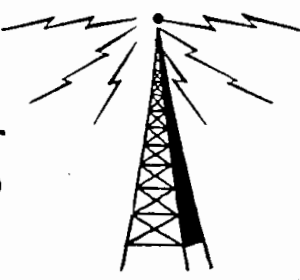
Insure your part in this



bright 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

Various Interests File For Allocation Review

(Continued from Page 1)

make the hottest fight, seeking to retain their present position in the spectrum and not be pushed upstairs as provided in the allocations.

Slated to present arguments either opposed or in favor of the allocations are the following: Yankee Network, RCA, NBC, RCA Communications, Inc., Radiomarine Corp. of America; Television Broadcasters Association, Allen B. Du Mont Laboratories, CBS, Lorain County Radio Corp., Cowles Broadcasting Co., NAB, Interstate Broadcasting Co., Frequency Modulation Broadcasters, Inc., Subscription Radio, Inc., American Radio Relay League, Capitol Broadcasting Co., Schenectady; WMFM, Milwaukee; Zenith Radio Corp.

Also, Association of American Railroads, Railroads Radio Communication Service, Panel 13, RTPB; Trustees of the Chicago, Rock Island and Pacific Railway Co., National Association of Motor Bus Operators, U. S. Independent Telephone Association, Aireon Mfg. Corp., National Association of Taxicab Owners, Westinghouse Electric International Co., Eastern States Police Radio League, U. S. Office of Education, Federal Security Agency, American Transit Association, Edison Electric Institute and Edison Electric Illuminating Companies, Society of the Plastic Industry, Inc., Wabash Telephone Co., Tri-County Telephone Co., Union Telephone Co., Texas Telephone Co. and Southern Continental Telephone Co.

Survey In Milwaukee Favors Post-War FM

Milwaukee—The Milwaukee "Journal" has released preliminary figures from its 1945 Consumer Analysis of Greater Milwaukee relating to post-war radio receivers.

The figures released are those concerning FM and reveal that:

(1) 34.3 per cent, or 78,076, of Greater Milwaukee's 227,626 families have listened to FM broadcasting at one time or another.

(2) 5.9 per cent, or 13,430, Greater Milwaukee families now own one or more FM sets. (Note: The total FM receivers within the area of WMFM, the Milwaukee "Journal" FM station, has been estimated at 21,000. Leaving 7,570 in the WMFM listening area outside of Milwaukee county, which represents an additional 150,000 families).

(3) In their post-war sets 77.4 per cent of Greater Milwaukee families want provision for FM reception. This

ATTENTION ADVERTISING AGENCIES FOR RENT — RADIO BRAIN

An idea man who has created, produced and directed programs from 15 second spots to one hour shows. Available immediately. Box No. 124, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

OWI Advising Broadcasters On Special Veterans' Programs

(Continued from Page 1)

the presentation: "First to inform the veteran, his family, and the public of veteran rights, benefits and privileges and to tell where and how the returning serviceman or woman may get them."

"Second, to make the veteran's readjustment to civilian life easier by providing the information necessary to combat possible misunderstandings between veterans and civilians."

Among the programming possibilities suggested for radio are several subjects under the caption, "Information Objectives." These are listed as follows:

"1—To inform the veterans, his family and the public of the veteran's rights and privileges and where they may be obtained.

"2—To show communities throughout the country the need for, and how to organize, veterans' information committees and local information centers in co-operation with State Selective Services, USES, and Veteran's Administration committees.

"3—To instruct the people at home on the treatment of the veteran whether he be disfigured, disabled,

highly nervous, or in perfect physical and mental health.

"4—To acquaint employers with the many virtues of employing veterans whether they are disabled, recovering from nervous conditions, or are in good health. Also to emphasize to employers the value of vocational and other training the veteran has received and, if disabled, the rehabilitation he has been given by the military service.

"5—To point out to the veteran his opportunity to help build a better America, reminding him that he is well qualified to do just that by reason of his military and other training, his qualities of leadership and his respect for discipline."

OWI Offices Co-operating

Regional offices of OWI are co-operating with radio stations in putting into effect programs or round table discussions on the rehabilitation of servicemen. In New York, Harry Levin, regional director for radio for OWI, is sponsoring the activity.

James R. Brackett, is the deputy OWI director in Washington in charge of the program. Robert L. Hutton, Jr., is serving as program manager.

Retires After Twenty Years With KTAR In Phoenix

Phoenix, Ariz.—One of the pioneers of radio in the southwest, James Richard (Dick) Heath, has ended a 20-year career with KTAR and the Arizona Broadcasting Company. Heath has been commercial manager for many years. He and Arthur C. Anderson, now a lieutenant in the army air corps, converted the then young KTAR into a commercial station 20 years ago. The station later was taken over by the Arizona Republic and Phoenix Gazette, the local newspapers, and joined the National Broadcasting Company in 1930. KTAR is the oldest station in Arizona. Controlling stock is now held by John J. Louis, of Chicago and Phoenix. Heath's future plans have not been announced.

Kaye Show On Blue

Sammy Kaye's Tangee Varieties, formerly heard on Mutual, will do their first broadcast on the Blue from Miami, Fla., on Friday at 10 p.m., EWT. Show features Paul Winchell, ventriloquist.

The program is produced and directed by Devere J. W. Engelbach.

is in contrast to only 75.9 per cent who want provision for AM broadcasting.

(4) Of the 227,626 Greater Milwaukee families who want provision for FM reception in their post-war radio, 21.6 per cent insist on FM before anything else, and 36.5 per cent consider FM as the second most important feature of their post-war radio sets.

F. X. Zuzulo Becomes Trade Editor Of MBS

Francis X. Zuzulo, formerly a captain in Military Intelligence and medically discharged because of injuries sustained at Naples, has been appointed editor in charge of trade and news broadcasts for MBS, it has been announced. Zuzulo's previous affiliates were the UP in Kansas City and New York, Readers Digest, MacFadden Publications and H. Sargent Appleton Company of New York. Zuzulo has been with Mutual since September as night press editor.

Bert Silen Rejoins OWI

Washington—Bert Silen, the former NBC station manager in Manila, has rejoined the OWI as an information man in the Philippines, the agency announced this week. He served OWI for 18 days beginning Dec. 15, 1941 and was broadcasting for the Government when a Japanese bomb knocked out his transmitter.

PROGRAM and PRODUCTION MANAGER

KNOWLEDGE of publicity and promotion. Comprehensive background including New York Key Station experience. All replies held confidential. Write Box 129, Radio Daily, 1501 Broadway, New York 18, N. Y.

Webs Arrange Cover For Mex. Conference

(Continued from Page 1)

sion Feb. 21 to completion, for the Latin-American shortwave radio audience.

CBS' Daniel Lundberg, correspondent in Mexico City, will keep the web informed from there. Edward Tomlinson, the Blue's authority on Latin-American affairs, will commence his commentaries on Feb. 25.

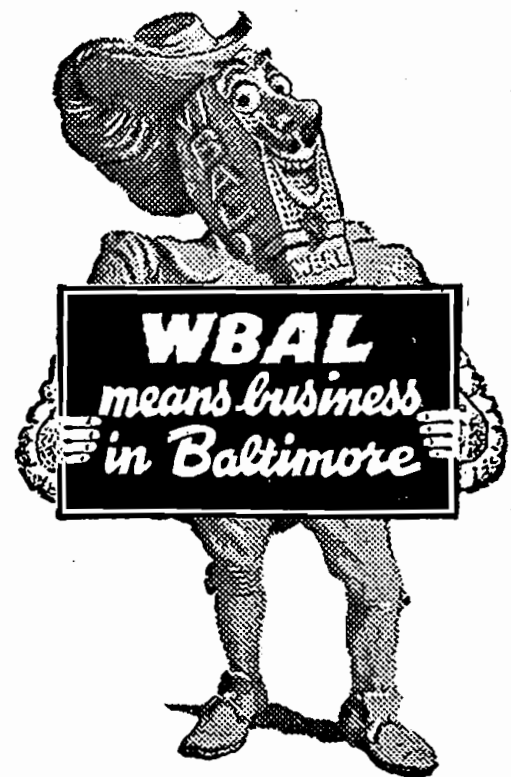
WIP Renews BBC Feature For Phila. Home Folks

Philadelphia — Benedict Gimbel, president of WIP, announced yesterday that in 1945 his station will continue its policy of bringing to its listeners the first-hand story of how "Johnny Philadelphia" is doing in the war through its exclusive arrangement with the British Broadcasting Corporation.

Said Gimbel: "WIP will continue in 1945 to tell first to Mr. and Mrs. Philadelphia how Johnny Philadelphia is fighting in the European battlefields as well as scoring other beats on world developments by virtue of exclusive Philadelphia arrangement with BBC's astute shortwave programming."

Two Shows Carried

"Trans-Atlantic Salute" is the title of the special program WIP has designed through the BBC in which men from the Philadelphia area, Eastern Pennsylvania, New Jersey and Delaware are interviewed. In addition to this special show, WIP also carries "BBC's American Eagle in Britain" which is followed by "Off The Record" featuring BBC's are commentator, Stanley Maxted. WIP also airs "BBC's Radio Newsreel" every Sunday at 8:00 a.m., EWT and breaks in with BBC news flashes.



Edward Petry & Co., National Representative



Mind if We Salute a Couple of Great Pioneers?

SOME of us here at the Blue, while old hands at radio, are new to certain phases of this network business.

Not exactly Johnny-Come-Lately's, though. The New Blood at the Blue spent many a year in the trenches, so to speak, at the agency end of radio. We played a part in helping advertisers build some of the present top-rating shows.

But now we're in the saddle of a network trying to make it more useful to more people and, at the same time, trying to build in values that will make it possible for advertisers and agencies to sell *more* goods at *less* cost.

And the deeper we dig in, the more we realize how fortunate we are that our predecessors had level heads.

Broad Vision Avoided Traps

Ever think how sour radio might have gone with the wrong handling? We figured out the other day, for example, that the amount of listening in a single week to Blue Network shows is the equivalent of 475 million people.

And that's only one week on one network. Ours. Our predecessors, who have been in the business longer, have even larger audiences, so the sum total of the three major networks will probably run into a billion and a half or two billion. That is a lot of listening. *A lot of opportunities through the years to make very bad mistakes from which no end of criticism would have arisen and about which the Government might have had to take violent action.*

But the vision of the Paleys and Kestens and Sarnoffs and Trammells kept radio from falling into that trap.

Now comes a new era. During the war radio has become a vital instrument of communication, a greater personal friend to John Q. Public than ever before. And the job of

servicing an economy on-the-mend after the war is going to force radio into being a still better selling medium. So, armed with a radio system that's earned a brand new pedigree and with new jobs to do, we, at the Blue, are setting out to match our ideas against the old timers, and benefit by their experience.

We feel that we are making progress—a lot of progress.

We have put together what is generally regarded as the ablest program department in the network business.

We have added 8 new powerful, well-managed stations.

We have permitted broad freedom of expression to our news commentators, believing that in this way the Blue can make "freedom of the air" a reality.

We can point to the biggest ratings of any network on weekday mornings—a record that has been maintained every month for over a year.

All this progress helps build confidence and reputation and, in turn, these two ingredients help our advertisers *sell more goods.*

Now There Are Three Great Networks

Yes, the radio "picture" is changing—perhaps by as much as 33½ per cent—for many feel that where once there were only two great networks, now there are three. Shrewd Time Buyers are becoming increasingly aware of this and many now consider it sound postwar planning to have a good time period on the Blue tucked away.

Yep—we're building on the sound and firm foundation laid by the pioneers. God bless 'em.

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G C O M P A N Y , I N C .

EQUIPMENT

New Westinghouse Appointment

Appointment of Curtis W. Lehner as southeastern district manager for the Home Radio Division, Westinghouse Electric & Manufacturing Company, was announced by Harold B. Donley, manager of the division. Mr. Lehner will maintain headquarters in Atlanta and serve North Carolina, South Carolina, Georgia, Florida, Alabama, Louisiana and parts of Tennessee and Mississippi.

Motorola Names Davis

The Davis Radio Company of Fresno, California, has been named distributor of Motorola radios in that State's Counties of Stanislaus, Tuolumne, Merced, Mariposa, Madera, Fresno, Kings, Tulare and Kern, it was announced by W. H. Kelley, general sales manager of Galvin Mfg. Corp., makers of Motorola Radios.

Babkes To Lear, Inc.

Elmer R. Crane, general manager of the Radio Division of Lear, Inc. has named E. Joseph Babkes, formerly associated with the War Production Board, radio purchasing agent. Prior to his WPB assignment, Mr. Babkes had been associated with Fada, Emerson and RCA. His new headquarters will be located at the Lear plant in Grand Rapids, Mich.

Named To W. E. Board

John R. Read, chairman and president of the Canadian Westinghouse Co., Hamilton, Ont., Canada and Gwilym A. Price of Pittsburgh, who joined the company as vice-president in 1943, have been elected to the Board of Directors of the Westinghouse Electric & Manufacturing Co., it has been announced by A. W. Robertson, chairman of the board.

Three Commercial Shows Renewed On CBS Web

Three Columbia network program sponsors have renewed their contracts, with renewals to become effective as follows: Campbell Soup's renewal is for "The Jack Carson Show," heard Wednesdays, 8-8:30 p.m., EWT; agency is Foote, Cone & Belding, effective Feb. 28. Quaker Oats renews its Friday 9:30-10 p.m., EWT spot, effective March 2; but the program will be changed on March 9, from "That Brewster Boy" to the "Those Websters" series. Ruthrauff & Ryan is the agency. Cresta Blanca Wines, effective March 6, will continue to sponsor "This Is My Best," Tuesdays, 9:30-10 p.m., EWT, over 74 stations. BBD&O is the agency.

Two Networks!
Three City Market!!

CBS - WENT - MUTUAL -

Gloversville - Johnstown - Amsterdam
SPOT SALES, INC., Nat. Rep.

WHO'S WHO IN RADIO

BARRY FARIS

MODEST Barry Faris, editor-in-chief of International News Service, would rather talk of the radio program preferences of his family and friends, than discuss his experiences as the only chief of a major American press association to make a personal tour of the far flung Pacific and European theaters of war . . . Faris, who has been at the helm of INS for more than 25 years, also has the distinction of having directed the coverage of news in World War I as well as World War II.

Prior to his entrance into the press association field, he ran the gamut of newspaper experience from reporter to managing editor.

Born in Ipswich, South Dakota, Faris started his newspaper career as a reporter for the St. Joseph (Missouri) Gazette in 1908. From there, he went to the St. Louis Globe-Democrat and later to the Kansas City Post. After serving in various capacities on a number of other prominent papers, he went to Indianapolis as managing editor of the Indianapolis Sun. A few years later, he joined the United Press and then switched to INS where he rose from one executive post to another until he was appointed vice-president in 1927 and editor-in-chief in 1932.

Under his expert guidance and tutelage, some of the most famous name-writers in American journalism have been developed including such outstanding ones as Quentin Reynolds, the late Floyd Gibbons, H. R. Knickerbocker, the late George R. Holmes, William K. Hutchinson, James L. Kilgallen—and more recently, Richard Tregaskis, who won his spurs as a war correspondent on Guadalcanal.

Faris actively directs the war coverage of INS—just as he directed it in World War I, and the slogan he has set before each and every INS correspondent is: "Get it FIRST but FIRST get it right."



"Veteran"

Helen Hayes To Mutual; Under Textron Sponsorship

(Continued from Page 1)

tions will be based on true experiences of nurses in the current war. The first will deal with Major Flora Fellmeth of the Army Nurse Corps, who was one of the last to leave the Philippines during the Jap invasion.

Clare Booth Luce was formerly mentioned as a radio personality possibility for Textron sponsorship; however, it has since been learned that she has since been dropped for "political reasons." Neal Hopkins will write and produce the Helen Hayes stanza. J. Walter Thompson is the agency for Textron.

Miss Hayes is currently appearing in the stage vehicle, "Harriet," in Chicago, from where the radio program will originate until the actress returns to the East. The Mutual outlet is WGN. Miss Hayes was last heard over (1941) CBS on the Silver Theater series, sponsored by Lipton Tea.

Night After Night

Songstress Evelyn Knight will guest on CBS's "Here's To Romance," Thurs., Feb. 22, 10:30-11 p.m., EWT, and the following evening on NBC's Schaefer Revue, 7:30-8 p.m., EWT.

Juvenile Show Now Co-op

"Chick Carter, Boy Detective" is the first juvenile program available for local sponsorship under the Mutual network's new Co-operative Program Department plan.

PROMOTION

Tel-Pic Tieup

Tel-Pic Syndicate, Inc. of New York have renewed their contract for the fourth consecutive year with WWVA, Wheeling, W. Va. for the display of their radio news photos.

New subscribers to Tel-Pic within the past month have been KFOX, Long Beach, Calif.; KWKW, Pasadena, Calif. and WEW, St. Louis, Mo.

Tel-Pic Syndicate in celebration of their fifth anniversary are giving their station subscribers for free distribution a booklet containing 24 photos of radio personalities appearing on their station with copy about the program that the artist appears on. Each booklet on the front and back cover is imprinted with station call letters and copy.

New Music Schedule

Beginning with February 1, Pirrone Wines, sponsors of WPAT's daily program of uninterrupted recordings, "Music a la Mood," are distributing a monthly program schedule to dealers of their products throughout the metropolitan area. Format is styled along the lines used by WPAT in the weekly schedules. The Pirrone brochure will be placed on counter for the convenience of retail customers and are mailed to listeners who write for copies.

WCKY

C I N C I N N A T I

AP
UP
NEWS

WITH

REX DAVIS

4 TIMES DAILY

NAB Women Directors Lunch New Campaign

(Continued from Page 1)

United Nations." Four-fold in purpose, this second editorial campaign of the AWD's proposes to: develop understanding among women of the world; meet returned veterans' changed horizons; share mutual experience and encourage a respect for differences; and build a foundation for a lasting peace. Through a membership of 700 women broadcasters of local stations from coast to coast, the association will reach women listeners daily with variations of this theme.

The day's activities began with a packed business meeting of the 78 members present, followed by a conference program and panel discussion presided over by Ruth Chilton, president of the AWD, which was participated in by Alma Kitchell, Mrs. Margaret McBride, Bessie Betty, Ruth Crane, Mildred Bailey, Helen Sioussat, Jane Wagner, Hazel Cycles, Ruth Welles, Nell Daugherty and Estelle Sternberger.

Mrs. Roosevelt Honored

The luncheon, also attended by heads of major women's organizations as well as representatives of women's international organizations, featured the presentation to Mrs. Franklin D. Roosevelt by Ruth Chilton of the association's award as "America's best-known woman broadcaster." In accepting the award, Mrs. Roosevelt paid tribute to the women of America and called them the "custodians of crises." She said, "I couldn't have done anything as the wife of the President unless the women were accepting responsibilities in playing a great part in a great world."

Netherlands Queen Heard

Speaking over the Columbia Broadcasting System from London, Queen Wilhelmina of the Netherlands addressed the conference and made a direct plea for greater relief for Holland. Other speakers included Charles P. Taft, director of the Office of War-time Economic Affairs of the State Department, Mme. Henri Bonin, wife of the French Ambassador, Mrs. H. Emily Taft Douglas, and Mrs. Edgar D. Hardy, president of the National Council of Women of Canada.

Among the distinguished guests

★ AGENCY NEWSCAST ★

LARRY STEVENS publicity organization, effective Mar. 1, will merge with Hope Associates Corporation, specializing in musical and commercial publicity. Larry Stevens becomes vice-president in charge of sales for the Hope organization, with E. F. Winston as general manager, and M. B. Francis chief account executive.

BALTIMORE AND OHIO RAILROAD is again sponsoring an advertising campaign in the smaller communities along the 11,000 miles of its lines. Richard A. Foley Advertising Agency, Philadelphia, is in charge. This is the third year that this type of copy has been used by the road.

FIGIDAIRE DIVISION, General Motors Corp., in its forthcoming campaign, will use the service type of advertising, stressing the care and use of refrigerators as well as the advantages of the company's post-war products. Foote, Cone & Belding is the agency in charge.

THE NUNN STATIONS: WBIR, Knoxville, Tenn.; WLAP, Lexington, Ky.; WCMI, Ashland, Ky., and Huntington, W. Va., and KFDA, Amarillo, Texas, will use a total of over 112,000 lines in the daily newspapers in their respective cities, and a minimum of 80 display advertisements in radio trade journals.

Radio Technique School Opens In Chicago, Mar. 1

Plans to open a Chicago branch of the School of Radio Technique on March 1st were announced by Franklin Hauser, director of the school in New York. The school was recently commissioned by the Pennsylvania Railroad to train their employees in the use of public address systems. They have also tutored many amateurs who have been placed in radio stations in all sections of the country. John F. Gilbert is associated with Mr. Hauser in planning their new Chicago school.

seated at the two-tiered dais in the grand ballroom of the Roosevelt were representatives of France, Netherlands, Denmark, China, Luxembourg, India, Czechoslovakia, Canada, Bolivia, Brazil, Colombia, Mexico, Cuba and the Dominican Republic, as well as many of our national leaders of organizations and the professions. Dorothy Lewis, coordinator of listeners activity of the NAB presided at the meeting. Also present were Brig. General David Sarnoff, president of RCA; Paul Porter, FCC Chairman; Paul Kesten, executive vice-president, Columbia Broadcasting system, and Edgar Kobak, president, Mutual Broadcasting System. An international broadcast over CBS from 3:30 to 3:45 p.m. featured the addresses of Mrs. Roosevelt and the Queen.

VICTOR CONTESSA has joined Moss Associates as account executive. He formerly was sales promotion manager of Freed Radio Corp.

NORMAN D. WATERS & ASSOCIATES, INC., is preparing a campaign for the Industrial Undergarment Corp., makers of ready-to-wear.

ROLAND E. JACOBSON now is with the Los Angeles office of Buchanan & Company, Inc., as account executive. Formerly he was account executive with The McCarty Company, same city.

HOME INSURANCE COMPANY, to assist in the recruitment drive of the American Red Cross for nurses aides, is sponsoring an advertising campaign in 52 cities. Radio has not as yet been included. Albert Frank-Guenther Law is the agency.

Britain Resumes Tele Via Private Showings

(Continued from Page 1)

grossed in war," said Lesueur, "British scientists are thinking about the peace. This week Britain will try out television again for the first time since it was discontinued at the start of the war. But all showings will be private. British home viewers will not be able to see the innovations discovered during the war."

Chicago Radio Companies Discussing Merger Plan

(Continued from Page 1)

Best producers of private brand radio receivers sold through mail order houses, chain stores and other retail outlets, has its plant in Chicago. Raytheon, a leading manufacturer of electronic tubes, operates plants in Newton, and Waltham, Mass.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

NOW AVAILABLE
Associated Press News
7:00-7:15 a.m., Monday thru Saturday
with an average daily rating of

11.7

vs.
2nd Station — 1.0
3rd Station — 2.2
Call the Katz Agency, or Jimmy Hagan at WWNC, Asheville 5500

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director Represented by the Katz Agency

JOB WANTED

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

Ben Ludy,
GEN'L. MGR.

SWIBW

The Voice of Kansas
TOPEKA

Institute Awards Set For Religious Group

(Continued from Page 1)

of the applications which close on March 15. Awards will be announced on April 1.

Dr. James Rowland Angell, NBC Public Service Counselor, is chairman of the joint committee making the awards. Other NBC representatives include Dr. Max Jordan, NBC Director of Religious Broadcasts, and Sterling Fisher, NBC Assistant Public Service Counselor. Representing the Joint Radio Committee of the three Church groups are Dr. Truman Douglass, executive vice-president of the Congregational - Christian Churches' Board of Home Missions; the Rev. James Flint, of the Congregational-Christian Churches; and the Rev. Everett C. Parker, of the Joint Radio Committee of the three churches.

Web Staff Aid Hospital In Ambulance Emergency

When the Knickerbocker Hospital, New York, recently requested WOR to spot-announce for ambulance drivers, listener responded overwhelmingly and there were enough drivers to take care of six days of the week, leaving a dearth of drivers for Sunday exigencies. However, the Sunday problem was since taken care of by members of the Mutual staff, headed by Tom Slater, the web's sports and special events director. Others co-operating are: Paul Jonas, Henry Viscardi, Ted Danley, Jane Hobby, Lillian James, Helen Weiss, Hal Wagner, Jane Siebrecht, Ira Goff, Barry Keit, Wilb Eickelberg, Paul Kilian.

Crosby Invites Contralto

Contralto Marian Anderson's appearance on Big Crosby's "Music Hall" program will mark the great singer's first guesting on the program, Thurs., Feb. 22, 9-9:30 p.m., EWT, over NBC. Kraft is the sponsor, and J. Walter Thompson is the agency.

Wit Versus Wit

Beatrice Lillie, currently starred in the Broadway musical, "Seven Lively Arts," will guest-appear on Earl Wilson's Sunday program over Mutual, 10-10:15 p.m., EWT.

Mueller To Speak

Merrill "Red" Mueller, NBC war correspondent back from the European front, will appear on the Town Hall morning lecture series tomorrow at 11 a.m. Mueller's topic will be "Report from the Fighting Fronts."

AVAILABLE WRITER

Mystery—dramatic and situation comedy. Excellent credits. Write Box 128, Radio Daily, 1501 Broadway, New York 18, N. Y.

Washington Front

By ANDREW H. OLDER

NOTHING to point to early radio legislation by the present Congress. Despite all the fuss of last year, there doesn't appear to be much serious intent to pound out a bill amending the radio law. There will probably be an attempt late this year to put out a new bill, but unless it's pushed a good deal more energetically than last year, don't expect much. . . . And we don't advise that you count on passage of the Coffee-Pepper bill providing for broadcast of Congressional proceedings. It's not likely to go through this session.

Cliff Durr is back from the hospital, where he had a painful operation on his neck, and is still reluctant to put his name on a lot of the renewal approvals voted by the Commission. His point is simply that very many stations are not providing the service they promised when they originally got their license. . . . The listing of licenses for renewal comes to the Commission on a single sheet, without the various forms showing program service and other pertinent matters which are so carefully explored before the license is granted. Cliff got curious a short time ago and began to look into some program logs, comparing them with the program promises in the applications. And what he found did not please him. . . . He hasn't made a statistical study of the matter, but he feels that a station licensed by the Commission after promising to operate in the public interest is not living up to its pledge when it carries 75 per cent network shows, 20 per cent transcription and the rest local—usually news and spots. (The figures, he says, are exaggerated in many cases, but he feels they can be far less topheavy and still indicate the broadcaster is not operating in the public interest.) . . . Further study convinced him that the war period has seen a stronger trend on the part of many broadcasters to sacri-

fice their policy for profits. In effect, Cliff feels that many broadcasters have shown no restraint in cutting down on their local and public service programs in order to "serve as a sub-distributor for the networks." In return for which they are showing fabulous profits made possible because they have a license to operate through the public property—the ether.

The local net outlets continue to do a bangup publicity job here—with three newcomers taking hold. Bryson Rash continues at WMAL (Blue), but his club is now very much coed. Tom Means is the other man—turning out a considerable volume of good material at WOL (MBS), with Mary Cavanaugh, former news gal (who plays a good game of bridge while in an airplane) in Tom Knode's office at NBC and Mary Fran Zarbock, who worked with Howard Stanley at CBS now taking over for him. Tom and Stan are in New York with their respective nets engaged in conferences regarding future plans.

Power of radio department: Clyde Doyle, freshman Congressman from California, was a schoolboy chum of CBS' Bill Henry. At the inauguration broadcast last month Henry was taking his mike about the White House grounds to pick up some of the color, spied Doyle and Mrs. Doyle. He came over to them, shook hands with Clyde and told the listening nation that among those present were Mr. and Mrs. Clyde Doyle. . . . Clyde's still getting mail as a result of Henry's announcement—including a letter from a long-lost friend living in the mountains of California. He hadn't seen or heard of Doyle for 25 years and was amazed to learn from the broadcast that Doyle was a Congressman from a district only about 100 miles away from where the writer lives.

Rintoul Applies To FCC For Okay To Sell WSRR

Washington Bureau, RADIO DAILY
Washington—Application for sale of WSRR, 250-watt station in Stamford, Conn., for \$161,000 has been filed with the FCC. Seller is Stephen R. Rintoul, with William F. Gillespie, publisher of the Stamford "Advocate," and his family as the purchasers. The station operates on 1,400 kilocycles with 250 watts.

Movie Promoted Via Song

An innovation in film promotion will be broadcast over the CBS "Family Hour," when Betty Smith, of "A Tree Grows In Brooklyn" fame, appears on the program to discuss the old popular songs mentioned in her novel, and in the screen version. Al Goodman and his orchestra will play the entire ensemble in a medley Sun., Feb. 25, over CBS. 20th Century-Fox produced the film.

Irvin Sulds Named Producer Of Amer. Forum Of The Air

Irvin Sulds, former radio advisor of the War Production Board, has been named producer of the "American Forum of the Air," Theodore Granik, founder of the forum, announced yesterday. The "American Forum of the Air" oldest public service program in radio, is heard over the coast-to-coast Mutual network, Tuesdays, 9:30 to 10:15 p.m., EWT.

Book Adaptation

Ezra Stone-Weldon Melick's book, "Coming, Major!" describing Army theatricals beginning with variety programs at Camp Upton and on to the establishment of the Army's first Theater Section, has been adapted for radio by Gene Hurley to be broadcast over WNEW's "Show Biz At War," Feb. 23, 9-9:30 p.m. Jack Grogan will direct.

Quebec Premier Plans Another Can. Network

Montreal — Conflict between the Dominion government and the Quebec Provincial government over ownership of the air was precipitated last week when Premier Maurice Duplessis of Quebec gave notice of motion forecasting introduction of a bill authorizing the creation of a Provincial Broadcasting System. The present CBC, creation of the federal government, is the supreme authority. Premier Duplessis complained some time ago that CBC would not permit him to broadcast his speeches although they broadcast speeches of Hitler and other enemy and foreign statesmen, as well as those of Premier Churchill and British and Canadian ministers.

First Step Taken

Duplessis also asserted that when he came to power he would create a Quebec provincial radio system, and he has now taken the first step. The bill has not yet been distributed but that it is not known how Mr. Duplessis will overcome the ruling of the Privy Council that radio broadcasting is ultra vires of provincial jurisdiction. This ruling was given a few years ago when Premier L. A. Tachereau, the head of the Provincial Liberal Party at the time, sought to establish a Quebec broadcasting system independent of the federal government.

WJZ Reverses Decision; Remains On Air All Night

Reversing its decision to sign off from 2 to 6 a.m., WJZ announced yesterday they would remain on the air 24 hours a day with a new all-night program. Stan Shaw, veteran disc jockey, will conduct a new 1 to 2 a.m., recorded show Monday through Friday while Tom Reddy will take over the chores on Saturday and Sunday nights.

this is

WDOD

20th YEAR

ACCORDING TO EVERY HOOPER

the overwhelming

CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

CBS

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

5,000 WATTS DAY AND NIGHT

★ ★ ★ COAST-TO-COAST ★ ★ ★

— INDIANA —

SPORT WAYNE—A record collection on the March of Dimes was reported by the WOWO Beck sisters when their appeals brought in 13 per cent of the total collection in the local drive. . . . Hillard Gates, WOWO sports editor, is making a survey for MSP among managers and coaches of the National Pro Basketball League and the 10 best all-time players and the greatest individual player. . . . WOKOMO—WKMO has added to its staff a former director of AWD. She is Ann Ginn who comes as women's director and will broadcast directly from her home Monday through Friday mornings at 10:45.

— SOUTH CAROLINA —

COLUMBIA—WIS began the month with two new contracts brought in by Leo (Skipper) Downs: "Songs from Morton Downey," sponsored by Columbia Coca-Cola Bottling for a year, and Byron Parker's Hillbillies, under sponsorship of Green Harvester and Implement. . . . WIS continuity writer, Jean Brabham is sponsoring a radio playwriting contest in local high schools. Winning play will be aired over "Youth Time," weekly feature starring the younger generation. . . . SPARTANBURG—John Carrington, WORD program head, is playing Lord Chancellor in the Converse College production of "Iolanthe."

— ILLINOIS —

CHICAGO—WJJD femme news days: Mary Jane Earnhart, nightclubber, has joined the WJJD musical department as staff musician. Meg Maun, "Canteen Hostess of the G.I. Hit Parade Juke Box," entertains the vets at Fort Sheridan twice weekly. . . . Montgomery Ward have started sponsorship of "Ethel and Albert" on WENR. Contract, signed through Hoote, Cone & Belding, is for 13 weeks. Another new contract is for 13 weeks of Ulmer Turner's news-casts with the Chicago Motor Club, through Agency Service.

— IOWA —

DES MOINES—In line with station manager Phil Hoffman's public service plans for KRNT, letters are being sent to civic leaders pointing up special broadcasts and events such as basketball, and programs from the State legislature which are under the direction of George Cremins, newly-named special events directors. . . . Dan Hosmer, continuity writer, has been named to head KRNT continuity, replacing Virginia Melton, resigned. Hosmer is a former WLS, Chicago, writer and producer.

— NORTH CAROLINA —

CHARLOTTE—New WBT faces belong to Sarah Ellen Curran, Lois Wiseman and Bill Huntley. Martha Miller, women's editor, participated recently in a roundtable discussion of post-war problems during the NAM meeting. . . . ASHEVILLE—WWNC will back up the Red Cross drive for membership with three series of programs throughout the campaign and will devote five minutes on alternate days to local speakers.

— FLORIDA —

WEST PALM BEACH — WJNO has moved from its old location on Okeechobee Road to the new Flagler Drive site at the request of the Army because the tower created a hazard to planes using Morrison Field. Open house is being held at the new studios this week for visitors to view the show place effects. . . . MIAMI—WIOD announces a 52-week contract with Burdine's for a 15-minute Monday through Saturday program titled "Sunshine Time." New program is heard 8:30 to 8:45 a.m.

— MASSACHUSETTS —

FITCHBURG—Lt. Charles Lawrence, Jr., on inactive duty with the AAF, has joined the staff of WEIM. . . . BOSTON—Louise Morgan, WNAC women's director, spoke recently on the "Technique of Broadcasting" at the annual vocational guidance forum of the Lynn Classical High School. . . . The Metronome award to the outstanding band leader of the year was presented to Lionel Hampton on the WCOP "Girl About Town" program, earlier this month. . . . New to radio is Stephen Brickley, WCOP control operator. . . . WORCESTER — Art Wallberg, popular WAAB-Tello-Test quizzier, received the right answer to the "all important" question, and was married this month to Marine Sergeant Anice Jane Clay at Broadway Temple, New York.

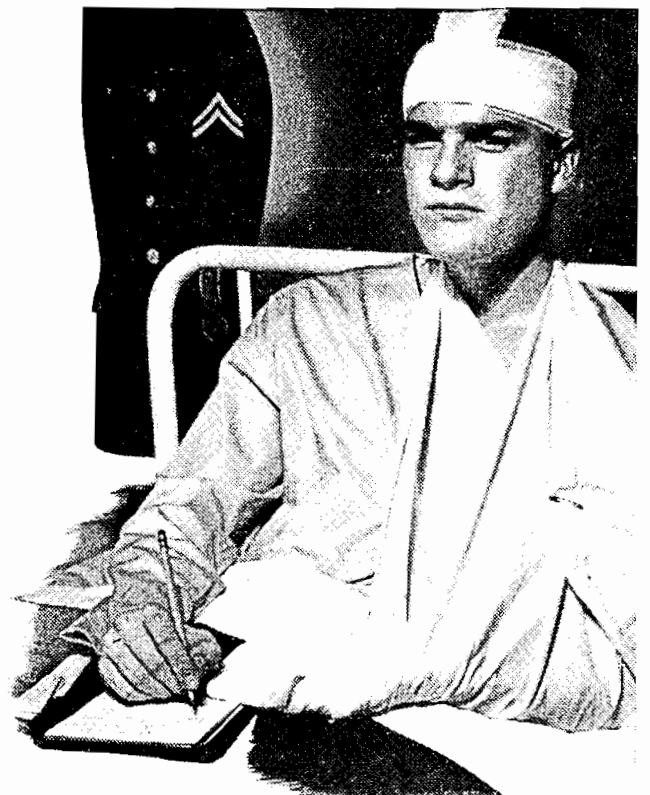
— KENTUCKY —

LOUISVILLE—Nancy Hudspeth of WINN continuity and engineer Dick Russell have announced their engagement. . . . "Red" Bauer, WINN sales manager, has been appointed publicity chairman of the sales managers council of the Board of Trade. . . . New business includes 330 spots for Hull-Dobbs, used car dealer; 13 "Sunday Reverie" programs for Herbold Funeral Home; and 19 weekly half hours for Federal Savings & Loan Assn. . . . WHAS news room chief, Edgar E. Ferrey, is serving as extension lecturer in journalism at the Indiana University Center in Jeffersonville, Indiana. Ferry is an Indiana alumnus.

— LOUISIANA —

NEW ORLEANS—WVL chief engineer, J. D. Bloom, is conducting weekly classes for his staff in Frequency Modulation, following which he plans to go on to Television. . . . Celanese Corp. has inaugurated a new series of transcriptions over WVL. Program is captioned "Musical Preferences" and is aired Monday, Wednesday and Friday. . . . Feminine contingent of WVL tendered a luncheon party to Jenny Orlesh early this month just prior to her marriage to Frank Morgan, localite. . . . WVL's "Club USO" originates each Saturday from a different USO center in New Orleans with Deane Long, production manager, acting as emcee on the program and Ray McNamara at the piano.

"HOBBY THERAPY"



Photograph Courtesy Merck & Co., Inc.

"HOBBY THERAPY" is probably the best description one can give to the fine work being done by Mrs. A. Sherman Hitchcock on her weekly WTIC broadcast, "How To Enter Contests And Win." Beginning nearly five years ago, the program was designed and has been very successful in helping WTIC listeners win prizes in national contests. The war, and particularly the great increase in the number of hospitalized veterans, gave enterprising Mrs. Hitchcock another idea. She is now encouraging her listeners to interest convalescing service men in contesting as a hobby for creating mental stimulation and serenity of mind. From all reports, the plan has met with heartening success, and has inspired some very generous praise from physicians.

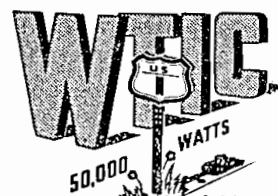
These war veterans are now discovering what thousands of Southern New Englanders already know—Mrs. Hitchcock's "Contest Club Of The Air" gets them in on the "pay-off." Prizes awarded to her followers range from \$25 War Bonds to a mink coat, airplane, and a check for \$10,000. Results like that make contest activities profitable as well as pleasurable.

WTIC's role in this worth-while undertaking is, perhaps, an unusual one for a radio station to assume, but we believe that our continuing interest in the health, happiness, and well-being of our community of listeners is more than reciprocated by their loyalty to us—and to you who use our facilities.

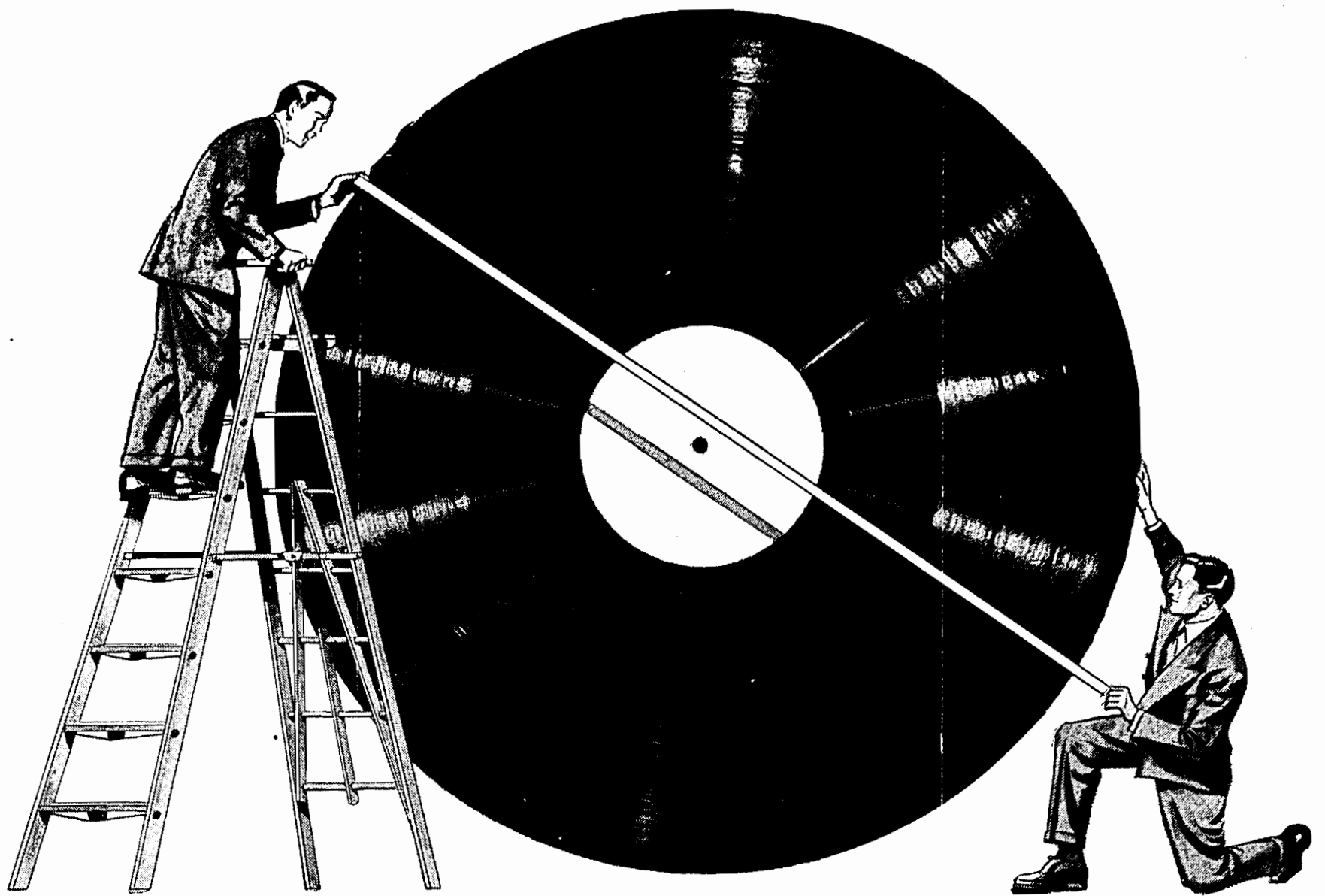
WKY delivers a larger FARM AUDIENCE in Oklahoma than any other radio station.

A fact revealed by the 1944 Oklahoma Radio Audience Survey. The OKLAHOMA RADIO AUDIENCE OF 1944. WKY OKLAHOMA CITY. The Kutz Agency Representative. Copy sent on request.

SEND BIRTHDAY GREETINGS TO... February 20. Jane Colbert, Richard Humber, Curtis Roberts, Bruce Wendell, Judy Frost, Burt McMurtrie, Vera Van, Dick Post.



DIRECT ROUTE TO SALES IN Southern New England. 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.



How big is Big Time Showmanship?

BIG ENOUGH, we'd say, to emphasize the difference between a juke box and a broadcasting studio—and between transcribed libraries!

Compare the trios, quartets, organ soloists and usual small groups—so abundant in ordinary libraries—with ASSOCIATED'S elaborate, exclusively *radio-grooved* units like these:

RAY BLOCH ORCHESTRA AND CHORUS—33 musicians, 14-voice chorus, 3 top soloists • **ROY SHIELD AND ORCHESTRA**—34 musicians • **ALFRED WALLENSTEIN AND CONCERT ORCHESTRA**—33 musicians • **ASSOCIATED GRAND OPERA COMPANY**—32-voice chorus, 8 soloists, 60-piece orchestra under Cesare

Sodero • D'ARTEGA AND ORCHESTRA—26 musicians • **ANDRE KOSTELANETZ**—40 musicians, mixed chorus of 14 voices • **AL GOODMAN AND ORCHESTRA**—33 musicians • **ROMANTIC CYCLES**—16-voice chorus, 9 principals, 18-piece orchestra • **EDWIN FRANKO GOLDMAN BAND**—50 musicians • **FREDDIE RICH AND ORCHESTRA**—20 musicians, mixed vocal group of 7.

We could keep going, for there are plenty more—with plenty of selections by each one! But the point is . . .

For *big-time showmanship* that fills time *profitably*—for *most* hours of the best *radio* music—it's ASSOCIATED!

Write *today* for the ASSOCIATED LIBRARY booklet.

Associated Program Service

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

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 36

NEW YORK, N. Y., WEDNESDAY, FEBRUARY 21, 1945

TEN CENTS

Curfew Hits Web Remotes

Radio Makes Plans For Red Cross Drive

Plans for radio's participation in the 1945 Red Cross drive starting March 15, have been completed, with networks and independent stations in New York and throughout the country announcing unprecedented programming in support of the campaign.

In New York City, Mark Woods, president of the Blue Network, was named chairman of the Red Cross committee representing the entertainment industry while William Feinberg, secretary of Local 802, AFM, was named vice-chairman; (Continued on Page 10)

Web Reported Planning Tele-Movie Department

West Coast Bureau, RADIO DAILY
Hollywood—Plans to establish a television newsreel and a motion picture division are being developed by a major network, it was learned authoritatively yesterday. Principal obstacle is said to be the union problem which presents certain jurisdictional and other angles. Top newsreel men are understood to have been approached for executive spots in the early post-war period.

Two Executives Added To Spot Sales, Inc. Staff

Appointment of Edgar H. Twamley as general manager of the Chicago district offices and Griff Thompson as an associate in the New York office was announced yesterday by Loren L. Watson, general manager of Spot (Continued on Page 2)

No Paper Tomorrow

Tomorrow, February 22, is Washington's Birthday and a legal holiday throughout the United States. RADIO DAILY will not be published.

Opposition Looming Against Quebec Web

Montreal—Justice department and Canadian Broadcasting Corporation officials were emphatic in stating yesterday that "it is quite beyond the constitutional and legal right of the Quebec government to set up its own independent broadcasting chain in that province." How far Premier Duplessis plans to go in the radio broadcasting bill he has recently introduced in the Quebec legislature or how far he will attempt to push the bill and subsequent attempted action thereon is not yet clear.

Aside from legal and constitutional angles, CBC officials point out that Quebec is well served at the present (Continued on Page 5)

Heath Succeeds Dale In NBC Executive Post

Horton H. Heath has been named director of information for NBC succeeding Albert E. Dale who has resigned, Frank E. Mullen, vice-president and general manager of NBC, announced yesterday. Heath, formerly an executive of RCA joined NBC in January of last year as assistant (Continued on Page 2)

New NBC Program Policies Outlined In Web Brochure

Revision of several of the network's policies on commercial programming was announced yesterday by Niles Trammell, president of NBC, in an effort to "improve its service in the public interest."

Highlights of the revisions include: 1st. Abeyance list discontinued. 2nd. Replacement programs subject to acceptability. 3rd. No artist control of

The station Northern New England listens to first—WLAU. Send for coverage map. Advt.

Cancel Repeat-Show Studio Audiences But Legal Interpretation Awaited; Band Remotes Being Revamped

FCC To Talk Revising Clear-Channel Rules

Washington Bureau, RADIO DAILY
Washington—FCC yesterday ordered a general public hearing, beginning May 9, to determine whether changes should be made in the present policy on allocation of "clear channels" in the standard broadcast band. "Since 1928," said FCC, "the Commission and its predecessor, the (Continued on Page 8)

Blue Program Dept. Announces Changes

Stuart Buchanan, who has been manager of the Blue's script division, has been made a program supervisor and John Coburn Turner, formerly manager of the Program Promotion division, has been made manager of the script division replacing (Continued on Page 5)

Equity Defends Artists Against Bennett's Slam

Coming to the defense of actors and actresses who were recently mentioned by the Midwestern Congressman Marion T. Bennett as swaggering around and wearing the Purple (Continued on Page 3)

Midnight curfew requested of various places of amusement as a wartime conservation measure, may revolutionize the entire schedule of network and individual stations carrying remote band pickups from the resorts involved. That the schedules will have to be completely revamped goes without saying, but the situation which squeezes down the number of orchestras available to midnight in the respective time zones, means a (Continued on Page 3)

TBA Board Meeting Names New Director

Members of the board of directors of Television Broadcasters Association meeting in New York on Monday voted to have Colonel William A. Roberts represent TBA at the oral arguments on allocations proposals before the FCC on February 28th. The TBA, it is reported, are satisfied with the tele allocations recommended by the FCC and will be (Continued on Page 3)

Time-Sales Up 19% For 50 Kw. Stations

Washington Bureau, RADIO DAILY
Washington—Net time sales of the country's 53 50,000-watt standard stations totaled \$58,624,000 in 1944, the FCC announced yesterday. This was (Continued on Page 8)

Number, Please

Mutual's publicity department adopted a new technique for contributing dimes to the March of Dimes campaign. The department said it would match in dimes the number of incoming telephone calls to the department for one day. The total came to 196, and publicity chief Jim O'Bryon had a check made out in the sum of \$19.60, contributed by the staff.

Unidentified?

Richard L. (Dick) Tobin, who recently came to the Blue Network from the "Herald-Tribune," addressed the Faculty Club of Columbia University and lashed out at censorship methods of SHAEF. Tobin, who is an associate professor of the university's School of Journalism, was later quoted by Lowell Thomas and Gabe Heatter, on rival webs.

WLAU serves New England's 3rd Largest Concentrated Radio Audience—and how! Advt.



Vol. 30, No. 36 Wed., Feb. 21, 1945 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

(Tuesday, February 20)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Nat. Union Radio, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(February 21, 1925)

Another epoch-making event in the swiftly moving history of radio broadcasting is foreseen in the arrangements now being made to enable the entire radio audience of the United States to "listen in" to the Inauguration ceremonies at Washington, March 4.

OFF RECORDINGS THE MIRACOUSTIC RECORDINGS by CARL FISCHER, Inc. CI-7 2965 119 WEST 57th STREET, N. Y.

Coming and Going

JOHN F. ROYAL, vice-president of NBC in charge of television, has left for the West Coast headquarters of the network, where he will spend three weeks developing the web's future video plans in Hollywood. He is scheduled for an address on Television before the Advertising Club of San Francisco.

JOHN TOOTHILL, president of Burn-Smith Company, Inc., will arrive in New York today for conferences with Bob Keller, eastern manager of the station rep organization.

C. W. MYERS, president and station manager of KOIN, Columbia network affiliate in Portland, has arrived from Oregon for conferences at the New York offices of the web.

JOHANNES STEEL, commentator on WHN, is expected back today from Washington, D. C., from which point he originated his broadcasts of Monday and Tuesday.

PETER DONALD, he of "Can You Top This" and other programs, is expected back today from Boston, where he participated in a benefit for the Boston War Veterans Fund.

DON FEDDERSON, president and station manager of KYA, San Francisco, has arrived from the West Coast on business. He was welcomed Monday at the offices of his national reps.

A. D. WILLARD, JR., general manager of WBT, CBS-owned station in Charlotte, N. C., is spending this week in New York.

JOHN MAYO has returned from an extended business trip in the interest of the Lang-Worth Library, a two-month jaunt during which he renewed friendships in Tennessee, Kentucky, Louisiana, Mississippi and Alabama.

EDDIE KASPER and AARON BLOOM, president and treasurer, respectively, of Kasper-Gordon, Inc., Boston transcription producers, are in New York for a few days auditioning disc shows, and conferring with Hillman Publications on their "Real Romances" transcribed syndicated series.

W. B. RYAN, general manager of KFI, Los Angeles, will arrive in New York today from the West Coast. He'll be in town until Sunday, when he plans to leave for Washington, D. C., where he'll attend the district directors meeting of the NAB next Tuesday and Wednesday.

DORIS ANNE, of NBC's personnel division, visited at the Bridgeport YWCA, where she addressed the members on the subject "Opportunities for Women in the Field of Radio."

MARIE HOULAHAN, director of press information at the CBS-owned station in Boston, WEEL, is spending a few days in New York.

Heath Succeeds Dale In NBC Executive Post

(Continued from Page 1)

to Mr. Mullen. Mrs. Irene C. Kuhn, assistant director of information, and Anita L. Barnard, manager of the correspondence division, will report to Mr. Heath.

WMCA Executive Applies For Overseas Permit

Application to go overseas as a special war correspondent in the European Theater of War is expected to come through soon for Leon Goldstein, vice-president of WMCA, who applied for the accreditation some time ago, it was learned yesterday.

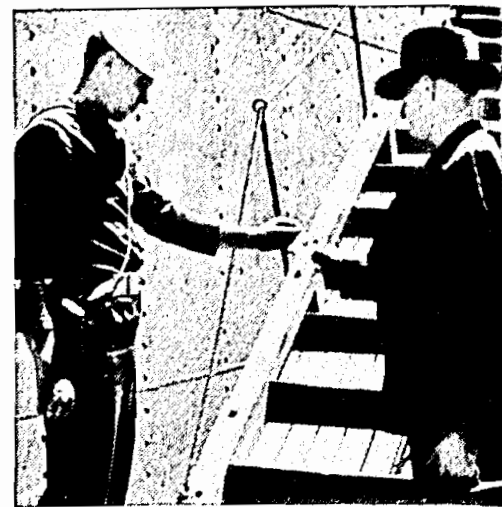
Meanwhile, it has also been learned that Goldstein has acquired a wire recorder which he will use for interviews with the servicemen at the front. These interviews will be short-waved each day to WMCA from the nearest available shortwave station. The program department of the station is tentatively planning to have the shortwavecasts utilized as a daily program. Providing Goldstein is confirmed, he will be assigned to a metropolitan unit.

Two Executives Added To Spot Sales, Inc. Staff

(Continued from Page 1)

Sales, Inc. Twamley for the past 12 years was general manager of WBEN in Buffalo. Thompson, who recently retired after two years service in the Army as a Captain in the radio section, has wide network experience having been associated with the Blue, NBC, and at the time was general sales manager of all Westinghouse stations.

Scoop! CAB CALLOWAY (IN PERSON) 8:05 P.M.—8:30 P.M. EVERY TUE.-THUR.-SAT. W-I-N-D CHICAGO 560 Kc. 5000 WATTS



Official U. S. Coast Guard Photo

Identification, please

You don't board a ship in the harbor these days... unless you belong on it!

And the day is coming when a radio station won't go on a list... unless it can sell goods at a low cost.

We're looking forward to that day. W-I-T-H didn't become the successful independent in a five-station town because it had glamour call letters.

W-I-T-H was founded when a station was judged by its results. You'll find it true again tomorrow when the race to sell goods in this sixth largest market really gets under way.



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.

Murfew Hits Networks Via Repeat Audiences

(Continued from Page 1)

...ramble as to which bands will obtain preference.

...Possibility of a method of rationing out the time on the air is not without foundation. Alternative would be for networks to work across the country in the time zones similar to that of the New Year's Eve all-night dance parades. This however is less attractive than picking the bands up from Eastern key outlets. Other ramifications arise from commitments already made for wire service, which involves both the resorts, networks and booking agents representing the bands. Not a little of the business however is straight commercial time sales while the band is on the air.

...Mutual Broadcasting System insofar as its New York originations are concerned will revamp its setup. Whereas 22 bands are picked up weekly from remote spots, the sked will now be narrowed down to eight bands weekly. This means that the eight bands will be allocated between 11:30 p.m. and 12 midnight. Outside of New York bands will get an opportunity to be heard between midnight and 1 a.m. from Western time zones. WOR's "Moonlight Saving Time" will move up an hour and start at 1 a.m., EWT instead of one hour later. This indicates that Mutual does not plan to pick up bands beyond the Central Wartime Zone.

Repeats Lose Audiences

CBS along with some other webs hit the question of studio audiences for repeat shows, which of course affects the Blue and NBC as well. As to band skeds, CBS plans to halt New York pickups around 11:45 p.m., EWT and where orchestras are programmed thereafter, the time zones will be followed to the Coast so as to keep within the new rulings locally. Web closes at 2:05 a.m., EWT.

Repeats hit on CBS as to studio audiences include "Hit Parade" on Saturday midnight to 12:45 a.m. (Sunday morning). This of course continues but minus the audience. "It Pays To Be Ignorant," on Friday night repeats at 11:30 p.m. to 12 midnight, and this will also lose the studio audience. "Aldrich Family" on Friday night repeats midnight to 12:30 a.m., EWT which also gets into the no-audience category on the repeat.

Blue Marking Time

Blue Network is waiting to take a peek at the actual wording of the new rules in order to avoid misunderstanding. Blue has about nine and one half hours of band remotes weekly. Shows include in New York, "Rumpus Room" which is a mid-

Equity Defends Artists Against Bennett's Slam

(Continued from Page 1)

Heart decoration, Actors Equity Association yesterday issued a statement relative to action on the matter by its Council.

Equity statement reads: "The council of the Actors Equity Association on behalf of all performers of the USO Camp Shows condemns in the strongest terms the statement of Congressman Marion T. Bennett belittling the service which these performers have given and especially directed at that fine actress Jane Froman. Not one of them has received an official decoration. Several have given their lives, others have suffered serious injuries, and all have contributed immeasurably to the happiness and the morale of the Armed Forces."

Aids Red Cross Drive

Sidney J. Flamm, vice-president and general manager of WPAT, Paterson, N. J., has been made director of radio publicity for the Red Cross Drive in North Jersey.

Will Film Breneman Show

A motion picture based on "Breakfast in Hollywood" will be produced by Golden Pictures featuring Tom Breneman, emcee. Edward S. Golden, producer, is already casting for the picture version of the Blue network's morning funfest.

...night to 12:30 a.m. program. Repeating at a late hour is the Allan Young show and this will probably drop the second audience. Blue may pick-up bands from the West, or may even consider closing down at an earlier hour than now.

NBC was somewhat undecided as to a course of action last night. It is pointed out that the network has not been picking up many bands out of New York after midnight. "Telephone Hour" is the only late repeat. Question of repeat audiences being within or out of the pale in the request of James F. Byrnes, War Mobilization Director is a matter of dispute in some quarters.

WOOD
20th YEAR
CBS
for
CHATTANOOGA
5,000 WATTS DAY AND NIGHT

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

Joseloff Leaving Blue; Reported Joining Biow

Stanley Joseloff, national director of talent and program development for the Blue Network, has resigned his post to go over to the Biow Agency, it has been announced, but not officially. Both the Blue Network and Biow spokesmen declined to comment. However, a spokesmen for Biow said "he hopes it's true."

Joseloff was formerly affiliated with Young & Rubicam, where he was engaged in the talent scout department. He joined the Blue approximately three months ago.

Production Report

Shipments by International Detrola Corporation of war equipment, including electronic and radio devices and various machinery units totalled \$9,100,000.00 in the first quarter of the company's fiscal year, it has been announced. The figure covers production in November and December of 1944 and January of 1945, President C. Russell Feldmann said.

TBA Board Meeting Names New Director

(Continued from Page 1)

present at the hearing only as observers.

Emerson Markham, associated with General Electric in Schenectady for the past 20 years, has been named a director of the TBA. He succeeds Robert L. Gibson, also of G. E., who has transferred to the company's new chemical department.

Ralph Austrian, head of the RKO Television organization, was named program chairman for TBA during 1945.

Wright Bryan Safe

Wright Bryan, NBC war reporter and managing editor of the Atlanta "Journal," who was captured by the Germans on the Western Front last Sept. 12, has been reported "free, safe and well," according to the Associated Press yesterday.

KNOW-HOW shows how
in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

YOUR ESSO REPORTER

Is broadcast 26 times weekly and on WWNC for the 9th consecutive year. It has an average rating per broadcast of

16.9

... a tribute to the consistent and effective radio advertising of the Standard Oil Company of New Jersey so expertly handled by Marschalk & Pratt.

Rating figures indicate percentage of radio homes in area tuned to each of above stations

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST. CHICAGO 1, CENTRAL 5775

WWNC 570 KC Serving Western
North Carolina from ASHEVILLE

Don S. Elias, Executive Director
Represented by the Katz Agency

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

Feb. 17th Concert

Brahms' Symphony No. 1
in C Minor, Moussorgsky's
Prelude to Khovantchina

JEAN EMERY

Musical America,
New York, N. Y.

It would be difficult to imagine a more brilliant, powerful and poetic interpretation of Brahms' First Symphony than that which was accorded it last Saturday by the Boston Symphony, under Dr. Serge Koussevitzky, at New York's Hunter College Auditorium. The concert, sponsored by Allis-Chalmers and broadcast by the Blue Network, opened with Moussorgsky's delightful "Khovantchina" Prelude which finally faded away into silence so gradually that one could not tell just when the music ended and when the breathless silence began; then the spell was broken, almost rudely, by applause.



That the orchestra played to a capacity audience, goes without saying, and it is only to be regretted that it doesn't come here more often.

A brief talk by Rear Admiral Clark H. Woodward was the intermission feature and a Navy film short was shown after the concert.

Saturday, 8:30 P.M., E.W.T.—

Blue Network

Heitor Villa-Lobos, Conducting

Boston Symphony Broadcasts
Serge Koussevitzky, Conductor
Sponsored Every Saturday By
ALLIS-CHALMERS
Mfg. Co., Milwaukee, Wis.

"Engineering that aids all industry—
further American Good Living"



Notes From A Ringside Seat . . . !

• • • Stanley Joseloff, former Nat'l Program Mgr. of the Blue, now radio director of Biow agency. His first headache will be "Gaslight Gayeties." Joseloff is terrifically sold on Beatrice Kay and secretly thinks he has another Joan Davis in her, but that her material to date has been strictly below par. Will Glickman moves into the new setup as top writer for the show. . . . Is the old rumor about Gen'l Amusement and Wm. Morris merging about to be revived? . . . Ish Kabibble, bang-haired Kay Kyser comic, has been tagged for Uncle Sam's Navy, where he'll probably give his bangs to the Japs. . . . "Hollywood Mystery Time" has done away with opening and closing theme to provide additional time for plot development. . . . One of the major variety shows (not Bandwagon) is having trouble with its visiting maestro policy. A case of too many promises. . . . Andy Russell, who is being hailed as a second Sinatra, is starting out the same way—cut a million ways. . . . Short story: A gal took a job as sec'y to a famous comic recently just so's she could lift his ad libs and pass them to her boy friend, who's a big time radio gag writer. . . . Sandy Bickert, who reads those "Lucky Strike" commercials, is one guy who doesn't have to be told to use his sponsor's product. He's be very happy to do so if they'd only tell him where he can get some.

☆ ☆ ☆

• • • You all know Earl Wilson's fondness for glamour gals, especially the real slinky ones, namely Lauren Bacall. At any rate, the agency called Metro to set some of their sirens on Wilson's WOR show. The answer came back immediately. "We only have one star available—Margaret O'Brien!"

☆ ☆ ☆

• • • "Matinee Theater," (CBS Sundays 2:00 p.m. with Victor Jory and Gertrude Warren), brightened up our whole Sunday afternoon with the exquisitely beautiful love story, "Intermezzo." To show we're not the only pushover for a love story, the rating on the show has climbed to 5.8, highest the spot has ever held. This, despite its only being on seven months and against the big league competition of "Those We Love," seasoned and mellowed by seven years. The writing, we hear, flows from the facile pen of Jean Holloway, former Kate Smith scripiter.

☆ ☆ ☆

• • • Among other things that have puzzled us is this Midas touch of Frank Cooper—the uncanny ability to dip into the talent pool and come up with a winner every time. As witness Dinah Shore, Frank Sinatra and Alan Young—a three ace hand. Amazing part of it is that Cooper doesn't abide strictly by the rules; that is to say he doesn't follow the opinions of the so-called "experts." Sinatra, for instance, was first grabbed by MCA, only to be turned out to pasture later on the grounds that he was only a so-so singer. As for Alan Young, the lad has copped every major radio poll this year and is about to sign a picture contract starting at five grand a week—an absolutely unheard of figure for a newcomer. And now Frank has again gazed into his private crystal ball to come up with Peggy Mann, singer of songs. Frank will lay you odds that Peg is destined for the Dinah Shore circuit.

☆ ☆ ☆

• • • If you're good enough in radio they can't kill you off, even if the script calls for it. Take the case of Rozanne in "Mary Marlin," for instance. She played the role of an international spy who got knocked off recently. Well, Jay Hanna, the director, and the writer, whose name escapes us at the moment, liked her work so well that they wrote in a new character for her—the twin sister of the dead spy.

☆ ☆ ☆

—Remember Pearl Harbor—

IN PENNSYLVANIA THE
**TRI-PENN
MARKET**

**WGAL
LANCASTER**

**WKBO
HARRISBURG**

**WORK
YORK**

**produces sales
for you**

• The Tri-Penn primary area is a rich region in the heart of Pennsylvania — which is not covered by any other station.

Write main office — 8 West King St., Lancaster, Penna., or

Sales Representative

RAYMER

NBC-MUTUAL

Opposition Looming Against Quebec Web

(Continued from Page 1)

time with both CBC and privately-owned radio stations, extending from Nehull in the Northwest to New Carlisle in the East. Dr. Augustin Frigon, now CBC general manager, has always had direct supervision of CBC programs for French-Canadian stations and a special effort has been made by CBC to make these programs worthwhile. Should Premier Duplessis push his expressed purpose of establishing an independent provincial government broadcasting system in Quebec, there is little doubt here that the Dominion government would exercise prerogatives vested in it under the terms of the British North America Act to disallow the enabling legislation and thus prevent any Quebec invasion into the broadcasting field.

Blue Program Dept. Announces Changes

(Continued from Page 1)

Buchanan, Hubbell Robinson, Jr., Blue vice-president, announced yesterday. J. Ward Mitchell continues as assistant manager of the script division and Juliet Glen replaces Turner as manager of the program promotion division.

★ PROMOTION ★

Figure It Out

The latest KROW promotion now being distributed to advertising agencies and executives is something different. It is "The KROW Slide Rule," fashioned out of wood and accompanied by a book of instruction in its use. Copy on the rule advises users to "figure it this way—multiply the wide coverage by the large number of listeners per square mile—then enjoy the profitable results you get when you use. . . . The Home Interest Station." The rule is available to advertising agency people upon request.

KRNT Brochures

Three brochures have been completed by Orville Lawson, promotion manager of KRNT, Des Moines, and are now in the mails. All are three-color jobs. Gordon Gammack, war correspondent for the "Register and Tribune," who broadcasts over KRNT from the European theater, is the subject of one. Another is on Gene Emerald, singing emcee. This brochure contains pictures of Emerald, taken in Europe and the South Pacific while he was working with a USO unit. The third is on Jon Hackett, KRNT sports director.

Activities Summarized

Included in the Hollywood Victory Committee's third annual report is a summary of its activities in radio during the past year. This section of the report, captioned "Around the Globe," deals with the American Forces Radio Service which constitutes G.I. networks criss-crossing the globe. Interesting fact revealed is that the motion picture industry's overseas gift-film program reached a daily G.I. audience of 1,150,000, with a total of 24,356 prints already furnished. Since AFRS began, 1,574 programs have been transcribed and transmitted everywhere Americans are fighting and working. Booklet is nicely printed.

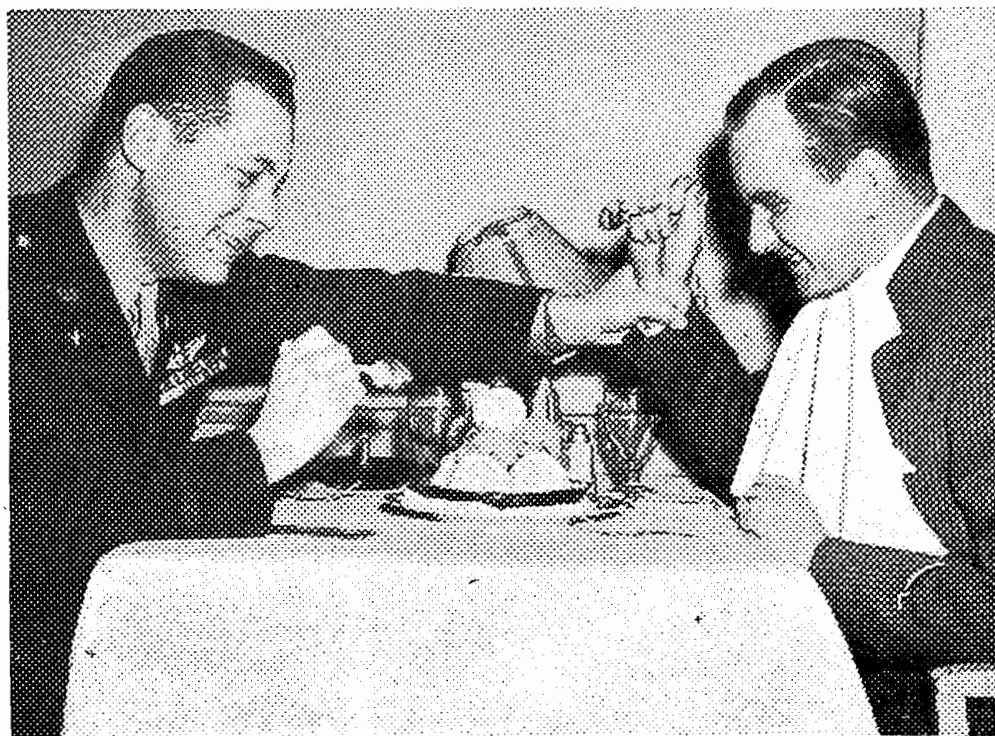
Morgenthau On Webs February 22 And 26

Washington — Treasury Secretary Henry Morgenthau, Jr., will make major addresses on national networks Feb. 22 and 26. The first talk, to be carried by Mutual, will be the annual Red Army Day Dinner at the Waldorf-Astoria in New York, under the auspices of the National Council of American-Soviet Friendship.

On Feb. 26, the Blue Network will carry Morgenthau's address at a luncheon meeting of the Detroit Economics Club, Detroit.

Canada Licenses Increase

Montreal—Compulsory radio receiving licenses issued in Britain at \$2 during the year ended March 31, 1944, totalled 9,555,000. The number in 1943 was 9,240,000, reports the London "Daily Mail."



An "ice-cream bender" back in the old home town was planned in France by Major Don A. Pomeroy, Jr., command pilot of the 8th Air Force, and WGAR's War Correspondent Dave Baylor, scheduled for "if and when we get back". They did. Pomeroy is one of the many Cleveland lads whose voices have "come home" over WGAR's war programs, direct from the battle fronts.

Born in a Foxhole

The Marines' new marching song . . . composed under shell-fire on Hill 660.

GET YOUR GEAR ON We're Moving Out Again

Words and Music by Marine Sgt. Al Carbuto

Adopted by the Fighting Fifth Marines



Marine Sgt. Al Carbuto

WOR-MUTUAL discovered and introduced the song on a special Marine broadcast.

WNEW dramatized the story . . . gave it an exciting presentation.

CBS featured it on "Report to the Nation."

BMI has published **GET YOUR GEAR ON** . . . write for your copy.

WATCH THIS BATTLE SONG BUILD!

BROADCAST MUSIC, INC.

NEW YORK

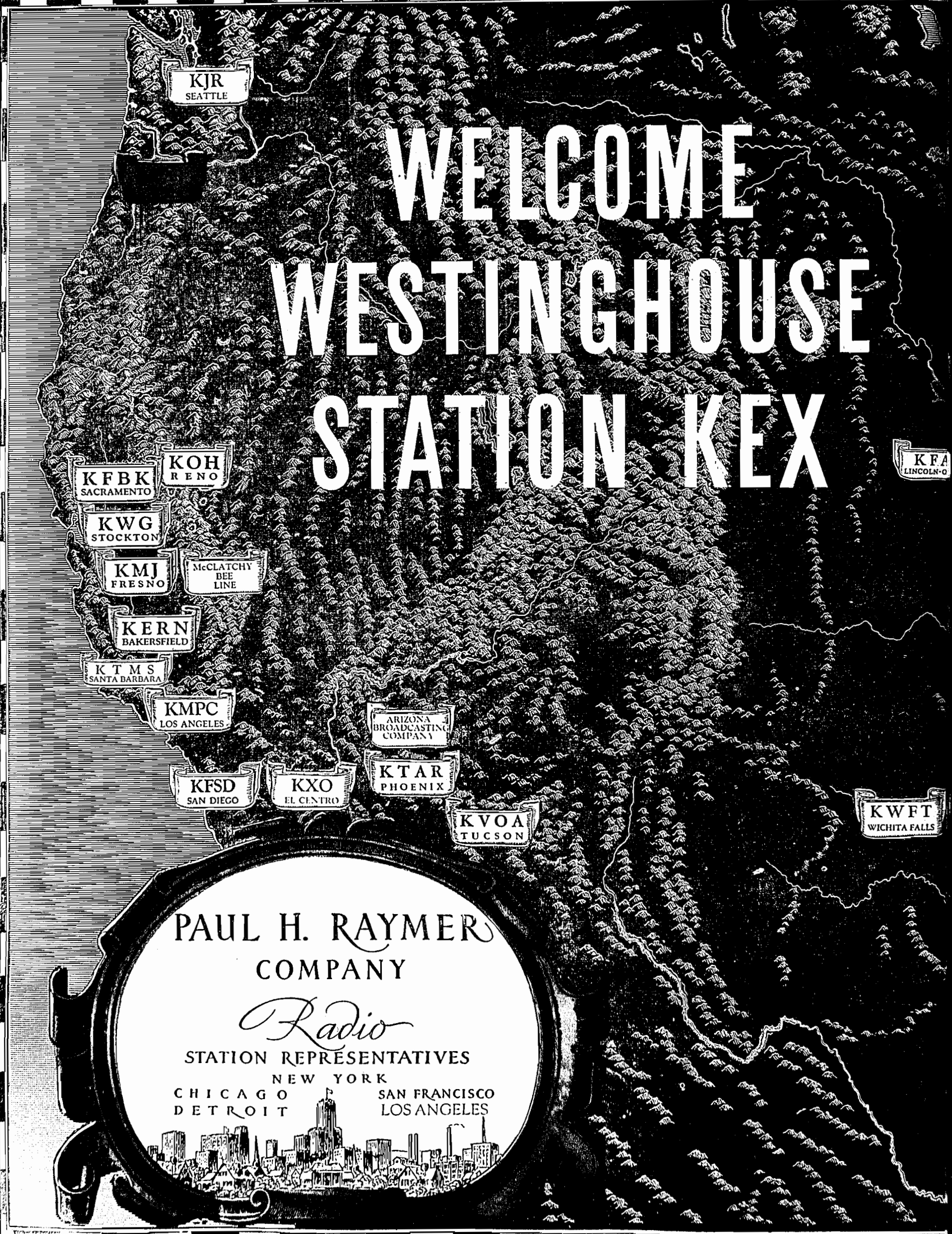
CHICAGO

HOLLYWOOD

WGAR

CLEVELAND'S FRIENDLY STATION

WELCOME WESTINGHOUSE STATION KEX



PAUL H. RAYMER'S
COMPANY

Radio

STATION REPRESENTATIVES
NEW YORK
CHICAGO SAN FRANCISCO
DETROIT LOS ANGELES





Scale of Miles
0 50 100 150 200 250

WGAN
PORTLAND

WTRY
TROY

WTAG
WORCESTER

MICHIGAN
RADIO
NETWORK

WSYR
SYRACUSE

WDRG
HARTFORD

WPRO
PROVIDENCE

WOOD
GRAND RAPIDS

WHK
CLEVELAND

WKBO
HARRISBURG

WINS
NEW YORK CITY

WXYZ
DETROIT

WKBN
YOUNGSTOWN

WJJD
CHICAGO

WSBT
SOUTH BEND

WORK
YORK

WGAL
LANCASTER

WSAI
CINCINNATI

WCAO
BALTIMORE

WDEL
WILMINGTON

KWK
ST. LOUIS

WRVA
RICHMOND

WLAC
NASHVILLE

WDOD
CHATTANOOGA

WBRC
BIRMINGHAM

FCC To Talk Revising Clear-Channel Rules

(Continued from Page 1)

Federal Radio Commission, have set aside so-called clear radio channels for the use of one class 1A station or a limited number of 1B stations to give a radio service over a wide area and with the particular aim of providing the rural population of the United States with a radio service.

"A re-examination of present clear channel allocations is necessary, since Commission studies reveal there are still large areas within the United States which receive no radio service at all during the daytime hours and no primary radio service at night.

Many Applications Received

"The Commission has, moreover, received many applications for authority to operate additional stations on these clear channels and for authority to use power in excess of 50,000 watts, maximum power now permitted a clear channel station under present Commission rules.

"Radio station assignments on clear channels in this hemisphere are provided for in a treaty agreement and in the North American Regional Broadcasting Agreement of Dec. 13, 1937. Since NARBA expires March 29, 1946, it is desirable to determine what, if any changes are necessary in present clear channel assignments or what recommendation should be made to the Department of State prior to re-negotiation of the treaty.

"Under existing rules certain radio frequencies are allocated for exclusive or dominant use by one high-powered station and are defined as clear channels. A clear channel is defined as 'one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service area.'

April 2nd Deadline

"On these clear channels, Class I or II radio stations may be assigned Class 1-A channels—there are now 24 which are reserved for exclusive night-time use by only one domestic station, which must operate 50 kw power. Class 1-B channels—there are now 22—are generally allocable to more than one station

★ AGENCY NEWSCAST ★

LENNEN & MITCHELL has announced the election of four new vice-presidents. They are: Catherine V. Parker, for 17 years in charge of media; Michael J. Mader, head of production; Hans Sauer, executive art director, and Jacques Zuccaire, who has headed cosmetics division.

R. T. HARRIS ADVERTISING AGENCY, INC., Salt Lake City, Utah, has been elected to membership in the American Association of Advertising Agencies.

JOSEPH Y. LEVEQUE, of N. W. Ayer's Philadelphia office, has been transferred to the New York division as a representative in the office service department.

WILLIAM J. McDONALD, New England manager for "Time" magazine, was chairman of the Massachusetts Aviation Day Luncheon at the Hotel Statler, Boston, yesterday. The meeting, staged to afford discussion for new airport facilities in Massachusetts, was co-sponsored by the Boston Advertising Club, the Massachusetts Aeronautics Commission, and the Aviation Committee of the Boston Chamber of Commerce.

F. STODDARD DRAKE, formerly of Procter & Gamble in its advertising and sales department, has been named sales promotion manager of Home Products Sales Corp., selling agents for Taylor-Reed Corp. pudding and cocoa products.

night-time, operating with power ranging from 10 to 50 kilowatts.

"Class II stations are secondary stations which offer limited service on clear channels.

"All persons wishing to testify or appear must notify the Commission before April 2."

A copy of the order of hearings was attached to the Commission's statement.

Pending applications to share existing clear channels are:

KTBS, Shreveport, to share 640 kc with KFI, Los Angeles.

KOIN, Portland, Oregon, to share 660 kc with WAAF, New York.

KXA, Seattle, to share on unlimited basis with WJZ, New York.

KOB, Albuquerque, and KECA, Los Angeles, also to share the 770 kc channels of WJZ.

WKAT, Florida, to share 820 kc with WFAA, Dallas and WBAP, Fort Worth.

KDYL, Salt Lake City to share 880 kc with WABC, New York.

KGA, Spokane, also to share 800 kc,

and WFCI, Pawtucket, to share 1,200 kc with WOAI, San Antonio.

In addition, FCC previously dismissed without prejudice the request of a number of stations to share service in clear channels existing at the present time.

Time-Sales Up 19% For 50 Kw. Stations

(Continued from Page 1)

an increase of 19.85 per cent or \$9,708,000, over the 1943 figures. Four of the stations reported increases of \$500,000 to \$973,000 over the previous year's earnings; 11 had increases running from \$200,000 to \$500,000; 22 reported increases of from \$100,000 to \$200,000, and 16 bettered the 1943 earnings by from \$64,000 to \$100,000.

KWBU, of Corpus Christi, Texas, was added to the list of 50 kw stations and a construction permit for this maximum power was given to WINS, New York.

Mrs. Marie Potter Boelter

Mrs. Marie Potter Boelter, wife of Wm. Boelter, WFBL's sportcaster and Syracuse University football coach, died very suddenly Feb. 16 of a cerebral hemorrhage. Interment was in Des Moines, Iowa. Mrs. Boelter was Director of Public Information Department of Syracuse and Onondaga County Chapter of American Red Cross.

PUBLIC NOTICE

There are money-give-away programs in Worcester, but not on WTAG.

Because:

- WTAG ratings do not need artificial hypoing.*
- WTAG believes that: audiences are earned — not bought.
- Money-getting audiences look for something for nothing. They are not interested in the sponsor or his product.

* Program ratings on WTAG are from two to four times national average.

PAUL H. RAYMER CO. National Sales Representatives

WTAG **WTAG 7/11** **WORCESTER**
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS
580 KC
5000 WATTS

15 SECOND
TIME BUYERS SPOT ANNOUNCEMENT

ANN: HERE IS ONE
 REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...LATEST HOOPER-ATINGS GIVE WLIB 20% MORE SHARE OF NEW YORK'S AUDIENCE SINCE JANUARY.
 BIZ: CASH REGISTER RINGS.
 ANN: (with emphasis) WLIB IS A GROWING STATION.

WLIB NEW YORK
1190 KC. CLEAR CHANNEL

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

EQUIPMENT

Westinghouse Appointments
 The appointment of W. O. Lippman as assistant to the president of Westinghouse Electric and Manufacturing Company has been announced. Mr. Lippman, who will make his headquarters in Pittsburgh, succeeds Ellis E. Spray, newly elected vice-president and general manager of Westinghouse Electric Elevator Company of Jersey City, N. J. Mr. Lippman's new appointment is in addition to his post as manager of the U. S. Naval Ordnance Plant at Canton, Ohio, operated by Westinghouse.

At the same time, J. R. Weaver, manager of the company's Center Line Naval Ordnance Plant, was named works manager of the East Springfield, Mass. works of the Westinghouse Electric Appliance Division, succeeding Mr. Lippman. Mr. Weaver continues to head Michigan plant.

Record Order By Navy
 The U. S. Navy has placed one of the largest single orders for sound equipment with Stromberg-Carlson Co. Anthony G. Schafino, manager of the sound equipment division for S-C reveals plans for increasing that company's floor space, which last year alone doubled its previous square footage.

Joins RCA In Cleveland
 The appointment of Milton A. Romney as sales manager for RCA 16 mm. equipment in the Cleveland area was announced by Harold Winters, Cleveland regional manager for the RCA Victor Division. Mr. Romney has been associated with RCA for the past two years as sales representative in the Chicago regional office.

French Radio Experts Expected Here Soon
 Executives of NBC are looking forward to the arrival in America of Pierre Garigues, head of technical research for Radiodiffusion, Paris, and Pierre Schaeffer, an engineer, also connected with Radiodiffusion. They are expected to stay in this country for about two months, and are visiting under the auspices of the OWI. They will study various aspects of radio and television broadcasting.

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

New NBC Program Policies Outlined In Web Brochure

(Continued from Page 1)

plication for time by the sponsor." This reference was made to the discontinuance of the abeyance list which was first announced as network policy on August 30, 1943.

On replacements, Trammell said: "When an advertiser discontinues one program and wishes to replace it with another in the same period, the new program, as currently provided in our facilities contract, shall be subject to the approval of NBC. In the absence of such approval, we will continue to reserve the right to make the period available for a more acceptable program submitted by another advertiser."

"In the future, no artists or commercial program representative will be given special privileges or control over a particular program time."

No Cross References
 "Effective May 1, 1945, no reference shall be made on any NBC network program to a program broadcast over another network. This does not exclude suitable identification of guest artists with the sponsors of their regular programs on other networks."

In discussing the discontinuance of the "abeyance list" on August 30, 1943, Mr. Trammell pointed out that thereafter, whenever a period of time became open, the program chosen for that period was selected on the basis not of its seniority on a waiting list but of program quality, and with reference to the requirements of a balanced network program structure. "As a direct result, we have been able to schedule several outstanding programs which are now contributing greatly to the over-all listening of the NBC network."

Covering the announcement on "replacement of programs," Mr. Trammell said "in line with the same philosophy, we believe that whenever an advertiser discontinues a certain program but wishes to retain the same period of time, we have an obligation to our listeners, our other sponsors and our stations to make certain that the replacing programs

shall be as interesting and entertaining as the one discontinued, or more so."

In explaining the network's decision dealing with the control of broadcast time by talent, Mr. Trammell stated that "in view of the fact that a number of desirable periods on the NBC network program schedule have long been identified with certain artists or programs, there have been inquiries regarding the control of such periods by the artist or their assignment to a particular program. With a single exception, such control or assignment has never been authorized by NBC. In the future, no such control will be sanctioned."

The decision to eliminate "Cross References to Programs on Other Networks" with the exception of certain guest artists being identified with their own programs on other than NBC broadcasts was taken, Mr. Trammell explained, to provide all advertisers with the maximum NBC audience and to treat all alike.

In a more detailed account of NBC's procedure covering "Replacement Programs and Their Acceptability," Mr. Trammell said "we will not enter into any more so-called automatic renewal facilities contracts, and have terminated all existing agreements of that particular type."

"During the past four or five years we had accumulated some thirty-one such contracts. By discontinuing the automatic renewal feature of these thirty-one contracts, every NBC contract will again be on the original basis of 52 weeks (or less), with 13-week cancellation privileges to the advertiser."

In concluding his announcement, Mr. Trammell said "we feel sure that all NBC clients will recognize in the principles outlined and procedure announced herein a reasonable effort on our part to fulfill our obligations to the public, and to our many customers who serve the public well by maintaining the highest possible level of program quality."

first in War!



first in Peace!



KGW's Dick Haller at the "mike".

first

in Audience Influence!

Day Foster, KGW War Program Director, (top) and G.I.'s work on another Army Variety show, successful recruiting program. In 1925, KGW's Dick Haller broadcasts dedication of army airfield at Vancouver Wash., direct from a plane. For 23 years Pacific Northwest radio listeners have turned to KGW for best in radio in every classification.

KORN KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Groves KSL	Dude Ranch Syrup	KOMO
Hudepohl Beer. WDOH		
Cobakoo Bread. WAGE	Staley Mills.	KOAM
Silver Fox Beer. WOAI		

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
 FREDERIC W.
ZIV
 COMPANY
 2436 READING RD. CINCINNATI, OHIO
 NEW YORK HOLLYWOOD

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Radio Makes Plans For Red Cross Drive

(Continued from Page 1)

under their leadership the committee will conduct a joint management and labor campaign for the fund in greater New York.

Woods, in accepting the chairman ship from Walter "Red" Barber, sports-caster and city-wide chairman for

Cincinnati Campaign

Cincinnati—First program in the 1945 Red Cross drive will be a special half-hour show on all stations which will be broadcast Sunday, March 4. The program, dramatic in format, will be written, produced and delivered by W.L.F. In addition all stations are planning a campaign of spot announcements.

the Red Cross, pointed out that the formation of the joint committee marks the first time the entire industry has been brought together for a united community effort.

Chairman Barber's committee announcement following a meeting of representatives of Actors Equity, the American Federation of Musicians, AFRA, the Stage Hands union and other unions in the field of radio and entertainment.

General Committee Named

The overall committee is broken down into six major divisions, headed by the following chairmen: Legitimate Theater Division, Gertrude Lawrence and Lee Shubert, co-chairmen; Radio Division, Robert Swezey, vice-president Mutual Broadcasting System, chairman; with five sub-chairmen who represent networks and independent stations; Motion picture division, John J. O'Connor, vice-president, Universal Pictures, chairman; Metropolitan Opera Division, Mrs. Blanche Witherspoon, chairman; Concert Division, Arthur Judson and Sol Hurok, co-chairmen; Cabaret Division, Leon Enken, chairman; and Jewish Theater Division, Irving Grossman, chairman.

All four webs will celebrate February 28 as "Red Cross Radio Day," it has been announced.

All CBS sustaining programs, in addition to commercial ones, will carry announcements urging support of the drive. A special half-hour dramatic program, to be dedicated to the drive, will be broadcast over the web at 11:30-12 p.m., EWT, to be written, produced and directed by William N. Robson. CBS' Red Cross promotional efforts are under the supervision of Roy S. Langham, co-ordinator of broadcasts.

NBC's programs for the entire day, including both sustaining and com-

COMEDY SCRIPTER

Presently in East. Now available for East or West coast. Ample credits. No speculation. Write Box 126, Radio Daily, 1501 Broadway, New York 18, N. Y.

PICTURE OF THE WEEK



Meeting in the offices of Mark Woods, president of the Blue Network, are members of the entertainment industry committee for the joint management and labor campaign of the Red Cross 1945 War Fund of Greater New York. L. to R.: William Feinberg, secretary of Local 802, AFM, who is vice-chairman of the committee; Walter "Red" Barber, city-wide chairman; Gertrude Lawrence, co-chairman of the Legitimate Theater Division, and Mark Woods, chairman of the entertainment industry committee.

mercial, will be dedicated to Red Cross plugs. In addition to these, pick-ups from overseas will feature NBC correspondents and Red Cross personnel in Paris, Rome, Honolulu and the Philippines. A special broadcast will feature Basil O'Connor at 6:15-6:40 p.m., EWT. The web will also produce a special program at 11:30-12 p.m., EWT, with speakers and other credits to be announced in the near future.

Army Nurse on Blue

The Blue Network will shoot the gun by presenting a half-hour dramatic presentation dedicated to the Red Cross, Friday, Feb. 23, the program to dramatize the battle experiences of Lt. Rose Kaplan, of the Army Nurses Corps. Lt. Kaplan will also speak on the program. The program will also include a transcribed interview with Maj. William Bromme. Don Coe, Blue web's war correspondent, interviewed the major.

Tom Slater, special features director of Mutual, has announced the following plans for MBS: a portion of each commercial or sustaining program will be dedicated on the opening day of the drive. Slater is being assisted by Loretto Larson, Red Cross representative from Washington.

The following Mutual programs will be devoted to the drive: Billy Repaid in a broadcast, "Aid to the

Wounded," to originate from WOL, Washington; Walter Compton, "Situation of the Prisoners of War in the European Theater of Operations"; Fulton Lewis, Jr., a special story for the OWI allocation.

The following will originate from WGN, Chicago: "The Human Adventure," to dramatize the life of Commodore Longfellow, first to receive the Red Cross certificate here. From WNAC, Boston: The American Women's Jury; Cedric Foster. From KWK, St. Louis, "The Shady Valley Folks." From WOR: Gabriel Heatter, Maxine Keith, Vincent Lopez, Jane Cowl, Morton Downey.

"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.

Greater Use Of ETs Indicated By Survey

Declaring there had been more substantial increase in the use of transcriptions during 1944 than in any previous year since 1938, Charles Michaelson Radio Transcription Company yesterday released the results of their annual survey.

The survey, according to Michaelson, revealed:

"Seventy-six per cent of the advertisers questioned utilized transcription campaigns during the current year in one or more instances. Of the complete group who participated, 46 per cent favored the use of quarter-hour transcribed shows, 34 per cent favored spot announcements and 20 per cent favored local live shows.

"In answer to the question put to advertising managers as to whether previous performance results were preferred as against new program ideas, 55 per cent favored audience-tested shows, and 45 per cent were seeking new shows and were generally willing to pioneer a series if it appealed to them enough.

"Breakdown of program preferences into four major groups was as follows: Variety, 34 per cent; Dramatics, 23 per cent; Musicals, 28 per cent, and Educational, 15 per cent."

Musicians Issue Settled

Memphis—A row over the use of non-union "hill-billy" musicians by radio station WMC, which began in July, 1943, has at last been settled by the station's agreement to use only union "hill-billies" for transcriptions but may use "non-union" men at the microphone "if needed." The agreement is with the Memphis Federation of Musicians.

Kasper-Gordon Expanding

Kasper-Gordon, Inc., transcription producers, are taking more space in their building at 140 Boylston Street, Boston. Firm now occupies entire second floor, and is taking third floor for additional studios.

KOA
FIRST
IN DENVER

50,000 WATTS
850 KC

FEW STATIONS IN THE
NATION CAN EQUAL KOA'S DOMINANCE

DEALER PREFERENCE (68.8%)*

LISTENER LOYALTY (69%)**

TOP NBC PROGRAMS

7 STATE COVERAGE

SALES RESULTS

50,000 WATTS

* Ross-Federal Survey
** "Tale of 412 Cities"

SERVING THE MOUNTAIN AND PLAINS STATES REG

★ ★ ★ COAST - T O - COAST ★ ★ ★

— MISSOURI —

ST. LOUIS—KWVK's Rush Hughes' "March of Dimes" Popularity Ball pulled 5,029 votes at 10c a vote, all proceeds going to the Fund. The following came out winners: Glenn Miller, most popular band leader; Bing Crosby, most popular male singer; Andrews Sisters, most popular female singer. . . . Wick Evans, news writer at KMOX, is now heard on two air news programs. Previously, all Evans radio work had been confined to writing. . . . KANSAS CITY—KCMO played host to Dorothy Thompson early this month on the occasion of her appearance at the Municipal Auditorium.

— MONTANA —

MISSOULA—Because of its stress on the 25th anniversary of radio theme, KGVO's 25th anniversary program script is being submitted to the industry as a suggestion for other such programs during the year. Special 25th anniversary bulletin number 3 issued by NAB carried the complete script. . . . It was learned last week that 2nd Lt. Randolph H. Ogg, U.S.M.C., was drowned in the South Pacific. Lt. Ogg was formerly on the engineering staff of KGVO. . . . Soil-Off Manufacturing Company and Fisher Flouring Mills have renewed with KGVO through McCann-Erickson and Pacific National Advertising, respectively.

— OHIO —

CINCINNATI—Personnel changes at WCKY include: appointment of Rex Davis, news editor-in-chief, as chief announcer in charge of production; Harry A. LeBrun as national sales manager; Dick Bray, veteran sportscaster, has joined the staff. . . . DAYTON—As a feature of WHIO's tenth anniversary, outlet presented Martha Cook in a reading of 10-year old funnies. Martha was the first little girl chosen to do this chore when the outlet first started. . . . Harold Higgins, WING sales manager, has a new daughter, Patricia York Higgins, six pounds plus.

— MINNESOTA —

MINNEAPOLIS—A. E. Joscelyn, WCCO manager, has been selected to serve on the executive committee of the board of directors of Minneapolis and Hennepin County War Chest. He is also acting as delegate-at-large for the Boy Scouts and entertainment chairman of the Minnehaha Club. . . . Bob Wallender of the engineering staff is the father of a son born this month.

— NEW YORK —

TROY—When WTRY held its annual midwinter party for staffers at the Troy Country Club, prizes went to Evelyn Johnson Small, Deac Rossell, Wally Whitman, Steve Staniszewski, Mary Elizabeth Gaynor, Dorothy DePoy, Ruth Hoffay, Bob Wortendyke, Jim Houlihan, Cassie Larimer, Al Blum and Louis Verchereau. . . . WHITE PLAINS—Personnel notes at WFAS: Joan Schneider, co-author of WFAS' "The World Looks On," is replacing Mary Anna Logan in the program department. Stanton D. Cowl of New Rochelle, previously with Fortune Productions, has been added to sales. . . . PLATTSBURGH—Recent comers to WMFF's announcing staff are Susan Flanagan, Lee White and Mel Fein. Sue Flanagan hails from Boston, White from Rochester and Fein comes from Poughkeepsie.

— NEW YORK —

NEW YORK—Aquatogs, manufacturers of rain apparel, is sponsoring "Operetta Scrapbook" over WQXR Mondays and Wednesdays, 7:15-7:30 p.m. . . . Normy Wieland, previously with Mal Hallett's and Richard Himber's orchestras, is auditioning for a WMCA spot. . . . Edward Hissack, discharged veteran, has joined WOV engineering, and Betty Lee, formerly with BBC in New York, has become the fourth woman engineer at the outlet. . . . "Look" magazine has signed for sponsorship of Dale Morgan's "Inquiring Microphone" on WHOM. . . . George Lewis, publicity head at WHN and president of GPA, has announced March 15 as the designated national gag-writers day by the Gag-Writers Protective Association.

— KANSAS —

SALINA—Increasing in popularity is the 30-minute coverage of local, regional, national and international news heard over KSAL, Monday through Saturday at 11:45 a.m., sponsored jointly by Concordia Creamery and Silver Springs Creamery companies. . . . Climax to KSAL's participation in the March of Dimes campaign was a public auction of "hard-to-gets" such as cigarettes and candy bars. Results reported were outstanding.

— NEW JERSEY —

PATERSON—WPAT presented the first in a series of programs by seventeen teen-agers who have formed their own radio company as a unit of Junior Achievement, Inc. Series, titled "The High School Reporter," is one of interviews and round table discussions. . . . ASBURY PARK—WCAP is conducting a talent search in the high schools of Monmouth County to discover the best male and female vocalists in the student body. Contract to appear regularly on the station will be awarded the winning pair.

— NEBRASKA —

OMAHA—When Gordon Gray, general manager of KOIL and KFOR, was the main speaker at the February 19 meeting of the NAB Omaha Radio Council, he brought out an interesting local fact in his talk on "Omaha Radio." It was, that Omaha stations contributed over \$150,000 worth of war effort time and announcements during 1944.

May Become Movie Short

Montgomery, Ala.—"Letter From Home," 15-minute program heard daily over WSFA which concerns news of Montgomery County servicemen, is being considered by OWI for production as a movie short.

Send Birthday Greetings To—

February 21

- Jean Alford "Big Bill" Childs
- Shirley Bell Ethel Beckwith
- Arthur Rosenberg Thomas L. Stix
- Hattie Althoff John Dunkel

February 22

- E. D. Bedel Nacio Herb Brown
- Nora Cuneen Bernard Estes
- Gene Hamilton Bess Johnson
- Phil Lord John McGovern
- Kenneth Roberts Robert Weede
- Mort Brown Grace Johnson
- Gertrude Virginia Richmond



COUNT BASIE records for LANG-WORTH

The news is going around— Buy KQV in Pittsburgh!



Allegheny Broadcasting Corp. National Representatives: SPOT SALES, INC.

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



TIME!

RADIO TIME, properly used, keeps American business ticking. Radio time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

Time buyers the nation over rely on Weed & Company for news of latest availabilities and for help in placing budgets. The better stations know that "time will sell"—and that Weed & Company can sell it.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 37

NEW YORK, N. Y., FRIDAY, FEBRUARY 23, 1945

TEN CENTS

FMBI's Allocations Plea

San Francisco Faces Problem With Conference Plan

San Francisco—With radio network personnel and facilities already overtaxed through the increased tempo of war activities in the South Pacific, this city is making preparations to handle the radio coverage of the United Nations peace conference scheduled to convene here April 25. Representatives of the major networks have been on hand the past few days checking available facilities, personnel and housing accommodations before the vanguard of the press and United Nations staffs arrive to set up headquarters. A technical crew from the British Broadcasting Company will arrive from

(Continued on Page 5)

Tele's Economic Role Outlined By Expert

Paterson, N. J.—Envisioning television as a potent force in our national economy, Milton J. Alexander, advertising manager of Allen B. DuMont Laboratories, Inc., addressed the Passaic County Electrical League at the Public Service Auditorium last Wednesday.

Mr. Alexander pointed out that our

(Continued on Page 7)

Dreier Booklet On Nazis To Be Printed By Skelly

"Has Nazism Failed?" a comprehensive study of the Hitler party's hold on the German people and its success in welding them in to a political and military power before and during World War II, is the title of a pamphlet written by Alex Dreier, NBC

(Continued on Page 3)

Stars!

"New World A'Coming," which helped WMCA, New York to be cited for local station public service activity, is going to town this Sunday with amusement world stars. They include: William "Porgy" Franklin (Cafe Society); Hilda Simms ("Anna Lucasta"); Canada Lee (of "The Tempest"); Dooley Wilson, (Warner Bros. pix); Joe Julian of radio and Daniel Brooks ("Bloomer Girl").

CBS Files FCC Brief Re Television Bands

Maintaining their position that only the use of wide bands in the higher frequencies can provide television pictures with twice the detail of television sets operating on pre-war standards, Columbia Broadcasting System filed a brief with the Federal Communications Commission in Washington Wednesday. The brief was submitted in connection with

(Continued on Page 6)

New York Indp't Outlets Not Worried Over Curfew

Independent stations throughout metropolitan New York are very optimistic about the effect the midnight curfew will have on their listening audience, it has been learned, following a survey made among the nine commercial independent stations

(Continued on Page 6)

First 'Look-Listener' Ratings Released By Television Station

Inauguration of a system whereby owners of television receivers in the New York area are invited to rate programs seen and heard on WABD, Du Mont's New York outlet, was announced yesterday. Those participating receive a weekly rating sheet compiled from their contributions.

In explaining the rating setup, the Du Mont organization reveals that a perfect rating for a program would

WLAW consistently increases sales in Northern New England. Send for coverage map. Advt.

Brief Prepared By Special Committee Protests Shifting Of FM Bands; Lengthy Battle Expected

Hearings Start Today On 'Anti-Petrillo' Bill

Washington Bureau, RADIO DAILY
Washington—Possibility of a broad Congressional crack-down on James C. Petrillo's radio and recording escapades was indicated here, as the House Interstate Commerce Committee prepared to open hearings this morning on the so-called "Anti-Petrillo" Bill

(Continued on Page 7)

Eire Government Considers American Radio Proposal

Montreal—Although it has been officially announced that the Eire Government has declined propositions from American sources for the operation of commercial programs on Radio Athlone, rumors are in circulation that in point of actual fact

(Continued on Page 2)

Fritz Blocki Script Show Sold To Picture Producer

Sale of motion picture rights to "The Callahans," serial show written and produced by Fritz Blocki, to Columbia Pictures for a series of full length features was announced

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Acting on behalf of the FM interests, the FM Broadcasters, Inc., late Wednesday filed its brief with the FCC relative to the new hearings scheduled to start before the Commission on Feb. 28. The proposed allocations from 10 kc to 30,000,000 kc which concern television and FM with the latter moving up higher in the spectrum as per recent findings of the FCC, will now be bitterly contested by the FM group.

FM brief prepared under the direction of

(Continued on Page 3)

Formal Opening Set For CBC Shortwave Sta.

Montreal—Formal opening of Canadian Broadcasting Corporation's International Shortwave Service will be marked by a full hour feature broadcast Sunday, February 25. The program will be heard by Canadians at home at 3 p.m., EDT, 4 p.m., ADT, over the Trans-Canada network of the CBC.

The two 50,000 watt transmitters

(Continued on Page 3)

First Annual Dinner Held By WOR 10-Year-Club

First annual dinner of WOR's Ten Year Club took place Wednesday, Feb. 21, at the Waldorf-Astoria, attended by more than 115 staff members. Among the attendants were:

(Continued on Page 2)

RSVP

The following invitation has been sent to all AFRStations throughout the world to attend the opening of a new station. In brochure's own words, "WXLD, the American Expeditionary Station Saipan cordially invites you to attend the dedication of its new studios and transmitter March 1, 1945, Watts (censored), KC (censored), Armed Forces Radio Service, RSVP."

Public Service

Troy—Urgent call for radio sets for convalescent servicemen at Rhoads General Hospital in Utica brought action from WTRY, Troy. The station produced a special half-hour show and through appeals obtained 163 receivers from listeners for the wounded soldiers. The hospital is considered one of the nation's most important institutions for soldiers.

Next to war bonds—WLAW IS YOUR BEST BUY. Send for coverage map. Advt.



Vol. 30, No. 37 Fri., Feb. 23, 1945 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, February 21)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 ³ / ₈	162 ⁷ / ₈	163 ³ / ₈	+ ³ / ₈
CBS A	37	37	37	- ³ / ₄
CBS B	36 ¹ / ₂	36 ¹ / ₂	36 ¹ / ₂
Crosley Corp.	37 ¹ / ₂	36 ¹ / ₂	37 ¹ / ₂
Farnsworth T. & R.	15 ³ / ₈	15	15 ¹ / ₄	- ¹ / ₄
Gen. Electric	41	40 ³ / ₈	41	+ ¹ / ₂
Philco	35 ⁷ / ₈	35 ³ / ₈	35 ⁷ / ₈	- ³ / ₈
RCA Common	12 ³ / ₈	12	12 ¹ / ₈	- ³ / ₈
RCA First Pfd.	80	79 ³ / ₄	80
Stewart-Warner	18 ¹ / ₈	17 ⁵ / ₈	18	- ¹ / ₄
Westinghouse	123 ³ / ₄	123	123	- 1
Zenith Radio	40 ¹ / ₄	40	40 ¹ / ₄	- ³ / ₄
NEW YORK CURB EXCHANGE				
Nat. Union Radio	6	6	6
OVER THE COUNTER				
WCAO (Baltimore)		Bid	Asked	
WJR (Detroit)		41	43	

Coming and Going

CLARENCE L. MENSER, vice-president of NBC in charge of programs, has returned from a business trip to Chicago.

GEORGE CRANDALL, director of press information for CBS, has returned from Washington, D. C., where he attended the meeting of the NAB's public relations executive committee.

ROBERT MAGEE, national sales manager of WEEU, is here from Reading, Pa., for confabs with the national representatives of the station.

ROY S. LANGHAM, co-ordinator of broadcasts for the Columbia network, left Wednesday evening for a few days in Gloversville, N. Y.

DR. J. KEITH TYLER, director of radio education at Ohio State University, who has been on a speaking tour, delivered an address yesterday before the Indiana Association for Education by Radio, in Indianapolis.

COL. ROBERT R. McCORMICK, president of WGN, Chicago, in New York Wednesday accompanied by MRS. McCORMICK. Visited for a while at the office of Edgar Kobak, president of the Mutual network.

O. L. "TED" TAYLOR, president, and ALEX KEESE, general manager, of Taylor-Howe-Snowden Radio Sales, in town for conferences with Jack Keasler, New York manager of the firm. They'll leave shortly for a visit to the Chicago office.

JAN GARBER and the members of his band are in Oakland, Calif., for the broadcasting of tonight's stanza of the "Spotlight Bands" program over the Blue Network from the Naval Supply Depot.

RALPH MILLER, is in town from Oklahoma. He's the commercial manager of WKY, Oklahoma City. Paid a call Wednesday at the offices of the station's national representatives.

Eire Government Considers American Radio Proposal

(Continued from Page 1)

terms of options have been drawn up and submitted to interested parties on behalf of the Eire Government.

It is understood, World's Press News states, that these terms are somewhat onerous in that they stipulate strict scrutiny on the part of the Eire authorities as to the composition of the proposed programs, the personnel to be employed and the nature of the script to be used. A further requirement is understood to be that an underlying motif of all the projected programs shall be to support the political aims of the Irish Free State.

Tribute To Carroll

Hollywood—Earl Carroll, whose Hollywood theater-restaurant has provided the setting for the 12 West Coast broadcasts of the Radio Hall of Fame, will receive a musical tribute from Paul Whiteman and his orchestra during the full hour program heard over WJZ and the Blue Network, Sunday at 6:00 p.m., EWT.

Mutual To Air WHKK Debut

The Cleveland Symphony, during its broadcast over the Mutual network from 7-8 p.m., EWT, on Sunday will relinquish the last 15 minutes of the program for the premiere broadcast of WHKK, Akron, Ohio.

Fritz Blocki Script Show Sold To Picture Producer

(Continued from Page 1)

yesterday by the William Morris Agency. Blocki first presented "The Callahans" on WMCA in New York City. In addition to the picture deal the Morris office is negotiating with a network sponsor for the Callahan series.

First Annual Dinner Held By WOR 10-Year-Club

(Continued from Page 1)

Theodore C. Streibert, president, Eugene Thomas, Rufus Maddox, J. R. Poppele, Nat Abramson, Joseph Creamer, Dave Driscoll, Henry B. Lockwood, Charles Oppenheim. Special guest was Alfred J. McCosker, chairman of the board of directors of WOR. Entertainment was provided by Pauline Alpert, Jean Merrill, Carl Ravazza, Fred Roner, Lorraine Miller and Jacques Roth and his orchestra.



Evasive action

You've seen that phrase many times since the war. It's when a ship or a plane tries to get out of the line of fire.

Evasive action is something we've never tried for W-I-T-H . . . the successful radio independent in Baltimore.

We've stuck to our programming course . . . and today W-I-T-H in this five-station town . . . delivers more listeners per dollar than any other station in town.

Using the facts as compiled by methods available to every station . . . W-I-T-H has consistently been placed at the top of budget lists by smart time buyers everywhere.

Those facts are available to you, with pleasure.



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

CKLW

BEST RADIO BUY

in the DETROIT AREA

5,000 WATTS DAY and NIGHT

800 Kcs.

MUTUAL SYSTEM

"NEWS ON THE HOUR EVERY HOUR"

That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

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

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

FBI Files Brief In Spectrum Battle

(Continued from Page 1)

...on of a special committee headed by John Shepard III, and the FMBI general counsel Phil Loucks, attacks the FCC's proposals on allocations and states that the very record itself is sufficient proof that FM should not be shifted. Brief in particular disputes the testimony of K. A. Norton, civilian employee in the office of Chief Signal Officer, War Department. Norton was an FCC witness along with Dr. L. P. Wheeler, Chief of Technical Information Division, Engineering Department of FCC and Cyril M. Braun, Chief Non-Standard Broadcast Application Section, Broadcast Division, Engineering Department also of the FCC.

It is pointed out that the FCC's proposals were more or less based on the testimony of these witnesses and that their testimony will now be disputed, according to the brief. FM interests plan considerable fireworks judging by the language of the brief and the proposed move of the FM frequencies to a higher place in the spectrum now gives every indication of breaking out into lengthy battle.

Dreier Booklet On Nazis To Be Printed By Skelly

(Continued from Page 1)

Chicago commentator, and soon to be distributed by one of his sponsors, The Skelly Oil Company. Dreier was a member of the NBC Berlin staff in 1941.

Skelly Oil Company, which sponsors Dreier's "Skelly News Program" (NBC-split) five-a-week, 7:00 a.m.-12:00 p.m., will make 325,000 copies of the pamphlet available to its dealers, distributors and tank station men for distribution. Agency is Henri, Hurst & McDonald.

Hildy's Guests

The star line-up on Hildegard's "Raleigh Room" program continues. For her Tuesday night program of February 27, 10:30 p.m., EWT, via NBC, Hildegard will welcome Patsy Kelly, Barry Wood and Betty Smith, author of the best seller, "A Tree Grows In Brooklyn."

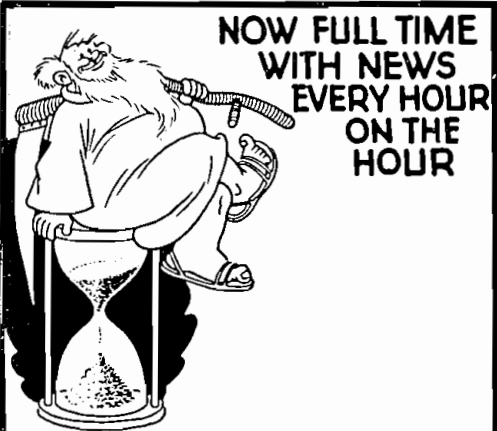
Formal Opening Set For CBC Shortwave Sta.

(Continued from Page 1)

constructed at Sackville, N. B., will carry the program to Britain, and Canadian troops abroad. Planned especially for the troops, the broadcast will include pick-ups from representative programs in the domestic service, the guest appearances of visiting radio stars. J. Frank Willis, CBC supervisor of features is the producer.

Prime Minister Mackenzie King, and the Minister of Justice, the Hon. Louis St. Laurent, will speak at the opening of the broadcast, and Ernest L. Bushnell, CBC director-general of programs, will also be heard. First program pick-up is to be from Toronto, featuring the CBC singers and concert orchestra under the joint direction of Percy Faith, Canadian-born conductor-arranger, and Samuel Horsenhoren. Percy Faith has written the arrangements for all music to be performed on the show.

Other contributions will come from Vancouver, where Percy Harvey will direct a choir and orchestra; from the program, "Red River Barn Dance," in Winnipeg; "Latin American Serenade" with Alys Robi and Conductor Don Miguel, and Mart Kenney and his western gentlemen from Toronto; the "Alouette Quartet" and Anna Malenfant, from Montreal; Don Messer and his Islanders, from Charlotte-town. From New York comes a comedy insert by Canada's young comedian, Alan Young. As the official opening, the feature show heralds the growth of daily broadcasting for the entertainment and information of Canadian troops overseas and for increasingly closer communication between Canada and other countries of the British Empire, and the world.



NOW FULL TIME WITH NEWS EVERY HOUR ON THE HOUR

W H K C

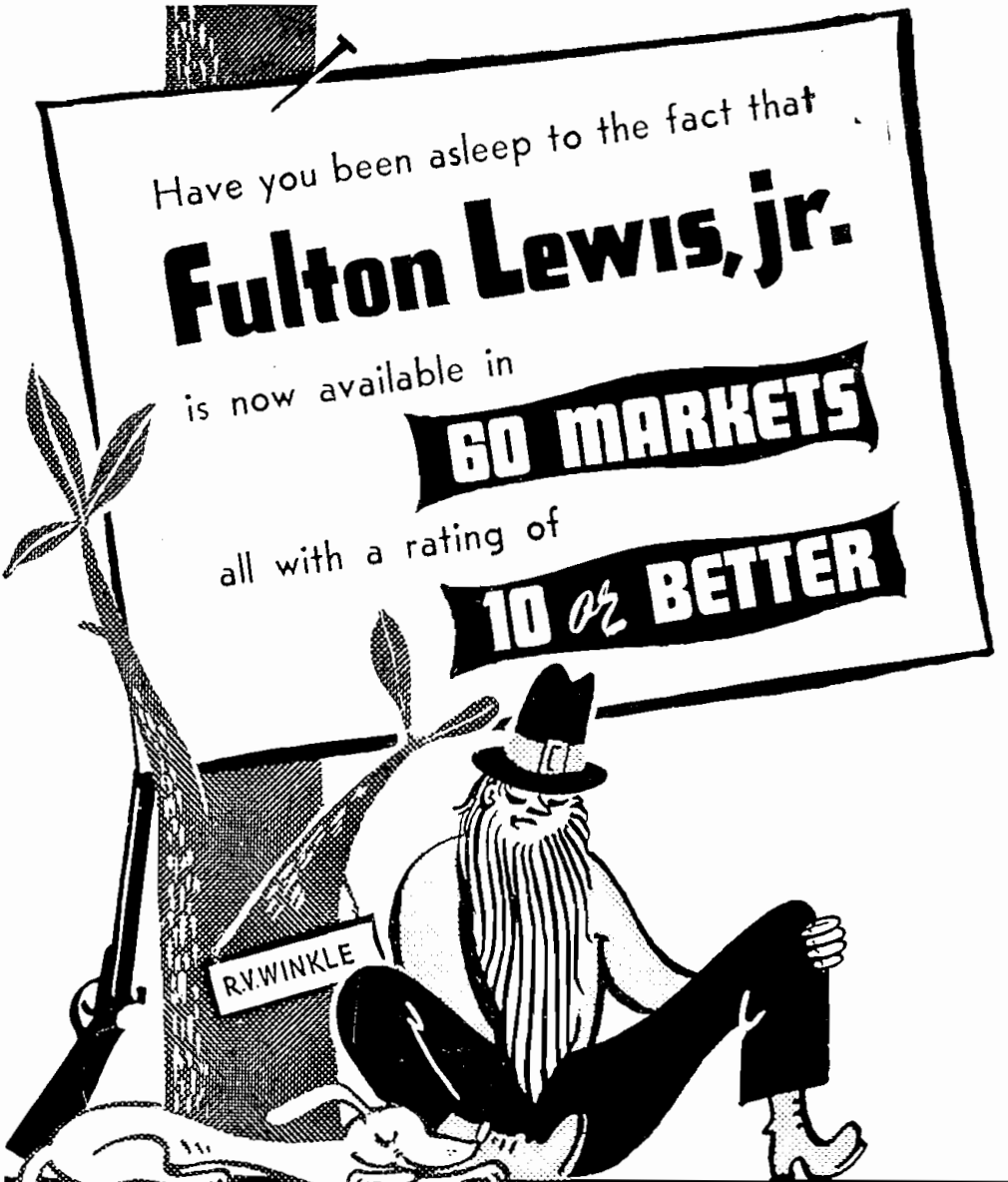
C O L U M B U S

★ NOW DOUBLE POWER NEW WAVE LENGTH 610 KC. CENTRAL OHIO'S ONLY MUTUAL STATION

★ The News Voice of Ohio

★ NATIONAL REPRESENTATIVE RADIO ADVERTISING CO. 521 5th Ave., New York City 333 N. Michigan Ave., Chicago, Ill.

T-9



Fulton Lewis jr., "America's Most Listened To" News Reporter, currently sponsored on 130 stations from coast-to-coast is now available for your client in one or all of 60 different markets.

Today when good time is tough to buy—and good programs even tougher . . . DON'T OVERLOOK THIS BUY . . . Fulton Lewis jr. has both . . . a program they listen to at a time when they listen.



For Further Details — Phone, Wire or Write WILLIAM B. DOLPH, Barr Building, Washington, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C. Affiliated with the **MUTUAL BROADCASTING SYSTEM**

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



IT'S an old story to those trying to sell radio time . . . the threadbare retort that, "We need a program that fits our product!" Sometimes it's convenient to match program with product, but not always. In fact, the weight is on the side of program excellence rather than program type. And such popular network shows as *Information Please* and *Jack Benny* serve to substantiate a chameleonic sponsor biography . . . ranging from cigarettes to gasoline.

Taking the case of NBC-Syndicated Shows . . . *Stand By For Adventure* can claim as a sponsor line-up Tire Distributors, Beverages, Opticians, Furniture and Department Stores, Dairies, Fuel Companies and others . . . while *The Weird Circle* has done an excellent job for Laundries, Garages, Bakeries, Drug Stores, Jewelers and other equally dissimilar advertisers. It would take several publication pages to give further examples of NBC-RRD shows that are making sponsor history. But the significant point is that a good program will sell any product.

One of the most widely broadcast recorded programs in America . . . *The Voice Of Prophecy* . . . is being recorded by NBC-RRD in Hollywood.

Based on the current best-seller "The Gentlemen Talk of Peace" by William B. Ziff, NBC-RRD, New York, has just completed one of the year's outstanding recorded program productions using a cast of 18 top-notch actors and a large orchestra. The program produced by Bert Wood will be broadcast throughout the country in connection with the general promotion of this timely book published by Ziff-Davis Publishing Company of Chicago.

NBC RADIO-RECORDING DIVISION

America's No. 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.
Taylor and O'Farrell Streets,
San Francisco, Cal.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Avenue Memorandum!

● ● ● An announcing job on the Quiz Kids seems to be the shortest route into the Navy. Mikeman Bob Murphy was inducted last week. His predecessor, Durward Kirby, also went into the Navy, and ditto Kirby's predecessor, Fort Pearson. . . ● Donna Dae, ex-Fred Waring thrush, goes into the Camellia House of the Drake on March 2. . . ● Phil Spitalny and his "Hour of Charmers" kept the turnstiles clicking at the Oriental during their recent week's stand there despite slushy streets and brownouts. . . ● WLS-Prairie Farmer is tossing a tenth anniversary shindig (dinner, entertainment, etc.) in connection with the station's Feature Foods program Tuesday evening in the Grand Ballroom of the Stevens. Martha Crane and Helen Joyce, who conduct the program, will share the tenth ann'y honors. . . ● Hal McIntyre's band, now College Inning at the Hotel Sherman, is the February Band of the Month in the magazine "Seventeen." Hal, incidentally, is busy with preparations for an overseas entertainment tour with his band, which will be augmented by either the Merry Macs or the Modernaires and Paula Kelly. . . ● The Blue's Harry Wismer, champion 1944 sports announcer, is in town to do the narrating for some National Football League shorts which will be shipped to service overseas by Wilson Sporting Goods. . . ● Pierre Andre, Blue staff announcer, in Highland Park hosp with pneumonia. . . ● Victims of Chicago's icy pavements last week were Everett Mitchell, NBC's Voice of the Dairy Farm, with a badly sprained back, and Smilin' Ed McConnell of NBC's Buster Brown Gang, with a cracked rib.



● ● ● Johnny Neblett, star of WBBM's "So the Story Goes," launched the annual Red Cross drive when he told Red Cross workers at meetings Monday and Tuesday night at the Blackstone Hotel, how the story goes on the fighting fronts and behind the lines where the Red Cross functions. . . ● E. R. Borroff, general manager of the Blue's Central Division; Gil Berry, Central Division sales manager, and Eli Henry, press chief, journeyed to Kansas City, Mo., the past week-end for the Spotlight Bands salute to TWA Monday night. . . ● Venida Jones, "Queen of the Console," has joined WIND as staff organist. She's the gal who, in addition to entertaining at army camps, naval bases and hospitals, writes 300 letters a week to servicemen, and who has had nearly 1,000 to her home for dinner. . . ● Merritt R. "Mac" Shoenfeld, assistant general manager of the Blue's Central Division, has been elected a member of the board of the Athletic Institute of Chicago. . . ● George Case, WBBM's assistant program director, uncovered some interesting data on the origin of the town's curious name when he visited Dime Box, Tennessee, for a pickup in a March of Dimes broadcast. At the time the town was nothing but a grist mill, on the door of which hung the countryside's mail box. Letters were dropped into the box along with a dime in the hope that someone would be driving to the big city of Giddings before very long. Whoever picked up the mail could claim the accumulation of dimes for his trouble.



● ● ● Spence Talbot, Look magazine lensman, spent an evening recently in the Blue's Studio E in the Merchandise Mart shooting the Lone Ranger for a forthcoming spread. . . ● NBC's Hymns of All Churches received a special citation by the National Conference of Christians and Jews on Tuesday's broadcast. . . ● The Hoosier Hot Shots, National Barn Dance stars, left this week for Hollywood to begin work on their fourth movie for Columbia Pictures, "Rhythm Roundup". . . ● March 20 has been set as the date of Songstress Nancy Martin's wedding to Sam McEldowney, FBI man. The ceremony will take place in New Martinsville, W. Va., home town of both. Nancy and Sam were childhood sweethearts.



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

CARL HOFF, maestro on Harold Lloyd's NBC "Comedy Theater," has just penned a new tune, collaborating with Hollywood columnist Erskine Johnson. The tune is "Gotta See Bill."

For the third year, Walter Tetley who plays "Leroy" on the "Great Gildersleeve" program, has been chosen the favorite radio personality of California's school for blind children.

Phil W. Lennen, head of Lennen and Mitchell Agency, is here from New York to join Robert E. Orr, his associate. Agency recently opened a new Beverly Hills headquarters, and executives are huddling here for a few weeks on company business.

Agency and sponsor officials are somewhat amazed at the bobby soxers' reaction to Bill Goodwin, comedian on their Frank Sinatra show over KNX-CBS Wednesday nights. Goodwin's appearance during the "warm-up" results in a storm of "ah's" from the down-front youngsters.

Rose To Talk Curfew On CBS

Billy Rose, operator of the Diamond Horseshoe, one of Broadway's largest theater restaurants, will discuss the midnight entertainment curfew when he is a guest on "Report to the Nation" over CBS tomorrow from 1:30-2:00 p.m.

Others scheduled for the program include: Major General William Rupertus who will discuss the invasion of Iwo Jima, and Capt. Gene Dale, of the Army Air Forces who was captured on Corregidor, held on a Jap prison ship, and later escaped after the ship was torpedoed.

Bonds Buy 70 Planes

In a report by the labor-management committee of the Stromberg-Carlson Company, Rochester, New York, it has been revealed that war bonds amounting to more than \$3,518,000 have been purchased by company workers since Pearl Harbor. According to the committee, this amount sufficient to pay for an armada of 70 fighter planes, was subscribed through regular weekly payroll deduction and war loan pledges.

Scoop!

FRANKIE MASTERS
(IN PERSON)

8:05 P.M.—8:30 P.M.
EVERY WED. and FRI.

W-I-N-D

CHICAGO

560 Kc. 5000 WATTS

Frisco Faces Problem With Conference Plan

(Continued from Page 1)

New York next week to handle BBC arrangements for the conference coverage.

Problems which beset the broadcasters are predicated on the need of communications equipment and time for the handling of the South Pacific war news together with United Nations conference developments. As one network representative pointed out, the war news from the South Pacific may continue to grow in importance and if it does must get consideration along with the peace conference sessions.

Wright, Schmitter on Coast

William D. Wright, assistant chief of the division of central services, and Lyle L. Schmitter, specialist on foreign affairs of the division of international conferences, are already here as representatives of the State Department. Mr. Wright said the radio and press would definitely be a part of the conference setup. At present the State Department is undecided as to where the conference will be held.

New Production Firm

New radio production company has been organized by Basil Loughrane and three associates, to be called All-American Productions. Loughrane who directs and produces "Light of the World," also has the King Feature Syndicate radio rights to "Prince Valiant." Understood that the new company will produce radio shows with an eye toward future picture production of the programs.

WMCA Puts Emphasis On Garden Sports Events

Sports activities are playing a more prominent role on WMCA, the station which has hitherto restricted itself to all other forms of programming, i.e., dramatic, musical and music-variety series. New sports event scheduled to reach WMCA listeners is Eighth Annual Sportsmen's Show, with Steve Ellis, sportscaster, to describe the proceedings direct from Madison Square Garden, Fri., Feb. 23, 6:20-6:30 p.m., as an exclusive broadcast for this independent station.

AAU Meet Scheduled

Another event to be broadcast by Ellis will be the National AAU Track and Field Championships, "the Number One track event of the year," Feb. 24, 9:30-10 p.m., also scheduled to originate direct from the Garden. This marks the 57th year of the yearly AAU championships. Other exclusive sportscasts to follow will be: the National Log-rolling Contest, the one mile race which will feature the internationally known track star Gundar Haeg; the low hurdles event with Haaken Lidman, Swedish star; the running high jump, to have Dave Albritton versus Ken Weisman. Ellis "speaks on sports" over WMCA, Mondays through Fridays, 6:20-6:30 p.m. each week.

Will Produce Special Public Service Series

Hu Chain Associates, Inc., in cooperation with the National Tuberculosis Association, will produce thirteen 15-minute dramatic programs to be circulated among independent stations throughout the country, and to be produced by these stations as a public service in their areas, it has been announced.

The program will be called "The Invaders." Chain announced, providing title clearance comes from Hollywood, where it is owned by one of the major film companies. The series is expected to be completed during the middle of this year, it was pointed out, and should be ready for broadcast around July or August. Hu Chain will write the series, in addition to his various other supervisory chores.

Youngman, Richard Tauber On "Atlantic Spotlight"

Henny Youngman, NBC's Wednesday evening comic, shares the "Atlantic Spotlight" with Dick Powell the cinema actor, this Saturday afternoon at 12:30 p.m. Gabbing from across the seas will be Richard Tauber and Cyril Fletcher, a British comic.

Du Mont To Address Engineers

Allen B. Du Mont, president of the Allen B. Du Mont Laboratories, will address a joint meeting of the Institute of Radio Engineers and the American Institute of Electrical Engineers at Buffalo on March 8. He will discuss some of the recent technological developments of television and the future of the medium.

Clear Channel Hearings Praised By Sen. Wheeler

Washington Bureau, RADIO DAILY
Washington — Sen. Burton K. Wheeler (D., Mont.) chairman of the Senate Interstate Commerce Committee, has praised the FCC announcement that it will hold public hearings to reconsider its policy on clear channel stations. Wheeler often has demanded better broadcast service for some rural and mountain areas of the country which get virtually none at present. FCC in its statement on Tuesday, explained that one reason for reopening the clear channel situation was the lack of primary and even adequate secondary service in some areas of the nation.

Hospital Ship Broadcast

First broadcast from a hospital ship by Vox Pop is scheduled for Monday, February 26, from an Army hospital ship docked in the Charleston, S. C., Port of Embarkation. Parks Johnson and Warren Hull will handle the broadcast which will be heard over CBS on Monday at 8 p.m. EWT.

'Look-Listen' Ratings Released By WABD

(Continued from Page 1)

Reel," a Young and Rubicam production was third and "Night Stars Over Broadway," a WOR show, and "Wednesdays At Nine," produced by Ruthrauff and Ryan tied as fourth in popularity.

It was pointed out that 75 per cent of the audience who voted on the shows were adult and 25 per cent children.

New Kasper-Gordon Series

Boston—Completion of the new transcribed series titled, "The Vagabond Adventurer" starring Tom Terris was announced this week by Kasper-Gordon, Inc. Terris, veteran producer of film travelogues, is presented in a series of 39 and one half hour episodes. There are 13 stories, each complete in three installments.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

NO OTHER PROGRAM

- Offering announcement participations
- Between 6 a.m. and 12 noon
- On any station
- Can deliver as many WNC* listeners
- For your money (or your client's)
- As WWNC's TOP OF THE MORNING
- 7:15-7:45 Monday thru Saturday
- With its daily average rating of

9.3

2nd Station 7:15-7:45 a.m. daily average, 1.6
3rd Station 7:15-7:45 a.m. daily average, 2.3

*Western North Carolina.

Rating figures indicate percentage of radio homes in area tuned to each of above stations

STARS OVER KMBC



CAROLINE ELLIS

Like all KMBC personalities, Caroline Ellis is nationally publicized and nationally known! Caroline is KMBC's woman commentator with a daily "Happy Home" quarter-hour. Hitch your advertising to a "Star!"

KMBC
OF KANSAS CITY

SINCE 1928 BASIC CBS STATION for MISSOURI and KANSAS

WWNC

Don S. Elias, Executive Director



570 KC Serving Western North Carolina from ASHEVILLE

Represented by the Katz Agency

New York City Indies Unworried By Curfew

(Continued from Page 1)

in this area: WINS, WEVD, WMCA, WHN, WHOM, WLIB, WNEW, WOV and WQXR.

Some of the stations are revising a few of their programs which currently entail remote pick-ups from the night spots to be affected by the ban. However, the majority of the programs are speculating on larger audience pulls.

WHN will extend its late-evening "Music To Read By" programs to 90 minutes, in place of the current 60-minute productions, on the strength that "most patrons who are chased home by curfew ruling will seek relaxing music while they turn over the pages of their paper or book." The station will interrupt the program for a five-minute news period at 12:55 a.m. The program is broadcast seven nights a week. However, when the curfew ends, the program's time element will be the one-hour presentation.

WLIB is not affected by the ban because the station currently goes off the air at 9:15 p.m., nightly.

Some Benefits Expected

WEVD also expects to gain greater audiences, and a spokesman for the indie pointed out that it has no remotes, therefore has no programming problems to solve.

Lola Woursell, publicity director for WOV, announced that the station's program schedule will not be affected, because they have no remotes that "hit that hour."

WMCA's plans have been slightly affected; the "Fox Amateur Hour," which originates from the Brooklyn Fox Theater Mondays, will be shifted from its current 10:03 p.m., spot to the 9:30-10:15 p.m. slot, with a 10 o'clock break for the New York "Times" newscasts. The Mitchel Field "Air Evacuation Hospital" series, an ET show, will be heard at 10:15-10:30 p.m., dismembering it from its current 9:30 p.m. spot. However, two other programs, remotes from the Hotel Victoria and the Apollo Theater, may be affected, if the extension of the curfew to 1:00 a.m. does not come through, currently being petitioned by owners of night spots. The former is remoted four-

★ AGENCY NEWSCAST ★

DUFF MERRICK has resigned as radio publicity director of Campbell Ewald Advertising Agency, to join David O. Alber Associates as an account executive.

JAY E. KASHUK, president of Associated Radio-Television Productions, Inc., has been appointed radio director of the National Antiques Show which takes place at the Madison Square Garden Exposition Hall, March 12 through the 18th inclusive. Kashuk has organized a transcribed spot announcement campaign which will be heard tentatively over WHN, WMCA and WQXR, with more stations to be added shortly. The campaign commences March 8, four days prior to the opening of the show. In addition to the campaign, a 10-minute program will be heard each evening of the exhibit.

WILLIAM J. WALKER, formerly of Kenyon & Eckhardt, has joined the media department of Grant Advertising Inc. He will devote most of his time to accounts serviced in the New York office of the International Division.

New Staff Members Added To NBC Press Department

Additional changes in the NBC press staff in New York have been announced by Sydney H. Eiges, head of the division. Marian Chapman, currently writing publicity for network shows will take over the WEAFF publicity spot vacated by Richard Connelly who becomes NBC trade news editor; Gerald Quisenberry becomes magazine editor with Mrs. Fredrica Montgomery as his assistant; other staff additions include Leo Hershendorfer as news editor and the appointment of Marney Glavin, Milton Marshall, George Wolf and Helen Leaf to the writing staff. Allan Kalmus, who formerly served as NBC trade editor in New York, has already taken his new post as network television editor.

times weekly, 11:45 p.m. to midnight, and the latter on Wednesdays, 11:06-12 midnight.

Jo Ranson, special events director of WNEW, said its current remotes are not "affected," and expects its present "fine audience" to be supplemented by an "even finer one."

Pat Hurley, publicity of WQXR, said her station signs off at 12:05 a.m., therefore not affected.

Ann Wright, promotion director of WINS, declared that the station's program will remain intact, as they all originate at the station's studios.

WHOM will not have to revamp its program schedule, because its remotes come at a very early hour, Jack Paige, promotion director, announced. The station, however, may extend its listening hours in order to obtain a greater listening audience, Paige added.

WILL A. MORGAN, following an honorable discharge as chief yeoman in the Navy, after 27 months service, has been reinstated as superintendent of the advertising department of the Continental Oil Company, it has been announced. Fred L. Hanks, who has been acting advertising superintendent in Morgan's absence, and former assistant general sales manager of the company, has been made superintendent of marketing analysis, a newly created post. The advertising account of the Continental Oil Company is handled by Geyer, Cornell & Newell, Inc.

NEW YORK "TIMES" promotion department has prepared a booklet titled "Community Advertising for Progress and Prosperity," a treatise on post-war advertising by cities, counties and states.

HARRY BUCHANAN has been named director of advertising and publicity for United Artists. For the past two years he was special coordinator for the Treasury Department with the motion picture industry.

New Departments Setup By Westinghouse Chief

Explaining that the word "radio" has become synonymous for communications, Walter Evans, vice-president of Westinghouse in charge of all company radio, announced yesterday that hereafter the company's "Radio Division" becomes the "Industrial Electronics Division." It was also announced that the former Radio Receiver Division will become the Home Radio Division.

"Phenomenal developments in the radio science over the last two decades—and particularly to insure more and finer equipment in the present war—are responsible for the changes," Mr. Evans explained.

The change in identification of the Home Radio Division, which will build and market radio and television receivers for homes after victory, was made, Evans explained, to distinguish between this undertaking and work in the radio section of the Industrial Electronics division which will continue to build commercial transmitting and receiving equipment for the industry.

C. J. Burnside, for the past three years manager of the Radio Division, will head Industrial Electronics and Harold B. Donley, named manager of the Radio Receiver division of its organization last year, will head the Home Radio unit.

BBC Interview

Lillian Hellman, noted American playwright, will be interviewed in the London studios of the BBC regarding her recent visit to Russia, and the program will be heard locally over WNEW, Fri., Feb. 23, 10:45-11 p.m., to commemorate the founding of the Red Army.

CBS Files FCC Brief Re Television Bands

(Continued from Page 1)

oral arguments to be held before the Commission on February 28 regarding proposed allocations.

The CBS brief asserts that technical difficulties encountered in the lower frequencies of present-day television preclude the possibility of nationwide, competitive television in this portion of the spectrum. It further states that numerous advantages in improved transmission and reception will result from a move to higher frequencies.

Supporting the Commission's proposal that FM broadcasting band be moved to higher frequencies, the web's brief advocates more channels for this type of aural broadcasting.

Recommending that no frequencies be assigned to the proposed theater television and subscription radio services, the brief points out that such services "would be available to the public only upon payment of a fee and could utilize wire lines rather than radio frequencies used by broadcasters who provide the public with program services gratis."

Morgan Off Own Program 'Unhappy With The Script'

Comedian Johnny Morgan has left "The Johnny Morgan" show permanently, because he has been "very unhappy with the scripts" provided for him, it has been learned. A spokesman at J. Walter Thompson, agency handling the show, pointed out the format of the show required the scripters to "spread laughs among the stooges," because it helped the show considerably. Gee Gee James, Cameron Andrews and Roland Winters who portray various characters on the program, have come to be known as regulars depended upon by listeners for laughs, as the result of scripting technique applied at the start of the program, the spokesman pointed out.

One comment made was, "It is the first time anybody has walked out of a program three days before broadcast," implying the lack of notice given to producers to find somebody else to fill the bill.

The Morgan opus, however, will continue over CBS, Mondays, 10:30-11 p.m., EWT, under a new banner Barney Grant, former vaudevillian and night club entertainer, replaced him on last Monday's program and may be signed up as a permanent item. Pert Kelton will continue with her chores, and Ballantine will continue to sponsor it.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS

Hearings Start Today On 'Anti-Petrillo' Bill

(Continued from Page 1)

Petrillo Bill." The measure, which has passed the Senate, makes it illegal to interfere with non-commercial broadcasts by educational institutions, and follows Petrillo's action in banning student music from the air. First witness today will be Dr. Joseph E. Maddy, president of the National Music Camp at Interlochen, Mich., which has been a principal sufferer by the Petrillo ukases. Dr. Maddy will offer amendments to protect music teachers from AFM reprisals.

May Explore Other Angles

This will be a direct answer to the recent Petrillo move in placing the school on the "unfair list."

In addition, Rep. Clarence F. Lea (D., Calif.) chairman of the House Interstate Committee, said yesterday the committee would explore still other amendments with a view to check-reining Petrillo. He said the committee may go into other phases of broadcasting and would also consider recordings.

Petrillo has been invited to appear at the hearings, but there is no indication that he will appear. In fact, Joseph A. Padway, general counsel for the AFM, left town last night to be away for a couple of days. It did not seem likely that Petrillo would attend without Padway.

Lyle Van Renewed

RKO Radio has renewed its contract with the commentator Lyle Van, calling for 13 weekly broadcasts over WEAJ of its regular popular news program, it is announced by Barret McCormick, RKO Radio director of advertising and publicity. Renewal is for the period from March 1 through May 26.

Koussevitzky Again Conducting

Boston—Returning to the podium of the Boston Symphony Orchestra, Serge Koussevitzky will give the first performance of his new series on Saturday, March 3, over WJZ and the Blue Network, 8:30 to 9:30 p.m. Program is sponsored by Allis-Chalmers Manufacturing Company with Gene Hamilton as announcer-commentator and Oliver Daniel as the producer on the program.

COAST-TO-COAST

— OKLAHOMA —

OKLAHOMA CITY—In a general reorganization of KOMA's program department, general manager Kenyon Brown has appointed former news director, Bill Bryan, director of programs and news; Paul Buenning, formerly in charge of programs, has become production manager; Jerry Marx, news editor. . . . Co-operating with the Junior Chamber of Commerce, KOMA has launched a 13-week "Save A Life" series, designed to promote safety consciousness. . . . Helen Barr, home service director, WKY, is conducting a textile clinic through this month. . . . Jimmy Wakeley, screen star and Decca recording artist, recently visited WKY, scene of his first success.

— WISCONSIN —

MILWAUKEE—Ben Wolff of WEMP, 77 and radio's oldest time salesman, is back home and ready to go, after an operation at the Mayo Clinic. . . . Roy Queeman, the Van Phillips of the "Swing Shift" program, has left WEMP to work for Uncle Sam. . . . After five-year-old James K. Robinson gave the Gettysburg Address over WTMJ as a special Lincoln's Day feature, he was asked whether or not he expected to be President. The answer was "No—I'm a Republican."

— PENNSYLVANIA —

PHILADELPHIA — Most popular man at WIP is head accountant Roy Roller who rolls his own and whom announcers Howard Jones, John Facenda and Bob Horn are trying to get under contract. . . . "To Whom It May Concern" is the newest WFIL show to come under Sun Shipbuilding Co. sponsorship. . . . Local sports-writers are going in a big way for Franny Murray's airings of the Tide Water Oil basketball games and Doug Arthur's color. . . . PITTSBURGH—Dave Tyson is the busiest commercial announcer in town with air time totaling more than 20 hours a week. . . . YORK—Walter J. Rothensies was elected executive vice-president of the Susquehanna Broadcasting Company at a board meeting early this month.

— OREGON —

PORTLAND—Enlargement of the Portland Advertising Federation to an organization of state-wide scope under the new name, Oregon Advertising Club, has been announced by Arden X. Pangborn, president, after action of the federation's board of governors. Pangborn is also general manager of KGW. Other club officers are James Brattain, vice-president and Hal Johnson, secretary-treasurer. . . . Former program manager of KALE, Harold Bratsberg, has joined Westinghouse station KEX as continuity director. Bratsberg has been in announcing and program work in radio for 14 years.

— TEXAS —

DALLAS — The "It's Showtime" broadcasts of Interstate Theaters have been cited as the best musical series of the region and WFAA and the "Morning News" have awarded the circuit a plaque in recognition. . . . FORT WORTH—Harold Hough, general manager of WBAP-KGKO has announced the appointment of Norman J. Dicken as commercial manager. Dicken has had wide experience in radio, having been with NBC and the Blue as well as WTAM, WSB and WFLA. He's also been associated with headliner news commentators. . . . SWEETWATER—FCC has authorized J. S. McBeath and Nittie Agnes McBeath to acquire control of Sweetwater Radio, Inc., licensee of KXOX, through purchase of 50 per cent of the stock at \$8,754.42.

— TENNESSEE —

NASHVILLE—Practice of WLAC, WSM and WSIX of carrying announcements requesting letters from service men in which Red Cross assistance is mentioned has stimulated contributions to the drive far beyond expectations, according to F. C. Sowell, Red Cross radio chairman. . . . CHATTANOOGA—On Feb. 13, Frank S. Lane, WDEF general manager, celebrated his 20th anniversary in radio. . . . MEMPHIS—Bill Trotter has been appointed production manager of WHBQ. Well known in radio, Trotter was with WREC for 10 years and more recently on WMC.

Tele's Economic Role Outlined By Expert

(Continued from Page 1)

present national production is at approximately twice our peak peacetime business volume of 80 billion dollars. He predicted that most of the burden of holding our post-war economy at this level would fall on advertising and therefore "some wholly new and potent advertising medium" was needed.

"This new medium which lends itself to dramatic sales exploitation is television," Alexander said. "It is the only medium that can bring together all the visual techniques the adman has devised for publications, billboards, movie shorts, animated displays and illuminated signs plus all the radio techniques he has developed to sell products over the air."

"But, besides this all-important help in selling," Alexander continued, "television will also be a new and vital factor in helping to utilize our national productive capacity. Television will build and produce, growing in its own right, while it helps to sell the goods and services of others. It will be an immediate factor of expansion in our expanding economy of plenty."

Renews Tele Contract

After seven weeks of experimental programs, Macy's, New York department store has decided to continue for a further 19-week period on WABD, New York, RKO Television Corporation, producer, announced Saturday. Program is heard Wednesdays at 9:30 p.m.

Back In South Pacific

Robert McCormick, NBC war reporter who returned to this country last October after a year in the Pacific, has returned to that theater of operations. He was heard from Guam on Thursday, Feb. 16, the first broadcast of his new tour of duty.

Send Birthday Greetings To—

February 23

Bill Krenz Don Kerr
Sylvia Press Thomas L. Thomas

February 24

Theodore Alban May Singhi Breen
John Harrison Jack Ingersoll
Dora Johnson Joe Laurie, Jr.
Bert Lytell Pauline Morin
John Neff Rulh Lickard

Robert A. Schmid

February 25

Ellis Andres Victor Bay
E. A. Ellington Jack McNally
David Kelly Roberts, Jr.
Ranny Weeks

WJLS

BECKLEY,
WEST VIRGINIA

Expands its market*.....

*Daytime coverage increases 1,390 square miles... with
110,741 additional potential listeners (FCC survey).

now at

560

on the dial



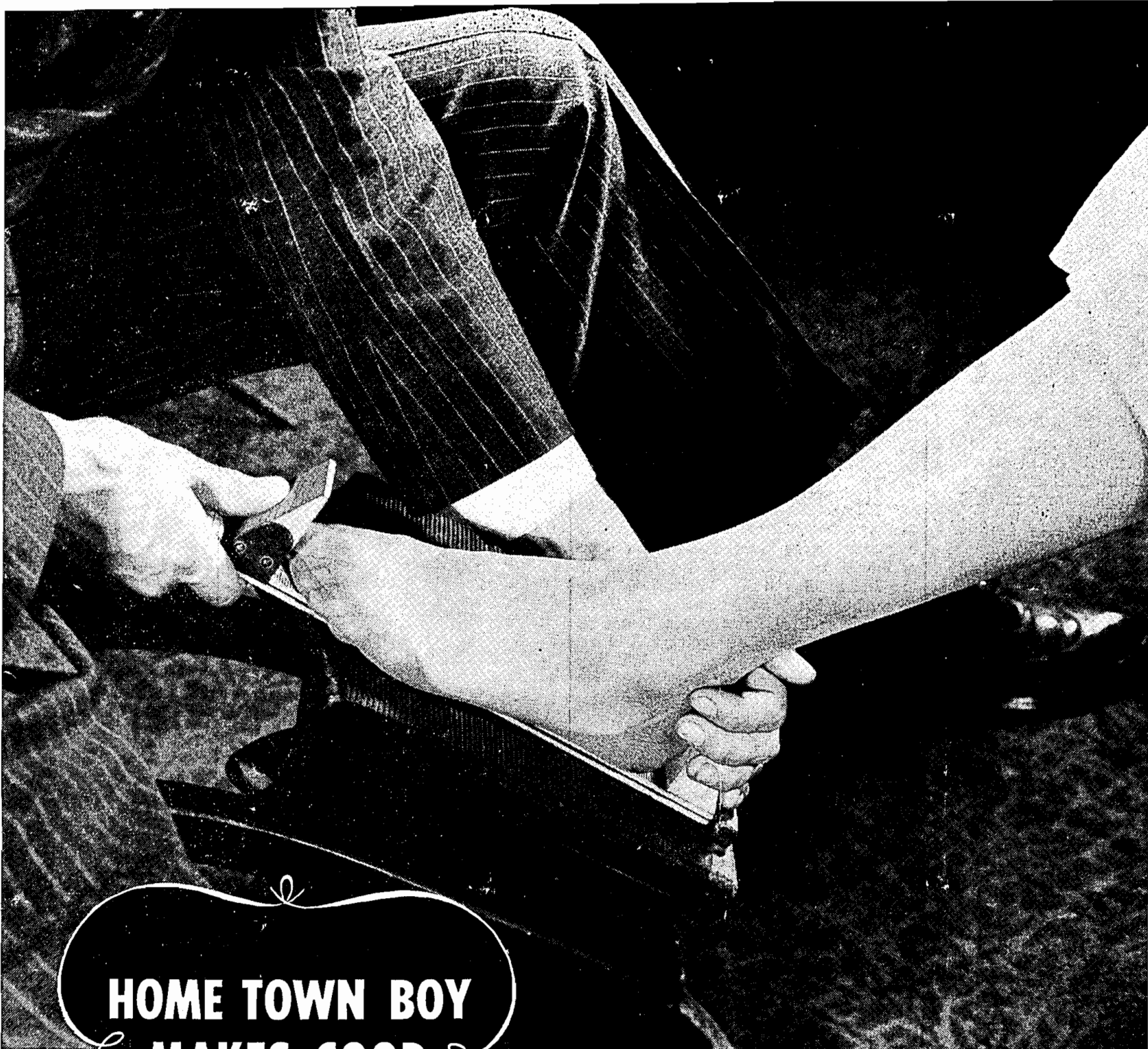
CBS NETWORK • Represented by Burn-Smith

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS



HOME TOWN BOY MAKES GOOD

... IT FITS LIKE A SHOE

For generations in Baltimore, Hess has been the name for fine shoes. In the financial district Hess* has a shop for men—in the shopping section another for women—and one uptown for children. So it was natural for this Baltimore shoe institution to turn to WFBR—Baltimore's big home town station.

For the third year now Hess Shoes has sponsored the Sunday Journal of the Air on WFBR, Sunday afternoon. It is the only Sunday afternoon round-up

of international, national and local news—a special production of the WFBR news staff. Its listening audience is a tribute to WFBR's home town hold.

Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if you want to know what to buy in Baltimore... buy what the *successful* home town boys have *always* bought and are buying *today*... W...F...B...R...

*Agency: Cahn-Miller, Inc.

MEMBER — MUTUAL BROADCASTING SYSTEM • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

WFBR

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 38

NEW YORK, N. Y., MONDAY, FEBRUARY, 26, 1945

TEN CENTS

FM Brief By RTPB Panel

Anti-Petrillo Bill Hearing Continued

Washington Bureau, RADIO DAILY
Washington — "Extension of the scope" of the so-called "Anti-Petrillo" bill is the desire of the House Interstate Commerce Committee, Representative Clarence F. Lea, (D., Calif.) said Friday as the committee virtually concluded hearings on the measure which has already passed the Senate.

Just how far the bill can be broadened is questionable, because it is planned as an amendment to the Federal Communications Act and so cannot cover subject outside of that field. Some Congressmen have hinted at a

(Continued on Page 7)

C. & N. Set As Agency On Squibb CBS Musical

E. R. Squibb & Son have engaged Meyer, Cornell & Newell, Inc., effective March 26, to handle the Monday-Wednesday-Friday 15-minute evening musical program over CBS. BBD&O will continue to place Squibb's institutional copy as well as the new campaign on the Angle Tooth Brush.

The Columbia network program of

(Continued on Page 7)

New Akron MBS Outlet Holds Inaugural Program

Akron — Opening program on WHKK, Akron, O., on Sunday, featured several New York and Cleveland entertainers, including Harry Gibson, boogie-woogie pianist; Anita Ellis, Mutual vocalist; Joseph Knitzer,

(Continued on Page 2)

Microwaves

Experimentation with a very short wave called "micro-waves" is being conducted by engineers of the American Telephone and Telegraph Co., according to Walter Gifford, president. He said the waves may be used as a supplement or alternative to wires and cables for telephone and television transmission.

BMB Plans Pre-Test During Current Year

Pre-testing of the Broadcast Measurement Bureau system may begin late this year, it was disclosed by Hugh Feltis, president of the BMB, at a cocktail party held for the trade press last Friday at the Waldorf-Astoria. Reason given for a preview sampling is to determine how various obscure sections of the country will be surveyed, Feltis pointed out, adding that areas such as southern Texas, which has a large Mexican-speaking population, will need a tabulation

(Continued on Page 4)

BBD&O Elect Officers; Duffy, General Manager

Following the annual meeting of the stockholders of Batten, Barton, Durstine & Osborn, Inc., held last Thursday the new board of directors re-elected Bruce Barton as president and elected Ben Duffy as vice-president and general manager. In this

(Continued on Page 2)

Panel 5 Disagrees With FCC Suggestions On Position Of FM In Spectrum; RCA Argument Also Filed

Four Network Officials Named To CAB Board

Representatives of the four major networks have been nominated for positions on the board of governors of Co-operative Analysis of Broadcasting, it was announced Friday by Dr. D. P. Smelser, chairman of the board of CAB. Those nominated are

(Continued on Page 7)

Morton Downey Honored At Special Luncheon

Morton Downey, who begins his new series for Coca-Cola over Mutual today, was the guest at a press luncheon and special broadcast from the Cub Room of the Stork Club in New York last Friday.

The luncheon staged by Steve Han-

(Continued on Page 2)

Capper Introduces Bill Against Liquor Advertising

Washington Bureau, RADIO DAILY
Washington—A bill to prevent broadcasting of liquor advertising has been introduced by Senator Arthur Capper, (R., Kan.) Measure also makes it illegal to transport any

(Continued on Page 2)

In a brief filed with the FCC in behalf of Panel 5 ("FM" Broadcasting), the Radio Technical Planning Board declared themselves in agreement with the Commission-proposed findings of the width of channel and the number of channels for FM broadcasting. Panel 5, however, is not in accord with the FCC on

(Continued on Page 6)

Walker Defines Policy Of New Records Firm

At a press conference held Friday at the offices of Foote, Cone & Belding, James J. Walker, president of the newly-formed Recording Division of Majestic Radio & Television Company, announced that the company has decided to drop the Hit label using instead the label of "Majestic." Starting March 1, a weekly output of

(Continued on Page 7)

Blue Web Inaugurates New Television Shows

The Blue Network launched its regular schedule of television broadcasts with programs from Schenectady yesterday and inaugurates tele from New York tomorrow. The Schenectady broadcasts of "Ladies

(Continued on Page 2)

★ THE WEEK IN RADIO ★

FMBI Files Brief With FCC

By CHARLES MANN

FM BROADCASTERS, INC., representative of FM interests, has filed its protests with FCC which will be aired before the latter on February 28, re the proposed allocations from 10 kc to 30,000,000 kc which include both television and FM. A bitter battle is expected to be fought by the FMers. The FM brief, organized by a special committee headed by

John Shepard III and the FMBI general counsel Phil Loucks, asserts why FM should not be transplanted, substantiating its claim on the past record of the medium.

Variations: While the midnight curfew is expected to affect the program schedules of the four national networks, spokesmen for the metropoli-

(Continued on Page 4)

To reach the Northern New England Market use WLAW. Send for coverage map. Advt.

Entertainment for 907,283 listeners—profits for you when you use WLAW. Advt.

Versatile

Portland — Charles M. Barbe, former foreign radio correspondent and since November news commentator and analyst for KGW, Portland, played another role last week, as he conducted a symphony orchestra performing in concert with Bronislaw Huberman, noted visiting violinist. Music critics praised Barbe's conducting and the ensemble, hastily assembled.

Biggest Donation

The National Foundation for Infantile Paralysis has received through Ralph Edwards' "Truth or Consequences" program a donation of \$136,553.50, a record breaking single gift, representing dimes (and more) sent in by listeners in response to the appeal of Bobby Riggio, polio victim who appeared on the show over the NBC network some weeks ago.



Vol. 30, No. 38 Mon., Feb. 26, 1945 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

(February 23)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	163 ³ / ₈	162 ⁷ / ₈	163	- ³ / ₈
CBS A	38	38	38	+ 1
CBS B	36 ³ / ₄	36 ³ / ₄	36 ³ / ₄	+ ¹ / ₄
Crosley Corp.	37	37	37	- ¹ / ₂
Farnsworth T. & R.	15 ¹ / ₄	15	15	- ¹ / ₄
Gen. Electric	41 ⁵ / ₈	40 ³ / ₈	41 ¹ / ₂	+ ¹ / ₂
Philco	36	35 ¹ / ₂	36	+ ¹ / ₈
RCA Common	12 ¹ / ₈	12	12 ¹ / ₈
Stewart-Warner	18 ¹ / ₈	17 ⁷ / ₈	18
Westinghouse	123 ³ / ₄	122 ¹ / ₄	123
Zenith Radio	40 ³ / ₈	40	40 ¹ / ₄

OVER THE COUNTER		
	Bid	Asked
WCAO (Baltimore)	24
WJR (Detroit)	41	43

Wedding Bells

Ted Marvel, CBS shortwave producer-director, was married to Nina Golovina, featured ballerina of the International Ballet, on Saturday, Feb. 24, at the Englewood (New Jersey) Presbyterian Church.

20 YEARS AGO TODAY

(February 26, 1925)

Public address loud speaking equipment will be installed at the nation's Capitol by the Chesapeake & Potomac Telephone Company which will enable those witnessing the inauguration ceremonies to hear word-for-word what is being said.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues KGO is THE Bay Area Buy!

New Akron MBS Outlet Holds Inaugural Program

(Continued from Page 1)

head of the violin department at the Cleveland Institute of Music; Willard and his 23-piece orchestra from WHK, Cleveland; Hank Lawson's Gang, and Lillian Sherman, both also from WHK.

Pinky Hunter, of Cleveland, emceed the initial broadcast, and Horace Pumphrey of the WHKK staff did the announcing chore.

Opening of WHKK in Akron was signaled by its predecessor, WCLE, Cleveland. Akron station will be a Mutual outlet.

Morton Downey Honored At Special Luncheon

(Continued from Page 1)

negan in behalf of the sponsor featured a 15-minute Mutual broadcast during which Mrs. Jimmie Doolittle, wife of Major General Doolittle, Edgar Kobak, president of MBS, Morton Downey and Tom Slater, director of special events for MBS, participated.

Among those attending were Ted Sheridan of the Coca-Cola Company; Phil Carlin, vice-president and program director of Mutual; Steve Mudge of the D'Arcy agency, Robert Swezey, general manager of Mutual and Benedict Gimbel, Jr., president of WIP, Philadelphia.

Capper Introduces Bill Against Liquor Advertising

(Continued from Page 1)

newsreel, newspaper, periodical, or radio transcription through the mails or into Interstate Commerce in any other manner. The section devoted to broadcasting says:

"It shall be unlawful to broadcast by means of any radio station for which a license is required by any law of the United States, or for any person operating any such station, to permit the broadcasting of any advertisement of alcoholic beverages or the solicitation of an order for alcoholic beverages."

The bill would cover not only hard liquor but also beer and wines and would provide a maximum penalty of \$1,000 fine and one year imprisonment.

BBD&O Elect Officers; Duffy, General Manager

(Continued from Page 1)

post he succeeds Alex Osborn, who now becomes chairman of the board, filling the place made vacant by the death of William H. Johns which occurred last April.

Ben Duffy has served for the past two years as executive vice-president for the East, which includes BBD&O offices in New York, Boston, Buffalo, Cleveland, Detroit and Pittsburgh. Jack Cornelius of Minneapolis was re-elected executive vice-president for the West in charge of BBD&O offices in Chicago, Minneapolis, San Francisco and Los Angeles. The Hollywood office, headed by Vice-President Wayne Tiss, now concerns itself solely with radio activities and movie tieups.

Directors Elected

John Johns was elected to fill the one vacancy on the board of directors. The other directors were re-elected. F. R. Feland, Ben Duffy and Alex Osborn were re-elected as the executive committee with Mr. Feland as chairman.

Ben Duffy, the new general manager, has been with the company for 25 years. Starting as office boy, he worked his way through a variety of jobs, devoting much of his time to media, then to research, marketing and account handling.

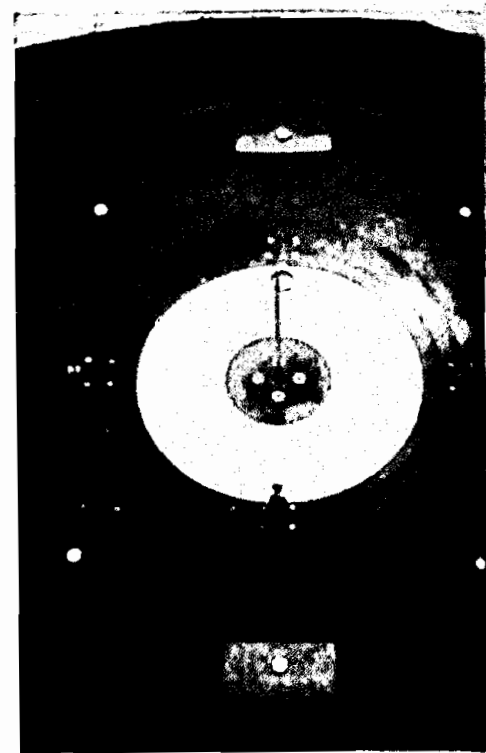
Mr. Duffy is a director of the Audit Bureau of Circulations and a member of the board of governors of the Co-operative Analysis of Broadcasting.

Born in New York City 43 years ago, Mr. Duffy attended Regis High School and lives with his wife and two children at Park Drive North, Rye, New York.

Blue Web Inaugurates New Television Shows

(Continued from Page 1)

Be Seated" was presented over the facilities of General Electric television station WRGB and the program from New York, "On Stage Everybody," will be broadcast in co-operation with the Du Mont laboratories. Network's advent into television marks the first time a broadcasting company has originated and presented regularly broadcast network programs over more than one television station.



Shadow compass "double checks"

That's a close-up, outside view of the Boeing-developed shadow compass installed in B-29's. It checks the variation of the plane's other compasses. It works on the same principle as the age-old sun dial. It's a "double check."

To radio advertisers who want a check on where they're going in Baltimore . . . we suggest that age-old measuring stick, "How much do my sales cost me?"

If you want the greatest number of listeners for the lowest cost . . . you take a direct course to W-I-T-H . . . the successful independent station. Facts are available to "double check" your decision.



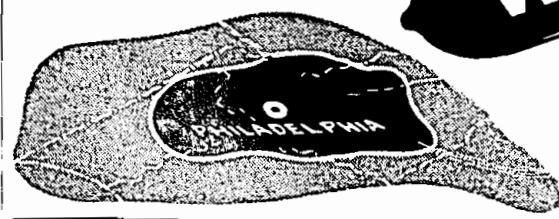
W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REEL

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."

BMB Plans Pre-Test During Current Year

(Continued from Page 1)

technique different from that to be applied in 1946. Feltz announced that he was confident the broadcasting industry would have very definite results of the BMB efforts during the closing months of 1946.

Feltz' session with the trade press came at the close of his conferences with the western districts of the NAB, of which 285 stations have subscribed to date. Meetings of the districts of the second series, most of which are in the East, start March 5-6, for Boston, District No. 1.

Others to follow are: New York, District 2, March 8-9; Washington, District No. 3, March 12-13; Charlotte, District No. 4, March 15-16; Atlanta, District No. 5, March 19-20; Jacksonville, District No. 6, March 22-23; Cincinnati, District No. 7, March 26-27; Chicago, District No. 9, March 29-30; Detroit, District No. 8, April 2-3.

Thirty-seven stations have thus far signed in the East without having been solicited, it was disclosed.

The Executive Committee of the BMB has approved the appointment of several committees of the Board, and appointees will be named early this week. Committees are: Advertising Industry Relations, to be the most active of the committees, to acquaint the industry with the BMB "plans, methods and goals." Research Committee will include matters concerning operation or technique. Finance Committee will be chiefly concerned with application of formula for payment of BMB service, in order that all participants are treated equitably. Committee concerned with by-laws, rules and procedure is still in the nebulous stage; however, a code-of-practice will be composed by this committee re BMB data.

Yankee Network Feature

Dr. Eddy's "Food and Home Forum" became a Yankee network feature last week and is now heard daily Monday through Friday from 9:30 to 10 p.m., EWT. Show features Dr. Eddy, Ella Mason, home economics expert, and Alois Havrilla as announcer. Program is produced in the studios of WOR, New York, by Vernon Radcliffe.

Doing the Biggest and Best Job of LOCAL EXPLOITATION

KLZ

DENVER

REPRESENTATIVE AGENCY

CBS 560 KC.



Radio Is My Beat . . . !

• • • Contracts are about to be signed for the new Squibb setup which will offer Teddy Dale, conductor, Ken Christie Choir and Jimmy Carroll, tenor. . . . Surprise twist to Orson Welles' being tagged for "This Is My Beat," is that he was mentioned for every other show but that one. . . . Ann Thomas and John Brown have checked out of the Bob Burns show, which will henceforth use visiting guests. . . . Ward Byron taking over the direction on "Gaslight Gayelles". . . . Monte Woolley consulting a throat specialist. . . . American producers who have been trying to locate Lucienne Boyer will learn here that she's in Paris. . . . Marlene Dietrich's daughter, Maria Manton, shows great promise in "Foolish Notion," but she'll have to go on a diet if she wants to get mama's oomph. . . . Everybody thought that Gloja Vanderbilt Di Cicco would be out of town on her 21st birthday (when she inherited all that coin) but she had a quiet party at home which was attended by, among others, Erroll Flynn. Incidentally, one of the agencies is trying to entice her into doing a 15-minute-smart-set-about-town column of the air. . . . Bob Moss, producer of the Chesterfield "Supper Club" and his script gal, Betty Woods, will make it a March 16th merger at her home in Colorado. . . . Albertina, ballet dancer in "The Lady Says Yes," will say yes to Fred Catania, Maxie Baer's former sparring partner and also a member of the cast. . . . The Bill Goodwins are expecting their 4th in June. . . . A sponsor with a long-range vision might give a listen to Ruth Reynolds, lush songstress formerly with the Doring Sisters.



• • • If you don't know Paul Benson, the beefy ex-p.a., this item won't mean a thing to you. To those who remember Paul, tho', it's strictly a yak. Paul's a Sgt. in the Army now and has been stationed in India for some time. Not long ago he was shifted to China and his pals were wondering howcum. One of them explained it this way. He said that Paul was handling the publicity for the Taj-Mahal out there and got fired for sending out a phony item about Billy DeWolfe opening there!



• • • Let's talk about Dick Gilbert this morning. Dick is the personable disc-jockey over WHN who's been campaigning for the past two years trying to get a bill into Congress extending the franking privilege to vets in gov't hospitals. Well, as Gabe Heatter would put it, the news this morning is sensational. Four Congressmen have signified their intention to introduce the bill and Dick is going to Washington next week to be on WHN's Congressional Record of the Air to discuss his plan. He's also been invited to attend all committee hearings to testify in its behalf and has been asked to submit a statement for the Congressional Record. Say, is that bad?



• • • Sydney Moseley, whom we once described as "one of the most striking air personalities of today—certainly a man with the most colorful background." That was in 1940. Since then, he's gone far. He's been quietly gathering up material of his experiences in American radio to be put between covers of a book contracted with Longman's Green & Co. His chore calls for 90,000 words to be written in 80 days—this in addition to his daily WOR airings. Moseley, who has 31 books to his credit, says he's been looking forward to writing this more than any of the others. He just couldn't get around to it before.



—Remember Pearl Harbor—

THE WEEK IN RADIO

FMBI Files Brief With FCC

(Continued from Page 1)

tan independent stations expect to be affected only as far as audience are concerned, with the majority expecting a great increase in listener ratings. Repeat-to-the-coast broadcasts of CBS, NBC and the Blue m have to dispense with studio audiences; however, they're waiting to see the regulations before they take definite action.

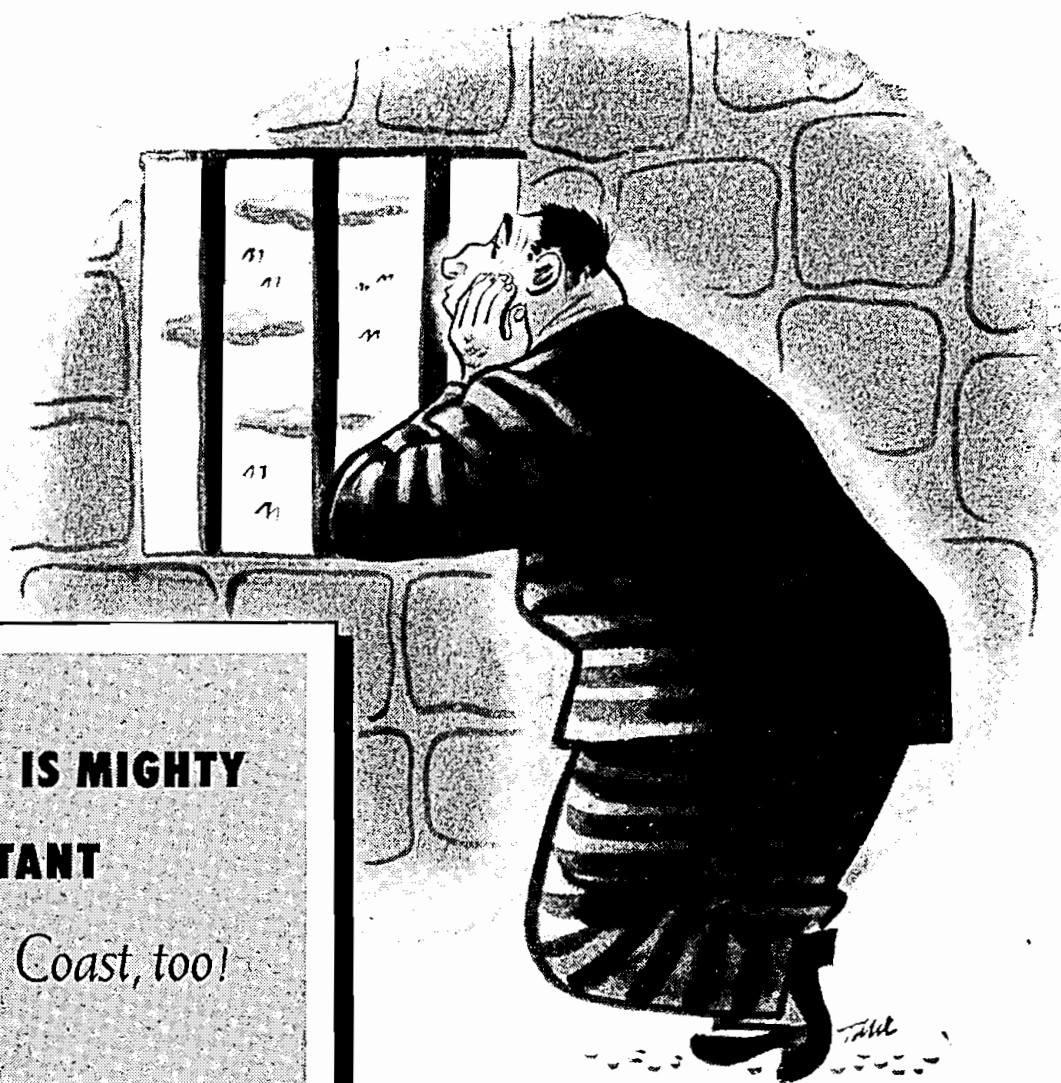
G.I. Aid: "Veterans Information Program," a brochure produced by the Government, is designed to encourage the participation of broadcast in the OWI-Retraining and Re-employment Administration program. The brochure is being distributed among station managers, writers, advertising agencies and the general press.

Spotshots: The War Department announced that television and new reels are on an equal basis re release schedules for film. . . . KS of St. Paul, has finally signed a contract with the AFM. . . . J. Poppele, prexy of TBA, accepted the Marconi Memorial award from the Veteran Wireless Operators for his organization. . . . Brig. Gen. Day Sarnoff, prexy of RCA, was the recipient of the "One World" award for his extension of radio as an educational and entertaining medium. . . . CBS' television brief has been filed with the FCC, asserting current legislation precludes possibility of nationwide competitive tele. . . . Hearings re the "Anti-Petrillo" bill have opened. . . . Fritz Block's "The Callahan" has been sold to Columbia Pictures. . . . The webs are hitting all kinds of snags at San Francisco in setting up facilities to cover the international conferences, sked for April 25. . . . Milton J. Alexander, advertising manager of the Du Mont Laboratories sees tele as a potent force in our national economy. . . . Owners of tele receivers are urged to raise WABD programs per new system devised.

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



"After listening to WFDF, Flint, the President bought an extra E-Bone"



**THE OUTSIDE* IS MIGHTY
IMPORTANT**

on the Pacific Coast, too!

***Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.**

ALL 4 networks cover the "inside market" of the Pacific Coast, but only Don Lee completely covers the "outside market" (where half the retail sales are made).

How come? Because most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high and the long-range broadcasting of the other networks doesn't work.

Don Lee is the only network with enough stations (38) to do the job. A special Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific

Coast) showed 60 to 100% of listeners in the "outside market" tuned to Don Lee stations.

Coverage of the "inside half?" Don Lee has that, too. Regular Hooper reports of the "inside market" reveal that during 1944 all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

All of which goes to prove that a good radio show on Don Lee has more listeners than the same show on any other network on the Pacific Coast.

The Nation's Greatest Regional Network



THOMAS S. LEE, *President*
 ILLUIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
 5515 MELROSE AVE., HOLLYWOOD 38, CAL.
 Represented Nationally by John Blair & Co.

Briefs Giving Views Re Allocations Filed By RTPB's Panel 5 And RCA

(Continued from Page 1)

the position of FM in the spectrum. The RTPB brief of Panel 5, filed in connection with the FCC oral arguments on the allocations proposals scheduled for February 28, sums up their findings as follows:

"The Radio Technical Planning Board (RTPB) is in agreement with the Commission's proposed findings regarding the width of channel and the number of channels for FM broadcasting.

Cites Point of Conflict

"The issue with respect to the position of FM in the radio spectrum is the most important one in this entire proceeding. The Commission's proposal and that of RTPB on this issue are not in accord. RTPB's findings are the result of joint consideration of the subject by a large number of engineers and representatives drawn from all branches of the radio industry. The fundamental issue, although not the only one, is the determination of the position for FM in the radio spectrum which is best from the standpoint of the propagation characteristics of the medium.

"Formation of a recommendation with respect to the position for FM in the spectrum is properly a subject for consideration by RTPB Panel 5, FM Broadcasting. Panel 5's treatment of this issue was logical and with due consideration to the complexity of radio propagation phenomena. The panel sought and obtained the considered opinion of a highly competent authority on the matter and upon receipt of that opinion voted by a very large majority to recommend that the service be kept substantially at its present position in the spectrum.

"There are several propagation characteristics of the medium which have a bearing on the problem. They are (1) skywave phenomena, (2) tropospheric phenomena, (3) shadows and (4) multiplex and distortion. It is the relative effects of these phenomena in the present and proposed FM bands which should be considered. The Commission's proposal apparently concludes that only skywave phenomena are truly important.

Question Proposals

"The proposal to move FM to frequencies above 84 megacycles is based largely upon K. A. Norton's interpretations of Exhibits 4 and 380 which were introduced into evidence by Dr. L. P. Wheeler.

"The testimony of noted propagation authorities, particularly Dr. H. H. Beverage and Dr. J. H. Dellinger, is not in agreement with that of Norton.

"The recommendations of the Radio Technical Planning Board and the testimony and statements of Drs. Dellinger and Beverage regarding the proper place for FM in the radio spectrum are in accord and to the effect that FM broadcasting should

be kept substantially at its present position in the radio spectrum.

"Although Norton testified that tropospheric phenomena increase in importance as the frequency of transmission is increased, he placed greater emphasis upon the possible detrimental effects of skywave phenomena at the lower frequencies. It was his conclusion that FM broadcasting should be moved upward in the radio spectrum.

Recommend Present Position

"The opinions of at least two noted radio engineers recognized as highly competent authorities on propagation, namely Dr. J. H. Dellinger, Chief of the Radio Division of the United States Bureau of Standards, and Chief of the Interservice Radio Propagation Laboratories, and Dr. H. H. Beverage, Vice-President of RCA Communications and Director of RCA Laboratories, are not in accord with those of Norton. The evidence in the record supplied by Drs. Dellinger and Beverage supports the position taken by Panel 5, FM Broadcasting, and Panel 2, Frequency Allocations, to the effect that FM broadcasting should be kept substantially at its present position in the radio spectrum.

Respectfully submitted,
RADIO TECHNICAL PLANNING BOARD,
PANEL 5, FM BROADCASTING,
C. M. JANSKY, JR., *Chairman.*
W. R. DAVID, *Vice-Chairman.*

RCA Files Brief

Declaring that RCA and its affiliated companies are of the opinion that the Commission "has done a constructive job on its report of proposed allocations," Radio Corporation of America, National Broadcasting Company, RCA Communications and Radiomarine Corporation of America, filed a joint brief with the FCC.

The brief considers the RTPB recommendations on FM in the spectrum as sound and takes exception to the FCC recommendations on FM allocations.

"The report (p. 75) states that existing FM stations will not be required to move to new assignments in the proposed 84 to 102 mc band until such time as new receivers are generally available and are in the hands of the public," the RCA brief states. "But the report proposes, in order that the 44 to 50 mc band 'may become immediately available for use by television broadcasters,' that existing FM licenses be given temporary assignments in the 42 to 44 mc band, to operate on until they are moved to permanent assignments in the 84 to 102 mc region.

"Proposal Undesirable"

Continuing the brief states: "RCA and NBC think that this proposal is undesirable. No new television stations can be erected until the freeze on new construction is lifted. The few television stations now operating do not require the 44 to 50 mc band. Presumably the construction of

new stations and the manufacture of receivers will be resumed at about the same time; and television stations will not for the most part desire to commence operations anyway until receivers are available for purchase by the public. Thus television probably will not be ready to use the 44 to 50 mc band until about the time that FM will be ready to vacate it. In any event, a particular FM station should not be required to vacate the 44 to 50 mc band until a television station in the same area is ready to commence actual operation on that band. In most cases by that time it will be feasible for the FM station to move directly to its permanent frequency assignment in the 84 to 102 mc band. If, however, television should in some locality commence using the 44 to 50 band before any wide distribution of the new FM receivers has been achieved, then it would be appropriate for the Commission to consider a temporary assignment in the 42 to 44 mc band for the FM stations in that locality. In the meanwhile we see no need for a general temporary allocation which would be expensive to the broadcasters and confusing to the public.

"Another objection to the proposed temporary allocation for FM is that the narrowness of the temporary band would not permit the application of normal allocation principles. It would be impossible to avoid placing a large number of FM stations immediately adjacent to the television channel, with resulting mutual interference between the two services."

Television Reviewed

On the subject of television allocations, the brief contends that the proposed 102 to 108 mc band unassigned for the present and held by the FCC for future assignment to television, FM and emergency services, will be urgently needed for television in the immediate post-war period. The brief points out that the assignment of even one additional channel would make it possible to establish more stations. "The immediate needs of television should have priority over the possible future needs of FM," the brief states.

"If the Commission decides to assign the unassigned six-megacycle band to television now, as we urge, the Commission should shift the band so that it would run continuously with the television which, as now proposed, runs from 54 to 84 mc," the brief continues. "That would give television a continuous band from 54 to 90 megacycles, plus the 44 to 50 mc channel. The Commission by drawing together the television channels into two groups of contiguous channels, has taken a constructive step toward facilitating the design of practical receivers; and toward reducing interference between television and adjacent services and thereby

AGENCIES

ALASKA CHEMICAL—W. E. POPKIN DIVISION, INC., New York, fancy fur dresser and dyer, has appointed Charles M. Storm Co., Inc., to handle its advertising. The company was organized as a division of Alaska Chemical Corp. after the latter acquired the fur dressing and dyeing firm of W. E. Popkin, Inc. recently.

ALLIED ADVERTISING AGENCIES, Los Angeles, through its president, W. F. Gardner, announces that A. H. Esary, recently released from active duty with the United States Maritime Service, has resumed his position of vice-president and treasurer. John T. Bradley has been named office manager for the Los Angeles home office and Bill Welsh general production manager for the agency. Shirley Peron has been named Los Angeles space and time buyer. Dick Bartlett and Lou Sterling remain as account executives, with Carl Reid joining the staff in a similar capacity at the Los Angeles office. Pete Hindley remains as manager of the San Francisco office, with Victor Urberroth named as assistant manager. Lowell Smith becomes production manager and Barbara Timmons, space and time buyer.

GRANT ADVERTISING, INC., announces that their Cuban subsidiary Grant Advertising, S. A. has been appointed to handle the advertising of Cuba Industrial Y Comercial, S. A. manufacturers of "La Estrella" chocolate bars, bonbons, candy, crackers, etc. in Havana. The agency has also been appointed to handle the radio spot advertising for El Norte in Havana, Cuba.

LUCIANNE HOWELL, formerly divisional advertising manager at Carson Pirie Scott & Co., has joined the Olian Advertising Co., Chicago office, as account executive and copywriter on fashion accounts.

Going To West Coast

Chicago—The "Hoosier Hot Shots," featured artists on the WLS-NBC National Barn dance, left Sunday for Hollywood to begin work on their fourth Columbia film entitled, "Rhythm Roundup." They will also make a guest appearance on next Sunday's Radio Hall of Fame heard over the Blue from Hollywood.

simplifying the allocations problem. "To place the unassigned channel adjacent to the group of six television channels would be a further step in this direction, since it would reduce the amount of frequency space necessary to be used for guard bands. The FM band, if the Commission adheres to its proposal to assign to FM space in that general portion of the spectrum, could then be shifted so as to run from 90 to 108 megacycles. This shift, as compared with the proposed assignment of 84 to 102 mc, would have no disadvantage from the standpoint of FM."

Walker Defines Policy Of New Records Firm

(Continued from Page 1)

50,000 discs is planned, the number of pressings to be increased as the necessary materials for the manufacture of the platters becomes increasingly available.

Stating a belief that there will be an increased demand for records after the war on the part of hundreds of thousands of demobilized servicemen, who had become used to the discs through the world-wide use of that medium by the government for entertainment purposes, Mr. Walker emphasized the fact that the new company was definitely not a war baby but intended to prove a factor in this field the post-war period. Distribution will be exclusively through Majestic dealers. In closing Mr. Walker admitted that there was a strong possibility that the company may enter the transcription field.

G. C. & N. Set As Agency On Squibb CBS Musical

(Continued from Page 1)

The drug company is heard from 6:15-8:30 p.m., EWT, and has been featuring Lyn Murray orch and chorus. When the show is taken over by G. C. & N. a new musical show is planned for the same time spot. According to present plans it will star Jimmy Carroll, the Ted Dale orchestra and the Ken Christie Chorus.

WCBM Joining Mutual

New affiliate for Mutual will be WCBM, Baltimore, effective June 15. It has been announced by Carl Haverdlin, web's station relations director. The station is currently affiliated with the Blue Network, but before that was a MBStation. WCBM is headed by John Elmer. General manager is George H. Roeder. It is now operating on 250 watts and 1,400 kc, and has plans for power expansion as soon as materials are available.

Mutual Quiz Show Renewed

Mutual's Sunday afternoon variety quiz, "Quick As A Flash" has been renewed for another 13 weeks beginning on March 4. Show will continue at the same time Sunday nights at 6 p.m., Ken Roberts will continue to be featured with Ray Bloch's orchestra and Frank Gallop announcing.

Send Birthday Greetings To—

February 26

Joseph Bonime	Vernon Delston
Eddie Gallaher	Beulah Julius
Maximilian Pilzer	John Stanziola
Bill Manns	Larry Stevens
Joseph J. Bender	

Dr. Maddy And Porter Heard At Anti-Petrillo Bill Hearing

(Continued from Page 1)

second bill to take up where this one leaves off. Bill as it is now, makes it unlawful to interfere with broadcasts by a non-commercial cultural institution. Members of the House committee believe it ought to be broadened at least to take care of the recent action of Petrillo in placing the National Music Camp at Interlochen, Mich., on AFM "unfair" list, which in effect bars AFM members from teaching there.

Dr. Maddy Heard First

Principal witness Friday was Dr. Joseph E. Maddy, president of the Interlochen institution. Dr. Maddy on the stand for the second straight day, spoke in opposition to an amendment offered Thursday by Representative George A. Dondero, (R., Mich.). The Dondero amendment, according to Maddy, would be a strike breaker. Its effect would be that if any employees of a radio station were on strike when a non-commercial cultural program was scheduled the strikers would be violating the law unless they went back to put the program on the air. The bill, as it passed the Senate, does not interfere with "labor's right to strike for legitimate purposes."

Dr. Maddy, member of the AFM for the past 36 years, predicted that Petrillo would force him out of the union for actively supporting the bill.

Maddy said most AFM members oppose Petrillo's actions in connection with Interlochen, but fear to say so openly. Other witnesses were officers in charge of radio and music for the armed forces who explained the rules of the Army and Navy in dealing with commercial musicians. One of these was Col. Ed Kirby, in charge of the radio section of Army public relations. Still to testify is Representative Clare E. Hoffman, (R., Mich.) There is no indication of when the committee will resume action on the bill.

Porter Gives Testimony

Topping Thursday's witnesses was Paul A. Porter, FCC chairman, who warned of two inherent dangers to radio from Petrillo's activities.

"The evil inherent in the AFM action regarding the Interlochen broadcasts," he said, "is twofold. In the first place, this action of the AFM results in a severe restriction upon what may be broadcast over the air.

"Under the American system of broadcasting, as you know, the government is expressly forbidden to dictate to broadcasters what shall and what shall not be broadcast. This is in order to guarantee a free radio. But more than this is necessary if radio is really to be free. We must make sure that no arbitrary restrictions are imposed by private groups concerning material which shall be broadcast. It is the Commission's constant endeavor to see that the radio industry keeps itself as free as possible of all unreasonable restraints.

"If an organization can prevent

radio stations from broadcasting a concert by high school students, a precedent is established whereby broadcasts of speeches, forums, conventions, etc., will be prevented. Such a precedent should not be permitted to be established.

"The second evil is found in the effect of the AFM's action on small stations. We are all familiar with the fact that most professional talent is concentrated in large cities. For the small stations, this means that it must to a great extent rely on amateur talent which it can find or develop in the community.

"However, the action of AFM prevents radio stations from using musical talent of this kind. And if the AFM can prevent the use of musical talent, other groups will direct this activity at dramatic groups, singers, etc. This forces small stations either to broadcast network programs all day or to use records and transcriptions instead of developing their own individuality."

Maddy Gives Views

Dr. Joseph E. Maddy, head of the National Music School at Interlochen, Mich., warned that unless Petrillo is prevented from interfering with music teachers, "Mr. Petrillo can still exercise powerful control over a large portion of music education in America.

"If Mr. Petrillo succeeds in enforcing his mandate against the National Music Camp," he said, "we can expect nothing less than the expansion of his control to include all music teaching in the United States. No child in America may then receive music lessons without Boss Petrillo's permission.

"By distorting powers and immunities properly conferred by Congress upon labor unions in general, and by perverse use of these powers, Mr. Petrillo now operates a \$4,000,000 extortion racket, dominates the recording and broadcasting industries, and controls the lives of many thousands of American citizens."

Rep. George A. Dondero, of Michigan, sponsor of the House version of the bill passed by the Senate, told the committee to go ahead and make the measure as broad as it desires.

New "Sampling" Service

Extending its services to include "samplings" of audiences in populated areas between 2,500 and 25,000 was announced Friday by C. E. Hooper, Inc. This is an extension of current "89-City Report" which samples a cross-section of all different types of radio services.

Wedding Bells

Denver—Bob Ballin, producer of the Jack Benny show, currently in Denver married Miss Mary Witty McLean of Hollywood, Friday in the executive chambers of Governor John C. Vivian of Colorado.

Four Network Officials Named To CAB Board

(Continued from Page 1)

Edgar Kobak, president of Mutual; Chester J. La Roche, vice-chairman of the board of directors of the Blue Network; Frank E. Mullen, vice-president and general manager of NBC and Frank Stanton, vice-president of CBS. Up to the present time, the board of governors of this cooperative non-profit membership organization was composed solely of representatives of advertisers and agencies.

Guesting On Ford Show

Isaac Stern, young violinist, Alfred Drake, and soprano Mary Martha Briney will appear as the stars-of-the-future guests on the Ford program, Fri., March 2, 8-8:30 p.m., over the Blue Network. J. Walter Thompson is the agency. Robert Russell Bennett does the arrangements and conducts the music regularly on the series.

MBS Closing At 1 a.m.

Effective today the Mutual network will terminate its daily operation at 1 a.m., EWT, Phillips Carlin, vice-president in charge of programs, announced Saturday. Web formerly remained on the air until 2 a.m.

Without this



No Touchdown

Unless the ball lands in the hands of the end, it's an incompleting pass. In radio, unless an audience "catches" your sales story, it's another "incomplete pass."

Score a touchdown with your program. Use WCBM, Baltimore's listening habit.

The Blue Network Station

WCBM

BALTIMORE

JOHN ELMER President
GEORGE H. ROEDER General Manager

FREE & PETERS, Inc., Natl. Rep.



Congressional Record *on the Air.*

A non-partisan program . . . an informative public feature, **CONGRESSIONAL RECORD—ON THE AIR** presents leading Senators and Representatives dynamically expressing individual viewpoints on phases of government that directly and indirectly affect each of us.

This series is transmitted overseas by the OWI. These programs have become matters of national record and have been printed in the official Congressional Record of the United States Congress.

Tested as an exclusive **WHN** feature for more than 100 weeks, and recognized nationally as one of the finest institutional programs of the air, **CONGRESSIONAL RECORD—ON THE AIR** is now available to stations in this country and Canada as a fifteen minute transcribed presentation on an exclusive basis.

Wire or write Herbert L. Pettey, executive director, **WHN**, 1540 Broadway, New York 19, N. Y., for prices and further information.



50,000
WATTS

REPRESENTED BY
RAMBEAU

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 39

NEW YORK, N. Y., TUESDAY, FEBRUARY 27, 1945

TEN CENTS

FM Units Gird For Battle

Electronic Progress Noted In RCA Report

Emphasizing scientific accomplishments of the past year in the field of electronics, the annual report of Radio Corporation of America released yesterday revealed that the net profit of RCA during 1944 was \$10,263,291, compared with \$10,192,452 in 1943.

The annual report points out that during the past year RCA reached new peaks in production of radio-electronic equipment vital to the war effort and completed more than 100 research projects for the armed forces. Production of the past year exceeded 1943 war products deliveries to the

(Continued on Page 7)

New York City Indies Set Red Cross Shows

Independent stations of metropolitan New York will make Wednesday, Feb. 28th Red Cross day, it has been announced. RADIO DAILY announced last week that the four major networks were planning to do the same. Spot announcements, special appeals, guest appearances and special feature

(Continued on Page 7)

Tibbett Joining Star Theater On CBS For Next 3 Weeks

Lawrence Tibbett, featured on the Saturday night CBS "Hit Parade," will take over the vocal and emcee roles on Columbia's Star Theater for three weeks, starting Sunday, March 4. Jane Froman will share vocal honors with Tibbett on the Star Theater series for March 4, 11 and 18th.

Addressee Removed

Philadelphia — WFIL promotion department is looking over its collective shoulder for ghosts. Former director Ted Oberfelder is now with the Blue Network as co-ordinator of audience promotion. WFIL department is still receiving mail from the network addressed to Oberfelder. Opening the letters they find them signed by Oberfelder.

Freedom

Network listeners last night heard the voice of General Douglas MacArthur officially turning over the city of Manila, and with it control over the destinies of the Philippine Islands, to President Osmena of the Philippine Commonwealth. Reception on the program, which was heard in the United States from 10-10:15 p.m., EWT, was excellent.

WOW Files Appeal To Ascap Decision

Omaha, Neb. — Counsel for the Woodmen of the World Life Insurance Society, operators of WOW, and Joseph Malec, owner of Peony Park, filed a brief in the Nebraska Supreme Court Monday appealing from a Douglas County District Court order dismissing their suits against Ascapi in the WOW case. The amount sought was \$87,724 in principal payments with interest and damages to bring

(Continued on Page 5)

Three Agency Executives Leave J. M. Mathes Co.

Three vice-president of the J. M. Mathes Agency resigned last week it was learned yesterday. The executives, Charles S. O'Donnell, Hyland Hodgson and Charles Marshall had been with that agency since its inception in 1934.

Mr. O'Donnell, who was the account

(Continued on Page 2)

Mexican Radio Leader Views Postwar Industry Markets

Anticipating radio and television as potentially lucrative media in Mexico in the post-war era, Emilio Azcarraga, president of stations XEW and XEQ, key stations of the 117 affiliated independent stations in that country, is spending several weeks in New York City holding conferences to determine which of the

A-1 priority to sales when you use WLAW. Reaches 152 cities and towns in Northern New England. Advt.

Oral Arguments Of Allocations Hearing Get Under Way At FCC Tomorrow; Many Witnesses Of Record Sked

Radio Industry Council Organized For Britain

British Bureau, RADIO DAILY

London—A new body, the Radio Industries Council, has been formed by the federation of four British groups in the radio and television industry. The Federated bodies are the British Radio Equipment Manufacturers' Association, the British Radio Valve Manufacturers Association, the Radio Component Manufacturers Fed.

(Continued on Page 5)

New Gov't Shortwave Sta. Officially Opened In Can.

Montreal—CBC international transmitter at Sackville, New Brunswick was inaugurated Sunday afternoon at 3 p.m. when Prime Minister W. L. Mackenzie King officially declared the station open. Extending greet-

(Continued on Page 4)

Abe Schechter Promoted; Now Lieutenant Colonel

Major A. A. Schechter, formerly director of News and special events of NBC and at present attached to General MacArthur's staff at Manila

(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Big fight, so far as industry people are concerned, in the hearings on the FCC Frequency Allocation proposals which get under way tomorrow will be on the position in the spectrum to be occupied by the FM service. Although television broadcasters, Allen B. Du Mont, RCA, and one or two others will seek restoration of the full 18 channels enjoyed by monochrome television now—and which the FCC proposes reducing to 12 or possibly 13—it is on the question of FM position that

(Continued on Page 5)

Cable To Freed Lands Brings CBC Greetings

Toronto—Glen Bannerman, president of the Canadian Association of Broadcasters, announced that as a result of a resolution passed at the annual meeting of the association cables have been sent to the radio authorities of all liberated countries. These authorities included such coun-

(Continued on Page 5)

Whiteman Returning East With Blue's 'Hall Of Fame'

Paul Whiteman, on the West Coast for the past 10 weeks for the origination of Philco's "Hall of Fame," returns to New York on Friday and will originate next Sunday's Blue Network show from here.

Washington Quiz

Members of the foreign and domestic agencies of the State Department in Washington will participate on the "Vox Pop" quiz show over CBS on Monday from 8:00 to 8:30 p.m., EWT. State department executives have been invited to attend the broadcast which will originate in the Presidential suite of the Statler prominent Capital hotel.

Night and day WLAW serves New England's Third Largest Concentrated Radio Audience. Advt.



Vol. 30, No. 39 Tues., Feb. 27, 1945 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 Willk, 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 February 26)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	162 3/4	162 7/8	- 1/4
CBS A	37 3/8	37 3/8	37 3/8	- 1/4
CBS B	36 5/8	36 5/8	36 5/8	- 1/8
Crosley Corp.	36 1/2	36	36
Farnsworth T. & R.	16 1/8	14 3/4	15	+ 1/8
Gen. Electric	41 5/8	40 7/8	41 1/8	- 3/8
Philco	35 3/4	35 3/8	35 3/4	- 1/4
RCA Common	12	11 3/4	12
RCA First Pfd.	79 5/8	79 5/8	79 5/8	- 3/8
Stewart-Warner	17 3/4	17 1/4	17 3/4	+ 1/4
Westinghouse	123	122 1/4	122 1/4	- 1 1/2
Zenith Radio	40 5/8	40 1/4	40 1/4	- 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	32 1/2	32 1/2	32 1/2
Nat. Union Radio	6	5 3/4	5 3/4	- 1/4
OVER THE COUNTER				
Du Mont Lab.		Bid	Asked	
		8 1/4	9	
Stromberg-Carlson		19 5/8	20 5/8	
WCAO (Baltimore)		24	
WJR (Detroit)		41	43	

20 YEARS AGO TODAY

(February 27, 1925)

First amateur radio show of the year will be given under the auspices of the Second District Executive Radio Council at the Hotel Pennsylvania during the week from March 2 to 7. Broadcasts will take place in a replica in the hotel of the WJZ studio.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues **GO** *to THE Bay*
Cher **Buy!**

Coming and Going

HAROLD E. FELLOWS, manager of New England operations for CBS with offices at WEEI, the network-owned station in Boston, is in New York for conferences at the offices of the web.

HARRY R. LUBCKE, director of television for the Don Lee Broadcasting System, has left the West Coast en route to Washington, D. C., where he will attend the allocations hearings which start tomorrow.

KATHERINE FOX, director of public service and war activities at WLW, Cincinnati, in New York for a week on station business.

ROBERT G. SOULE, vice-president and treasurer of WFBL, a visitor in Gotham on his way South, where he will stay several weeks at the Hillsboro Club, Pompano, Florida.

HAL SEVILLE, national sales manager of WJEJ, Hagerstown, Md., was a caller at the headquarters of Mutual, with which the station is affiliated.

JAMES MELTON, who was heard Sunday on the "Texaco Star Theater" program over CBS, is now leaving on a concert tour. He'll return for the program of March 25, which will be a soldiers' benefit aired from the stage of the Metropolitan Opera House.

RICHARD HUBBELL, production manager of The Crosley Corporation's broadcasting division, is spending a few days in Gotham on business. He plans to be here until March 2.

JIM DELINE, the "Friendly Philosopher" on WFBL, Syracuse, spending a few days in New York on station and network business.

BENEDICT GIMBEL, JR., president and station manager of WIP, Mutual network affiliate in Philadelphia, spent the week-end in New York.

A. D. WILLARD, JR., general manager of WBT, the CBS-owned station in Charlotte, has left for the Carolinas following several days in Gotham.

JAY JOSTYN, "Mr. District Attorney," will leave very shortly on a vaudeville tour.

LOUIS VYNER, executive director of WSBA, York, Pa., has returned to the home offices after having attended the meeting of the NAB's Third District held in Pittsburgh.

KENYON BROWN, station manager of KOMA, Columbia network affiliate in Oklahoma City, has arrived for a short visit in Gotham.

PARKS JOHNSON and **WARREN HULL** last night were in Charleston, S. C., for the broadcasting of their "Vox Pop" program over CBS from the wharfside of an Army hospital ship docked at the Port of Embarkation.

HAZEL WEIHE, vice-president of Richard Stark & Co., is leaving for Chicago, to confer with the executives of the Nedlett Radio Productions.

J. M. O'HARA, general manager of WMAN, Blue Network affiliate in Mansfield, Ohio, is back at the station following a trip to web headquarters in New York.

TED LLOYD, head of the radio department of 20th Century-Fox, left last night with **BETTY SMITH**, author of "A Tree Grows In Brooklyn," to appear on the Hildegard broadcast in Chicago today.

Three Agency Executives Leave J. M. Mathes Co.

(Continued from Page 1)
 executive for Pan-American Coffee, will open his own public relations office while the latter two will join the Ellington Agency, headed by Jesse Ellington, who recently acquired active control of the former Ivy-Ellington firm and who earlier had also been a vice-president at the Mathes Agency. It's also reported that Mr. Hodgson will take with him the \$250,000 Luden's Cough Drop account, which in the main consisted of spot announcements.

Red Cross Publicity Post For Sidney J. Flamm

Sidney J. Flamm, vice-president and general manager of WPAT, Paterson, has been made director of Red Cross radio publicity in Paterson instead of Northern New Jersey as previously reported.

Abe Schechter Promoted; Now Lieutenant Colonel

(Continued from Page 1)
 as radio officer, has been promoted to lieutenant colonel, according to reports. He was assigned to the South Pacific area last fall.

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



U. S. Marine Corps Photo

Forest fire

"Spreads like a forest fire" is an expression most everyone knows. It's a cliché, too, to a great many.

And yet that's the quickest, easiest way to explain how radio advertisers have adopted W-I-T-H... the successful Baltimore independent.

They bought on facts. They continued to buy, based on sales. For W-I-T-H delivers in this, the 6th largest market, the greatest number of listeners for each dollar spent.

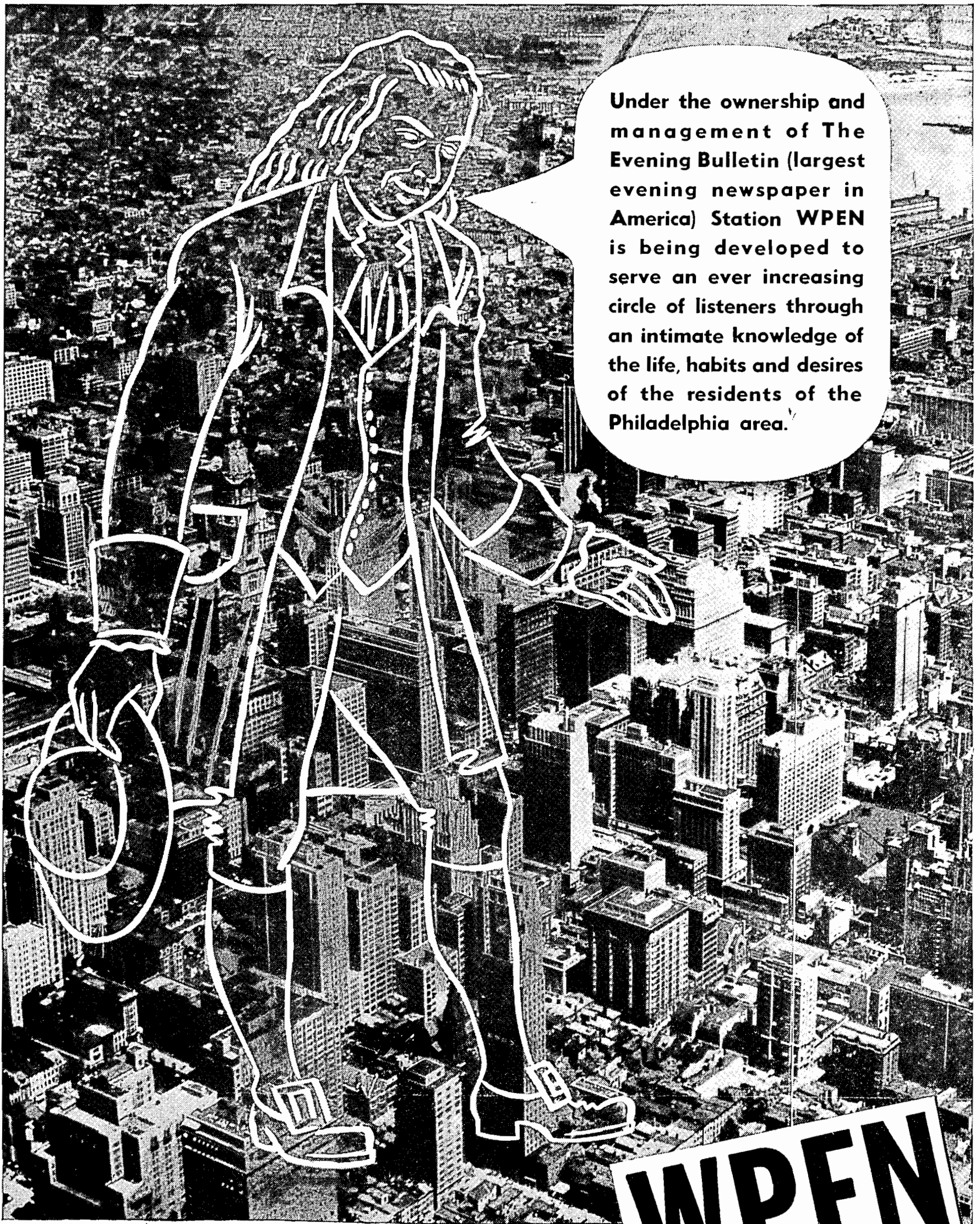


W-I-T-H IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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



Under the ownership and management of The Evening Bulletin (largest evening newspaper in America) Station WPEN is being developed to serve an ever increasing circle of listeners through an intimate knowledge of the life, habits and desires of the residents of the Philadelphia area.

In Philadelphia—its

WPEN

CHICAGO

By BILL IRVIN

WORTH REMEMBERING, a new half-hour musical series, featuring guest stars from stage, screen and radio, and brief comment on economic subjects by prominent business men and industrialists, made its debut over WENR Sunday, Feb. 25, 9:30-10 p.m., CWT under sponsorship of the Central Republic Co., investment bankers, it was announced by Roy McLaughlin, central division manager of Blue Network spot and local sales. The program will feature cello solos by Ennio Bolognini, and orchestral interludes by a string ensemble under the direction of Rex Maupin. Contract is for 52 weeks. Wallace-Ferry-Hanly is the agency in charge.

Shell Oil Co., through J. Walter Thompson Company, has contracted for an 11-game schedule of college football games on WBBM starting in September with John Harrington as sportscaster.

Bill Krenz, veteran pianist of the Blue's "Breakfast Club," celebrated his birthday Feb. 23. Krenz has been member of the "Breakfast Club" orchestra since the program's inception in June, 1933.

New Gov't Shortwave Sta. Officially Opened In Can.

(Continued from Page 1)

ing to servicemen and women overseas he expressed Canada's admiration and pride in their achievements and the hope for a speedy termination of the war.

The Minister of Justice Louis St. Laurent speaking in French endorsed the Prime Minister's hopes and was followed from London by Howard B. Chase, chairman of the CBC. Then followed a diversified program. Alan Young, Canadian comedian was heard from New York and from Chicago came orchestral music conducted by Percy Faith, another Canadian. The Alouette quartet was heard from Quebec and from Manitoba came the Red River barn dances. A Vancouver orchestra under direction of Percy Harvey, Mart Kenney and his western gentlemen, were followed by Don Messer and his highlanders from Charlottetown, Prince Edward Island. Other individual items followed. Whole program entitled "This Is Canada Calling" was produced by Frank Willis. CBC aims not only to present a Canadian program to the troops overseas but to send Canadian news of specific interest to foreign nations Broadcast across the world.

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

L.S. TOOGOOD RECORDING CO.
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5776



California Commentary!

● ● ● To other day the Cowles—John and Gardner, Jr.—who have numerous shekels invested in radio, "out-Hollywooded" Hollywood. Their "Look" magazine awarded film achievement awards, with the presentations

Los Angeles

being made on the Bob Hope program which emanated from the Carthay Circle theater. The affair was staged like a Hollywood premiere, and following the festivities at the theater, the Cowles gave a swank party at Ciro's. Practically every screen notable—from Andrews (Dana) to Zanuck (Darryl)—was present. Radio was represented by Bob Hope, Edgar Bergen, Danny Kaye, Jimmy Durante, Don Searle, Harry Witt, James Saphier, Hal Bock, Margaret Ettinger, Mack Millar, Wendell Niles, Vera Vague, Don Prindle, Jerry Colonna, Skinnay Ennis, Charles Smith, Al Capstaff, Vic Hunter, Stu Dawson and Noel Corbett. . . ● A quarter-hour strip—three times weekly—featuring Fred Lowery, blind whistler, and Announcer Dick Joy in a novelty musical show has been plattered and may be sold shortly. Both the Blue and Mutual are interested in the show as a sustainer.

★ ★ ★

● ● ● "Hedda Hopper's Hollywood," now on the air lanes and in newspapers, may be found next in the bookstalls. There's lively bidding by a pair of book publishers to have Hedda put her 25 years in the film city into print. . . ● To satisfy the whim of his son, Richard, now a private in the Army and stationed at Camp Roberts, Calif., Boris Morros, colorful Hollywood figure, entered the recording business. The American Radio Artists division of the Boris Morros Music Company is busy—and Boris is certain that his offspring had the right hunch. . . ● One of radio's elderly personalities, who owns and operates a prosperous station (not on the Coast) is giving serious consideration to retiring and presenting the outlet to some worthy, ambitious young man as a gift. . . ● Whenever friends ask Dinah Shore "What's cookin'?" they really mean it. Radio's Tennessee thrush is one of the topnotch cooks of Hollywood, and her culinary talents are becoming so well known that a book publisher wants her to get together a southern cookbook for the public.

★ ★ ★

● ● ● One of the most successful parties of the season was tossed at Earl Carroll's restaurant by Don Searle, Pacific Blue's top man. It was in connection with the regular "Hall of Fame" program and his guests included Dave Taylor, Dave Hillman, Robert Van Norden, Ed Cashman, Brad Spencer, Walter Bunker, Mrs. Hal Rorke, Ned Tollinger, Charles Smith and R. E. Messer. . . ● A new addition to the KGFJ announcing staff is Leonard ("Len") Valenta, who assumed the Sunday morning announcing stint at that station. He began his radio career at WDAS, Philadelphia, and comes to KGFJ from WTTM, Trenton. . . ● Tom Hargis, of KNX, has changed the format of the Golden State Dairy "Barbara Tate" show and has assigned Margaret Cool as writer and Sandra Cole as narrator. . . ● Mel Torme and his Meltones have shifted from the Andy Russell show to the new Hires "Ice-Box Follies." They also resume as regulars on the Fitch Bandwagon when it returns to the Coast in March. . . ● Bing Crosby, Bob Hope, Fibber McGee and Molly, Frank Sinatra, Harry James and his orchestra are among the radio colony members working in "The All-Star Bond Rally," a short subject made under the auspices of the War Activities committee for the Eighth Canadian Victory Loan drive. . . ● Eugenia Clair, "America's Grand Hostess," heard over KMTR, played host to Atwater Kent, Florence MacBeth, the former concert and operatic singer, and others at the Jewish Home for the Aged benefit.

★ ★ ★

—Remember Pearl Harbor—

AGENCIES

DOHERTY, CLIFFORD & SHENFIELD, INC., has named Mrs. Nora A. Fitts as a research associate. Prior to her joining the agency Mrs. Fitts was associated with Dancer, Fitzgerald, Sample as assistant research director in their New York office.

EARL C. DONEGAN, of the service department of McCann-Erickson, Inc., has been made vice-president, it has been announced by H. K. McCann, president. Donegan was formerly city editor of the Bridgeport (Conn.) "Post," managing editor of the Bridgeport "Telegram" and assistant editor of the Dry Goods Economist.

MILTON HELLER of Heller Bros. Co., Inc., growers and shippers of Juicy Gem Florida oranges and other produce, has appointed Hill Advertising Inc., New York, effective February 1st. Radio, newspapers, direct-mail and store displays will be used.

JOHN PIZA, New York representative of station WNEL, Puerto Rico, announces a renewal contract for Pabst Blue Ribbon program to run every Monday, Wednesday and Friday, 8:45-9 This transcribed program will be called Casa Cugat and will feature Cugat Music and also a full Cugat show with his orchestra, vocalist and chorus. Contract was made through Irwin Vladimir & Co.

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



"Just turn on WFDF, Flint, George and please excuse my back."

able To Freed Lands Brings CBC Greetings

(Continued from Page 1)

as France, Belgium, Luxembourg and the Philippines.

The cable states that The Canadian Association of Broadcasters, an organization of 68 privately owned broadcasting stations in Canada has by resolution at its first annual meeting since the liberation of your country extended greetings to you and your listeners. They rejoice with you and your listeners that it is now possible for you to broadcast to them without fear of concentration camp or death. May we hope that soon Canadian broadcasting representatives will be able to join with broadcasting authorities of the world in formulating plans by which radio broadcasting may serve to the maximum in the interests of world peace.

Mr. Bannerman also stated that greetings had been sent to the radio authorities of all allied countries expressing the hope that at an appropriate time Canadian broadcasting representatives will be able to join the broadcasting authorities of the world in helping to formulate plans by which radio broadcasting may serve to the maximum in the interests of world peace.

Credit for the proposal is given to Christopher Cross, director of American publicity for BBC.

OW Files Appeal To Ascap Decision

(Continued from Page 1)

total to \$298,319. Malec sued to recover \$14,283 in principal payments, plus interest and damages, \$50,707 total. William J. Holz and Rainey T. Wells signed the brief for the appellants.

Plaintiffs contend that under a decision of the United States Supreme Court on the validity of the Nebraska law they are entitled to recovery. The society and Malec sued to recover amounts paid Ascap from May, 1937, to May, 1941, to insure their freedom from liability for infringements in the use of any copyrighted musical compositions which were played on their premises by musicians.

FM Groups Gird For Battle As Allocation Hearings Near

(Continued from Page 1)

the real fireworks will be seen—probably Thursday or Friday. The FM and tele people will probably not be heard until Thursday.

Full list of the individuals appearing is not yet available although it is known that C. M. Jansky, Jr. and W. R. David will appear for the RTPB No. 5 panel supporting the present FM position in the spectrum. Walter Damm, FMBI head, John Shepard of the Yankee Network and Major Edwin H. Armstrong, FM inventor, are expected to appear in the same cause.

Lineup in Support

Present lineup in support of higher-frequency FM includes Galvin Manufacturing, Philco, Blue Network, Cowles and CBS. Those opposing the shift include FMBI, Zenith, Stromberg-Carlson, RTPB, NBC. Although educational FM interests had at first planned to oppose the shift, latest advice from U. S. Office of Education is that that body will not stand in opposition to the Commission proposal.

Non-commercial FM broadcasters represented by Dr. R. R. Lowdermilk of the U. S. Office of Education will appear in opposition to the shift in the FM position. In the meantime the FCC yesterday staged a brief press performance of recording made in Denver of FM reception by Commission engineers. The purpose was to demonstrate the extent of skywave interference on the present FM wave-

lengths. Recordings made on Oct. 12 and 13, showed bursts in which reception of local FM broadcast was drowned out by stations as far away as Detroit, Chicago, Memphis and Winston-Salem. These recordings may be played at the hearings later this week.

Joseph L. Weiner, representing the William Benton interests will appear again to ask for specific allocation of three channels for the use of the subscription radio service he proposed last year. These channels were denied by the Commission in its proposals of January. Although the service has not been flatly turned down NAB commends the Commission's failure to assign channels for the subscription service.

Want Subscription Separated

The NAB brief recommends that if any assignment is made for subscription radio it be made in a separate part of the band, in order that it not interfere with the commercial FM channels.

NAB also expresses concern over the FCC's declaration of intention to reserve channels for newcomers in FM. It is opposed to any policy which will endanger the right of present-day broadcasters to become established in FM.

Radio Industry Council Organized For Britain

(Continued from Page 1)

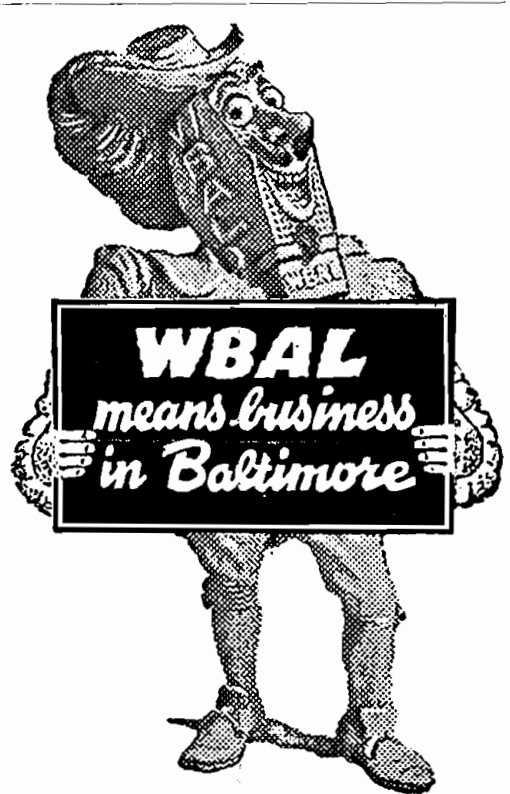
and the Radio Communication and Electronic Engineering Association.

The Council will concentrate on developing the post-war use and scope of British radio and television, in encouraging export trade and in reconverting the industries back to peace time functioning.

At an inaugural meeting held in London comment was made on the fact that Britain established a lead in television and the fact that Britain was one scientific jump ahead of the enemy had been of major importance in winning the war.



Editor and Script Writer
Available for limited freelance assignments. . . . Former supervisor leading night-time dramatic shows. Now on own. Write Radio Daily. BOX NO. 117 1501 Broadway New York 18, N. Y.



Edward Petry & Co., National Representative

Solid!
IN PERSON—AMERICA'S OUTSTANDING BANDS
8:05 P.M.—8:30 P.M.
EVERY TUE.—THUR.—SAT.
W-I-N-D
CHICAGO
560 Kc. 5000 WATTS

WLS GETS RESULTS

THEY listen—THEY believe in **WLS**

Each Christmas season, we invite listeners to contribute to the purchase of equipment for hospitals, child-care institutions. In nine years, our listeners have thus bought *life-saving inhalators* for 339 institutions; have bought 777 wheel chairs and many other needed items. 1944 alone brought in \$27,000.

We are proud of a listening audience that reacts to this important plea so vigorously; glad our facilities can be used for so vital a task. And we are extremely proud of the *listener-confidence* shown by the WLS-Prairie Farmer Christmas Neighbors Club.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY

WLS
THE PRAIRIE FARMER STATION
CHICAGO 7

PROMOTION

"Finders Keepers" Winners

Over 30,000 listeners to NBC's "Finders Keepers" submitted 25-word letters in a contest on "Why I Like Finders Keepers" which was recently conducted by the network. Contest winners came from all sections of the country.

Program-naming Contest

Radio editors of America are being asked by Gum Laboratories Inc., makers of Ivoryne Chewing Gum, to participate in a contest to name its new song program which starts March 18 over the Mutual Broadcasting System. For the best title submitted, the judges will offer a first prize of a \$100 war bond and a Gruen watch. Second prize will be a \$50 bond, and a watch. In addition, there will be ten consolation prizes of \$25 bonds.

Walter P. Downs, Ltd.

An ingenious introduction to the offices, personnel, activities and accounts of Walter P. Downs, Limited, of Montreal, Winnipeg, Toronto and Vancouver, has been arranged for those interested by means of a well turned out brochure of 15 pages. Starting with a cover photograph of the main entrance in Dominion Square Building, Montreal, the reader is cleverly taken on an editorial and pictorial tour of the premises which is prefaced by the story of "how we got this way."

Grauer 'Blue Star' Emcee

Ben Grauer, announcer on NBC, has accepted an invitation to act as master of ceremonies Thursday night at the Blue Star Concert to be held in the Grand Ballroom of the Waldorf. The four stars from one of General Eisenhower's epaulets will be presented to the state's top bond salesman of the Seventh War Loan Drive.

Two Networks! Three City Market!!

• CBS • **WENT** • MUTUAL •
Gloversville • Johnstown • Amsterdam
SPOT SALES, INC., Nat. Rep.

AVAILABLE

New York Radio Man — Award Winner with fifteen years' experience in Programming, Special Events, Public Service Features, Writing, Producing. Local Station, Network and Agency experience. Desires to move from New York and take executive position with Radio Station in Eastern or Mid-Western City or Town. Write Radio Daily, Box 130, 1501 Broadway, New York 18, N. Y.

WOMEN IN RADIO

By MILDRED O'NEILL

LILLIAN ROSS, traffic director at KOTA out in South Dakota, is telling an interesting little story with an object lesson if we ever heard one. Seems the station ran a little "Hooper" all its own recently, on a certain program, during which many women were called. One said she listened all day except when the children got too obstreperous to which the questioner asked how many children she had. "Seven," came the answer; "they're grandchildren." The other person was surprised. "You sound very young to have so many," and she replied with these words: "Perhaps, but this is my third family. I raised four of my husband's niece's children, six of my own, and now I have seven of my daughter's. . . she died Christmas Eve and her husband is fighting in Germany . . . he was wounded that same night, but he's still alive, thank God." "Your voice has a smile in it," said the person at the other end of the telephone. "Yes, I will smile as long as I have such lovely children around me." Here indeed is something to remember when the goin' gets tough.

☆ ☆ ☆

She was born and educated in Old Forge, Pa. She plays the guitar, bass and mandolin. While at WRVA, Richmond, Virginia, she acquired the title of "champion girl yodeler of America." She's never had a music lesson in her life. Currently she's doing her stuff on WOV's Broadway Barn Dance, Hill Country Jamboree and, since Feb. 19, Prairie Stars. But we won't keep the suspense up any longer—we're talking about Rosalie Allen, radio's first feminine hill-billy disc jockey who's probably one of radio's most versatile performers. On her newest program, Prairie Stars, Rosalie not only spins the platters, but sings to her own guitar accompaniment and harmonizes with the records.

☆ ☆ ☆

Amy Vanderbilt, public relations expert and vice-president of Publicity Associates, has a very decided mike-side manner, the fame of which has grown to such proportions that she is constantly being asked to fill in for various commentators in time of need. At one time she took over for WJZ's Nancy Booth Craig and held the fort for two weeks, doing two programs each day, and frequently she is a guest of Mary Margaret McBride for whom she named the red roses which caused so much comment at Mary Margaret's 10th anniversary celebration. Amy recently made a 70,000-mile tour which took in 36 microphone appearances. 'Tis said that television's Gilbert Seldes has his eye on her for post-war beauty-casting.

☆ ☆ ☆

A recent story in a Washington newspaper about Private Irene Beasley, mess hall cook at Fort Belvoir, singing over the radio in New York five years ago when she was a lass of 15, created a bit of confusion for the CBS singing star who had a sizeable job on her hands explaining to friends and others that they were not one and the same. It all came about because the newspaper printed the story of WAC Irene and the picture of CBS Irene, who now is all the more determined to join the home front brigade of entertainers overseas.

☆ ☆ ☆

WEEI in Boston is rejoicing over news of the safe arrival in the Philippines of Army nurse Dorothy Davis, and particularly happy about it are Priscilla Fortescue, Evelyn Howe and Dorothea Davis who interviewed nurse Davis when she appeared on the coast-to-coast CBS broadcast of "Youth on Parade" from Boston. At that time she said her great hope was that she'd be sent back there because her sister and father were still imprisoned at Santo Tomas. She and her mother had been released early this year. Nurse Davis has sent word to her friends at WEEI that her wish has been granted and she's been reunited at the prison with her sister and father.

☆ ☆ ☆

You can take it from Penny Pruden who really should know 'cause she's WKRC's home economics director—that "you can get your man with face powder, girls, but it takes baking powder to keep him." Her article, "Ides of Brides," published in a late issue of "Your Figure" magazine, goes into this fact in a big way, we hear.

EQUIPMENT

New Universal Catalogue

Universal Microphone Co., has published its catalog Bulletin 1458 on its new D-20 series of dynamic microphones which will be m with a frequency range of 50 to 8 cycles and in 50, 200, 500 and 40 ohms. The new Universal microphone just swivel is a new departure microphones and the unit may positioned anywhere throughout 60 degree angle without disturb the balance or appearance of the u

Gets Safety Award

The Plant Protection Department of Zenith Radio Corporation recently awarded the National Security Award of the Office of Civil Defense in a citation "recognizing the maintenance of a superior standard of protection and security." The citation was presented to W. E. F. lerton, Zenith vice-president in charge of production, by Col. J. K. Law industrial protection officer.

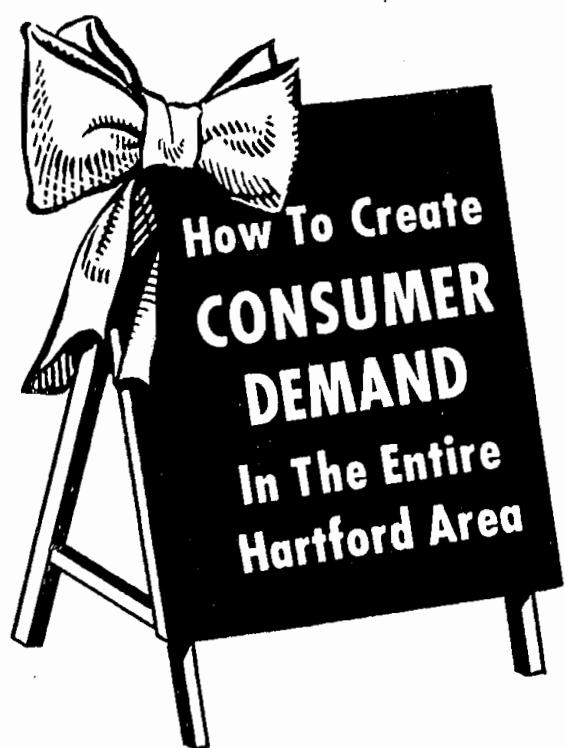
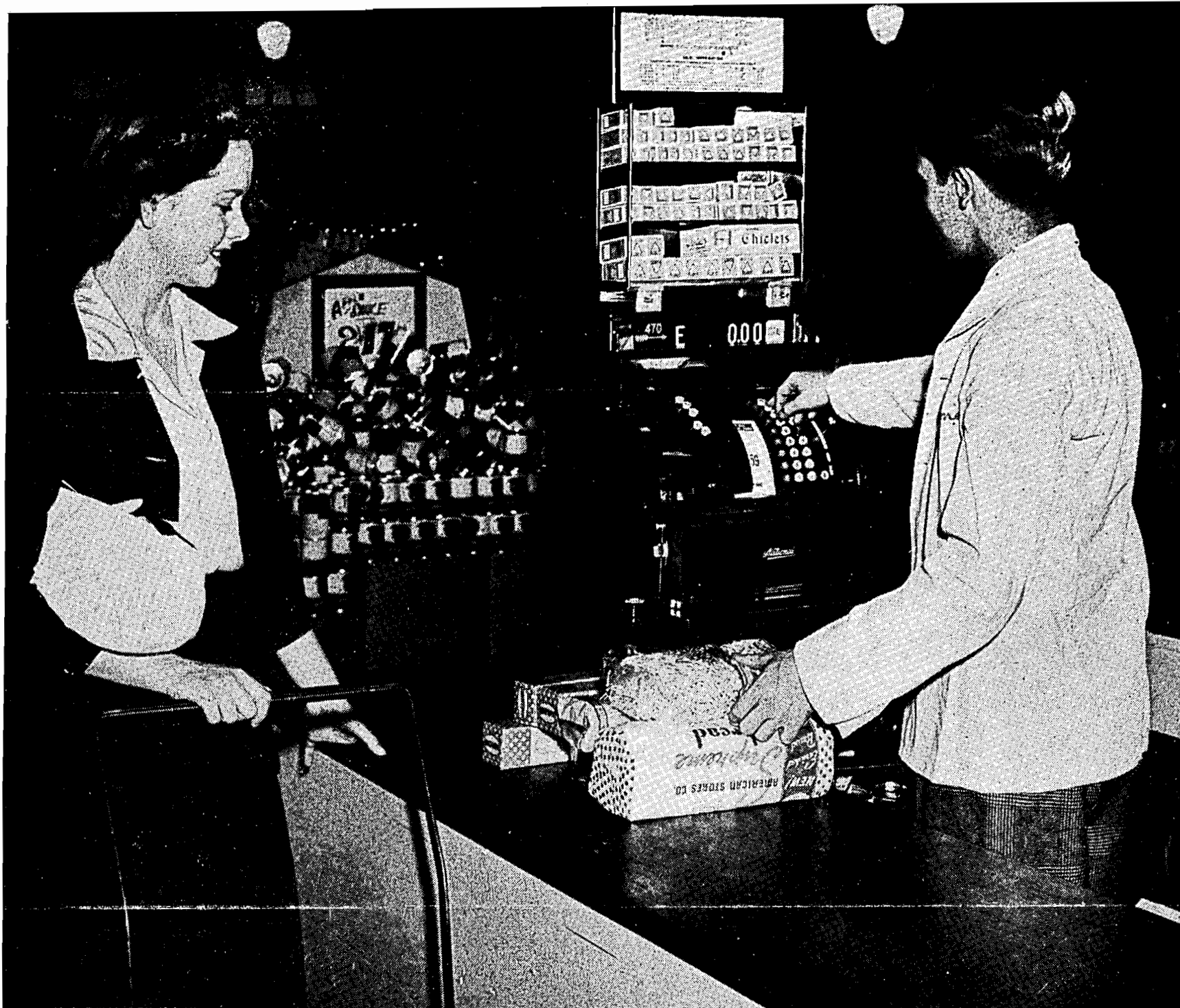
New Bendix Chiefs

Earl L. Hadley, formerly w Grigsby-Grunow (Majestic), has named advertising and sales promotion head for the new line of Bendix AM and FM radios, Horace W. Ro formerly with General Electric. William R. Albright will be firm's western merchandise manager. It has been announced by Leon C. Truesdale, general sales manager for home radio of the Bendix Radio Division, Bendix Aviation Corp.

Equipped, Most Listened-to
Denver's Best Manned, Best
NEWS SERVICE



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



*WDRG has one low uniform rate for all advertisers national, regional and local.

Radio has changed the sphere of influence for advertisers in Hartford. Good-sized towns like New Britain, Manchester, Middletown, Meriden, Windsor and Rockville are part of the Hartford Trading Area and are serviced predominantly by the radio stations in Hartford.

In case you didn't know, sales in this area *more than double* the figure reached in Hartford alone.

WDRG's role in this picture is a strong

one. WDRG's Primary Area goes well beyond the service requirements of the Hartford Trading Area. People in the towns surrounding Hartford look to WDRG as the Basic Columbia Station for Connecticut. And WDRG's rate structure* permits the frequent, consistent advertising which creates consumer demand.

Get this winning combination of coverage, programs and rate when you advertise in Hartford.



WDRG
HARTFORD 4 CONNECTICUT
WDRG - FM

BASIC CBS
Connecticut's
Pioneer
Broadcaster

WOW Case In High Court

MBI Defines Position On Allocations Case

Washington Bureau, RADIO DAILY
 Washington—On the eve of the final arguments before the FCC on the Commission's recommended allocations, Frequency Modulation Broadcasters, Inc., through Miles Loucks, issued a statement explaining their position. The statement follows:
 "Frequency Modulation radio is asking the Federal Communications Commission to reconsider a recent proposal that the static-less brand of broadcasting move to higher frequencies. It wants adequate space near its present position in the spectrum;
 (Continued on Page 7)

Webs Begin Making Plans For 'Frisco Conference

San Francisco—With the selection of the Opera House and the Veterans Building, adjoining structures in the Civic Center, as sites for the United Nations Security Conference, network officials began making physical plans for the conference coverage starting April 25. Lincoln White of the State Department press section, arrived here yesterday to supervise the preliminary radio and press planning.

Frohlich Will Head Ascip Publicity Dept.

Richard F. Frohlich, assistant to the late Robert L. Murray who headed the public relations department of the American Society of Composers, Authors and Publishers, has been appointed director of the department. Virginia Shea has been made editor of Ascip's radio program service.

Alley Wreckers

Metropolitan broadcasters have formed the Radio Broadcasters Bowling League with eight five-men teams, comprising NBC, WEA, Blue Network, Mutual, WOR, CBS, WHN and WMCA. Games will be played every Thursday evening at 8 p.m. starting tomorrow at the Radio City Bowling Alleys on Sixth Ave. and the scheduled calls for a 14-week season.

Congratulations

Vice-President Harry S. Truman yesterday congratulated Theodore Granik and his weekly MBS "American Forum of the Air" on the program's 17th anniversary. He complimented Granik "for his splendid public service in conducting these programs without compensation."

Tom Joyce Resigning From RCA Corporation

Tom Joyce, general manager of the radio, phonograph and television department of the RCA Victor division of the Radio Corporation of America, has resigned after 23 years of service with the RCA organization. He will announce his future business plans about April 1.
 During the past year Joyce has been particularly active in the television field. He first outlined the detailed pattern for post-war television before a combined meeting of the
 (Continued on Page 6)

Blue Changes Agencies; Smith Makes Comment

BBD&O has been appointed to do the advertising for the Blue Network, replacing Geyer, Cornell & Newell, Inc., which has been doing the advertising campaigns for the web for the past year, it has been announced by Fred Smith, Blue vice-president in charge of advertising and promotion.
 Smith explained that a change in
 (Continued on Page 6)

OWI Threatens Freedom, Says Taber In House Talk

Washington Bureau, RADIO DAILY
 Washington—OWI is attempting to destroy the freedom of the press and prevent reporters for the press and radio from getting first-hand information about governmental affairs, Representative John Taber, (R.) N. Y. ranking member of the House Appropriations Committee, told the House yesterday. In addition to flaying the OWI, long his pet hate among government agencies, Taber claimed also that the administration has so terrified the networks that "two of the three major radio net-
 (Continued on Page 6)

Select a buying audience — Northern New England. Select a leading station—WLAW! Advt.

James Lawrence Fly Counsel As Station Asks Reversal Of State Court Edict; Similar To Litigation Re WMCA

Reinsch Takes Post As NAB Dir. At Large

J. Leonard Reinsch, general manager of the Cox stations with headquarters at WSB, Atlanta, was elected director at large of the large station group by the NAB board yesterday, succeeding Hugh Feltis, president of Broadcast Measurement Bureau, who resigned. Reinsch served as radio director of the Democratic National Committee during the Presidential election held last year. Feltis, formerly general manager of
 (Continued on Page 2)



J. LEONARD REINSCH

Taylor Gets Tele Post With Du Mont Company

Herbert E. Taylor, Jr., has been appointed director of transmitter equipment sales for Allen B. Du Mont Laboratories, Inc., it has been announced.
 (Continued on Page 2)

Washington Bureau, RADIO DAILY
 Washington—James Lawrence Fly, former FCC chairman, today will present his first argument before the Supreme Court since he left the Commission last November to return to private practice. The case is a complicated one involving ownership of the license of WOW, Omaha, founded by and run by Woodmen of the World Life Insurance Society from 1923 to 1942, when it was leased to radio sta-
 (Continued on Page 8)

French Execs. In U. S. To Talk Radio Co-Op.

Representing the French government radio department, Pierre Shafer and Pierre Garique are expected in Washington today for conferences with Government and broadcast officials concerning the interchange of programs in the post-war period. It is believed that they will discuss with OWI also a possible arrangement for
 (Continued on Page 8)

Inter-American Conference Broadcast From Mex. City

Nelson Rockefeller, assistant Secretary of State in charge of relations with American Republics; Ezequiel Padilla, Mexican foreign secretary, and Pedro Velloso, Brazilian foreign
 (Continued on Page 2)

His Public?

Johnny Thompson has the "Song Salesman" program over the Blue Network from 1:45-2 p.m. When he reached the studio half an hour early Friday he noted a goodly crowd outside the door. Thinking them fans, he shed his best smile on all, only to find that the Blue had shifted the third-floor cigarette machine to the studio door, and all the mob wanted was tags.

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



Vol. 30, No. 40 Wed., Feb. 28, 1945 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, N. Y., by Radio Daily Corp. J. W. Alicoate, N. Y., by Radio Daily Corp. J. W. Alicoate, N. Y., by Radio Daily Corp.

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, February 27)

Table with columns: NEW YORK STOCK EXCHANGE, High, Low, Close, Net Chg. Includes entries for Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., etc.

20 YEARS AGO TODAY (February 28, 1925)

It is interesting to compare radio in the U. S. to that of Great Britain. The English listener must purchase his set readymade and it will be stamped "BBC"—the stamp of the British Broadcasting Company, which indicates the receiver will only cover BBC wave lengths.

COVER THE 3rd LARGEST MARKET IN THE COUNTRY'S GREATEST STATE OVER STATION WSAY ROCHESTER N.Y.

Coming and Going

MERLE S. JONES, vice-president of Cowles Broadcasting Co. and general manager of WOL, Cowles' Mutual network station in Washington, D. C., is here for conferences at the offices of the web and for talks with the national representatives of the station.

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

KINGSLEY HORTON, assistant manager-director of programs and sales at WEEI, CBS-owned station in Boston, is spending a few days in New York.

NORMAN REED, program director of WWDC, Atlantic Coast Network affiliate in Washington, D. C., is vacationing in Florida.

RALPH EDWARDS has left for Hollywood. His "Truth or Consequences" program heard over NBC will originate for the remainder of the season from the film capital. Ralph has just signed with RKO to make his second film, "Radio Stars on Parade."

LES RYDER, commercial-promotion manager, and JASON S. GRAY, station manager of WCED, CBS affiliate in Du Bois, Pa., are in Gotham this week on business.

H. V. KALTENBORN, NBC commentator, has arrived in Mexico City, from which point he will broadcast his commentary on the Inter-American conference now being held there. He will remain in the Mexican capital through this week.

DANNY BECKNER and the members of his band are in Colorado Springs, Colo., for the broadcasting of tonight's stanza of the Blue Network's "Spotlight Bands" series as a feature of the American Red Cross campaign.

ROY PORTER, war reporter on NBC, is in Washington, D. C., on business. He's expected back in New York tomorrow.

MAURICE B. MITCHELL is in town. He's the newly-appointed director of promotion and press information at WTOP, CBS-owned station in the Nation's Capital.

H. H. HOLTHOUSE, national sales and promotion manager of WAPI, Columbia network outlet in Birmingham, is in town from Alabama for confabs at CBS.

MILDRED FENTON, of Mildred Fenton Productions, Inc., is spending several days in Chicago conferring with advertising agencies in the interest of two of her program packages.

Reinsch Takes Post As NAB Dir. At Large

(Continued from Page 1) KFAB, Lincoln, Nebr., resigned to devote all his time to his new BMB post. Reinsch, his successor, will serve with J. O. Maland of WHO, Des Moines, who is also a director at large of NAB's large station group.

Taylor Gets Tele Post With Du Mont Company

(Continued from Page 1) nounced by Leonard F. Cramer, vice-president. Taylor has been associated with the Du Mont Lab for the past several years, serving successively in the posts of priority supervisory, manager of the war service department and assistant director of cyclograph sales.

New WOR Sponsor

Wilbert's No-Rub Floor Wax and Furniture Polish will sponsor Prescott Robinson's news program heard over WOR, Mondays, Wednesdays and Fridays, 11-11:15 a.m., effective March 5, it has been announced by Duane Jones Company, agency for the account.

Inter-American Conference Broadcast From Mex. City

(Continued from Page 1) minister, will discuss Inter-American conference problems over CBS on Saturday from 10:45 to 11:00 p.m., EWT. The speakers, delegates to the conference, will be heard in a round table discussion. The broadcast will originate in the studios of XEQ, Mexico City.

Join KBS Web

KODY, North Platte, Neb.; WMLT, Dublin, Ga. and WKLA, Ludington, Mich. have become affiliated with the Keystone Network. WMLT is owned and operated by Al Robinson, while the North Platte station, managed by John Alexander, is owned by WOW, Inc., of which John J. Gillin Jr. is president. WKLA is owned and operated by the Luding Broadcasting Co. Karl L. Ashbacker is general manager.

Hicks Back At Front

George Hicks, Blue Network war correspondent, has returned to the European battlefield and is now with the American Army in Belgium, it was announced yesterday. Hicks spent a month in the United States recently.



Size doesn't mean a thing!

That's a 155 mm. gun... "Long Tom" the troops call it. But that type gun was silent for four days during the recent German counter-attacks. No ammunition.

So size... and being on the spot... don't mean a thing in guns or radio stations.

Radio stations need ammunition too. That's why in this five-station, network town an independent is the big buy. It's the station with sales ammunition that delivers the greatest number of listeners per dollar spent.

Blunt facts and figures are available to prove that W-I-T-H is your best bet for sales in Baltimore... America's 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REEL

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.

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

FEB. 24th CONCERT

HEITOR VILLA-LOBOS
Guest Conductor

Villa-Lobos . . . Toccata and
Fugue from "Bachianas
Brasileiras" No. 7

Villa-Lobos . . . Choros No. 12

FRANCE RAINE

Cincinnati Times Star,
Cincinnati, Ohio.

Every minute with the Boston Symphony Orchestra and Villa-Lobos was interesting. The works were well chosen and gave a clear picture of the composer as a brilliant neo-classicist and an original thinker who seems to have an inexhaustible storehouse of attractive themes.

The most easily understood number was, of course, the Fugue. The lengthy theme had stateliness comparable to some of the best of Bach's. The treatment was colorful with a full organ effect at close that proved the composer's scoring skill. The prelude to Fugue from Bachianas Brasileiras was brilliant. The "Toccata" was filled with varicolored tonal sparks which recalled Disney's "Fantasia" setting of Bach.

In the "Choros" the infinite rhythmic patterns of percussion instruments and their novel colors formed an exotic background for fascinating tunes introduced above them. Lobos has a facile pen which seems to write a vivid picture of his native country. At least his "Choros" have a way of creating mind pictures of primitive outdoor life, mysterious rites, vast spaces and a mixture of racial customs. If they do recall Stravinsky at times that is not denying an originality that constantly holds the interest. Allis-Chalmers and the Boston Symphony Orchestra conferred distinct favor by broadcasting something new, vital and not easily obtained in any other manner.

Saturday, 8:30 P.M., E.W.T.—
Blue Network

Boston Symphony Broadcasts
Serge Koussevitzky, Conductor
Sponsored Every Saturday By
ALLIS-CHALMERS
Mfg. Co., Milwaukee, Wis.

"Engineering that aids all industry—
further American Good Living"



Notes From A Ringside Seat . . . !

• • • Contrary to reports, Harry James will not have the Danny Kaye summer replacement solo. There will be a lesser-known comic (probably Lionel Stander) to be selected by Danny-boy. . . . Jack Benny confides to intimates that he'd love to do a show next season. In fact, he'd love it even more if Goody Ace would do the scripting. . . . Barney Grant, who replaced Johnny Morgan, will leave the show in a few weeks to do the "Seven-Up" ainer, also for the same agency. . . . Horace Heidt, who already owns a few dance halls, is trying to buy up some property on 51st Street (in the rear of the Roxy) for another ballroom a la the Palladium in Hollywood. The deal with Ben Marden's Riviera fell through, the site being too small. . . . It's a girl at the Harry Wismer's—Wendy Wright. . . . Story going the rounds is that Patti Andrews did a solo recording on "My Heart Sings" for Decca which was so terrific that they destroyed the master, fearing the fans might demand her alone. . . . Jerry Devine returns to "Mr. D.A." next week. . . . "Chick Carter," mutual series starring Leon Janney, goes co-op March 26th. . . . Sue us if we're wrong, but we think this is some sort of a record. In a recently-conducted contest held on NBC's "Finder's Keepers," the mail count totalled up to more than 30,000 letters. . . . Van Cleve's ork now recording for Muzak. Also heard Thursday nites on the Blue in "Variations by Van Cleve" . . . Despite the UP story that "Dr. Fu Manchu" is "dead," the character is being revived for radio with a new slant. . . . They're calling Count Basie "Stokie" now that he is adding 12 strings to his crew. . . . Jean McCoy, ingenue lead on "Chick Carter" and "Lorenzo Jones," in St. Luke's Hosp. for operation. She's in Room 327 in case any of her pals are interested. . . . Charlotte Manson's lucky star is still guiding her. A cab in which she was riding was turned over in a crash but the lovely Charlotte emerged with nothing more serious than a few scratches and a ruffled dignity. . . . Good to see Frank Parker back on the air again with his "Friday on Broadway" stanzas.



• • • Talk of radio row is the sock performance turned in by Cpl. Harvey Stone on the Kate Smith stanza Sunday nite, his first air appearance by the way. Stone, who does a Sad Sack routine, stands a better-than-bad chance of emerging as the Johnny Burke of this war. He was booked in for a seven-minute spiel with two and one-half minutes inked in for laffs. Either Stone or the audience was underestimated because the laffs spread out to a full five minutes. Five minutes of applause for a seven-minute spiel. That kind of performance is hard to laff off.



• • • Insiders ridicule the report that Johnny Morgan quit his air show because of dissatisfaction with the script. This is obviously absurd, they point out, because Johnny himself writes the script, with the assistance, of course, of Louie Meltzer and Jack Huston. The fact of the matter, my informant continues, is that friction had been steadily growing because of interference with the script. Things finally grew to a head the other week with Johnny allegedly being handed an ultimatum to "take it or leave it." Johnny chose to walk. Meanwhile, the comic has some vaude appearances lined up and a vacation in Florida on his mind. In the fall he'll line up a new package show with the Mills Bros.



• • • Agencies looking for a quiz show might do well to give a listen to "Mind Your Own Business," which one Ted Greene is peddling and which features Danny Webb as quizmaster. Danny is the ex-GI who made such a tremendous hit with his antics overseas that he was tagged by Gen. Eisenhower as the "Comedy Commando."



—Remember Pearl Harbor—

LOS ANGELES

By RALPH WILK

HILL & RANGE, INC. has signed a contract with Cal Shrum whereby the firm will publish 20 of his Western songs. Shrum and his Rhythm Rangers are introducing the numbers on their theater tours.

Leonard Sues, popular young music director and trumpeter on Eddie Cantor's NBC show, has been offered the post of instructor of music at the famous Mar-Ken Professional Children's School in Hollywood. Sues along with many other stage, screen and radio personalities, was graduated from this private education institution for professional children.

The Pied Pipers, singing quartet on the Andy Russell show, have taken night lessons in Spanish and are polishing up a repertoire of Spanish folk songs and ballads which they'll record as background music for a forthcoming Morey and Sutherland Daffy Ditty Cartoon, with locale in Mexico.

Paramount is lining up a number of personal appearances for Bill Goodwin in connection with its Betty Hutton picture, "Incendiary Blonde," in which he plays an important part. Dates will be in the Coast area so as not to conflict with Goodwin's appearance on the Frank Sinatra program over KNX-CBS Wednesday nights.

Adult-Education Advisers Visit CBS 'School Of Air'

A visit to the Columbia network's "American School of the Air" today will inaugurate the first session in an orientation course of Aids for Adult Education, conducted for 35 reader-advisers of the New York Public Library. According to Mrs. Mildred Mathews, associate reader's adviser of the Library, in charge of the course, the visit to School of the Air and discussion of other CBS programs are part of a plan to broaden the advisers' knowledge of audio-visual aids suitable for adult education.

Following the School of the Air broadcast, Lyman Bryson, CBS director of Education, will speak to the librarians on the relationship of radio to reading.

"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.

ASCAP Sponsored Bill Contested In Nebraska

Lincoln—A bill, LB 252, which would pave the way for the return of Ascap to Nebraska, had the Senate Public Health-Miscellaneous Subjects' Committee in a dither here for several hours before it was decided that action on the bill should be postponed.

Hottest debate on the bill, introduced by Senators Ladd J. Hubka, Beatrice; Fred Mueller, Kearney; and Fred A. Seton, Hastings; came in verbal exchanges between Will J. Hotz, representing Omaha's WOW, several Omaha hotels and ballroom operators and Senator Hubka and John G. Paine, Ascap general manager.

Senator Hubka stated that LB 252, repealing the Ascap measure of 1937, would make possible return of Ascap to the state. It would have Ascap deal with the Secretary of State a schedule of charges and pay a three per cent tax on gross receipts.

Mr. Paine, who visited Omaha to confer with Yale Holland, Ascap legal representative in Nebraska, asserted the hit song "Don't Fence Me In" is "fenced out" in this state in many respects. That song, along with

a number of others, is the property of Ascap members and cannot be played by local radio stations, hotels or ballrooms without the hazards of suits for infringement of copyright, he stated.

He explained, that of course, such songs can be heard by Nebraskans when they are fed into Nebraska from outside points. This, Mr. Paine said, is because Ascap withdrew from Nebraska when it could not operate in the state and protect the copyrights of its members under the Nebraska anti-Ascap law.

Ascap Offers to Return

Mr. Paine testified before the committee in Lincoln that if the state would like to have Ascap return to do business here "for the benefit of the music users of Nebraska, we would be willing to do so," and assured the Legislature that "fees which would be charged Nebraska music users by Ascap would be the same as those, which are paid by similar types of operators in other states."

"I feel it would be too bad if the Legislature would refuse to repeal the old law," Mr. Paine said. "It would not affect Ascap in any way because we are not doing business here now, but it seriously would affect the citizens of Nebraska who use music in their business."

With Mr. Paine was Jules Collins, New York, manager of the radio division of Ascap, who also appeared in support of the bill.

Melvin Drake, Lincoln, and Lloyd Thomas, Kearney, representing radio stations; Sam Josephson, president, Omaha Hotel Association; Pat Miller, Omaha, president, Nebraska Hotel Association, and Robert Livingston, Lincoln theater man, told the committee they desire the return of Ascap because they fear infringement suits.

Mr. Thomas, representing independent stations, said: "It is impossible to cover Nebraska with radio and the little radio stations will be forced out of business unless the law is repealed."

Mr. Hotz accused Ascap of ruling by fear and stated that \$400,000 had been saved citizens of the state by Ascap pulling out of Nebraska. He charged that Ascap, by asking the law be repealed, is attempting to be rid of suits now pending in the courts.

Senator Frank Brady, Atkinson, introducer of the original bill, argued that "Ascap never has complied with the Nebraska law and if the act now is repealed, the Legislature should then repeal the code on monopolies."

Ives Gets Web Spot

Burl Ives, folk singer currently starred in the Theater Guild's "Sing Out, Sweet Land," has been signed as a regular on Campbell Soup's "Radio Reader's Digest" series, effective Sun., March 4, it has been announced by Century Artists, who put the deal through. The program is heard over CBS, Sundays, 9-9:30 p.m., EWT.



Meet WHB's Ed Dennis— whose present "client" is Uncle Sam!

At WHB we've always called the sales department the "Client Service Department"—simply because that's the purpose of our salesmen: to serve our advertisers.

For eleven years, Ed Dennis was our top producer. He graduated from the University of Kansas one cool June evening—and went to work for WHB's Don Davis the next morning. Never had any other job, prior to enlisting in the Navy in 1942 as second class yeoman.

It's typical of Ed that the Navy recognized his merits, too, and promoted him recently to Lieutenant (j.g.). Ed says it's awfully good to get back in pants with pockets. We look forward to the day when Victory is won, and we can get Ed back to WHB!

If he were here, instead of at sea, he'd probably be telling you enthusiastically about three great new shows on WHB for 1945.

"SONG and DANCE PARADE"—with RUSH HUGHES. A full hour of popular recordings, broadcast Mondays through Saturdays at 2 p.m.—with popular Rush Hughes of KWK as Master of Ceremonies. This program took KWK from a 1.5 to a 4.9 Hooperating mornings in St. Louis—and it has already won a 4.2 in Kansas City! Quarter-hour participation sponsorships available, 3 to 6 days weekly.

"THE FIRST FIVE"—with RUSH HUGHES. Kansas City's "best seller" records, as reported daily by leading retailers—together with their "platter mates", some fascinating and rhythmic "extras"...and the voice of Rush Hughes! Forty-five minutes nightly, Mondays through Saturdays, at 6:15 p.m. Ask Don Davis, for participation availabilities.

"MARY JANE ON PETTICOAT LANE". Daily half-hour shopping program, with style news and music, featuring merchandise offered by stores and shops on Kansas City's famous "Petticoat Lane". Spots available for minute transcriptions about products used by women. Mondays through Fridays, 11:30 a. m. to 12 noon.

If you want to sell the Kansas City market, WHB is your happy medium!

For WHB Availabilities, 'Phone DON DAVIS at any of these "SPOT SALES" offices:

- KANSAS CITY Scarritt Building HArrison 1161
- NEW YORK CITY 400 Madison Avenue ELdorado 5-5040
- CHICAGO 360 North Michigan FRAnklin 8520
- HOLLYWOOD Hollywood Blvd. at Cosmo HOLlywood 8318
- SAN FRANCISCO 5 Third Street EXbrook 3558

KEY STATION for the KANSAS STATE NETWORK
 Kansas City • Wichita • Salina • Great Bend • Emporia
 Missouri • Kansas • Kansas • Kansas • Kansas



RADIO TIME, properly used, keeps American business ticking. Radio time, properly sold, keeps American broadcasting the best in the world. Selling time is the full-time business of Weed & Company.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

Criticism Of The OWI Voiced By Rep. Taber

(Continued from Page 1)

works are both closed to commentators criticizing the administration.

"The pressure placed upon the radio organizations by the Federal Communications Commission has resulted almost in destroying the freedom of the radio," Taber continued.

"The freedom of the press is the last bulwark of American liberty; if we loose that the New Dealers will have established a complete dictatorship here in America. It has been bad enough all the way through the Roosevelt administration, but any decree which clamps down harder against the possibility of press associations obtaining news is something that we should fight against and work against here in Congress."

Quotes Letter to Byrnes

Taber referred to a letter sent OWM Director James F. Byrnes last month by OWI Director Elmer Davis—pursuant to Byrnes' request. The letter outlined OWI activities. Taber complained bitterly about the coordinating functions of OWI—including the channeling of news releases, speech clearance and other policy advice given by OWI representatives. He claims that the meaning of the Davis letter is that "if a newspaper reporter goes to any bureau or department and asks for any information or any interview, it must clear the OWI." Actually this is not the case and any reporter covering Washington information is incorrect on that point.

The OWI domestic director, Neil Dalton, issued the following statement in reply to Taber:

"OWI was created by executive order of the President. One reason for its creation was an insistent demand by the press and the radio for better co-ordinated Government information. The Congress is fully acquainted with the manner and methods of its operation and year after year has voted it funds with which to carry out its functions. Mr. Taber is a member of the Appropriations Committee which went exhaustively into every phase of our operations before the committee recommended to the Congress the appropriation of funds under which we are currently operating.

Censorship Denied

"We are confident that newspapers, press associations and broadcasters generally know after long dealings with us that this office is not engaged in censorship. On the contrary, we promote as far as we can, the free flow of accurate information. Any accredited representative of any publication or radio can ask information of any official in the Government and OWI does nothing whatsoever to keep him from getting it. The only censorship in this country is a voluntary censorship subscribed to by all publications and based solely on military security.

"The letter to which Mr. Taber takes exception was written to make procedures clear to all agencies at a time when the Office of War Mobil-

★ WORDS AND MUSIC ★

By HERMAN PINCUS

IT'S an ill wind that blows nobody good. With the introduction of the new nation-wide midnite curfew ordered by War Mobilization Director James F. Byrnes, the plight of the songpluggers has been lessened. For years the duty of the song salesman (without whose energies many a tune, heard on the hit parade, might never have happened) is to contact orchestra leaders and get 'dates' for their respective plug songs. In almost every case, the leader to be contacted, was seen at the hotel, cafe, dance-hall or restaurant whence his remote programs emanated and since about ninety per cent of such programs occupied the air lanes between the hours of 11 p.m. and 2 a.m., it is obvious that the contact men (songpluggers) arrived at their respective homes in the wee hours. Thus, in the new set-up, they can now get home at the same time as their neighbors returning from the local movie.

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In a national contest held to determine the best Service Band in the country, the 33rd ASF Band, stationed at Fort Sheridan, Ill. was chosen by a committee consisting of Benny Goodman, Woody Herman, Lew Brown and Deems Taylor, president of the American Society of Composers, Authors & Publishers. The winning aggregation, conducted by T/Sgt. Carmen Dello, former NBChicago Staffer, boasts the services of Sgt. Bob Eberle, former vocalist with Jimmy Dorsey, Corp. Buddy Clark who used to warble on the "Hit Parade," Sgt. George Kennon, formerly with Dean Hudson, Corp. Thomas Shapier, formerly with the late Ben Bernie, Corp. Norton Himmel, formerly with Jan Savitt and Sgt. Joseph Fobart, formerly with Tiny Hill. Six 15-minute discs, recorded by the band, will be distributed through the Army's V-Discs Programs to Yanks on all fighting fronts.

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They would have you believe that THE WAR SONG of World War II hasn't been written yet (though our selection at this time is still Frankie Loesser's "Praise The Lord and Pass The Ammunition") but the conflict is still raging and GI's all over the world are still trying to write the successor to George M. Cohan's "Over There." Major Meredith Willson and his music staff at the Armed Forces Radio Service are looking over hundreds of manuscripts sent in by our Servicemen for programming on the weekly "GI Journal" program, aired from the Hollywood Canteen and Major Willson thinks so highly of the merits of some of the entries that he programmed nine of them on a recent "Command Performance, USA" program.

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RADIOLOGY: Danny Thomas, young comedian heard with Fanny Brice on "Toasties Time," CBSundays, will make another overseas tour when the show goes off for the summer . . . Danny was with the Marlene Dietrich overseas troupe last Spring. . . .

● Liza Morrow, former vocal lovely with George Paxton's Band, now gaining new admirers trilling on the "Gloom Dodgers" daily show on WHN. . . ● Mary Jane Higby, star of "When A Girl Marries," recently became Mrs. Guy Sorel and fans have been sending in advice on "how to furnish an apartment" . . . wrong advice . . . Mary Jane's problem is "how to find an apartment" . . . ● The April issue of Readers Scope profiles Danny Kaye, penned by Charles Dexter. . . .

● The Murtah Sisters (currently harmonizing at the Hotel Raddison in Minneapolis) have been tapped for an M-G-Musical. . . ● Earl Wilson will be the guest next week on the WOR show, "Dubarry Success Magazine" . . . program is produced by Hugh Chain who left the Weintraub Agency to free-lance.

★ ★ ★

ization and Reconversion was enlarging its activities in connection with functions in which other agencies participated. This necessitated more careful co-ordination of information to insure accuracy of the greatest possible degree and to avoid confusion as far as possible."

Tom Joyce Resigning From RCA Corporation

(Continued from Page 1)

Advertising Club of New York and the American Television Society in November, 1943, and since has delivered many talks on the potentialities of television.

At 29, Joyce was made manager of the advertising and sales promotion for all of the company's products, both domestic and export. Four years later he was elected a vice-president of the RCA Manufacturing Company, predecessor to the RCA Victor division. He directed the RCA exhibit at the Chicago World's Fair in 1933 and 1934 and the company's exhibit at the New York World's Fair in 1940.

Blue Changes Agencies; Smith Makes Comment

(Continued from Page 1)

agencies was necessary because G. C. & N. was not keyed to do the particular job the Blue Network needed for its promotion plans. He added, however, that the agency is a "damn good agency," and has shown that it can do a lot of things other agencies cannot do. "BBD&O has been considered because "we have to have a kind of management who understand what we're driving at."

Asked whether the copy in the Blue's ads would retain the phrase "the three major networks," etc., Smith said his organization never considered Mutual because "we don't think in terms of Mutual because we're not competing for MBS' position." Recent Blue Network ads usually referred to CBS and NBC. "We will also dispense with the use of Hooper ratings, per the Hooper policy," he added. Smith disclosed that he himself wrote all the copy used in the recent Blue ads.

G. C. & N. Comment

When a G. C. & N. spokesman was asked to comment regarding the Blue's agency switch, he simply said that "Our program 'The Andrews Sisters' is on the Blue Network and is it doing well there. It's the top-ranking program heard on that hour, and one of the best rating programs heard Sunday afternoon." He added, "Although the Blue has taken its business to another agency, the relationship between us and the network is a happy one." Another spokesman said he "wasn't mixed up in it fortunately."

Leonard Erikson, account executive at BBD&O, will head the department to work in conjunction with the Blue on its future advertising and promotion campaigns.

WRITER

National Network Shows AVAILABLE March 1, 1945. Write RADIO DAILY, Box No. 131, 1501 Broadway, New York 18, N. Y.

AGENCIES

W. DIETRICH, president of Ludens, Inc., according to the J. I. Mathes agency, denies published reports that the Luden's Cough Drop account will leave the Mathes agency with the resignation of Hyland Hodgson, agency vice-president.

HARRY J. ROTHMAN, executive vice-president of International Theatrical and Television Corporation, has announced the appointment of Zella Young to be in charge of production for the educational department of that company. Miss Young has been director, scenarist and film editor in both the 16mm and 35mm motion picture fields, as well as in radio and theater. Her most recent affiliations have been with Universal and RKO-Pathé Pictures.

FRED SMITH, vice-president in charge of advertising and publicity of the Blue Network, will discuss the network's advertising and promotion plans at a press luncheon in the Palm Room of the Waldorf-Astoria Hotel on Friday.

TOM CRABBE has resigned from MacFarland, Aveyard & Company to join Roy S. Durstine, Inc., specializing on package products.

STERLING ADVERTISING AGENCY, INC., has been retained by WHDH, Boston, to prepare the station's advertising.

GREY ADVERTISING AGENCY has been named to handle the account of The Grolier Society, Inc., publishers of The Book of Knowledge.

ARTHUR HOPPER, general agent of the Ringling Brothers-Barnum and Bailey circus, arrived in New York yesterday from the circus winter quarters at Sarasota, Fla., to plan for the April opening at Madison Square Garden.

FMBI Amplifies Viewpoint Regarding FCC Allocations

(Continued from Page 1)

the Commission has scheduled oral argument on the proposal Feb. 28 and the requests were made this week in a brief filed by FM Broadcasters, Inc., the trade association for FM radio.

"Failure to comply with the requests, the brief points out, 'would impose additional costs upon the public, penalize the broadcasters who have risked their capital without reward to develop FM during the past five years, cause paralyzing delay during the post-war years when FM could move forward with rapidity, and discriminate against a new industry in favor of competitive radio enterprises.'

"FM radio now occupies frequencies between 42 and 50 megacycles. The FCC proposes to move it to frequencies between 78 and 108 megacycles in order to free it entirely of certain interferences the importance of which is a matter of disagreement between government and industry experts.

"The FMBI brief contends that, in evaluating the importance of these interferences, the Commission rejected the opinions of a majority of industry experts and gave undue weight to the opinions of its own witnesses. It points out that FCC witnesses calculated the effects of the interferences from extremely meager data, that certain errors were made in the calculations possibly accounting for the fact that they do not agree with practical experience in the field.

"The document informs the Commission that it may expect additional information upon the economic factors involved this week. The public now owns FM sets to the value of approximately \$50,000,000. The effects of the proposal on these sets and

upon 5,000,000 post-war FM sets, for which the industry sees a demand, would be in the neighborhood of \$100,000,000. The 47 FM broadcasters now on the air would also be affected to the tune of many more millions."

Witnesses testifying on the Commission's proposal to move FM up in the spectrum may be heard late this afternoon, dependent upon the time taken to dispose of witnesses on fixed public services. If the FM testimony does not get under way today, it will be held over until tomorrow morning.

A fairly complete list of the individuals who will appear was drawn up yesterday at the FCC, including the following on FM: Dallas Smythe and Cyri. Braun of the FCC; C. M. Jansky and Major Edwin Armstrong for the RTPB's FM panel; John Shepard III or Philip Loucks for FMBI; T. A. M. Craven for Cowles Broadcasting Co.; William Lodge for CBS; Stanley Marx for the Blue; Thomas Harris for NBC; Kenneth Norton, John Morgan Davis for NAB; Ted Pierson for the Yankee Network; Walter J. Damm for the Milwaukee "Journal"; Walter Asch for WBCA, Schenectady; Fred Albertson for WBNS, Columbus; Philip Loucks for WQXQ, New York, and R. R. McCanne for Stromberg-Carlson. There will be appearances also for Zenith and one or two other manufacturers.

Joseph L. Weiner will appear again for Subscription Radio, Inc.

Eight Witnesses are definitely scheduled to speak on the television proposals—including David Smith for RTPB, Thomas Harris for NBC, William Lodge for CBS, Stanley Marx for the Blue, T. A. M. Craven for Cowles, John Morgan Davis for NAB and representatives of TBA and the Allen B. Du Mont Laboratories.

'March Of Time' Executives Will Produce Can. Shows

Westbrook Van Voorhis, narrator of "The March of Time"; Frank Norris, managing editor and Rupert Lucas, producing editor, will go to Canada this week for two special programs over CBC and the Dominion Network on March 9 and March 14. They will present a dramatization "Joe Is Home Now" with an all-Canadian cast for the benefit of the Canadian Red Cross.

New AFN Transmitter

Paris—Lt. Col. John S. Hayes, Associate Director of Troop Broadcasting Services SHAEF, has announced that a new American Forces Network 15 kw transmitter has replaced the former temporary 50 watter in Paris, February 15th. On deck when the new transmitter went into operation were Major Robert M. Light, acting officer-in-charge AFN, Captain Jack London, AFN executive officer and AFN program director M/SGT. Karl Hofenberg.

Swing Signs 114 Sponsors Via Co-Op. Arrangement

In his first month as a Co-operative program over the Blue Network, Raymond Gram Swing has been sold to 114 sponsors. Swing's program is sponsored on 105 Blue stations, some carrying more than one sponsor, and is offered to the entire Blue Network.

Jerry Wayne's Guests

Benny Goodman and Carole Landis will be the first guest stars on Jerry Wayne's new show which premieres on the Blue, Monday, 9 to 9:30 p.m., EWT. Show is sponsored by The Borden Company and is a replacement for the Ed Wynn show.

AVAILABLE RADIO EXECUTIVE

whose knowledge and ability are the result of years of experience—knows programs and sales—exceptionally creative—practical and workable program ideas—can handle top job in agency or station—opportunity more desirable—available as of March 5.

Box 132, RADIO DAILY
1501 Broadway New York 18, N. Y.

PROMOTION

KOMAir News

Volume 1, Number 1, dated February 1945, of the KOMAir News has come out without any fanfare, but by the looks of this four page, illustrated and newsy little paper, it doesn't need any exploitation. It's published by the Sales Promotion Department of KOMA, Oklahoma City, carries an editorial, and its purpose is "distributing news about the operation, facilities and programs of KOMA, and of promoting the sales and reputation of station advertisers, to the end that confidence in and friendship for great business institutions who, by their advertising, serve the Nation, may justly be abetted in its growth."

Erma Proetz Award

Gardner Advertising Company of St. Louis is distributing a booklet giving full details of the Erma Proetz Award to advertising women being sponsored nationally by the Women's Advertising Club of that city. Award is in memory of Mrs. Erma Proetz who before her death was with the Gardner Company. Booklet also gives rules of contest and is accompanied by a news item on it. Closing date is March 30.

Expert Opinion

No. 16 of "NBC Highlights" for February 8, 1945 says "Experts choose experts" and goes on, in a two-page booklet, to give details of the 15 out of 26 poll winners on NBC in RADIO DAILY's Eighth Annual Poll for 1944.

Return To Manila

The first eye-witness accounts of the liberation of Manila by Mutual commentator, Royal Arch Gunison, have been put into booklet form by the network and are presented as radioed to this country by the commentator on February 4 at 6:45, 7:10 and 11:30 p.m. Introductory comment is made by Edgar Kobak, president of Mutual Broadcasting System.

Oklahoma's foremost station from every standpoint.

Proved by the 1944 Oklahoma Radio Audience Survey.

WKY
OKLAHOMA CITY
The Katz Agency Representative

Copy sent on request.



KOA FIRST IN DENVER
50,000 WATTS 850 KC

FEW STATIONS IN THE NATION CAN EQUAL KOA'S DOMINANCE

50,000 WATTS
TOP NBC PROGRAMS
7 STATE COVERAGE
DEALER PREFERENCE (68.8%)*

LISTENER LOYALTY (69%)**
SALES RESULTS
*Ross-Federal Survey
**"Tale of 412 Cities"

SERVING THE MOUNTAIN AND PLAINS STATES REGION

Fly Represents WOW Before Supreme Court

(Continued from Page 1)

tion WOW, Inc. Homer H. Johnson, a policy-holder in the life insurance company, has demanded that the FCC order transfer of the license be set aside and the station returned to the life insurance company. His suit has been upheld by the Nebraska Supreme Court.

WOW, Inc., pays an annual rental of \$74,000 to the Life Insurance Company—which has been termed a fair rental by NBC President Niles Trammell, NAB President J. Harold Ryan, Gardner Cowles, Jr., head of Cowles Broadcasting Co.; Joseph O. Maland, vice-president of WHO, Des Moines, and Harold Hough, president of the Oklahoma Broadcasting Co.

The interesting question raised, so far as broadcasters are concerned, is whether the FCC has the authority to enforce its decision regardless of the wishes of the state court. Fly found himself forced to explain away his own decision when, as FCC chairman, he refused to permit Donald Flamm, former owner of WMCA, New York, to block the transfer of that station from Edward J. Noble to Nathan Straus, three years after the station had been purchased by Noble. Flamm was told then, in effect, that his recourse was to the courts of New York State, which implied that the state could provide relief for him if it so determined.

Fly points out in his brief at the time of the sale of the station to Straus, Flamm had no interest in the license. He points out further, that the New York court is called upon to rule regarding the legality of the Flamm-Noble sale, not on whether acquisition of the station by Noble, and then by Straus, is in the public interest. He then quoted the Commission, in its decision on the Flamm petition, that "no fact which petitioner proposes to establish will in any way reflect upon the desirability of a transfer to the proposed licensee. Consummation of the transfer is not to be held up, perhaps for years, pending settlement of issues in private litigation unrelated to the proposed operation."

It is significant, that when the Supreme Court agreed to review this case, it invited the Department of Justice to submit a brief, but no brief has been submitted by the Government.

Send Birthday Greetings To—

February 28

Harry Kramer	Selma La Porte
David Lowe	Dorothy Ott
Harold Parkes	Olan Soule
Alan Wray	Patti Clayton

COAST-TO-COAST

—NEW YORK—

BROOKLYN—Elias I. Godofsky, president of WLIB, has announced the appointments of Clifford Evans and Frank E. Knaack as director of news and special events and technical director, respectively. . . . WOODSIDE—Cpl. Fred Barr, WWRL program director, is now serving as radio operator somewhere in the Philippines. . . . Maria Kramer's showmanship is reportedly sure-fire on her WINS broadcasts of top bands. . . . WNYC broadcasts of the Brooklyn Museum's Sunday War Stamp Concerts during March and April include such artists as Ray Lev, pianist, Dorothy Minty, violin; Virginia Nolte, Cellist, and others.

—MARYLAND—

FREDERICK—WFMD announcer Jerry Gaines is still explaining away "one of those things." On a recent chain break for the 11:15 p.m. CBS Danny O'Neill show, Jerry got the Danny portion of the announcement all right, but en toto what he said sounded like "stay tuned for the Danny O'Kaye show which follows immediately." Jerry says it was a question of getting his Dannys mixed up.

—DISTRICT OF COLUMBIA—

WASHINGTON—WTOP's "Labor News Review," founded in 1934, is the oldest labor program in the world and the oldest continuously presented news program of any kind in America. It has been heard for 550 weeks on a sustaining basis. . . . The WWDC Metropolitan Washington Bowling Championship due in March already has \$1,000 in the pot corralled from 25c entry fees. Daily results and highlights will be aired on Tony Wakeman's "All Sports Parade." . . . WOL - Mutual sportscaster Russ Hodges visited Walter Reed Hospital last Saturday and reportedly became the first sportscaster to bring to listeners service men's opinions on shelving sports for the duration.

—UTAH—

SALT LAKE CITY—KSL continuity writer J. Richard Anderson has been named producer for several studio programs. Local portion of CBS "American School of the Air" and KSL's Farm Hour are included. . . . KSL new business: Thorne-Lee Co., Los Angeles, sponsoring afternoon news twice weekly for 13 weeks; Wasatch Oil sponsoring 52 weeks of Sunday evening half hours, titled "The Wasatch Show"; format musical; National Biscuit has bought 52 weeks of the 2:25 p.m., five-day news period.

—CALIFORNIA—

SAN FRANCISCO—Ten minutes after Jim Garthwaite had broadcast a request for a piano for the Dibble General Hospital, one of his KPO "Date at Eight" listeners offered her own grand. An hour later, an Army truck drove away from the lady's house carrying the piano and eight soldiers lustily singing Beer Barrel Polka to the piano's accompaniment. Recent addition to KQW sales promotion is Joan Costello, formerly with Knollin Advertising. . . . New to radio, Marion Johnston and Ruth Brandel have joined KQW traffic and sales, respectively.

—WEST VIRGINIA—

WHEELING—Joseph A. Barker, S1/c, has returned to his entertaining over WWVA, after a medical discharge from the Navy; William E. Close, Jr., formerly with WCOL, Columbus, has joined the announcing staff. . . . CHARLESTON—WCHS program head, Joe Herget, is now a member of the Mayor's committee for recruiting WAC technicians. Ernie Saunders, sports editor and special events announcer, is new to WCHS, but not to radio nor West Va. . . . FAIRMONT—WMMN's chief announcer, Frank Lee, has been promoted to program director. James Lowther has come from WJLS, Beckley, to the WMMN announcing staff. Continuity and publicity are now being handled by Walter A. Bowman, who has had much experience as a newspaper man.

—VIRGINIA—

RICHMOND—Among those taking advantage of the first course in "General Semantics" to be offered by the Professional Institute Extension of William and Mary College are WRVA's commercial manager Baron Howard and Mrs. Howard; production manager Sam Cary, continuity editor Jack Stone and publicity director Anne Raidabaugh. The station is an affiliate of CBS.

French Execs. In U. S. To Talk Radio Co-Op

(Continued from Page 1)

interchange of network programs in the immediate future.

Garique will devote himself particularly to arranging for the interchange of network shows—attempting to line up American network shows for broadcast in France.

Shafer specializes in television, and his purpose is believed to be somewhat similar.

American Theater Wing Luncheon On 3rd Anniversary

American Theater Wing, volunteer operators of the Stage Door Canteen in New York City and allied canteens throughout the country held a press luncheon at Sardi's New York City yesterday at which time it was disclosed that the Stage Door Canteen would remain open to welcome home servicemen at the end of the war in Germany. The Stage Door Canteen has operated 1,096 days and during that period has presented 9,720 volunteer acts, Jim Sauter, chairman of the entertainment committee revealed. A total of 38,300 artists, representing all branches of the entertainment world, have appeared at the Canteen.

YOU HAVE —

"A DATE WITH MUSIC"

THE SPARKLING NEW
 TRANSCRIBED MUSICAL SERIES

Here's a show chock-full of captivating great hit songs—15 minutes of music, never dated, but always rated number 1 with nationwide poll takers and the listening public. Truly a 4 star hit with a galaxy of star entertainers.

First 13 quarter-hour programs now available for immediate delivery. Total of 130 to be produced.

WRITE OR WIRE TODAY FOR COSTS AND AUDITION SAMPLES • ALL OFFERS SUBJECT TO PRIOR SALE

CHAS. MICHELSON
 Pioneer Program Producers Since 1934
 67 W. 44th ST. MUrray Hill 2-3376
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**VOCALS BY
PHIL BRITO**
Radio singing star of Kreml Shampoo program, coast-to-coast network.



**PIANO BY
SAMMY LINER**
Featured pianist of the Andre Kostelanetz orchestra—keyboard stylist extraordinary.



**NOVACHORD
& ORGAN BY
DOC WHIPPLE**
Noted organist, and composer on numerous network shows.



**EMCEE BY
ALLYN
EDWARDS**
Network announcer featured on the Conti Treasure Hour of Song & other shows.



**DIRECTION BY
WILLIAM
STOESS**
Former Musical Director of WLW, Cincinnati.