

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



COL. 30, NO. 1

NEW YORK, N. Y., TUESDAY, JANUARY 2, 1945

TEN CENTS

Poll Results On Jan. 10th

Blue Web Business Increased 66 Per Cent

Gross network time sales for the Blue Network during 1944 totalled \$1,300,000 compared with \$24,870,000 in 1943, representing a 66 per cent increase in gross sales of network time, Chester J. La Roche, vice-chairman, The Blue Network, revealed in a year-end statement Friday. In addition, local and spot time sales in 1944 were \$2,600,000, an increase of 33 per cent over the same sales the preceding year. During the past year the network increased the number of its affiliated stations, from 174 on January 1, 1944 to 194 as of January 1, 1945, according to La Roche.

WGN Promotions Announced In Chi.

Chicago—Delegation of increased authority in the operation of WGN to several members of the station's executive staff was announced Friday by station manager, Frank P. Schreiber, who disclosed the promotion of three staff members and assignment of new duties to a fourth. Effective immediately, William A. McGuiness, sales manager of WGN, will be in charge of the station's advertising.

Ryan In New-Year Salute Stresses "Victory Drive"

Washington Bureau, RADIO DAILY
Washington—Calling on all broadcasters to devote their every effort toward furthering the "Victory Drive," NAB President J. Harold Ryan on Friday issued the following statement:

Heavy Schedule

Hollywood—Bing Crosby completed guest appearances on seven major network programs during the past week-end, making the heaviest two weeks radio schedule in the history of "Der Bingle's" airings. The reason for the appearances is that Crosby is starred in Paramount's new picture, "Here Come the Waves."

KBS Year-End Report Shows Business Gain

Revealing a business increase of 18 per cent in 1944 over 1943, Michael M. Sillerman, president of Keystone Broadcasting System, Inc., yesterday issued a year-end statement covering the past year's activities of the transcription network. Concentrating on the small market areas Keystone now has a network of 208 affiliated stations and services such national advertisers as Miles Labs, General Foods, Sterling Drug Company and others who seek to advertise.

Louis Nizer To Address Radio Executives Club

Louis Nizer, attorney, author and speaker, will address the Radio Executives Club luncheon at the Hotel Roosevelt on Thursday noon. Mr. Nizer's subject will be "What To Do With Germany." His address will be followed by a question and answer period in which a large audience is expected to participate.

'All-American Radio Program' Interest Grows As Certified Survey Enters Final Stage

Network Spokesmen Review 1944's Radio

Two spokesmen for the National Broadcasting Company—Niles Trammell, president, and Frank E. Mullen, vice-president and general manager, yesterday issued "Year-End Statements" in which they reviewed radio's role in 1944 and pledged the network's organization to continued aid in the prosecution of the war until Victory is won. "The invasion and the election gave American broadcasting the impetus it needed to continue its growth." (Continued on Page 6)



NILES TRAMMELL

FMBI President Joins NAB With WTMJ-WMFM

Washington—Setting at rest any suspicions that FMBI was being groomed to emerge as a competitor to NAB, WTMJ and WMFM, Milwaukee stations operated by FMBI, President Walter J. Damm, last week joined NAB. With his application for membership in NAB, Damm's station will be the largest concentrated audience in New England.

Full results of RADIO DAILY's Certified Poll designed to select the All American Radio Program by critical writers and editors throughout the country, will be announced on Wednesday Jan. 10. While close to 900 ballots have already been certified by the Ross Federal Research Corp. additional votes will swell the grand total to a figure of 1,000.

Allocations Report Due January 15, Says FCC

Washington Bureau, RADIO DAILY
Washington—A full outline of proposed frequency allocations for the spectrum between 25 and 30,000 megacycles will be released on or about Jan. 15, the FCC announced Friday. This will include the proposed lineup for television, facsimile and FM. A 30-day period for the filing of objections will follow.

Blue Committees To Meet In New York

When the stations Planning and Advisory Committee of the Blue Network holds its regular quarterly meeting in New York, Jan. 16 and 17, the web's 1945 plans will be the main item on the agenda.

★ THE WEEK IN RADIO ★

FCC Allocation Decisions Expected

By CHARLES MANN

THE entire electronics industry has reached the baited-breath stretch, since the FCC is expected to make its announcement re the frequency allocations decisions in January on television, FM, the amateur band and the international short-wave stations. The staff and the Commission have

been working overtime putting the finishing touches to the reports. Board: A new organization designed along the lines of our RTPB has been established in Toronto and is known as the Canadian Radio Technical Planning Board. Its president is J. H. ... (Continued on Page 5)

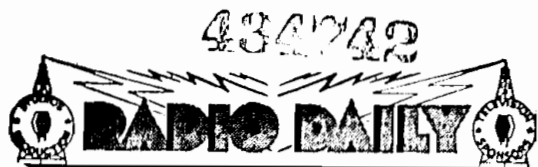
Give your sales record a shot in the arm—sign up WLAW for the Northern New England market.

WLAW—a popular station with the Third Largest Concentrated audience in New England. Send for coverage map.

Flying Start

Hildegard will start the new year in a big way today as she welcomes as guests on her "Raleigh Room" program over NBC at 10:30 p.m., Ben Grauer, Clayton Collier, Milton Cross, Ed Herlihy, Edward Everett Horton and Tallulah Bandhead. Musical highlight will be Hildy's singing of "Who Are We to Say," written especially for her by Harry Sosnik.

o-Day—865 Certified Votes—"All American Radio Program of 1944"



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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Composer Awards Planned By Blue

Prizes totaling \$1,000 will be awarded by the Blue Network to native composers on the occasion of the musical festival next summer sponsored by the National Composers Clinic in Colorado. This announcement is the denouement of an exchange of correspondence between Mark Woods, president of the Blue Network, and Dr. Roy Harris, national director of the aforementioned clinic, in charge of the composers' festival.

The establishment of the prize fund marks the second time this season that the Blue web has sponsored American contemporary composers. Earlier this year, Paul Whiteman, director of music of the network, put forth the Contemporary Composers Concerts under the auspices of the Blue Network Creative Music Fund, which made grants to composers in both the serious and popular media. First performances of the selected composers were given by Whiteman, which included some thirteen compositions.

In conjunction with the new awards, \$400 has been set for the best orchestral work, \$300 for the second prize, a first prize of \$200 for the best song with orchestral, piano or organ accompaniment, and a second prize of \$100. The provisions of the awards contracts retain the right of the first performance of all four prize-winning works for the Blue, which, incidentally, will be the only web to contribute monetarily to the festival.

W M BLUE NETWORK
Plattsburg, N. Y.

F F

CONSISTENTLY
SELLING THE
NORTH COUNTRY'S
RICHEST MARKET

Thomas F. Clark, Inc., Rep.

Coming and Going

JACK BURNETT, publicity director of Foote, Cone & Belding, is in town from Chicago for a few days in New York on agency business.

ANNETTE M. SNAPPER, director of consumer service for Pabst Brewing Company, has returned from her second wartime visit to England. She will be interviewed today by Alma Kitchell on the "Women's Exchange" program.

CECIL WRIGHT, for five years a member of the engineering staff at WGN, Chicago, to Peoria, Ill., to take up his duties as supervisor of engineers at WMBD.

M. H. SHAPIRO, is expected back today from his holiday lair at Cornwall Bridge, Conn., where he welcomed the new year.

JOE SEIFERTH and his WJZ Victory Troop, accompanied by RED SKELTON, have returned from Norfolk, Va., where on Friday and Saturday they entertained the servicemen at the naval base.

EDGAR T. BELL, secretary and treasurer of WKY, Oklahoma City, has returned to his headquarters following a short business trip to New York.

FMBI President Joins NAB With WTMJ-WMFM

(Continued from Page 1)

ship, Damm made the following comment: "I think submission of our application at this time speaks for itself. It should settle among many people the perennial argument that this organization (or myself personally) is attempting to make FMBI the overall trade association. Our position in that has been made clear several times and I do not believe it will do any harm to reiterate it.

"FMBI has a job to do during the formative stage of this new service, just as the TBA has a job to do. Neither of these jobs can be done by the NAB as the overall trade association. The NAB has a big task before it and can be of material help to all engaged in the radio industry. We sincerely hope that in doing that job it will prosper."

Z. Zimmerman Hugus

Z. Zimmerman Hugus, assistant vice-president of the American Telephone & Telegraph Company, died recently after a long illness. He was 55 years old. Hugus entered the telephone business as a salesman in Pittsburgh in 1910 and, after serving as a second lieutenant in the Signal Corps Reserve during World War I, became assistant publicity manager in Philadelphia for the Bell Company of Pennsylvania.

Stork News

William N. Robson, of "Radio Reader's Digest," became the father of a baby boy weighing seven pounds, 10 ounces, on Christmas Day. Young Robson will be named Christopher.

Ryan In Year-End Salute Stresses "Victory Drive"

(Continued from Page 1)

statement, on the occasion of radio's 25th anniversary:

"We are now looking at January 1, the first sheet on our desk calendar for the year 1945. Twenty-five years ago radio was sending its feeble impulses through the air in a modest bid for public attention. Few men at that time envisioned the greatness which has since matured for this miracle of communication. No one could have predicted the warmth and enthusiasm with which it was to be taken into the hearts and minds of the American people. Through unanimous public acceptance radio has developed into an instrument for great good. It is more than a medium of mass communication, it is a medium for mass accomplishments.

Asks Renewal of Pledge

"Radio's 25th anniversary year has been pledged to victory. As each day dawns, let us renew that pledge, for surely we must count that day lost which has not seen the power and influence of our medium devoted to an increased war effort. It is our trust. The call of our destiny in these critical hours is to inspire the energy of every American for the winning of the war and the reward of peace."

Mail Memorandum

Although there were less giveaways during 1944 than in several previous years, WOR at the close of business Friday, December 22nd, according to the figures of J. P. Mulvany of the Mail Room, had received a total of 1,003,594 listeners mail receipts.



The work boat

The harbor tug is a tiny vessel. But what she lacks in glamour and size, she makes up with her powerful, hard-working, slugging power.

Some radio stations are like that tug. You take W-I-T-H in Baltimore. W-I-T-H is the successful independent station. It has no glamour call letters. No network affiliation.

Yet when advertisers want the job done in Baltimore, the shrewd time buyer buys the W-I-T-H audience. Because W-I-T-H produces more sales results per dollar spent than any other station in town.

There are a lot of facts about that for you to see. Clean, cold facts. Glad to show them to you any time.



That's why...

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

KBS Year-End Report Shows Business Gain

(Continued from Page 1)

artise in the "beyond metropolitan markets," the statement reveals. During the past year, Mr. Sillerman stated, many national advertisers and their agencies have been directing their sales drives and post-war planning toward the "all important beyond-metropolitan market."



MICHAEL SILLERMAN

Among the KBS accomplishments of the past year was the completion of the first comprehensive audience survey ever conducted of the so-called beyond-metropolitan market. The survey, conducted by C. E. Hooper, Inc., was based on a total of 54,000 coincidental telephone calls and was the subject for a brochure released by Keystone last November.

Text of Statement

Stressing the importance of the small markets, the Keystone statement revealed:

"In 1944 communities having populations under 10,000 supported 46 per cent of the outlets doing 30 per cent of the retail business.

"Communities under 5,000 population, while representing only 11 per cent of the total population maintaining 40 per cent of the stores, did 23 per cent of the total business.

"Towns under 20,000 population support 75 per cent of the automotive dealers, 60 per cent of the nation's grocery stores, 72 per cent of the filling stations, 54 per cent of the soft drink and ice cream shops. It is in these small towns and in the beyond-metropolitan markets that Keystone is concentrated."

Expansion of KBS research department, co-operation with NAB's small station panel and the merchandising, publicity and sales promotion plans are covered in the statement.

War Programs Reviewed

In reviewing Keystone's interest in the war effort it is revealed that during 1944 the affiliated stations contributed 131,169 station hours to special war programs. Broken down, this amounts to twelve hours per week broadcast by each affiliate. War drives included special plugs and programs written by the KBS

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

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

'All American Radio Program' Will Be Released January 10

(Continued from Page 1)

as yet undetermined. For this reason sufficient leeway has been set so that all who took part in the voting will have their ballots tabulated and will have their participation rightfully acknowledged.

National interest in the selection of the All American Radio Program has been noted and such centers as Washington, D. C., Chicago, Los Angeles, apart from New York and its leading advertising agencies. Typical reaction of agency executives may be cited in the following by Lewis Titterton, vice-president in charge of radio, Compton Advertising, Inc.:

"I most certainly look forward to the Annual Radio Daily Poll. RADIO DAILY, is one of the leading publications of the radio trade press, and its findings are of interest to everyone in the radio industry.

"These measurements of press reaction to our efforts afford an excellent opportunity of keeping in touch with the advances and developments of the

entire field. The RADIO DAILY Poll is a valued service and one which I am sure is welcomed by an increasing number of men and women in the industry."

The wartime change in radio programming and the reaction to this change, is but one of the interesting angles concerned. Also, the production centers, desirous of knowing how their efforts are received and their style of originations. Thus Chicago looks with interest on the network programs it sends forth and Los Angeles vies for recognition for its product.

Breakdown of all ballots in the Certified Poll will be double checked and as invitation to the four major networks, representatives will sit in on the final count should they so desire. Also Warren Jennings, president of the Radio Executive's Club of New York and any committee he may select, also has the privilege of "counting."

WGN Promotions Announced In Chi.

(Continued from Page 1)

for the past five years becomes commercial manager and WGNB the FM sister station to WGN as well as of the company's planned post-war activities in television.

Norman Boggs, manager of WGN, New York sales office since 1940 will assume the duties of sales manager of WGN in Chicago sometime in February. George W. Harvey, now a salesman in the Chicago office of the station will replace Boggs in New York about the middle of January.

Marion Claire for the past four years the feature singer on WGN's Mutual network program "Chicago Theater of the Air" has been named director of WGNB which operates on a present schedule of six hours daily.

continuity staff and woven into network sustaining programs.

"The news blazing across the news tickers during the past few weeks means that these war effort programs during 1945 will be intensified—until Victory is ours," Mr. Sillerman declared.

Kafka Resigns Wash. Post With Treasury Department

Washington Bureau, RADIO DAILY

Washington—Resignation of Maurice H. Kafka, head of the Treasury's music promotion unit, U. S. Treasury, was announced this week by radio chief Robert J. Smith. Resignation was effective Tuesday. Kafka is the part owner of a package show agency and the pressure of business has made it necessary for him to resign from Treasury.

"We greatly regret that Mr. Kafka has found it necessary to resign," Smith stated. "His work with the radio section in the development of Treasury programs has been brilliantly successful and has contributed in large measure to the record-breaking radio support of the Sixth War Loan drive."

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

HERE ARE THE **Facts** ABOUT RADIO LISTENING IN OKLAHOMA

The OKLAHOMA RADIO AUDIENCE OF 1944

WKY
 OKLAHOMA CITY
 The Katz Agency Representative

Copy sent on request.

Allocations Report Due January 15, Says FCC

(Continued from Page 1)

briefs will be allowed, and oral argument set, after which the Commission will issue a final decision on frequency allocation.

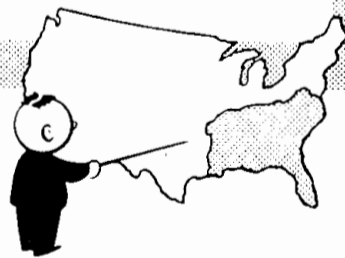
This announcement ends nearly two months of speculation regarding the final issuance of the Commission's proposals for post-war frequency allocation, and sets the release at about ten weeks from the end of the hearings lasting through October.

Philly's Fourth Estate Club Including Radio Field

Philadelphia—Fourth Estate Square Club of Philadelphia, recognizing the intensive coverage of news by the radio industry and the fact that ownership of local newspapers is being coupled with radio stations, has expanded its membership bars to bring in the men of the radio, television and advertising agency fields. Membership was heretofore restricted to those in the newspaper field, and membership status was considered when the "Evening Bulletin" purchased WPEN and application for television and FM stations was made by the "Philadelphia Inquirer."

Maurie H. Orodener, who heads a trade news and public relations bureau in the city, was elected president of the Fourth Estaters for the new year. Other officers are: Vice-President—Otto C. Prinz, of the "Philadelphia Inquirer"; Secretary—Ralph W. Temple, publicity and advertising director of the Benjamin Franklin Hotel; Treasurer—Louis Lipman, of the one-time "Philadelphia Press."

Introducing THE BIG SOUTH



- Post-war-minded sales managers and advertising executives will do well to consider now . . . branch offices in "The Magic Circle".
- The same goes for industrialists, too!
- For further particulars write Edney Ridge, Director

WBIG

GREENSBORO, N. C.

LOS ANGELES

GALA celebration in honor of Fred-
dy Martin's return to the Am-
bassador Hotel's Coconut Grove,
after a three-month tour of Naval
bases and Army camps, turned out
to be one of the finest tributes ever
accorded a band leader. Among the
celebrities seen at the homecoming
were: Alice Faye and Phil Harris, the
Johnny Mercers, Marilyn Maxwell
and John Conti, Rudy Vallee and his
wife, Mr. and Mrs. Lou Bring, Mar-
garet Whiting and Harold Adamson.
Bill Goodwin, known to millions of
radio listeners due to his work on the
Burns and Allen program, is making
a number of radio recordings for
Paramount to plug "Incendiary
Blonde," the Betty Hutton picture in
which he plays a top role.

Cowles Station To Originate Live Overseas Broadcasts

Des Moines—Plans are being com-
pleted for a series of live broadcasts
to be made every two weeks from the
European war front to radio station
KRNT, a Cowles Broadcasting com-
pany station, Des Moines, Phil Hoff-
man, KRNT station manager, an-
nounced Friday.

The decision followed the over-
whelming reception given by the
people of Iowa to the Christmas
broadcast which was sent from Alsace
in the Strasbourg sector in France.
Twenty-one Iowans were interviewed
and sent greetings to their home folks
and to the people of the state. The
program was arranged as a KRNT
employees Christmas gift to the
people of the state.

Gordon Gammack, "Register" and
"Tribune" war correspondent ar-
ranged the broadcast and did the
interviews overseas.

Gammack will also handle all fu-
ture broadcasts and to assure the
people in northern Iowa and other
Midwest states where Iowans may
have relatives, station WNAX, with
studios in Yankton, South Dakota,
and Sioux City, Iowa will carry the
same broadcast.

MBS Obtains New Outlet

Mutual's new outlet is KFPW, Fort
Smith, Arkansas, operating on 1,400
kilocycles with a power of 250 watts.

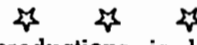


Windy City Wordage!

● ● ● Radio Row is speculating on the results of Radio Daily's poll to pick the nation's "All American Radio Program" with a great deal of interest centered around how the "Quiz Kids," Don McNeill's "Breakfast Club" and the "Meet The Navy" program will stack up with other contenders. . . . First flurry of excitement came when representatives of Ross Federal Research started making personal calls on the press and Fourth Estaters began filling out the 28 questions. . . . Interest heightened when Radio Row learned that the poll was not confined to radio editors alone but included others in the editorial departments of the daily press, magazines and trade publications.



● ● ● When WBBM tossed a luncheon for its new publicity director, Don Kelley, the other day, Kelley's predecessor, Shep Chartoc, and Mrs. Florence Warner, who is leaving her job as WBBM's educational director, also were present. Mrs. Warner, discussing the new job she is taking with WHOM, the Cowles Brothers' radio station in New York, pointed out that she started her radio career with WHO in Iowa. . . . "Now," she said, "I'm merely improving my grammar by switching to WHOM!" . . . Chartoc, who is joining Music Corporation of America, whispered to each guest as he handed him a cocktail: "This party is really being given by MCA!" . . . Betty Reeve, of Compton agency, in town for a look-see, lunching with "Pete" Petersen, writer on the Bernardine Flynn news show on CBS, and Producer Walter Wicker.



● ● ● Neblett Radio productions is launching a new quarter-hour transcribed "horror series, stay tuned for terror" scheduled to go into production the first week in January. The series will star Craig Dennis in the role of narrator with a top-flight cast. The program will have an open-end format allowing sponsors' commercials. . . . Beginning this week the pledge of allegiance to the Flag will be heard each morning over WLS, Arkie the Arkansas Woodchopper Judie and Julie, Doc Hopkins, Salty Holmes and Betty Jane and the Gloom Chasers all of the National Barn Dance cast will inaugurate this patriotic custom on the "Smile-A-While" program at 5 a.m. New Year's Day. . . . "Presenting Nikki Kaye" weekly broadcast WCFL featuring Nikki Kaye as writer, producer and emcee has been renewed for another 13 weeks by the Newart Company. The renewal marks the beginning of Miss Kaye's third year for the same sponsor. . . . Jerome Meer, a news editor for the NBC central division news and special events departments, has returned to his desk after a three and a half month leave of absence. . . . Charles Sebastian, Newest WLS announcer received an early Christmas gift. On December 19 he became the father of a eight and three quarter pound boy. . . . Alex Dreier and Clifton Utley, NBC commentators were initiated into Sigma Delta Phi professional journalism fraternity at a recent meeting of the Chicago Graduate chapter. . . . A. W. Sen Kaney, NBC central division station relations manager vacationing at his home.



● ● ● Les H. Forman, radio publicist of Kenyon & Eckhardt agency, had a novel Christmas card idea. Les's card wasn't much larger than a postage stamp and contained the following message: "There's still enough paper to say again . . . and again . . . and again 'The season's best to you'" . . . At a recent Breakfast Club session, Cruising Crooner Jack Owens stumped Sam (Almanac) Cowling by asking why a broken-down old chair is like a traffic cop. The answer: they both pinch unless you park right. The gag turned sour immediately after the broadcast when Jack received a ticket for a parking traffic violation.

— Remember Pearl Harbor —

The Mailbag

Voice Of FMBI

"One of the FMBI people has called my attention to a line in your December 15th issue which, he seems to feel, leaves the impression that FM is already due for single market coverage after the war. The line appeared just under 'Main Street' and says in effect that 'due to individual area coverage in the FM field there probably will be about 4,000 FM stations after the war.'

"The coverage question is one which draws a sharp line among present and future FM broadcasters. It is one which the FCC will most likely have to decide. As it stands now however several types of coverage are permitted and the applications on file designate coverage of these various types. Nobody knows at the present time just what will be done eventually about coverage standards.

"The broadcasters who favor multiple market coverage naturally rise up in protest when anybody indicates that FM is headed for single market limits and the proponents of single market coverage just as naturally believe they are on the road to a more equitable broadcast structure."

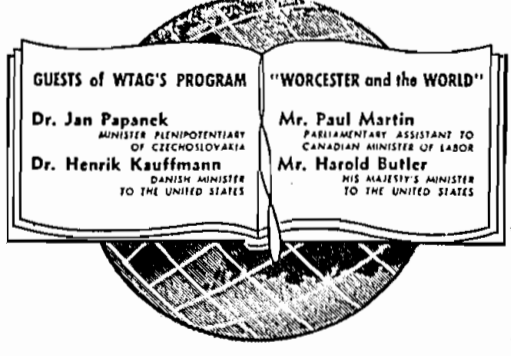
MYLES L. LOUCKS,
Managing Director,
FM Broadcasters, Inc.

Earl Wilson's Guest

Tallulah Bankhead, winner of the New York Film Critics' award for the best film performance of 1944, will guest on Earl Wilson's first network program, Sun., Jan. 7, 10-10:15 p.m., EWT, over Mutual. The Federal Advertising Agency, Inc., is the agency. Wilson's column appears in the New York "Post."

Gladstone To Continue

Although Henry Gladstone, Mutual news reporter, will lose his sponsor Thurs., Jan. 4, Mutual will retain him in his regular time period, Mondays and Thursdays, 10-10:15 p.m., EWT, effective Jan. 8. The current sponsor is the General Cigar Company. The new "Henry Gladstone Reviews the News" series will originate from WOR.



DISTINGUISHED WORLD FIGURES
have been coming to WORCESTER



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

Blue Web Business Increased 66 Per Cent

(Continued from Page 1)

ing to the statement. In commenting on the increase La Roche said: "This growth has not been one merely in number of affiliates, for in practically every instance the new stations have brought to the network improved frequencies and greater power, enabling us to give better radio coverage and, consequently, better service to the advertiser and the listening public."

Programs Reviewed

"In the program field, the Blue Network continued its improvement," La Roche declared. "This was especially marked in the field of public service programs, exemplified by its broadcast of the New York 'Herald Tribune' Forum sessions in an entirely new format, especially designed for the radio listener, and by its coverage of the national elections in a planned and comprehensive pattern hitherto unattempted in radio. The network is gratified at its part in presenting to the public such sustaining programs as 'Christmas on the Blue,' 'Contemporary Composers Concerts,' 'Listen, The Women,' 'Variations by Van Cleave,' 'Land of the Lost,' 'Coast to Coast on a Bus,' its sponsorship of a prize fund for contemporary American music composers, in collaboration with the National Composers Clinic, and in making agreements with the Committee for Industrial Organization and to the American Federation of Labor for a regular weekly broadcast time for the presentation of labor's views and problems.



CHESTER LA ROCHE

Pledges Continued Service
"During 1945, the Blue will continue its efforts to give to the public, the advertiser and the advertising agency the best possible radio broadcasting service and to continue its co-operation with our war leaders in what is the primary objective of all of us—the winning of the war."
"Reflecting the development of the network was the placing of 43 new accounts by national advertisers, including such outstanding representatives of American business and industry as the Borden Company, Ever-sharp, Owens-Illinois Glass Co.,

THE WEEK IN RADIO

FCC Allocation Decisions Expected

(Continued from Page 1)

of the board is R. W. Brophy of Montreal, who stated that the CRTPB's purpose will be for better radio in Canada.

Reflections: Wartime programming and post-war program planning are given a great deal of consideration in both CBS' and NBC's yearbooks of 1944. CBS discloses that the web has produced 3,169 hours of war programs, while NBC's Clarence L. Menser devotes a great deal of time to the ex-servicemen program, "Welcome Home Auditions."

Suspense: Ballots continued to pour in, as the week-end drew to a close, with the total number of votes hitting close to 900 for RADIO DAILY's All American Radio Program. During the week agency program directors evinced their interest by writing to this publication and said, in effect, that wartime radio programming would influence editorial reaction considerably.

The Past: Twenty-four outstanding radio incidents during the past year were summarized for our readers: D-Day, Election Day, NAB's Measurement Plans, Allocation Hearings, TBA Meet, etc.

Pot-Pourri: American soldiers in France are disgusted with the type programming they are getting. . . . Meanwhile, Quentin Reynolds, just back from the South Pacific, says the GI's are improvising their own radio shows, etc. . . . The Blue Network is giving time to A. F. of L. and the CIO. . . . WOR has provided a retirement plan for its personnel. . . . Bill Goodwin, of Burns & Allen program, may leave the show for good because of feature billing disagreement. . . . Ascapi's receipts for 1944 came to

\$6,300,000. . . . Regional War Labor Board denied the AFM union's demands of KSTP, in the case of the station's striking musicians. . . . Bob Hope has been reappointed chairman of the Servicemen's division of this year's "March of Dimes" . . . Crestler J. La Roche, chairman, said the Blue will emphasize liberalism in the web's policy re handling of war news and problems. . . . The army paid tribute to Maj. Glenn Miller, lost in action. . . . Atlas Corp. is entering the French Empire's radio and tele media. . . . Survey of the Radio Manufacturers Association reveals that 145,266 people will be employed by the industry in the post-war era. . . . Massachusetts Institute of Technology is designing a professional course in electronics, re tele. . . . Macy's N. Y. department store, has bought tele time on WABD. . . . Toscanini is sked for a March-of-Dimes concert. . . . WISH of Indianapolis has applied to FCC for Commercial tele license. . . . General Electric has taken over the radio tube manufacturing and plant facilities of the Ken-Rad Tube and Lamp Corp. . . . Mutual's financial report for 1944 will show a sale of over \$20,000,000, fifty per cent over 1943. . . . March of Time survey to determine personalities most desired by radio editors for future broadcasts puts Gen. MacArthur at the top and Eric Johnston second. . . . CBC has begun operation of its experimental shortwave transmissions to Europe.

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

Time, Inc., Reader's Digest Assn., Inc., Westinghouse Electric and Manufacturing Co., American Cyanamid Co., Curtis Publishing Co., and Lockheed Aircraft Co. among others.

"Personnel of the Blue Network was also expanded steadily during the year, marked especially by changes in the Program, Production, Promotion and Advertising Departments. In all of these, new and experienced men have been brought into the company, all specialists and all with long records of successful operation in their fields."

McIntyre Ork In Berle Slot

Hal McIntyre and his orchestra have been set to fill the 10:30 to 11:00 spot on the Blue Network starting tonight. The McIntyre program replaces the Milton Berle show which moves to Thursday night and will be for the same sponsor. Each week the McIntyre orchestra will play the theme song of one of America's college fraternities as a salute to some member of that fraternity who has distinguished himself in the war effort.

Blue Committees To Meet On Jan. 16-17

(Continued from Page 1)

topic of discussion, Keith Kiggins, vice-president in charge of stations, announced yesterday.

Due to the inclusion of one member, representing the newly formed District No. 8, the committee has had an increase of eight, with stations located in the southeastern and Florida group. Stations in this vicinity, Blue affiliates, are now choosing this representative.

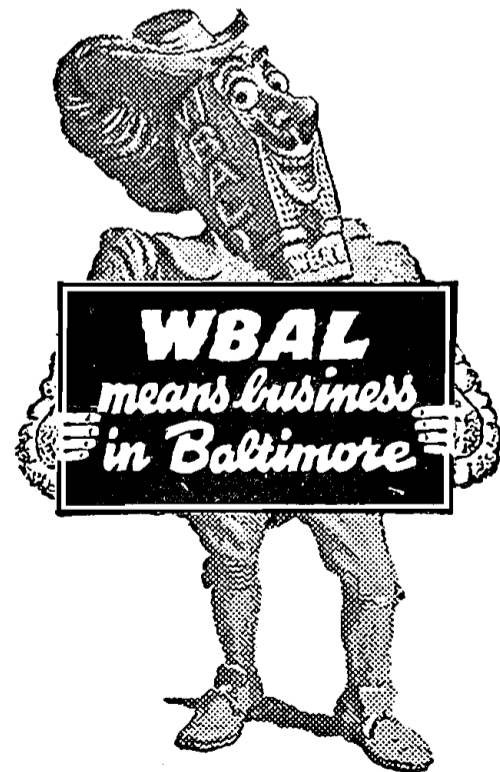
Other Members Listed

However, other personnel of the committee expected are: Chairmen H. Allen Campbell, WXYZ, Detroit, District No. 2; William A. Ripley, WTRY, Troy, N. Y., District No. 1; C. T. Hagman, WTCN, Minneapolis, District No. 3; Henry P. Johnston, WSNG, Birmingham, Ala., District No. 4; Duncan Pyle, KVOD, Denver, Col., District No. 5; Harold Hough, KGKO, Ft. Worth, Tex., District No. 6; W. B. Stucht, KJR, Seattle, Wash., District No. 7.

Kiggins disclosed that a new district comprising those Blue Network affiliates in the southeastern and Florida groups was authorized by the committee, at its Oct. meeting, and the election for the representative from that district is in progress. It will be known as District No. 8.

Lt. George F. Putnam Ordered To Pacific

1st Lt. George F. Putnam, USMCR, Liaison officer to Armed Forces Radio Service, has been ordered to the Pacific area to make an "on-the-scene-survey" of the radio needs of Marine Corps Units overseas. Lt. Putnam, former NBC News Reporter, is making this survey as part of a Marine Corps program to participate more actively in the AFRS.



Edward Petry & Co., National Representative



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

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PROMOTION

WOR Salesman's Aid

As an aid to the station's sales staff and as a factor in maintaining the morale of the station's announcers, WOR has prepared a listing in booklet form containing the background and a brief resume of the experience of each of their announcers. This is designed to aid the salesman to help a sponsor in the matter of selecting an announcer. Stressing the point that the selection should always be left to the sponsor, the booklet also indicates that this information should be of help, and will aid in eliminating charges of favoritism if the selection were made arbitrarily by a member of the station's staff.

Dry Goods Convention Skeds Television Session

An estimated audience in excess of 2,000 is expected to be in attendance at the television session of the National Dry Goods Association's convention, which will convene January 9 at the Hotel Pennsylvania. During the morning of the all-day session, Leonard F. Cramer, executive vice-president of the Allan B. Du Mont Laboratories, Inc. will be the principal speaker, going into detail on "Intra-store Television," discussing the advantages of such a system for department store displays. Other speakers will include James McLean of GE, advising "How to Plan a Television Station," Daniel D. Halpin of RCA, discoursing on "Merchandising via Television," P. F. McCarthy of J. M. Adam & Co. and J. K. Gannett of The Austin Co.

Afternoon Schedule

The afternoon schedule calls for the production panel to meet, with Samuel H. Cuff, general manager of the Du Mont tele-station WABD as the lead-off speaker. Others include Robert Gibson of WIGB, and vice-president of TBA, Raymond E. Nelson, vice-president of the Charles M. Storm Co., Frances Hughes of "Mademoiselle," Thomas H. Hutchinson of RKO Television Corporation, and "Bud" Gamble president of TBA. The meetings were organized by Irwin A. Shane a director of The Television Workshop, and chairman of the production panel.

Trammell And Mullen Of NBC Pledge Web's Aid To Victory

(Continued from Page 1)

greatest opportunity and responsibility in its 24-year history," Mr. Trammell declared. "American broadcasters met the test. They were prepared. Their reporters shared danger and hardship with fighting men, on land and sea and in the air. In the political campaigns, their facilities presented the candidates and the issues to the total national audience. Fairness to all parties was scrupulously observed."

Trammell declared that "while invasion and election news transcended all else in drama and significance, the broadcasters calendar was full to overflowing with other program material in 1944." He said that while war news dominated the airwaves that programs in support of the war effort were of equal importance during the past year.

"It should be kept in mind that all services of broadcasting are made possible by American advertisers," he continued. "They gave generously in 1944 to war-effort announcements and projects during their own commercial program time. And, under the American system of broadcasting, the revenue derived from sponsored programs enabled the stations and networks to present thousands of non-commercial programs of their own, devoted to public service."

"Tribute also should be paid to the many radio artists who traveled in person all over the globe, and carried messages of cheer and friendship to America's bravest and best on the fighting fronts."

"We face the sunrise of another year with the sober realization that a hard road still lies ahead. That it is a road to victory we have no doubt. That the year 1945 may bring the goal of world peace into plain sight is our deepest desire. May we at home prove equal to every task and sacrifice, and worthy of the heroes who have laid down their lives that we might live to help build a better world."

In his year-end statement, Frank Mullen declares, "as we enter the new year and the fourth year of global war, we are aware of the graver responsibilities, greater oppor-

tunities for service, and more poignant hopes for victory and peace than we have ever known before."

The Mullen statement follows:

"We who are engaged in radio broadcasting have no keener New Year's wish than that we shall this year—the earlier the better—broadcast to the wide world the news of Germany's unconditional surrender. Only that news can be expected to equal in dramatic intensity the events of D-Day—June 6, 1944—the day which America had eagerly awaited ever since Pearl Harbor."

"Although the crucial dates of history supply broadcasting with opportunities for spectacular service, America's stations and networks are mobilized 24 hours a day, 365 days in the year. Daily they bring news from all the fighting fronts, aid to home-front activities, and music, drama and entertainment that sustain morale for courageous men and women in uniform as well as for anxious civilians. It is by these day-to-day services that the importance of broadcasting to a nation at war can best be appraised."

Post-war Outlook

"As our hopes of peace grow brighter, until the hour comes when they culminate in the blaze of victory, we cannot afford to let the welcome light blind us to the continuing tasks and problems ahead. It is in the days of peace to come that the preservation of our traditional social and economic freedom will call for unity of purpose and co-operation of effort as never before. Above all, labor, industry and agriculture must pull together in one direction, for each of these three great sources of economic strength can prosper jointly with the other two but never at their expense, or by pulling in an opposite direction."

American broadcasters will value the privilege of helping make post-war America a new land of opportunity in a war-torn world. The new services of FM and television, bringing fresh facilities and added stimulus to the task, will provide new lifetime careers for thousands of young men and women.

"We who are engaged in the art, science and industry of radio look forward to the day when by means of television we shall see as well as hear our neighbors all over the earth, of every race, language and creed, united in peace and good will."

MacHarrie To Y & R

Lindsay MacHarrie, Blue Network producer, will join Young & Rubicam, Inc. on Feb. 1. MacHarrie will direct "We The People," heard Sunday night on CBS. Joe Hill, currently directing the program, will become story editor for Y&R agency.

Melvin P. Wamboldt has been named eastern production manager to succeed MacHarrie.



FRANK E. MULLEN

AGENCIES

WILLIAM H. WEINTRAUB & COMPANY, advertising agency for Anchor Hocking Glass Corporation of Lancaster, Ohio, has announced their renewal for 1945 of the "Meet Corliss Archer" radio program. The program, which is written by F. Hugh Herbert whose stage success about Corliss entitled "Kiss and Tell" is a current hit, is broadcast over the Columbia Broadcasting System at 9:30 p.m., EWT every Thursday night. Anchor Hocking, now using 120 Columbia stations, will increase their network to 142 stations in 1945.

R. M. GRAY, who has been assistant manager of advertising-sales promotion, has been named to head that department of Esso Marketers, comprising the Standard Oil Company of New Jersey, the Standard Oil Company of Pennsylvania and the Colonial Beacon Oil Company, and operating from Maine to Louisiana.

GEORGE CHAMBERS, formerly sales service manager of Mutual, has been appointed to the web's New York sales staff, and Torrence W. Danley, formerly his assistant, succeeds the managership, it has been announced by Jess Barnes, MBS sales manager.

J. B. BEECHER, for many years in charge of eastern sales with B. T. Babbitt Company, is now associated with American Soap Powder Works, Inc., Brooklyn, New York, as sales and advertising manager. Plans are under way for the promotion of TISH Water Softener throughout the Metropolitan area.

Kellogg Keeps 'Superman,' Says Kenyon & Eckhardt

Resumption of sponsorship of the serial, "Superman," by the Kellogg Company will become effective either Jan. 8 or 15, it has been announced by Kenyon & Eckhardt, agency for the account. On October 1, Kellogg allowed its contract with the serial to expire. The new contract contains the 13-week cycle clause. The program is currently heard over Mutual, Mondays through Fridays, 5:30-5:45 p.m., EWT; however, the sponsor may change the time.

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



These people buy a battleship — every week!

Meet John S—— and Mary D——

John works at an electronics plant on Long Island, and makes \$85 a week. Almost 16% of it goes into War Bonds.

Mary has been driving rivets into the hide of one bomber after another out at an airplane plant on the West Coast. She makes \$55 a week, and puts 14% of it into War Bonds.

John and Mary are typical of more than 27 million Americans on the Payroll Savings Plan who, every single month, put a half a BILLION dollars into War Bonds. That's enough to buy

one of those hundred-million-dollar battleships every week, with enough money for an aircraft carrier and three or four cruisers left over.

In addition, John and Mary and the other people on the Payroll Plan have been among the biggest buyers of *extra* Bonds in every War Loan Drive.

When you come to figure out the total job that John and Mary have done, it's a little staggering.

They've made the Payroll Savings Plan the backbone of the whole War Bond-selling program.

They've helped keep prices down and lick inflation.

They've financed a good share of our war effort all by themselves, and they've tucked away billions of dollars in savings that are going to come in mighty handy for both them and their country later on.

When this war is finally won, and we start giving credit where credit is due, don't forget John and Mary. After the fighting men, they deserve a place right at the top of the list. They've earned it.



You've backed the attack—now speed the Victory!

RADIO DAILY

This is an official U.S. Treasury advertisement—prepared under auspices of Treasury Department and War Advertising Council

★ ★ ★ COAST-TO-COAST ★ ★ ★

—NEW YORK—

NEW YORK—Alice Lloyd, WNYC producer, and a recent addition to the station's staff, has just launched a new chatter show, aired Fridays at 6:30 p.m. and titled "Take the Tunnel." . . . A new musical series made its debut January 1 over WLIB titled "Curtain Cues." . . . Michael Chimes, young harmonica player, is now heard on a regular series over WNEW, with an orchestra, under the direction of Merle Pitt, to provide the background music.

—NEBRASKA—

LINCOLN—Latest addition to the staff of KFOR is World War II veteran Johnny Cox, who will handle promotion and publicity for the station. Cox was a band leader before entering the Army.

—FLORIDA—

MIAMI—New additions to the staff of WIOD include: C. D. Cummins in engineering and Billie Womack, as transcription librarian. Martha Henriquez, promotion manager, takes the place of Frank Mallants, who recently resigned due to ill health.

—GEORGIA—

AUGUSTA—Former WGAC chief announcer and program director Laurens Moore, now in the Navy, was a surprise visitor to the station, arriving just in time to attend the staff Christmas party, and be welcomed by everybody.

—DISTRICT OF COLUMBIA—

WASHINGTON—The winner of the WWDC contest among the veterans at the Walter Reed Hospital, in selling war bonds, is Private Christy Proferes, who sold the most during the stated 12 hour interval, aided and abetted by Great Scott and Mark Arstad, station announcers.

—KENTUCKY—

LOUISVILLE—Latest addition to the staff of WINN is Dick Brown, who is now production manager. Brown, prior to joining the station, was with WHAM in Rochester, N. Y. . . . Newly appointed program manager of WHAS is Dick Fischer according to an announcement by W. Lee Coulson, station manager. Fischer succeeds A. W. Marlin, resigned.

—OHIO—

CINCINNATI—The WLW "World-front" panel, made up of station news analysts who appear regularly on the Sunday broadcasts of the news discussion program, will make its third appearance at Miami University, Oxford, O. on January 4. . . . Fred A. Palmer, who recently resigned as manager of WCKY, now is a member of the newly organized firm of Stokes, Palmer and Dinerman, Inc., a Cincinnati advertising and public relations agency. . . . DAYTON—The launching of a Liberty ship named after a Dayton philanthropist in a Maine shipyard was broadcast by WING. Lin Mason, WING's program director, took a staff along with him to Maine where they arranged the program.

—CALIFORNIA—

SAN FRANCISCO—The latest addition to the KPO staff is Dale Gordon, honorably discharged from the Navy, who has joined the KPO engineering department as an apprentice engineer.

—LOUISIANA—

NEW ORLEANS—The Christmas program "Under the Maison Blanche Xmas Tree" carried by WWL prior to the holidays, has been replaced by a program titled "Soldiers of the Press" featuring dramatized episodes in the lives of our war correspondents. Show is sponsored by the Esso Marketers.

—MASSACHUSETTS—

BOSTON—The fine work that the electronics industry is doing in the war effort will be saluted on January 4, when the Automatic Radio Manufacturing Company is awarded the Army-Navy "E." The presentation ceremonies will be broadcast directly from the Copley Plaza Hotel over WNAC and the Yankee Network. They will be emceed by Bill Cunningham, commentator for both the Mutual and the Yankee web.

—TEXAS—

SAN ANTONIO—The Air Technical Service Command "At Your Service" program is now being aired over KONO every Monday evening at 10:30, with S/Sgt. Morris Stein as narrator, author and director. . . . HOUSTON—A new series of broadcasts over KTRH titled "The Royal Crown Quiz" recently made its debut. The program is under the sponsorship of the Royal Crown Bottling Co. . . . AUSTIN—Sponsored by the University of Texas student body, Dr. Homer Price Rainey spoke over a special 21 station hookup in Texas and New Mexico last week with reference to his recent resignation as president of the University of Texas.

—CONNECTICUT—

HARTFORD—Latest addition to the staff of WDRC is Dean Luce of Detroit, Mich. Luce, joining the station in the capacity of an announcer, comes to the station after serving with WCHV, Charlottesville, Va., WSJS, Winston-Salem, N. C. and WERC, Erie, Pa.

—ILLINOIS—

CHICAGO—The final period of the Detroit Red-Wings vs. Blackhawks hockey match played at the Chicago Stadium yesterday was carried as a special broadcast by WIND. Jack Ryan and Lyall Smith handled the mike. . . . WJJD's "Kid Commentator" Al Hattis was chosen by the United States Department of Labor to make a transcription that was distributed nationally, describing the Child Labor Laws regarding holiday employment of youngsters who are under the legal age limit set by the state.

—PENNSYLVANIA—

PHILADELPHIA — Overhearing Emmanuel Ettinger of the Coast Guard tell his brother Sam, news editor of WIP about the South Pacific, WIP's sports editor Stony McLinn invited the boy to talk about sports in the South Pacific on his daily sports program. . . . Nathan Fleisher, a WDAS commentator, was recently presented with a citation for his efforts to sell bonds. He cleared the million dollar mark in less than a week. . . . William Zadjeika rejoined the KYW staff last week after being mustered out of the Navy.

—WEST VIRGINIA—

WHEELING—WWVA co-operated with the Live Wire Group of the Ohio Valley Board of Trade in soliciting funds for telephone calls for the soldiers at Fletcher Memorial Hospital. Results from the radio announcements are reported very good. . . . CHARLESTON—Word has been received at WCHS that former sportscaster Eugene Kelly Slutz has been awarded the Bronze Star medal. . . . HUNTINGTON—Latest addition to the staff of WSAZ is George Hutchinson, recently given a medical discharge from the Army. Hutchinson is a newcomer to radio.

—MISSOURI—

ST. LOUIS—Harry C. "Pappy" Cheshire, St. Louis screen and radio hillbilly attraction, currently featured over KMOX, will leave the station on January 16 for Hollywood to accept a full-time film contract, it has been announced. Cheshire expects to return to KMOX to make occasional guest appearances.

WOR Tele Board Organized By Staff

A nine-man Television Program Planning Board has been set up at WOR, as an additional step by the station to enable the staff to familiarize itself with the demands and techniques of the new broadcasting medium.

The Board consists of: Norman Livingston, Program Director; J. R. Poppele, Chief Engineer; "Tiny" Ruffner, Assistant Program Director; Dave Driscoll, Director of War Services and News; Charles Oppenheim, Publicity Director; Joseph Creamer, Promotion Director; Gene King, Day-time Program Manager; Robert Simon, Continuity Director; and Bob Emery, Television producer and director.

SEND BIRTHDAY GREETINGS TO---

January 2

- Bernardine Flynn John McCormick
Bill Malo Abner J. Gresh'er
Everard Meade James Melton
Lee Montgomery Bill Bradley
Margie Dunaway Claude Sweeton

Two Networks! Three City Market!!

CBB WENT MUTUAL
Gloverville Johnstown Amsterdam
THOMAS CLARK, Nat. Rep.

"AMERICA TO VICTORY"



Actual World War No. 2 events with inspiring talks by former prisoners of war. Gets the listening audience and the mail. No advertising. Sold cooperatively, and we sell it for you. Good income and plenty of station advertisement. Ask the station who has already!

Write for details to Allan I. Stock, Gen'l Mgr.

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

Chicago's

ONLY 24 HOUR STATION

W-I-N-D 560 Kc. 5000 WATTS

Advertisement for WCBM Baltimore, featuring the text 'WCBM Blue', 'A QUALITY STATION with MASS APPEAL in a RICH MARKET', 'WCBM BALTIMORE THE BLUE NETWORK STATION', 'JOHN ELMER President', 'GEORGE ROEDER Gen. Mgr.', 'FREE & PETERS EXCLUSIVE NATIONAL REP'.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 2

NEW YORK, N. Y., WEDNESDAY, JANUARY 3, 1945

TEN CENTS

OWI Issues Radio Report

Broadcasts To Japan Inaugurated By OWI

Washington Bureau, RADIO DAILY
Washington—Elated by OWI's establishment of two new transmitters in the Central Pacific, to beam into Japan, OWI Director Elmer Davis yesterday declared that the flow of truth into Nippon will supplement the dropping of bombs.

"The importance of the two new OWI radio stations in the Central Pacific is indicated by Japan's quick 'jamming' of our initial programs, the programs originating at the new powerful 100-kw shortwave station KRHO at Honolulu, and relayed by

(Continued on Page 6)

First Speaker Set For NBC's AFL Series

First guest speaker on a new series of broadcasts under the auspices of the American Federation of Labor, Sunday, January 7, will be Lt. Gen. V. D. Styer, chief of staff of the Army Service Forces. Titled "America United" and aired over NBC from 12:15 to 1:30 p.m., the new program will be a forum discussion type de-

(Continued on Page 3)

Tibbett Replaces Sinatra On CBS' 'Your Hit Parade'

An operatic baritone will replace crooner, when Lawrence Tibbett will be heard for the first time, and regular for subsequent programs of "Your Hit Parade," starting Sat., Jan. 6, over CBS. He will replace Frank Sinatra.

W. Colston Leigh, manager for Tib-

(Continued on Page 2)

Rogers, Rogers Guest

When a star appears as guest on his own show, that's the height of something or other. Roy Rogers, en route to the studio for his Mutual show, was grounded at Lake Placid. Phoning Hollywood, he induced Nelson Eddy to substitute for him. Then, catching a train for New York, he got here just in time to be piped into the Coast show for a guest vocal.

Tsk! Tsk!

Following is an unabridged portion of opening of a release sent out by CBS, Dec. 29, 1944: "Random Harvest," James Hilton's well known novel, will be dramatized on Columbia's "Matinee Theater," starring Victor Jory, Sun., Jan. 7, 2-2:30 p.m., EWT. Jory will be heard as the young English veteran of World War I who while suffering loss of memory becomes happily married.

Morton Downey Show Moving to Mutual Web

"Songs by Morton Downey," currently heard over the Blue as a transcribed series, will move to the Mutual Network beginning Feb. 5, a move which will give the program 440 stations. This number includes independently operated stations as well as Mutual affiliates, of course. The program moves from the Blue to Mutual because the former's general policy distates against the use of transcriptions for network originated

(Continued on Page 3)

Bert Hauser Leaves Blue; Heads New Mutual Dept.

Bert J. Hauser, former sales promotion manager of the Blue Network since 1942, will become Mutual's director of co-operative programs on January 15.

Stations will be given a complete

(Continued on Page 3)

Radio Daily Poll Balloting Eagerly Awaited In Hollywood

Los Angeles—With expectation that Hollywood both as a production center and point of origination of many topnotch major network programs, will show up proportionately strong in the forthcoming Eighth Annual RADIO DAILY Certified Poll, interest in the winners in the All American Radio Program selection is hitting an

WLaw can relay your sales message to a spending market—Northern New England. Coverage map upon request. Advt.

unusually high pitch West of the Rockies.

Last year it is pointed out, Hollywood, or the West Coast at least, originated six out of the 10 leaders in the RADIO DAILY balloting by editors and newspaper folk throughout the country. Thus the industry there is

(Continued on Page 3)

You can expect sales increase when you advertise over WLaw! Send for coverage map. Advt.

Figures Reveal That Industry Donated, During Year 1944, Time And Talent To The Value Of \$66,141,600

Figures released by the Office of War Information in Washington yesterday to Radio Daily reveal that the industry gave an estimated \$66,141,600 in time and talent to war information campaigns during 1944.

An increase of \$6,777,000 in estimated value of time and talent donated under the network allocation plan was recorded during the year 1944 as compared with the year 1933. During the past year the total was \$39,000,000 as compared to \$32,223,000 in 1943.

In preparing their tables last year OWI estimated that "Local War Programs Other Than OWI Allocations" had a total time and talent value of \$42,120,000. This year an

(Continued on Page 6)

Gamble Lauds Radio For 6th War Loan Role

Washington Bureau, RADIO DAILY

Washington—Closer-than-ever co-operation between broadcasters and government was responsible for the record volume of listener impressions rolled up during the Sixth War Loan, War Finance Director Ted R. Gamble said yesterday. OWI radio chief George Ludlam has reported that im-

(Continued on Page 5)

Four CBS Serials Renewed By Sponsors

Four of its CBS daytime serials have been renewed by Procter & Gamble Company, the third top CBS advertiser during 1943, it has been disclosed. They are: "Bernardine

(Continued on Page 2)

Noble Urges Freedom Of Radio And Press

Joining Kent Cooper, executive director of the Associated Press, in his advocacy of the necessity of freedom of news to a lasting peace, Edward J. Noble, chairman of the Blue Network, in a New Year's Day address over the Blue, declared for "a world wide free press and freedom of in-

(Continued on Page 5)

Bob Hope Leads First 15 In Evening Ratings Report

Bob Hope leads the first 15 in the evening ratings report released by Hooper Radio Reports with 34.3. Fibber McGee and Molly is second with 29.3; Bing Crosby, third with 25.2; Edgar Bergen-Charlie McCarthy, fourth, with 24.9; Joan Davis with Jack Haley, fifth with 23.7.

Model Jury

Boston—Twelve glamour gals from the Professional Models Association of Boston made all hearts beat a little faster New Year's Day when they served on "the American Woman's Jury." Mutual's courtroom drama originating at WNAC. To start 1945 off right for Bill Syran who plays the part of the only male in the cast the models gave the verdict unanimously to Bill.

To-Day—902 Certified Votes—"All American Radio Program of 1944"



Vol. 30, No. 2 Wed., Jan. 3, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL
(Tuesday, Jan. 2)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	163 1/2	163 5/8	
CBS A	35 1/2	35 1/8	35 1/2	+ 3/8
CBS B	35	35	35	
Crosley Corp.	32 7/8	31 1/2	32 7/8	+ 7/8
Farnsworth T. & R.	13 1/8	13	13 1/8	+ 1/8
Gen. Electric	39 5/8	39	39 5/8	+ 1/8
Philco	34 1/2	34	34 1/4	+ 1/8
RCA Common	10 1/2	10 1/4	10 1/2	
Stewart-Warner	16 3/8	16 3/8	16 3/8	
Westinghouse	124 1/2	123 1/2	124 1/2	+ 1
Zenith Radio	39	39	39	

NEW YORK CURB EXCHANGE

	Bid	Asked
Nat. Union Radio	6 1/8	6 1/8
OVER THE COUNTER		
Du Mont Lab.	6 7/8	7 5/8
Stromberg-Carlson	15 1/8	16 1/8
WCAO (Baltimore)	23	
WJR (Detroit)	37	

20 YEARS AGO TODAY

(January 3, 1925)

John McCormack, the famous Irish tenor, was one of the concert stars who made a radio debut over WEAJ, New York, on the evening of New Year's Day. From all indications, Mr. McCormack will be much sought after for radio.

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

WSAY
ROCHESTER
N. Y.

Coming and Going

ROBERT D. SWEZEY, general manager of Mutual, left yesterday for Washington, D. C., where he will spend a couple of days on business.

HELEN AINSWORTH, head of the Hollywood office of National Concert and Artists Corp., is visiting briefly in New York.

NICK KEESELY, manager of program sales at CBS, has left for Nashville, Tenn. where he will confer with Tom Williams, the Old Dirt Dobber on the network, and S. Reekie of MacManus, John & Adams, Inc., advertising agency handling the Ferry-Morse Seed Company account, which will begin sponsorship of "Garden Gate with Tom Williams" on CBS February 3.

LOUIS N. HOWARD, president and general manager of WHIT, New Berne, N. C., and vice-president of the Tobacco Network, is in town. Paid a call yesterday at the offices of the national representatives.

ZAC FREEDMAN, publicity director for Howard Lang Productions, on a short business trip to Philadelphia.

Four CBS Serials Renewed By Sponsors

(Continued from Page 1)

Flynn-News," "The Goldbergs," "Ma Perkins," and "Life Can Be Beautiful," all effective the first of 1945.

"The Goldbergs" enters its eighth year on CBS, and is handled by the Compton Advertising agency. "Ma Perkins" goes into its eighth year, too, and is produced by Dancer-Fitzgerald-Sample. "Life Can Be Beautiful" a CBS client in 1938, and "Bernadine Flynn-News" goes into its second season with this web, both handled by Compton.

Tibbett Replaces Sinatra On Net's 'Your Hit Parade'

(Continued from Page 1)

Tibbett, announced, "The change will in no way affect the format of the program. The engagement of Mr. Tibbett will provide 'Your Hit Parade' with the opportunity to enlarge the musical range of the program." Joan Edwards will remain as the feminine singing star of the program and Mark Warnow continues with his orchestra.

Maj. Bowes, Ill, Replaced By War Show Tomorrow

"The Man Behind the Gun," war program presenting exciting episodes from the life of the American GI on the battle fronts, will be heard tomorrow at the time made available by the illness of Major Bowes, (WABC-CBS, 9:00-9:30 p.m., EWT). "Man Behind the Gun," formerly a regular series on CBS, is written and produced by William N. Robson.

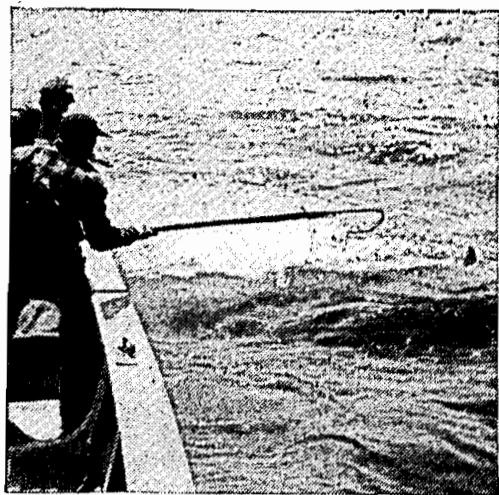
New NBC Stations Board Will Meet In N. Y., Jan. 9

Newly elected members of the NBC Stations Planning and Advisory Committee will hold their first meeting in New York on next Tuesday, William S. Hedges, NBC vice-president in charge of stations, announced yesterday.

Among the subjects on the day's agenda are "Advertising and Sales Promotion Plans for 1945," presented by Charles P. Hammond, NBC Director of Advertising and Promotion; "Program Developments," C. L. Menser, vice-president in charge of programs; "Labor on the Air," Frank E. Mullen, vice-president and general manager; "1944 All County Survey," James Nelson, manager of network promotion; "Welcome Home Auditions," S. B. Hickox, Jr., manager of station relations, and "NBC's Post-War Plans Abroad," W. F. Brooks, director of news and special events.

Personnel of Committee

The 1945 Stations Planning and Advisory Committee consists of: District 1, Clair McCollough—WGAL, Lancaster, Pennsylvania; District 2, G. Richard Shafto—WIS, Columbia, South Carolina; District 3, Nate Lord—WAVE, Louisville, Kentucky; District 4, Harold Wheelahan—WSMB, New Orleans, Louisiana; District 5, Stanley E. Hubbard—KSTP, St. Paul, Minnesota; District 6, Edgar Bell—KGY, Oklahoma City, Oklahoma; District 7, Richard Lewis—KTAR, Phoenix, Arizona; and District 8, Arden X. Pangborn—KGW, Portland, Oregon. McCollough, Lord and Wheelahan are new members, elected by affiliates in their respective districts. The remaining members were returned to office in the balloting recently completed.



Hook them... then boat them

A fish that hasn't come to gaff is still a long way from being in the boat. And a radio audience that doesn't produce sales at low cost, misses the boat too.

Advertisers and buyers of radio time are taking a new look at the figures all over the country. And when they look at Baltimore... W-I-T-H gets the okay oftener and oftener these days.

The shrewd radio advertiser has found a common denominator for smarter time buying... he's using coverage, popularity, and cost. Using that sane 3-way yardstick in Baltimore, they're finding that W-I-T-H produces the greatest results per dollar spent.

If you have something to sell in this 6th largest market... W-I-T-H is your best bet.



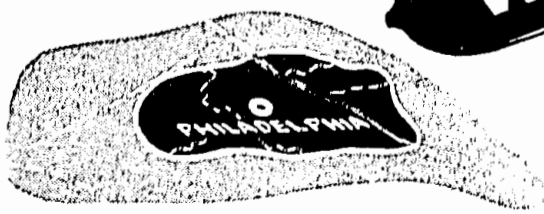
W-I-T-H
IN BALTIMORE

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."

Morton Downey Show Moving to Mutual Web

(Continued from Page 1)

programs, except where technical difficulties void live broadcasts.

The Downey program is currently heard over 189 stations of the Blue. When it goes Mutual, it will occupy the same time spot, Mondays through Fridays, 3-3:15 p.m., EWT, as it currently occupies on the Blue. The

Downey III

Morton Downey is reported convalescing in Paris from a recent streptococcus infection. He recently went overseas for USO tour of the armed forces.

Extra stations supplementing the Mutual outlets are producing the programs at the request of Coca-Cola Company bottlers.

The Blue's transcription policy was adopted Oct., 1944, after sessions with its Stations Advisory Committee, representing affiliates throughout U. S.

Dick Mooney of Steve Hannagan Associates said that Coca-Cola's "Victory Parade of Spotlight Bands," heard six nights a week over the Blue, will remain on that web despite stories to the contrary in other publications. It will continue to be short-waved to service men and women and war workers, in addition to the radio audience, he said.

Web-Show ET Ruling Is Suspended By FCC

Washington Bureau, RADIO DAILY

Washington—The FCC has announced that it has temporarily shelved its proposed Order No. 119, requiring recording of all network broadcasts. This ruling has been put aside for now because of the shortage of recording materials and manpower, but it was apparent that it has not been shelved permanently. Evidence indicates the ultimate desirability of the rule," the FCC's announcement stated, pointing out also that the practice is now widely followed by many networks.

When the rule is again announced, oral hearing and the filing of briefs will once again be permitted, and the Commission stated that it hopes if networks are still opposed to the rule they will be better prepared to argue against it than last time.

A FIXED ASSET OF THE DENVER REGION
CANNING INDUSTRY
KQZ
Deliver the DENVER MARKET

434742

Forecasts Television Boom In Post-War Period

Prognostications and assertions highlighted an address by Samuel H. Cuff, general manager of WABD, before the Woman's Press Club of New York, at the Hotel Pennsylvania last Saturday.

"Most Potent Factor"

"Television will be the most potent factor in the post-war world. It will be a great international frontier jumper, hurdling all barriers of language, and ripping off the sham and the farce of falsehood and insincerity. Television looks you square in the eye—and deceit and lying are laid bare" said Cuff.

He declared that every barrier, every delay thrown in its path that will prevent its most rapid wide-spread use delays the arrival of the time when the world can live in closer harmony and better understanding: "for television is the great exhibitor of truth; with television, you can see things through your own eyes—not through the written or spoken words of another."

Sees Aid to Femme Reporters

At another point, Cuff pointed out that theater television will probably supplement, rather than replace, newsreels.

"We have found that television will shatter the apparent broadcasting ban against any fair percentage of women reporters, announcers and commentators. Women are, for the most part, more telegenic than men. They are more pleasant to look at. Their features are more mobile and expressive and their voices have a great range," he said.

Television can puncture deliberately or accidentally create international barriers with greater efficiency than any other instrument of communication ever created, he said.

Radio Manpower Status Reported Unchanged

Washington Bureau, RADIO DAILY

Washington—Revision of the manpower priority lists to eliminate radio broadcasting from its essential status is highly unlikely, it has been stated by Selective Service. Extraordinary review of the essential listings is not to be looked for now, it was declared, although the entire group of activities in the favored classifications is under constant surveillance.

The important agencies to watch now are the local draft boards, which are expected to make certain that all men deferred because of work in essential industry are actually making contributions to these industries which entitle them to deferment. If they are readily replaceable, it might well be that many who have been deferred until now will be called to the colors.

Likewise, there is no reason to expect any change in the practice of the War Manpower Commission and the U. S. Employment Service, which have accorded broadcasting a favored position in the competition for employes.

Bert Hauser Leaves Blue; Heads New Mutual Dept.

(Continued from Page 1)

merchandising service to assist them in selling programs locally and to enhance their value to the local advertiser, according to the new department's policy.

Hauser is a Dartmouth graduate, worked in sales promotion capacities with the American Thermo-War Company and the Robert E. Ramsey Organization, and was writer of articles for advertising and trade publications before joining NBC in 1931.

In line with the reorganization of the Blue Network's advertising and promotion departments, Fred Smith, department director, today announced the following changes: The appointment of James G. Bennett, formerly of Blue Spot Sales, as manager of merchandising. Mr. Bennett will spend the next several weeks formulating new policies and plans. The appointment of Robert Sewell as manager of exploitation; the promotion of Juan Russell as manager of audience promotion; the resignation of Bert Hauser to become director of co-operative programs for Mutual, and the resignation of Jesse Thompson as director of promotion for co-operatives for the Blue web. Thompson will announce his plans later.

West Coast On Edge; Awaits Poll Results

(Continued from Page 1)

keyed-up on the possibilities of an even wider cross-section voting than ever before.

Coverage of the newspaper field by the Ross Federal Research Corp. on the Coast has been fairly complete and includes magazines, trade papers as well as the radio editors or daily and weekly publications.

First Speaker Set For NBC's AFL Series

(Continued from Page 1)

voted to problems of interest to labor, agriculture, and industry.

The present format calls for the A F of L to have a permanent panel of three members, a new guest speaker every week, and Kenneth Banghart, NBC Washington correspondent, acting as moderator. The entire series will be under the direct supervision of the NBC Public Service Department, under the direction of Dr. James Rowland Angell, and will originate at WRC, the network's station in Washington.



This is an alarm clock, the only ear-appealer in Cincinnati that commands more attention than WSAI in the morning, according to Hooper.*

(*May through September '44)

WSAI A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

DEC. 30th CONCERT

Moussorgsky's "Night on Bald Mountain" and Bartok's "Concerto for Orchestra."

WILLIAM JUENGST

Brooklyn Daily Eagle, Brooklyn, N. Y.

Despite the opportunity to pontificate in polyphonic phrase, this radio columnist — guest-reviewing the Boston Symphony Saturday via The Blue—WJZ—found himself automatically measuring with his usual yardstick: "Is this suitable for radio?" Treason? How could the Boston Symphony be UNSUITABLE broadcasting? By its programming, the Boston or any great orchestra, may with one broadcast add a few thousand distant ears, next week, to the few hundreds in the Concert Hall. Far from negligible! But also far from realizing the greatest public service opportunity of music-broadcasting, not only the feeding of the knowingly hungry, but the stimulation of millions of anemic appetites. That's SUITABLE! Saturday's session answered me with a big "Yes." By juxtaposing "Night on Bald Mountain" reasonably established and familiar, with the Bela Bartok piece—a premiere—this programming provided the audience not only standardized cultural entertainment, but also stimulation—a dare to each listener to be his own music critic.



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"



Notes From A Ringside Seat . . . !

● ● ● BBC rates this week's **RADIOKAY** . . . last Sunday, a wounded Yank, nineteen-year-old Howard Mofenson, was given an opportunity to speak to his parents on "BBC's American Eagle Club," originating from a hospital somewhere in England . . . however, the anxious parents, not being able to make connections from their home in Mineola, Long Island, phoned the New York studios of BBC . . . engineers there rigged up a special telephone receiver near a loud speaker and the actual message, beamed from London, was heard by the Mofensons on their home telephone. . . .

● A most unusual happening occurred Monday . . . during the Blue Net's round-up of "forecasts for '45" by prominent Americans, all of whom started their brief talks with quote:—I forecast for '45 etc. etc. unquote, someone in Hollywood switched the program into the wrong studio and an NBC commentator was heard just as he started his program with the phrase and again we quote:—of course we can't make any forecasts for '45 but etc. unquote:—Now there is really a switch . . . The CBS show, "Dr. Christian," starts a six-week series from Gotham today with Judy Price, playing the role of 'Helen Claire' during this period.

☆ ☆ ☆

● ● ● Joan Brooks, on a month's leave from CBS studios, left the week before Christmas on a tour of Southern camps and hospitals . . . stricken with pneumonia December 24th while entertaining at Camp Croft, Spartansburg, So. Carolina, the thrush, herself was placed in the Army Hospital there by the grateful commandant there . . . Joan will continue her entertainment tour as soon as the head medico there gives her the nod. . . ● Did you know that Eddie Kasper, prexy of the Boston transcription firm, Kasper-Gordon, Inc. may head for Hollywood to continue his thespian career? . . . prior to becoming a 'disciple, Kasper was featured on the legitimate stage with Mary Boland, Franchot Tone, James Cagney, Philip Merivale, Alan Jenkins and others. . . ● Martin Block is tiffing with CBSolons . . . he can't understand why they won't grant songstress Monica Lewis permish to warble "Song of Two Cigarettes," on the 'Chesterfield Show' insisting that Johnny Johnson sing the number. . . ● The Murphy Sisters will start NBChanting on the "Mirth & Madness" morning program, January 22. . . ● Hildegard has cancelled plans to travel to Hollywood but will open instead at the Palmer House in Chicago Jan. 27, her "Raleigh Room" programs emanating from there during the six week engagement.

☆ ☆ ☆

● ● ● Columbia Recording Co. has purchased the Remington Arms Co. plant at Kings Mill, Ohio and will manufacture Columbia and Okey discs there. . . ● Walter King is currently in Gotham, in charge of the local OWI Pacific Radio Operations Bureau, after several months overseas for that branch of the service. . . ● The new 'song team,' Peggy Mann and Johnny Thompson, heard every Sunday at 4 on the "Set to Music" via the Blue Network, is duplicating the fine work of their predecessors, Bob Johnston and Ilene Woods. . . ● Changes at WOR will have Norman Livingston upped to vee-pee in charge of operations and Dan Ehrenreich, the new production manager. . . ● The Bob (Commercial Program Manager at MBS) Novak and his wife actress Elaine Adams expect a June visit from Sir Stork . . . the long-billed bird is also expected some time this week by the Dave Harmon . . . he scripts the "NBC Chesterfield Supper Club." . . . ● Soon as Paramount completes his flicker, "Duffy's Tavern," Ed Gardner will make a tour of Service Camps, bases and hospitals. . . ● Actress Amzie Strickland often plays the lead in "Real Stories" episodes (WOR-MBS) many of which are adopted by writer Amzie Strickland.

☆ ☆ ☆

—Remember Pearl Harbor—

LOS ANGELES

CARLOS Ramirez, young M-G-M singing star, was George Fisher's guest in the "Hollywood Spotlight" on KECA Friday (29). Famous for his fresh and interesting style on his specialty, South American songs, Ramirez sang one number during the program. Fisher also interviewed him on his Hollywood career.

More than 10,000 requests for studio seats for the Blue's "Breakfast Club," which is broadcast Monday through Saturday, have been turned down in the last three months. Popularity of the early-morning variety show means that tickets have to be obtained at least two weeks in advance.

Marvin Mueller, announcer on NBC's "Star Playhouse," is going in for simplified spelling of his name. Tired of correcting people who mispronounce it, he has decided to misspell his surname, "Miller."

Les Mitchel, producer of the CBS "Stars Over Hollywood" program, loves horses—little wooden ones. He has a fine collection of these timbered equines and considers them a safer bet than a live stable. His New Year's resolution is to continue to confine his interest in horses to his galloping slivers!

Bob Burns' new comedy team, Ben Carter and Mantan Moreland, scored so heavily with their "interruption routine," wherein neither ever finished a sentence, that Bob is having them on his airshow for several appearances.

Harry Von Zell subed for Bill Goodwin on the Burns and Allen show, CBS, Monday, Jan. 1st.

FCC Gives WMC List Of Licensed Operators

Washington Bureau, **RADIO DAILY**
 Washington—The FCC has made available to the War Manpower Commission and interested groups in the communications industry the names of 1,050 licensed radiotelephone and radiotelegraph operators who have indicated their availability for full or part-time employment in communications work. This is the fifth in a series of such lists compiled by the FCC and turned over to the WMC in an effort to relieve current shortages of technically qualified persons in communications jobs.

The FCC began its survey of licensed radio operators in the summer of 1943. So far some 20,000 of the nation's radio operators have been canvassed. This is the first list containing the names of radiotelegraph as well as radio telephone licensees.

Station Operations Cited

Pfc. William E. Hunter, formerly of WPAT, Paterson, N. J., was mentioned in a letter of commendation addressed to the staff of an Armed Forces radio station and written by the XIV Corps' Maj-Gen. O. W. Griswold, in the Southwest Pacific. Pfc. Hunter is chief engineer of the station.

Gamble Lauds Radio for 6th War Loan Role

(Continued from Page 1)

expressions were up 20 per cent from any previous drive, and that OWI's qualitative ratings showed a jump of 9 to 45 per cent for bond shows rated excellent."

Gamble explained that in making radio plans for the Sixth War Loan, representatives of the industry were called in earlier than ever before on the initial planning, with the major steps appointing war bond committees and having representatives almost continuously in Washington work with war finance's radio section. The independent stations also formed a radio advisory committee, and sent five representatives of that group to Washington to help plan programs for local outlets. "It paid big dividends," said Gamble, "not only on network shows, but in improved relations between our field workers and their local stations. However, the lion's share of the credit goes to the radio industry for taking the raw material we furnished and turning it into finished and effective war bond advertising. We can credit ourselves with the forming of a pool of talent, special material, government speakers and sketches upon which the stations, networks and advertisers could draw for ideas and guestars to augment their own. But to the creative staff of the industry—writers, producers, actors and many others—goes the real credit for putting the Sixth War Loan across to radio listeners."

Clark Subbing For Jackson

Allan Jackson is airing the 3:45-4:00 p.m. news show over CBS for this and next week. He will return to his 8:00 a.m. "News of the World" program Jan. 15. In the meantime, Harry Clark is substituting for Jackson on the morning broadcasts.

★ AGENCY NEWSCAST ★

FOOTE, CONE & BELDING has appointed Paul A. Rickenbacher as director of radio and television, in the organization's New York office. Rickenbacher joined F.C.&B. on September 1, 1944 as an executive in the agency's motion picture division, and he will continue to be active in this division, which is intimately associated both with radio and with the future of television. Prior to joining his present associates Rickenbacher was with Young & Rubicam, and before that with the J. Walter Thompson Company.

JOSEPH HERSHEY McGILLVRA and staff got together last Friday afternoon at the Hotel Chatham where, gastronomically and convivially, they held forth as an early salute to the New Year.

Columbia Recording Co., Buys Plant In Ohio

Kings Mills, Ohio—Kings Mills, plant of the Remington Arms Company, has been bought by the Columbia Recording Corp., it has been disclosed. The plant has a floor space of about 350,000 square feet, which will be conducive for the time when Columbia is in a position to refurbish the plant for the production of Columbia and Okeh records for service throughout the Middle West, making it the largest plant in the world devoted exclusively to the manufacture of records—which will be, when completed, even bigger than the Columbia home plant at Bridgeport.

The staff which will operate the plant is being organized by J. H. Hunter, vice-president in charge of manufacturing and engineering; Andrew Wooley has already been ap-

DON SEARS ADVERTISING AGENCY has opened offices in San Francisco to operate in conjunction with those located in the Hotel Claremont, Berkeley, Calif. The San Francisco office will be in charge of Alfred L. Jermy, who will direct management for the General Amusement Corporation.

EDWARD W. WOOD, JR. formerly general sales manager of the Mutual Broadcasting System, has been appointed a member of the firm of the H. M. Hackett Company, advertising agency. He will work on new business, and will be active in the management of the organization.

MILDRED DAVISON, formerly of Commerce Advertising Agency, has joined Gunn-Mears Advertising Agency as an account executive.

Eleven Story Building Purchased For Television

Purchase of an eleven story building on East 106th Street for the exclusive use of the television industry was announced yesterday by Saul Lautenberg and Erwin S. Wolfson, president and vice-president of the Diesel Electric Company.

The building contains 14 studios or stages.

Noble Urges Freedom Of Radio And Press

(Continued from Page 1)

ternational news exchange that will establish an international community of interest."

"Peace can only be maintained by short circuiting self-seeking, predatory governments through letting the people of each nation really know the peoples of other nations," Noble declared. "This can best be brought about through the medium of a world wide free press and freedom of international news exchange that will establish an international community of interest."

"When the peace comes, the principles expressed by Mr. Cooper 25 years ago can become a reality," he continued. "Our government favors freedom of news as a world policy."

"Under international covenant of the United Nations, I believe each country should guarantee free access to news both to its own citizens and to the world at large. . . ."

"Since the last war, radio has emerged as a vital news medium. It is the most direct means of communicating the news and significance of an event to the people. If the potentialities of radio are to be fully realized, the peace treaty must provide for radio to operate without censorship or political control in any country."

They Write

TO WLS FEATURE FOODS!

Martha Crane and Helen Joyce, *WLS Feature Foods* team, offer listeners a folder on home-made Christmas cards. 25,000 are ordered. Second order, 5,000. Third order of 2,500 is necessary to meet the response. (Total, 32,500.) *WLS Feature Foods* gets results!

For *WLS Feature Foods* facts (the COMPLETE selling plan for Chicago and territory) see a John Blair man today!

WLS GETS RESULTS
890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY



CHICAGO 7



WLS FEATURE FOODS CELEBRATES ITS TENTH BIRTHDAY THIS MONTH.

Management affiliated with KOY, Phoenix, and the Arizona Network, KOY Phoenix * KTUC Tucson * KSUN Bisbee-Lowell-Douglas.

REPORT RE RADIO REHABILITATION



NEILL O'MALLEY

After 26 months in the U. S. Marine Corps, asked for inactive duty to return to radio. The first month back in radio has been completed. It includes appearances in the following:

- | | | |
|--------------|--------------------|----------------------|
| CISCO KID | FBI | NICK CARTER |
| ELLERY QUEEN | IT'S MARITIME | REPORT TO THE NATION |
| BIG SISTER | JOYCE JORDAN | SCHOOL OF THE AIR |
| BIG TOWN | YOUNG WIDDER BROWN | THESE ARE OUR MEN |

Plus RECORDED SHOWS and SPOT RECORDINGS

The situation appears under control. It is anticipated that the situation will become well-in-hand.

NEILL O'MALLEY
Lack. 4-1200

ACTING ANNOUNCING NARRATING

OWI Releases Report ON War-Aid Of Radio

(Continued from Page 1)

estimate was not included but industry leaders believe that the time and talent donations of local stations will pass the \$50,000,000 mark for 1943.

Network Figures

The report, compiled by Joseph A. Ecclesine, chief, Allocations division, Domestic Radio Bureau, OWI, dis-

Ammunition

The figures released by the Office of War Information yesterday on the radio industry's contributions to the war effort during the year 1944 is excellent material for radio commentators, newscasters and wire services. They prove, without question, radio's unselfish role in the war effort and refute some of the charges made by antagonistic press.

closed that under the "Network Allocation Plan" alone 410 programs, 260 sponsored and 150 sustaining, carried a total of 10,920 war messages to an estimated listener - impression record of 460,000,000 per week.

Announcements Totalled

Under the "Station Announcement Plan," network affiliates and independent stations, totalling 893 stations presented 43,218 war programs per week for a total of 2,247,336 messages for the year. The total number of listening impressions per week for these stations was 63,000,000 and the estimated time and talent value was placed at \$15,861,000.

Bond Drive Figures

Both the networks and stations set up a new high for time and talent devoted to the War Loan drives. During the Fourth War Loan, covering a five week period, there were 472 programs, 87,994 announcements with an estimated time and talent value of \$2,574,000. In the Sixth War Loan, a total of 817 programs, 25,012 station announcements, with time and talent value estimated at \$2,812,840 were donated. Compared with radio's service to the Second and Third War Loans of 1943 the participation the past year was greater. During the Second War Loan the time and talent value was \$1,445,837 and in the Third \$2,303,000.

Fourteen radio campaigns were handled by OWI for the Treasury Department during the past year. Eleven for the War Department and fifteen for the War Production Board. The WFA and Agriculture group topped the list with a total of sixteen campaigns. Thirteen were handled for the Office of Price Administration.

On Lux Theater

Frances Langford and Jerry Colonna will be heard, in addition Bob Hope, in the Lux Radio Theater adaptation of Hope's best seller, "I Never Left Home," Mon., Jan. 8, over CBS, 9-9:30 p.m., EWT. J. Walter Thompson is the agency.

Radio Participation in War Information Campaigns—1944

A Summary of Campaigns Conducted by OWI Domestic Radio Bureau with Time and Talent Contributions of Advertisers, Networks and Stations.

OWI FACILITIES	No. of Programs Per Week	No. of War Messages Per Year	Est. Listener Impressions 1 Week	Est. Value of Time and Talent
1. Network Allocation Plan	410	210	10,920	160,000,000
Sponsored	260			
Sustaining	150			
2. Special Assignment Plan		50	2,575	95,000,000
3. National Spot & Reg. Network Allocation Plan	185	1,617§	81,018	21,000,000
1. Station Announcement Plan				
Network Affiliates	621	26,082	1,356,261	
Independent Station	272	17,136	891,072	
TOTAL	893	13,218	2,217,336	63,000,000
5. Special Events			32	57,600*
6. Women's Radio War Program Guide	1,000			
				\$66,111,600

§ Number of station broadcasts per week

[* "Figures represent commercial value of time and talent of programs carrying OWI-assigned messages."]

Typical OWI Radio Campaigns in 1944

CAMPAIGNS	Weeks	Pro-grams	Station Announcements	Estim. Listener Impressions	Est. Value of Time and Talent
WAC Recruiting	13	600	112,141	1,318,256,000	\$2,700,000
Prepare for Winter	10	181	13,218	583,725,000	1,500,000
Victory Gardens	16	271	36,330	1,095,180,000	805,000
Red Cross War Fund	10	131	93,765	1,166,205,000	2,000,000
4th War Loan	5	172	87,994	1,390,513,000	2,571,000
War Production Comes First	4	226		519,798,000	1,000,000
Cadet Nurse Corps	13	223	25,515	625,695,000	1,250,000
Income Tax Regulations	8	315	10,218	686,315,000	1,311,000
6th War Loan	4	817	25,012	1,675,297,000	2,812,810
National War Fund	5	121	11,511	787,616,000	1,500,000

Breakdown of OWI National Campaigns by Agencies 1944

	No. of Campaigns
1. Treasury	14
2. War Department	11
3. WFA & Agriculture	16
4. War Production Board	15
5. War Manpower	6
6. Office of Price Adm.	13
7. Economic Stabilization	7
8. War Shipping Adm.	3
9. Navy Department	7
10. Red Cross	3
11. Office of Defense Trans.	3
12. Federal Bur. of Invest.	2
13. National War Fund	1
14. Federal Security	3
15. Petroleum Adm. for War	3
16. Miscellaneous	16
Total	123

Cott AS Commentator

Ted Cott, program director of WNEW, will be the commentator of a classical and jazz musical program to originate from Town Hall,

National Biscuit Co. Signs New Yankee Web Series

Boston—National Biscuit Company is venturing for the first time into regional broadcasting with its sponsorship of the "Nine O'clock News With Nelson Churchill," three-out-of-five Monday-through-Friday 9-9:15 a.m., EWT, over the Yankee Network airtel, it has been announced. The biscuit company's participation will include Mon., Wed., and Fri.

Hale Renewed

Arthur Hale's commentary series of the news has been renewed for another 52 weeks over Mutual stations by the Richfield Oil Corporation, effective, Tues., Jan. 2. The program is heard Tues., Thurs., and Sat., 7:30-7:45 p.m., EWT. The title, "Confidentially Yours," will be replaced by "Arthur Hale—the Richfield Reporter."

Sat., Jan. 6, under the auspices of Variety Programs. The programs will be heard over both WNEW and WNYC, with the former airing a portion at 10-10:30 p.m., EWT, and the latter at 8:45-9:45 p.m., EWT.

Broadcasts To Japan Inaugurated By OWI

(Continued from Page 1)

the equally new medium-wave station at Saipan, were 'attacked' within 30 minutes after they went on the air by heaving 'jamming' by Japanese radio, the Federal Communications Commission monitors reported to us," David said.

"The 'jamming' affected only the medium-wave broadcast while the shortwave, carrying exactly the same program went in without interference, the monitors reported to us.

"We, of course, expected this normal enemy counter-activity, and we, of course, were prepared with counter measures of our own to insure a flow of news and education to Japan.

"There are also 'clear' hours whenever the B-29 bombers are over Japan, for then the Japanese stations leave the air. We may expect compound results from the simultaneous rain of bombs and flow of truth to Japan.


"The Office of War Information was proud to have its two powerful psychological warfare weapons initiated by carrying the highly significant statements of Undersecretary of State Joseph C. Grew and Admiral Chester W. Nimitz into what Admiral Nimitz so aptly described as 'the very vitals of Japan.'"

Kraff Gets New Post With Russel Seeds Agency

Chicago—Norman Edw. Kraff was appointed to the post of director and account executive of the newly inaugurated "New Products Division" of the Russel M. Seeds Advertising Company, effective yesterday. Since 1929 Kraff has been operating head of Food Advertising Ltd., a concern which developed new food products from the formula through the package design, and market evaluation. Kraff was also active in the laboratory phases of many new food improvements including some time spent in research in South America.

Few Stations in the Nation Can Equal KOA's Dominance:

- 68.8% DEALER PREFERENCE
- 69% LISTENER LOYALTY
- 9 OUT OF 10 TOP PROGRAMS
- 50,000 WATT POWER
- 7 STATE COVERAGE

Represented Nationally by  Spot Sales

FIRST IN DENVER **KOA** 50,000 WATTS 850 K.C.

WMPS Sale Okayed; Durr Asks Re-Hearing

Washington Bureau, RADIO DAILY
Washington — With Commissioner Durr calling for a hearing because of the price involved, the FCC last week announced that it has approved the sale of WMPS, Memphis, Tenn., from the Memphis Publishing Company to Plough, Inc. Price for the station was \$350,000, and the sale was made in order that the transferor might comply with the multiple ownership rule.

Durr called for hearing also as the Commission voted to approve the sale of WEEU, Reading, Pa., for \$10,000 from Clifford M. Chafey, Harold O. Landis, Harry S. Craumer and Raymond A. Gaul to George J. Feinberg, Joseph M. Nassau and Milton Hinlein.

Two Protest

Both Durr and Commissioner Walker called for hearing as the FCC voted to okay the acquisition of control of KFBC, Cheyenne, Wyo., by Cheyenne Newspaper Inc. transferor was W. A. Corson, and the deal involved purchase of an additional 175 shares (seven per cent of the outstanding capital stock) by Cheyenne Newspapers, for \$2,275.

Sale of control of KPAS, Pasadena, to conform with the multiple ownership rule, was approved. Sellers were Frank Burke, Junior and Senior, and W. J. Burke, who operate a station in Los Angeles. Price for 43.7 per cent of the stock was \$178,640, and the purchasers included the San Francisco radio operator, Wesley I. Rumm; Loyal K. King, Thomas L. Bailey, Clarence Nisson, John K. Evans, Emer D. Bates, Maurice Entlerle and John A. Smith.

Oregon Plea Approved

The FCC has approved the sale of KFJI, Klamath Falls, Ore., from George J. Kincaid to William D. Miller, for \$115,000. Commissioner C. J. Durr voted for a hearing, once again on the grounds of price.

Three FM, three AM and one commercial tele applications were also received—the FM requests from Harley Radio Laboratories, Cambridge, Mass.; Buffalo Broadcasting Co., Buffalo, N. Y.; and Wisconsin Radio, Inc., Milwaukee. Television applicant was The World Publishing Co. of Omaha, Neb.

OPPORTUNITY

to buy Hammond Novachord. Excellent condition. Spare parts, special shipping case. A perfect musical instrument for any radio station. \$1500.00 cash. Write or wire Box 102, Radio Daily, 1501 Broadway, New York 18, N. Y.

FCC May Silence WDSU For Political-Time Bias

Washington Bureau, RADIO DAILY
Washington—There is a strong possibility that the FCC may this month order revocation of a station license for operation inconsistent with the public interest, on the grounds of a complaint arising from availability of time for political broadcasts during the recent campaign. The station is WDSU, New Orleans, and the complainant Sen. John Overton of Louisiana.

Manager and part-owner of WDSU is Fred Weber, former WOL manager. E. A. Stephens, who was Overton's principal opponent in the Democratic primary, is the majority stockholder. Stephens used the facilities of the station for dozens of speeches furthering his campaign.

In July Overton began negotiations for evening time on WDSU to answer Stephens and on Aug. 5 wrote the station asking for evening time. He received a reply dated Aug. 14—the primary was on Sept. 12—informing him that WDSU was booked for all time between 6:00 and 10:35 p.m. Sundays through Friday for the next month. He was offered less desirable periods—after 10:35 any evening, or 8:00-8:30 or 9:30-10:00 on Saturday nights. In the meantime, Stephens continued using WDSU right up to the primary.

The Commission has been investigating the case, and informed sources believe it will vote to revoke the WDSU license.

Renew Contracts

Renewal contracts have been signed between the North-South and East-West groups of the Texas State Network and the Mutual Broadcasting System, it has been disclosed. The North-South group, consisting of KNOW, KTEM and WACO, reaffiliated Jan. 1, and the East-West six-station units contract became effective the end of last month.

McIntyre To Kid

The appointment of Frank C. McIntyre, for the past two years program director of KUTA, Salt Lake City, to the post of general manager of KIDO in Idaho Falls, Idaho, has been announced by Walter P. Bauchman, president of the station. The appointment becomes effective January 15. Before joining KUTA, McIntyre was on the staff of WKY, in Oklahoma City, where he was news chief.

Cotten, Menken, On "Palestine"

Heading the line-up of noted players who will usher in the 1945 series of "Palestine Speaks," currently being aired over WHN, are screen star Joseph Cotten, and stage and radio actress Helen Menken. The program is broadcast Sundays from 1:45 to 2 under the sponsorship of the Metropolitan Bureau of the Zionist Organization of America.

"Met" To Air "Lucia"

"Lucia di Lammermoor," most popular of Donizetti's operas, will be broadcast in its entirety from the stage of the Metropolitan Opera on Saturday over the Blue Network.

"WHAT TO DO WITH GERMANY"

a discussion

by

LOUIS NIZER

at the

Radio Executives Club of New York

Mr. Nizer, Attorney and author of best sellers has devoted much of his time and effort to the creation of an informed public opinion on the subject of Germany. Noted as one of America's foremost orators Mr. Nizer's discussion will be of vital interest to all.

January 4, 1945, 12:30 P.M.

Hendrik Hudson Room

Hotel Roosevelt

IMPORTANT: Let us know if you plan to come. Mail card to Mr. Lionel Colton, c/o Helen Wood Company, 551 Fifth Avenue, New York 17.

NEW BUSINESS

WJZ, New York: Adam Hat Stores, Inc., New York City, for Adam Hats, through Buchanan & Company, Inc., New York City, 13 one-minute announcements, three participations in Stan Shaw, and nine participations in Ed East's "Breakfast in Bedlam" for two weeks; California Prune & Apricot Growers Association, San Jose, California, for Sunsweet Tenderized Fruits, through Long Advertising Service, San Jose, California—participations in Galen Drake's "Housewives Protective League" for 26 weeks; Chamberlain Sales Corp., Des Moines, Iowa, for Chamberlain Hand Lotion, through Cary-Ainsworth, Inc., Des Moines, Iowa, two weekly participations in Nancy Craig's "Woman of Tomorrow" for four weeks; Continental Baking Corporation, New York City, for Wonder Bread, through Ted Bates, Inc., New York City, renewed eight one-minute announcements weekly for 52 weeks starting January 1, 1945; Esquire, Inc., Chicago, Illinois, for Coronet Magazine, through Schwimmer & Scott, Chicago, three one-minute announcements and one participation in Stan Shaw; Lever Bros., Inc., Cambridge, Mass., for Rinso, through Ruthrauff & Ryan, Inc., New York City, four one-minute announcements weekly for 15 weeks; Penick & Ford Ltd., New York City, for My-T-Fine desserts, through Batten, Barton, Durstine & Osborn, Inc., New York City, two additional station break announcements for six weeks; Reader's Digest Association, Pleasantville, New York, for Reader's Digest Magazine, through Batten, Barton, Durstine & Osborn, Inc., one station break ann. weekly for 13 weeks.

Warren Jennings Heads Boy Scout Radio Group

Warren Jennings, president of N. Y. Radio Executives Club and representative of WLW, Cincinnati, has been named radio chairman of the public relations committee of the Greater New York Boy Scouts drive which starts January 12. Jennings will appoint a committee to assist him in conducting the radio participation in the Boy Scouts fund-raising campaign.

COAST-TO-COAST

— CALIFORNIA —

SAN FRANCISCO—A new organization called "The Radio News Editors of San Francisco" was formed last week at a regular meeting of the Press Club. The group was formed to obtain recognition as a news medium on the same basis as the newspapers, and Austin Fenger of KSFO was named as the head. Other members include Chuck Pendleton of KJBS; Chuck Cooney, KPO-NBC; Grant Holcomb, KQW; Lee Giroux, KSAN; Bill Brown, KYA; Phil Wood-yatt, CBS; Darrel Donnel, KFRC; and Frank La Tourette of KGO. . . **OAKLAND**—Major league ice hockey broadcasts will be carried by KROW under the sponsorship of the Mariner Corporation every Saturday night to recruit was workers. KROW sportscaster Frank Arthur will handle the mike.

— NEW YORK —

NEW YORK—Despite the ban on singing commercials established early in 1944, WQXR sales exceed the 1943 figure by 40 per cent, according to an announcement by Kenrall Boice, vice-president in charge of sales for the station, and mark the biggest year in the station's history. . . Walter Huston will be heard as narrator of a special "This is Pawling" broadcast over WNYC, from the Army Air Force Station Hospital there, Wednesday, January 10 at 8:30 p.m. This program will mark the completion of the hospital's first year of operation.

— INDIANA —

FORT WAYNE—New to the announcing staff of WOWO are Don Boyd, formerly with WBTA, Batavia, N. Y. and Paul Price, formerly with WKMO, Kokomo, Indiana.

— KENTUCKY —

LOUISVILLE—Winn commercial manager G. F. "Red" Bauer is the new vice-president of the Louisville Breakfast Club. The Breakfast Club is a group of local businessmen who meet for breakfast every Wednesday morning.

— MASSACHUSETTS —

WORCESTER—The sponsor of many campaigns, WTAG was called on recently to make its most unusual drive when the mother of a family in financial straits gave birth to twins instead of the expected one child. With clothes for only one baby, the family appealed to the station, and news announcements resulted in financial assistance as well as numerous baby-bundles.

— MISSOURI —

ST. LOUIS—The three-millionth serviceman to visit the USO at Kiel Auditorium, one of the largest in the world, was interviewed over KWK last week. An entire program was built around the event, with the mayor, and the USO director making short speeches. Music was provided by the Coast Guard band.

— NEBRASKA —

OMAHA—KOWH was off the air for an hour Saturday, when chief engineer Nels P. Nelson leaned too far into a condenser cabinet while making adjustments. Suffering several injuries, he was slammed against another steel cabinet and knocked unconscious. . . Membership in the Radio Council for the Omaha area now numbers 60 at the end of its first year. . . **LINCOLN**—Hugh Feltis, manager of KFAB, has announced his resignation, effective January 1, at which time he became president of the Broadcast Measurement Bureau, in New York. Before joining KFAB, Feltis was associated with the Blue web in New York.

— NEW JERSEY —

NEWARK—Effective January 1st, Lynne Burdge joined the public relations division of WAAT, replacing Julie Braverman, who left to get married. Lynne will write publicity, book special features, and take over the contact work on the station's "Coffee Club" program, now emceed by Vic Allen. . . **PATERSON**—Former WPAT staff member, William E. Hunter, now serving in the South Pacific theater, recently received a letter of commendation from Maj. Gen. O. W. Griswold praising Hunter's efforts as chief engineer of a GI station there.

— OHIO —

CINCINNATI—Ed Hale, formerly with the Blue Network, has joined WKRC's sales and merchandising department. . . **DAYTON**—As of the first of the year the post of assistant manager of WING was taken over by Florence Dykestra, who will assist John Pattison Williams, vice-president of the station. . . **SPRINGFIELD**—Ad Karns took over his new duties as manager of WIZE on January 1st, after less than six months as assistant station manager. . . **COLUMBUS**—James O. Yerian, former promotion manager of WBNS in Columbus, has joined WELD, Ohio's first FM station, where he will be promotion manager. . . **MARION**—Eric Paige, new to radio, has joined the staff of WMRN as an announcer.

— DISTRICT OF COLUMBIA —

WASHINGTON—Broadcast stations WTMJ and WMFM, AM and FM properties of the Journal Company in Milwaukee, joined the NAB last week, according to a statement by Walter J. Damm, operator of the two stations, and president of FM Broadcasters Inc.

To Guest

Marjorie Lawrence, back in this country after an Australian tour, will appear on "The Telephone Hour," Mon., Jan. 8, 9-9:30 p.m., EWT, over NBC, with rebroadcast at 12 midnight, EWT.

WHY PORTLAND, OREGON PEOPLE PREFER KGW



James Abbe, left, and Charles Barbe, cream of KGW's crop of commentators have been present at many history-making events.

GEORGE BERNARD NOBLE CHAIRMAN 12th REGIONAL WAR LABOR BOARD

SAYS.. "A well-informed public opinion was never more vital than now. Analysis and comment by men who have seen the trouble-spots of the world with their own eyes; who have talked as well to the "little people" of Europe; is exceedingly valuable because such men can make us understand what is ahead of us. For the future peace of the world we need plenty of understanding. Airing intelligent commentary is one of the biggest public services a radio station can give."



GEORGE BERNARD NOBLE

THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

"A Bit of Paris in New York"

Henri
Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

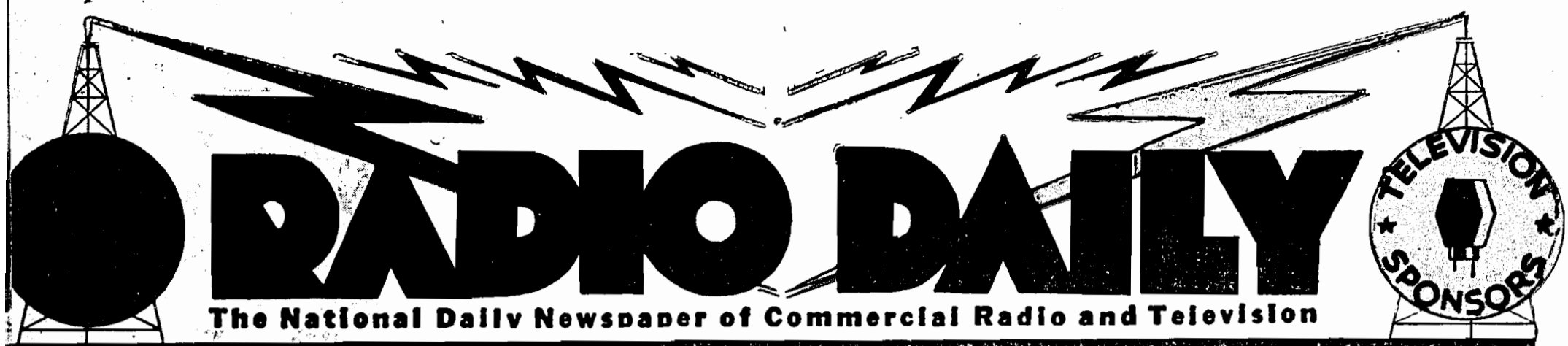
15 EAST 52d ST.

SEND BIRTHDAY
GREETINGS TO---

January 3

Rhona Lloyd

Lanny Gray Andrea Marsh
Mary Guldin Froddlo Rich
Earl Harpor Nod Sparks
Laurotta Hopton Maxine Andrews
Herbie Kay Ellnore Gono Knudson



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 3

NEW YORK, N. Y., THURSDAY, JANUARY 4, 1945

TEN CENTS

Lea Committee Reports

Religious Workshop Meets Here Sunday

First "Religious Radio Workshop," composed of 22 radio and church authorities, will officially commence to function in New York, Sun., Jan. 7, for the purpose of acquainting church leaders in Eastern states with professional standards for religious broadcasting.

The Workshop, which is the first major undertaking of the recently announced joint radio committee of the Congregational Christian Churches, the Methodist Church and the Presbyterian Church U. S. A., will be conducted by Rev. Everett C.

(Continued on Page 7)

Plea Of 18,000-Word Wire Brings Quick OK Of FCC

Washington Bureau, RADIO DAILY

Washington—The FCC on Saturday demonstrated that one-day service is still a possibility. The applicant for a change in his licensee form was Judge Roy Hofheinz, of KTHH, Houston, Texas, who received eight-hour service from the Commission. Hofheinz called the Commission shortly before Christmas to ask for consideration of an application not yet filed to

(Continued on Page 2)

Distinguished Attorney To Address REC Luncheon

Louis Nizer, distinguished author, attorney and speaker, will address the Radio Executives Club luncheon at the Hotel Roosevelt today on "What To Do With Germany." Address will be followed by a question and answer period.

Honored

Montreal—The Kings New Year's honors list contains an award of membership of the Order of the British Empire to a Montreal radio executive Major Yves Bourassa who is now entitled to add the coveted letters O B E to his name. Maj. Bourassa, 2nd in command of Les Fusiliers De Sherbrooke, was a radio program producer before enlisting in June 1942.

Spy Catcher

Harvard Merrill Hodgkins, seventeen-year-old boy who played a big part in the recently announced capture of two Nazi saboteurs, will be interviewed by Milo Boulton on "We, the People" this Sunday over WABC-CBS from 10:30-11:00 p.m., EWT. Hodgkins, who lives at Hancock Point, Maine, will be in New York City as the special guest of the "Journal-American."

'Report To The Nation' Gets Sponsor On CBS

Sustainer "Report to the Nation" will become a commercially sponsored program starting Sat., Jan. 6, when Continental Can Company's contract becomes effective, it has been announced by CBS. The commercial portion of the programs will incorporate both institutional and selling copy, and introduces the sponsor for the first time as a web advertiser.

The sponsor has signed for 142 stations, the full domestic CBS web, plus its affiliates in Toronto and

(Continued on Page 6)

Sid Eiges Heads Press Department Of NBC Web

The appointment of Sydney H. Eiges as manager of the Press Department of the National Broadcasting Company was announced yesterday by Frank E. Mullen, vice-president

(Continued on Page 2)

Clears Edward J. Noble In WMCA Deal; 25,000 Word Majority Report Covers FCC Investigation

Washington Bureau, RADIO DAILY

Washington—Reporting that they found no evidence of fraud, coercion or pressure in the disputed sale of WMCA, New York, the Lea Committee investigating the FCC, yesterday filed a 25,000 word majority report covering their two years' activities with the House of Representatives. The commit-

(Continued on Page 8)

Carlin Plans Tour Of Mutual Outlets

New programming policies of the Mutual network will result from an extensive trip Phillips Carlin, vice-president in charge of programs, has planned. Key centers of the web will be visited during Carlin's trip which will begin the latter part of January, it was learned yesterday.

At the present time, he is spending a great deal of time getting "acquainted with the staff and finds them most co-operative," Carlin said. Despite derogatory anticipations rumored by outsiders, Carlin said he hasn't encountered, nor expects to, any kind of troubles or obstacles. He said he frankly "marvels at the

(Continued on Page 7)

CBS Affiliates Board Meet In N. Y., Jan. 10-11th

First meeting of 1945 of CBS Affiliates Advisory Board will take place Jan. 10 and 11 at the web's headquarters in New York, it has been announced, and discussions will accent programming plans for the new year.

Among the board members to attend are: Chairman C. T. Lucy, WRVA, Richmond, Va.; John M.

(Continued on Page 2)

NAB Announces Plans For 25th Anniversary

Washington — A special bulletin went out from NAB this week reminding all stations that 1945 is to be celebrated as the Silver Anniversary of Broadcasting and suggesting that 1945 be ushered in with this announcement "1945—Radio's Twenty-Fifth Anniversary—Pledged to Victory."

The bulletin announced also that

(Continued on Page 6)

Gum Manufacturer Buys Time On 79 NBC Stations

Chicago—The Leaf Gum Company through Bozell and Jacobs, Inc., will launch a new series of quarter-hour programs over 79 NBC stations Saturday, Jan. 20 from 4:45 to 5:00 p.m.,

(Continued on Page 2)

Surprise Winners Indicated In Radio Daily's Poll Count

As tabulation of the ballots in RADIO DAILY's certified poll goes into the final stages indications are that several surprise results will be included in next Wednesday's announcement of the "All American Radio Program."

Among the categories that will reveal new champions will be "Favorite Commercial Show" and "Favorite

Commentator." Heavy voting in these two classifications indicated widespread interest in major commercial shows and news commentators.

Another interesting innovation in RADIO DAILY's certified poll will produce a surprise song hit winner in the voting to select the "Favorite Popular Song of 1944." Despite pre-

(Continued on Page 2)

Who will hear your message over WLAW? 907,283 people. Coverage map upon request. Adv.

907,283 people listen to WLAW—which serves New England's third largest concentrated audience. Send for coverage map. Adv.

Summa Cum Laude

Alpha Chapter of the Tau Delta Phi fraternity, at its annual banquet to be held tomorrow at the Hotel Pennsylvania, will honor two radio figures. Brig. Gen. David Sarnoff, president of RCA, will receive the Achievements Award, while a special citation will go to Ben Grauer, NBC announcer and formerly a member of the "frat" while a student at C.C.N.Y.

To-Day—981 Certified Votes—"All American Radio Program of 1944"



Vol. 30, No. 3 Thurs., Jan. 4, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Wednesday, Jan. 3)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 7/8	163 5/8	163 3/4	+ 1/8
CBS A	36	35 3/4	36	...
Crosley Corp.	33 1/4	32 5/8	33	+ 1/8
Farnsworth T. & R.	13 3/4	13 1/8	13 5/8	+ 1/2
Gen. Electric	40	39 3/4	40	+ 3/8
Philco	34 1/2	34	34 1/2	...
RCA Common	10 3/4	10 1/4	10 3/4	+ 1/4
RCA First Pfd.	79	79	79	...
Stewart-Warner	16 5/8	16 3/8	16 5/8	+ 1/4
Westinghouse	124 7/8	124 1/4	124 7/8	+ 3/8
Zenith Radio	40	39	40	+ 1

NEW YORK CURB EXCHANGE

Nat. Union Radio	6 1/8	6	6	- 1/8
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20 YEARS AGO TODAY

(January 4, 1925)

When Edward J. Nally, known as the "grand old man" of wireless telegraphy retired from active service with the Radio Corporation of America on December 31 of last year, he had rounded out fifty years of activity in this field. Mr. Nally had risen from the humble rank of messenger to the presidency of RCA.

Plea Of 18,000-Word Wire Brings Quick OK Of FCC

(Continued from Page 1)

change the Texas Star Broadcasting Co. from a corporation to a partnership. Because the corporation was formed only last year and had no prior earning to point to, the excess profits rate would have left Hofheinz with insufficient funds for re-investment in his business.

Unfortunately, he delayed the preparation of his application, finally getting it off air mail, special delivery, late last week. It did not arrive at the Commission in time. The change had to be approved last year —by Saturday. Hofheinz then arranged with an airline pilot heading for Washington to deliver it personally at the Commission. The pilot was grounded. Hofheinz sent an agent out of Houston to go to Washington by rail. He missed his connection at New Orleans.

Hofheinz then tried to charter a plane, but weather conditions kept them all on the ground. Finally, he put the entire application, with exhibits—18,000 words—on the wire Friday night. It was in the Commission Saturday morning and was granted by circulation among the Commissioners. Initialling and announcement of the grant was made at five o'clock Saturday afternoon.

Although this was a Commission record, it is customary for the FCC to put through year-end approvals of various applications for change of corporate forms or other matters which do not affect the actual control of the license.

Sid Eiges Heads Press Department Of NBC Web

(Continued from Page 1)

dent and general manager. Eiges had been acting manager of the department since the resignation of John McKay on December 15 to join King Features Syndicate.

At the same time, Mullen announced the appointment of Dwight B. Herrick as manager of the Public Service Department, of which Herrick had been acting manager.

CBS Affiliates Board Meet In N. Y., Jan. 10-11th

(Continued from Page 1)

Rivers, WCSC, Charleston, S. C., secretary; Arthur B. Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif.; Franklin M. Doolittle, WDRC, Hartford, Conn.; Leo Fitzpatrick, WJR, Detroit, Mich.; I. R. Lounsberry, WKBW, Buffalo, N. Y.; Clyde W. Rembert, KRLD, Dallas, Texas; W. H. Summerville, WWL, New Orleans, La.

Many Surprises Expected In Poll By Radio Daily

(Continued from Page 1)

dictions that the musical score of Broadway hits would nurture the winner, the winning song comes from a different source.

The ballot count yesterday reached 981 and indications are that it will pass the 1,000 mark today.

Gum Manufacturer Buys Time On 79 NBC Stations

(Continued from Page 1)

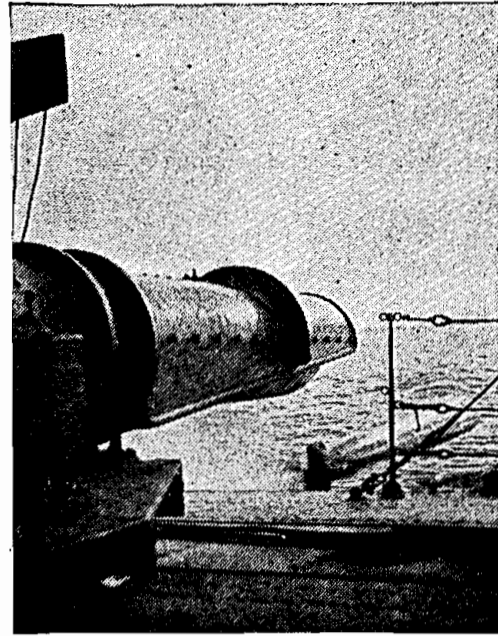
CWT with a repeat from 5:30 to 5:45 p.m., CWT. Product advertised will be Leaf Chewing Gum. Contract is for 52 weeks with W. J. McEdwards as the account executive for NBC. Program format and talent will be announced later.



5000 WATTS 1330 KC. ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.



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

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

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

ANNOUNCING . . .

- **A GREAT NEW**
- **OPPORTUNITY IN**
- **WESTERN MICHIGAN**

• • • • • • • • • •

A brand new radio station will soon go on the air in *Grand Rapids*.

It's WJEF—CBS, owned and operated by the Fetzer Broadcasting Co., and sold in combination with WKZO, Kalamazoo, at a bargain rate per thousand radio homes covered.

As you know, NO Chicago or Detroit station gives adequate coverage of Grand Rapids, Kalamazoo or Western Michigan. Furthermore,

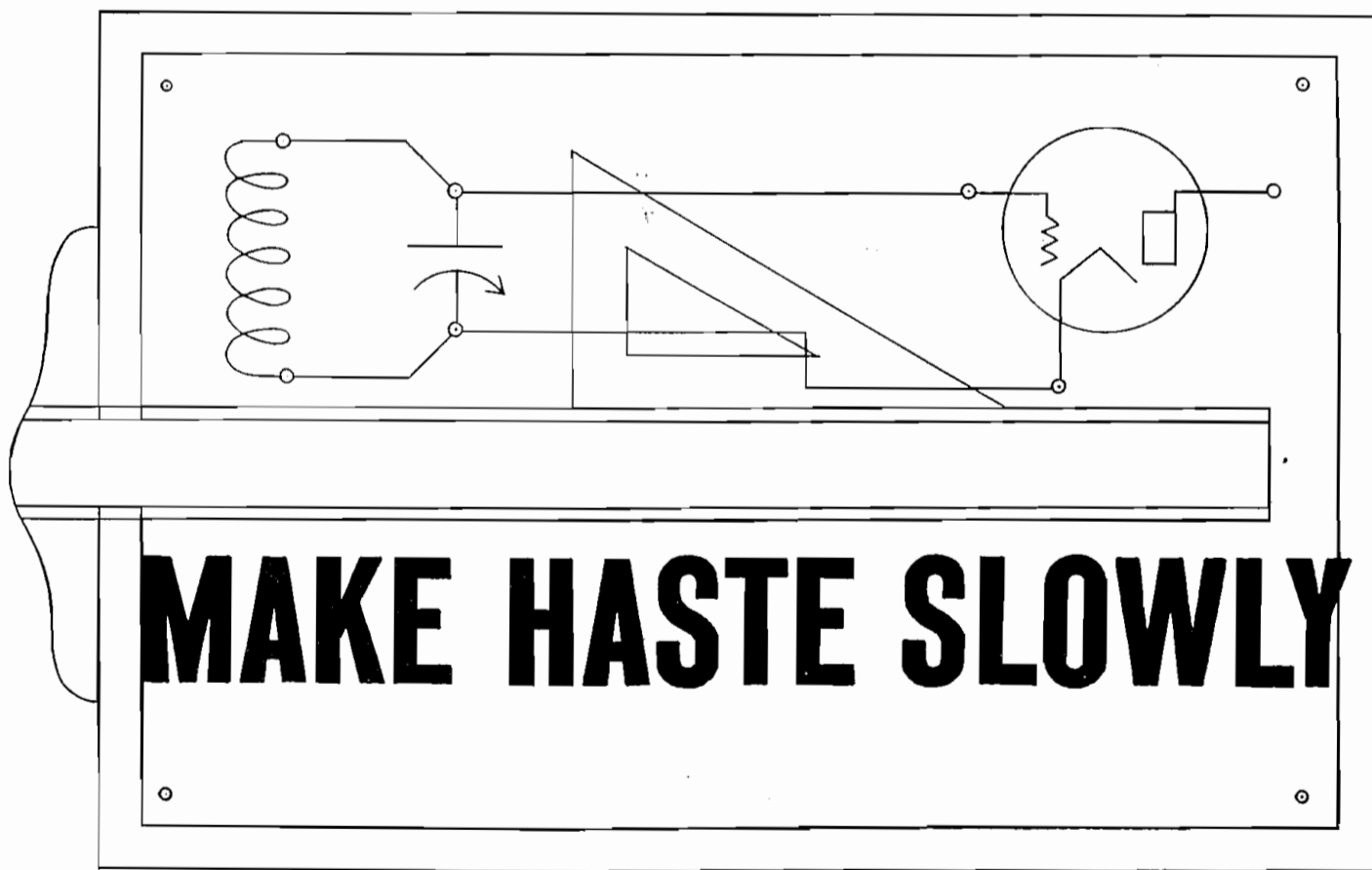
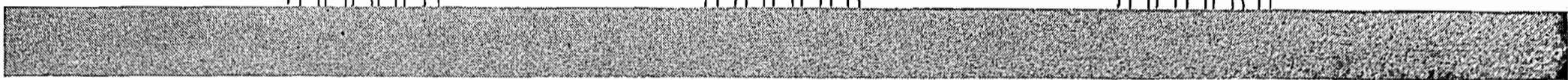
no Grand Rapids station gives even minimum coverage of Kalamazoo, Battle Creek or Southwestern Michigan . . . Now the new combination—WKZO plus WJEF—for the first time offers complete coverage of all Western Michigan, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay! We would be happy to send you all the facts—or just call Free & Peters!

WKZO
CBS - FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF
CBS-FOR GRAND RAPIDS AND KENT COUNTY



Both owned and operated by Fetzer Broadcasting Company
Free & Peters, Inc., Exclusive National Representatives



From where we stand, we're aware of a challenging spotlight beamed on Mutual from all of Radio Row. The situation seems to call for a statement, so we dip into the classics to give you ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ. That's Greek to us, too, but in English it serves this network as a highly suitable text: "make haste slowly..."

In any field of endeavor, to make haste slowly means to make no premature promises of brave new worlds to come. For a radio network, it means *building*—soundly...firmly...solidly—carefully deliberating every move.

Here at Mutual, we interpret ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ to mean an honest, searching inventory of all we have to offer. A close scrutiny of those factors which are good but which can be improved; an even closer scrutiny of those that are not-so-good and which *must* be improved. And a frank realization that both exist in Mutual. To make haste slowly also means the application of tested radio and advertising judgment to the practical problems of programs and stations and clients and listeners.

We think we've made a start. To the veteran minds at Mutual have lately been added other veteran talents new to this network. Working together in close harmony, this strengthened manpower is striving toward full and intelligent cooperation with advertisers . . . agencies . . . station operators . . . radio artists . . . program producers. Always, of course, in the interest of the listening public.

We'll keep you posted on our progress toward these goals, as we continue meantime to ΣΠΕΥΔΕ ΒΡΑΔΕΩΣ.

MUTUAL BROADCASTING SYSTEM



Introducing... Playback!

You'll see it in this space every Thursday. The idea: to bring you up-to-date on the various activities that make up our share in the American way of broadcasting.

IN A NUTSHELL . . . here's what we do . . .

Syndicated Programs . . . 16 audience and time-tested recorded shows for local, regional or national sponsorship on any station.

NBC Thesaurus . . . America's Number 1 Musical Program Service. Over 4000 basic selections. Regular monthly releases.

Commercial Service . . . custom-built programs, announcements, off-the-air recording, masters and pressings.

FM station WELD has come pretty near to "cornering the market" in NBC-RRD shows in Columbus, Ohio.

Six hundred twenty-eight quarter-hours at one crack is almost a record in every sense of the word. Weird Circle, Modern Romances, Carson Robison, Through The Sport Glass, Come and Get It! Stand By For Adventure, Time Out, 5 Minute Mysteries, Let's Take A Look In Your Mirror and The Name You Will Remember . . . that's the line-up for Columbus FM listeners in '45. A tribute to the technical and production quality of NBC-RRD shows!

* * *

The studio walls all over New York's Radio City are whispering that there's "Something New Coming to THESAURUS!"

Could be, but no official announcement yet.

NBC RADIO-RECORDING DIVISION

America's No. 1 Source of Recorded Programs

RCA Bldg., Radio City,
New York, N. Y.
Merchandise Mart,
Chicago, Ill.
Trans-Lux Bldg.,
Washington, D. C.
Sunset and Vine,
Hollywood, Calif.



A Service of Radio Corporation of America



California Commentary!

● ● ● Sixty-two children, wards of the Los Angeles Orphanage home and ranging in age from four to 12, are convinced there is a Santa Claus. Art Linkletter, master of ceremonies on "People Are Funny," sent Santa

Los Angeles

to the home to learn what the children wished for Christmas and a week later Santa again appeared on the "People" program. The children were present and were given the gifts they specified. Incidentally, the voices of the children were so appealing many phone calls came from persons seeking to adopt the youngsters. By the way, Maury Hoffman, an airport engineer from Fort Worth, Tex., enacted the role of Santa . . .

● Mickey Gillette, maestro on Al Pearce's new series, has developed some of the top sax players in the business. Out of the Army just a few months, Mickey shows that he still has that old knack. The four boys and one girl in the sax section of the famous Hollywood Canteen Kids band are proteges of Gillette. . . ● Singer Helen Forrest knows an actor who is so conceited that he murmurs, "I'm the second happiest person in the world" each time he kisses his girl friend.

☆ ☆ ☆

● ● ● Ray Wilson, of the CBS-KNX publicity department, and brother of Stu Wilson, the emcee, had plenty trouble with his auto during 1944. In June it was stolen in Long Beach and although it was recovered by the police three days later, Ray did not get possession of it again until Dec. 23. It took all that time for the insurance company to get parts for the machine and put it into working order. On Dec. 23 Ray drove into a parking lot—and clang went his radiator—a young parking attendant crashing into Ray's car with another auto . . . ● Jimmy Wakely has signed a new two-year contract with American Recording Artists, calling for a minimum of six records per year. One of the songs to be recorded is "Saddle Pals," written by Wakely and Johnny Marvin, who recently died of illness contracted while entertaining soldiers in the South Pacific.

☆ ☆ ☆

● ● ● Following the morning rehearsal of the Elgin Christmas Day program, one of the performers wearing a slouch hat and smoking a pipe accosted a sailor who was already standing in line for the air show. He asked the serviceman many questions regarding the show and was informed that Crosby, Hope and Benny were among the stars scheduled to appear. "Sounds like a good show," said the questioner as he walked away. Oh, yes, his name is Bing Crosby. He was accompanied by Ukie Sherin. While waiting their turns on the air, Crosby, Hope, Benny and George Burns engaged in much lively banter. George noted Bing and Bob studying their lines and cracked, "All I have to do is walk on and ask Gracie 'How's your brother?' and I'm set for a half an hour." Ginny Simms proved a good trouper, making her appearance although suffering from a bad cold. Following the show, a serviceman, his foot in a cast, had many of the stars autograph the cast.

— Remember Pearl Harbor —

Florence Warner Arrives To Take Post With WHOM

Florence Warner, formerly educational director for CBS in the mid-west, arrived in New York yesterday from Chicago to take over the post of director of women's affairs at WHOM, Cowles outlet in New York City. Mrs. Warner, before entering radio was a newspaper woman on the staff of the Des Moines "Register-Tribune." While with WBBM-CBS in Chicago she inaugurated many innovations in women's programs.

"Report To The Nation" Gets Sponsor On CBS

(Continued from Page 1)

Montreal. The program will remain in the same time-spot Saturdays, 1:30-2 p.m., EWT. John Daly is narrator and Victor Bay's orchestra will continue in the series. Paul White produces, Earle McGill directs and Bill Slocum, Jr., and Margaret Miller write it. Pfc. Frank Loesser (Praise the Lord and Pass the Ammunition) will be the first guest. BBD&O is the agency for Continental Can Company.

AGENCIES

DALPH SMITH has been elected unanimously as general manager of the Duane Jones Company, advertising agency specializing in packaged products accounts. Duane Jones who heads the organization, asked account executives and department heads to choose their own general manager. A meeting was called immediately and Smith was nominated as the only candidate and unanimously elected. He has been the agency copy chief since its inception in 1942.

F. K. (FEN) DOSCHER, sales manager, Metropolitan district, Lily Tulip Cup Corporation, will speak today before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Equipping the Salesman to Sell" . . . The meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

R. A. STEWART & CO., INC., manufacturer of marking devices, to R. Associates as of January 1st, 1945. Account executive, Irwin Wayburn.

SIMONS-MICHELSON COMPANY, Detroit, Mich., has been elected membership in the American Association of Advertising Agencies.

NAB Announces Plans For 25th Anniversary

(Continued from Page 1)

special BMI recordings of XXV, the anniversary signature featuring the musical V. for victory, are in the mails for all BMI-licensed stations. The record contains three voice cuts and four music bars, and is for use the year through. Stations without BMI license may obtain it free by writing to Broadcast Music, Inc., 55 Fifth Ave., New York.

SEND BIRTHDAY GREETINGS TO---

January 4

Barton Fellowes

Pat Kelly

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

Carlin Plans Tour Of Mutual Outlets

(Continued from Page 1)

amount of co-operation he has received from his organization." During his visiting sessions with the various Mutual affiliates Carlin's purpose will be to find out just what the various program managers and directors desire in the way of new policies. He said he will not go to these people with any pre-arranged plans, as he has a lot of "faith in the ability of the people" he will see, he said.

In addition to station activity, Carlin is holding conferences with all the New York advertising agencies to determine what programs they have available, some of which may reach the Mutual airwaves as sponsors. He pointed out that Mutual is a particularly effective network for this type of operation because he plans to produce these programs in time-spots that provide good ratings for his network. He added that this gives his network a greater opportunity to experiment with programs and program formats. He said he does not want to compete, but rather work with agencies.

Carlin is currently involved in the preliminary stages of putting together several programs, five 15-minute strips to be exact, he said. A few of these are designed for children's audience; however, the program will occupy both day and night spots, he said. After his countrywide trip, Carlin will make his recommendations to the board of directors. He views the future optimistically because he finds the "attitude" there "sound for MBS to become a great operating network."

Another one of his current chores is to alleviate WOR from some of its problems, he said, which is progressing satisfactorily.

He also pointed out that the appointment of Bert J. Hauser, as Mutual's director of co-operative programs, will contribute greatly to the success of various plans, although ambitious, he has in mind. Hauser was formerly sales promotion manager of the Blue Network.

Norma Raymond To MBS

Norma Raymond has been appointed editor to the newly created department of serious music of Mutual, it has been announced by Jim Bryon, publicity manager. Miss Raymond was formerly associated with Hope Associates, a division of the Earl Ferris organization; advertising promotion assistant of International Statistical Bureau, and organization director for the American Concert Association, Inc.

AVAILABLE

Have beautiful three room apartment, kitchenette. East midtown Manhattan. Good address. Maid. Will share with young girl in allied field. Write particulars. Box 101, Radio Daily, 1501 Broadway, New York 18, N. Y.

Religious Workshop Meets Here Sunday

(Continued from Page 1)

Parker, radio director, and Elinor Inman, CBS broadcast director of religious programs.

Classes will be conducted at studios of CBS, NBC, WHOM, and at the Gramercy Park Hotel. Highlights of the sessions will be a luncheon meeting to be addressed by Dr. James Rowland Angell, NBC public service counsellor, and a dinner at which Dr. Lyman Bryson, CBS director of education, will speak.

Impressive List of Speakers

Others who will address the Workshop include Dr. Samuel McCrae Cavert, general secretary, Federal Council of Churches of Christ in America; Sterling Couch, WDRG, Hartford, educational director; Dr. Truman Douglass, executive vice-president, Board of Home Missions, Congregational Christian Churches; Davis Edwards, professor of speech, Federated Divinity Faculties of University of Chicago; Sterling Fisher, NBC assistant public service counsellor; Rev. James Flint, formerly responsible for religious programs, WHA, Madison, Wis.; Frank Goodman, director of radio, Federal Council of Churches of Christ in America; Ed Greif, feature editor, NBC press department; Dwight Herrick, manager, NBC public service department; Robert Landry, CBS director of program writing; Lt. Hazel Kenyon Markel, director of radio for WAVES and Navy Chaplain Corps; Julius Mattfeld, CBS director of music library; John McKay, King Features Syndicate director of advertising and promotion; Dr. Ralph Sockman, National Radio Pulpit officiating minister; Dr. Ross Snyder, professor of religious education, Federated Divinity Faculties of University of Chicago; Dr. Ralph Stoodly, Methodist Church director of information; Florence Warner, Cowles Broadcasting Stations director of public service, and Wynn Wright, NBC national production manager.

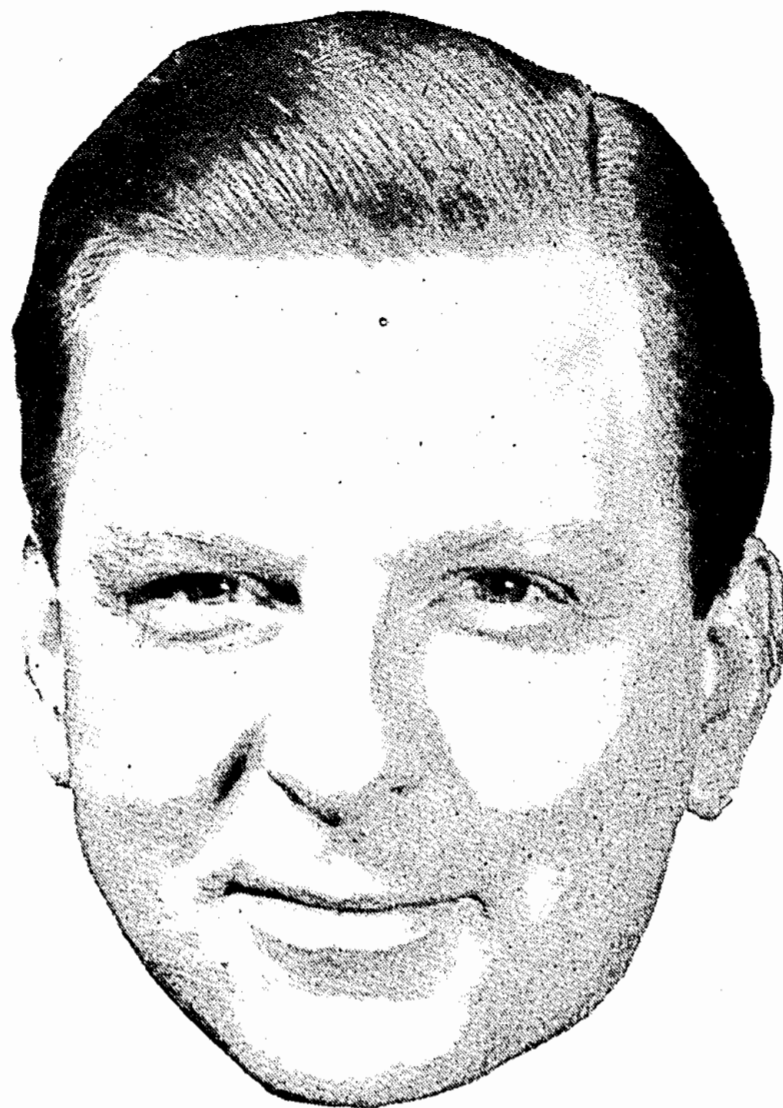
Woman radio executive would like to sublet small furnished or unfurnished apartment within walking distance Carnegie Hall. Write Radio Daily, Box 103, 1501 Broadway, New York 18, N. Y.

Exclusive!

**CUBS '45
BASEBALL**

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

560 Kc. 5000 WATTS



Fulton Lewis, jr.

America's "Most Listened to" News Reporter,

Says Thanks to my more than 130 Sponsors for their confidence and good will extended to me in 1944—and it is my sincere wish for 1945 that it will bring Victory to our great country and Health and Happiness to everyone.

FULTON LEWIS, jr.,

heard on 240 stations with over 130 sponsors, is available for sponsorship in your city. Call, wire or write

WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Lea Committee Reports

Owning Of Stations By Newspapers Is Defended

(Continued from Page 1)

tee's entire report on its FCC investigation was signed by three of the five members, and a fourth concurred in the finding about WMCA. The fifth, Representative Richard B. Wigglesworth (R., Mass.) disagreed with a majority finding that there was "nothing to censure in the conduct of Thomas G. Corcoran," former Presidential aide, in the case.

Edward J. Noble, former owner of WMCA and chairman of the Blue Network, was cleared of any duress by the majority report. It said Flamm's

Noble Gratified

Edward J. Noble, chairman of the Blue Network, upon learning of the Lea Committee report yesterday issued the following statement:

"The complete refutation by the House Committee to investigate the Federal Communications Commission of the charges made against me in connection with my purchase of WMCA in 1940 is naturally most gratifying to me. There was never one iota of truth to these charges. I am happy that the matter has been fully investigated by the Congressional Committee and that the public may now know that the charges were wholly without foundation."

charges of being forced to sell the station under threats "greased from the White House down" was "wholly without foundation of fact."

With regard to Richard B. Wigglesworth in disagreement the Lea Committee reported to the House that it had no concrete evidence of coercion by Noble during his purchase of WMCA four years ago. Wigglesworth felt that such coercion existed, and that there was high Administration pressure on the FCC.

Rep. Louis E. Miller, Missouri Republican whose "personal investigation" convinced him that his earlier charges of pressure and coercion were unfounded, reported that "the Commission did not abuse its powers of

discretion in approving the sale and transfer of WMCA upon the application of the seller, Mr. Flamm, to the purchaser, Mr. Noble, and that the charge of alleged duress in the sale of the said station is not sustained by any credible evidence."

A lengthy review of the WMCA case is contained in the report, including much brought out in the secret testimony taken by the committee last month.

Newspaper Ownership Reviewed

Full Congressional review of the newspaper ownership question, as well as of the question of limitation on multiple ownership, was called for as the Lea Committee filed its report. At the same time, the committee declared flatly that "the mere ownership of a newspaper should not exclude such person from owning and operating a radio station."

Representative Miller, defeated Republican member, went much further than the majority when he charged that the FCC "sought to punish newspapers politically opposed to the Administration by seeking to restrain certain publications from owning and operating radio stations for two and one-half years and to control program content of stations owned by certain newspapers by requiring said stations to 'give a listing of the personnel who perform, arrange, write or create program material, who are in any way connected with a newspaper' notwithstanding that the FCC is specifically forbidden by law from censoring the program content of radio."

Majority States Views

"Basic need now, from a Congressional standpoint," the majority (Chairman Clarence F. Lea, Ed. J. Hart and Percy Priest) said, "is for a re-examination of the provisions of the Communications Act with a view to its modification to conform to the requirements of administration as demonstrated by the needs of the industry and the Commission since the original acts were enacted. The uncertainties of interpretation, so far as possible consistent with the exercise of the reasonable discretionary powers, duties and limitations of the Commission should also be considered, and necessary amendments made to conform to good practice and as developed by experience."

Recommend Legislative Changes

"The investigation by this committee has made it conscious of these conditions. The problems presented, however, are important and worthy of thorough consideration, and are primary matters for the appropriate

legislative committee of the House. As a practical method of approach to such legislation, this committee would recommend that representatives of the Commission and a limited number of representatives of the various branches of the industry confer together, with a view of concurring, so far as practicable, in legislative changes that will contribute to the improvement of the present law and its better administration. The committee hopes and believes, by patient and friendly co-operation and consideration, a substantial number of the difficulties that now exist can be eliminated or greatly minimized."

The investigation itself, the majority wrote, "has had the wholesome effect of creating a greater consciousness in the Commission and, perhaps, in other Government agencies, of keeping their activities within the law and conducting themselves with a proper regard for public opinion, so that they are better able to give account of their activities to the appropriate agencies of Congress."

Sought Continuance

Although in his minority report Wigglesworth called for continuation of the committee and spoke of "sensational" disclosures yet untold, the majority declared that further investigation would be a matter of inquiry into various specific problems, rather than the broad Commission and Commission-industry problem. "Such a course is not contributory to good administration," it said, "it would be a constant harassment to the Commission, an interference with its records, and would make an undesirable demand upon time and expense for the personnel required by the Commission in attendance to the demands of such an investigating committee."

Tribute to Fly

Turning to former Chairman James Lawrence Fly, the butt of most of the attacks of Rep. E. E. Cox, former committee chairman, and E. L. Garey, former committee counsel, the majority pointed out that he came to the FCC at a time when a man of abilities and resources was needed, that he was strong, aggressive and persistent, but "his zeal for his work met with increasing opposition. Sometimes he was arbitrary in the conduct of hearings, to the irritation of

Radio Law Review Asked In Opinion By Majority

persons appearing before the Commission and to some members of the Commission itself. His general assertion of the full powers of the Commission that might be claimed under the act was from time to time a matter of bitter criticism directed at his activities.

"It is probably true that Mr. Fly contributed materially to the better functioning of the Commission. He left it better than he found it."

Statement by Flamm Counsel

Phil Handleman, of the law firm of Handleman and Ives, attorneys for Donald Flamm, upon learning that the WMCA sale investigation closed with the Lea Committee report, issued the following statement:

"Well knowing that the Lea Committee Investigating the FCC would utilize its position for the vindication of its political friends, such as Corcoran and Noble, we were reluctant to have them delve into the WMCA matter. When the character of its investigation became an open farce and secret sessions were resorted to, so that the public could not hear the evidence, and so that portions of the evidence unfavorable to Corcoran and Noble could be deleted from the record, we made strenuous objection to the continuation of the so-called investigation. Once again a Congressional committee has ignored the public interest and wasted \$120,000 of taxpayers money. Its whitewash of its political friends, Corcoran and Noble, is a farce, the extent of which will be clearly demonstrated before a jury in the New York Supreme Court this coming spring, when the case of Flamm versus Noble comes to trial."

Exclusive!
Chicago's Only
NEWS-ON-THE-
HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS

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

OPPORTUNITY

to buy Hammond Novachord. Excellent condition. Spare parts, special shipping case. A perfect musical instrument for any radio station. \$1500.00 cash. Write or wire Box 102, Radio Daily, 1501 Broadway, New York 18, N. Y.

1st CHOICE
IN
CHATTANOOGA
IS

W D O D
20th YEAR

CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

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

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 4

NEW YORK, N. Y., FRIDAY, JANUARY 5, 1945

TEN CENTS

Miller Gives FCC Views

Wheeler Gives Views On Radio-Law Status

Washington Bureau, RADIO DAILY

Washington—Revision of radio law is needed, Senate Interstate Commerce Committee Chairman Burton K. Wheeler said Wednesday, and must have as its theme emphatic affirmation that radio broadcasting is a public service supported by advertising, not primarily an advertising medium. Wheeler said he is convinced that is "what public wants."

By this statement he again made it plain that he has not altered his views on the subject as expressed by the shortlived revision of the White-

(Continued on Page 8)

Cantor Heads Radio Group In 'March Of Dimes' Drive

Eddie Cantor has been appointed chairman of the March of Dimes of the Air, it was announced yesterday by Basil O'Connor, president of the National Foundation for Infantile Paralysis. This is the eighth consecutive year that Cantor has held this post. Cantor is the originator of the March of Dimes slogan which raised over \$800,000 in dimes and dollars sent to the White House in last year's campaign.

Mutual Names Ted Danley Web Sales Service Head

Tor (Ted) Danley, who since Oct. 16 of last year has been Mutual's eastern sales service supervisor, has been elevated by the network to the post of sales service manager. Danley formerly was New York supervisor of the OWI overseas radio institute

Dinah's A 'Drip'

Los Angeles—The Fifth Army Mobile Radio Station in Italy has made Dinah Shore an official 'Drip' in the "Old Oaken Bucket Brigade," a fan club formed by G.I. listeners to the radio programs produced by the Armed Forces Radio Service here. Dinah's honorary membership is a result of her popular appeal to American servicemen and women serving in the Mediterranean area.

Swing Returns To Air For Blue On Jan. 22

Raymond Gram Swing, now on vacation, will resume on WJZ and the Blue Network starting Monday, January 22, at 7:15 p.m., EWT, with his Monday through Friday commentaries to be sold on a co-operative basis. Swing, the Blue Network points out, is under exclusive contract to the web.

Word From Wright Bryan Received From Nazi Prison

First word from Wright Bryan, NBC war reporter wounded and captured by the Germans several months ago, has been received by John MacVane, network newsman in London. Bryan advised that his injured leg is healing and that he is quite comfortable in a prisoner of war camp. He was captured with Edward W. Beattie, United Press correspondent.

Completed Radio Daily Poll Open To Web Execs. Tuesday

Final once-over of the ballots and results of RADIO DAILY's Eighth Annual Poll wherein more than 1,000 writers and editors selected The All American Program, will take place Tuesday in the Chinese Room at the Waldorf-Astoria Hotel. At that time topflight executives of the major networks will be luncheon guests of John W. Alicoate, publisher of RADIO

It takes WLAW to bring full attention to your sales message in Northern New England. Coverage map upon request. Advt.

Criticizes Administration Of Commission In Lea Committee Minority Report; Makes Four Recommendations

Kobak, Don Lee Guest, Outlines MBS Policy

West Coast Bureau, RADIO DAILY

Hollywood—At a luncheon given in his honor by Don Lee and attended by representative agency men and sponsors, Edgar Kobak, president of the Mutual network, declared that his theory of large volume of business and small margin of profit will be instituted by Mutual. He said he be-

(Continued on Page 6)

Air No-Strike Arguments To Aid Voting By Union

Detroit—WJR, Detroit, in co-operation with two newspapers of the city, has scheduled a double-header public service program for Sunday, Jan. 7. Fanfared by Detroit "Free Press" stories, WJR announcements and di-

(Continued on Page 2)

WLIB Petitions FCC For Full FM License

Washington Bureau, RADIO DAILY

Washington — WLIB, Brooklyn, owned by Mrs. Dorothy Thackrey, publisher of the New York "Post," yesterday applied to the FCC for an FM license.

Washington Bureau, RADIO DAILY

Washington—Calling the Communications Act "obsolete and unsuited to the needs of a rapidly growing industry," Rep. Louis E. Miller, Missouri Republican speaking in behalf of the Lea committee minority, has recommended a four-point program as a guide to revision of the radio control law.

Congressional review of the public interest, convenience or necessity phrase as used in the Communications

(Continued on Page 6)

Nizer Addresses REC On Post-War Germany

At one of the most attentive sessions in its history, Radio Executives Club yesterday heard Louis Nizer, noted attorney and author, speak on "What To Do With Germany." Title, and subject matter after his book by the same name, resulted in a comprehensive picture of Germany's activities both during its days as a

(Continued on Page 6)

Porter Confirmation Pending ICC Committee

Washington Bureau, RADIO DAILY
Washington—The Senate Interstate Commerce Committee will meet in executive session Monday morning to determine what to do on the nomination of Paul A. Porter as FCC chairman.

'Distinguished' Sub

It was a case of the General pinch-hitting for his "corporal" when Maj. Gen. Lewis B. Hershey last Tuesday substituted for Theodore Granik as conductor of the "American Forum of the Air" on Mutual. Seems that in 1940 Granik was civilian adviser to the General in Selective Service. General (then Major) Hershey always addressed him as "Corporal."

Home Town Boy

Montreal—It's four years now since Percy Faith left Canada and CBC for NBC's Chicago studios where he arranges and conducts the "Contented Hour," and this program has not been heard on a Canadian network. But beginning on Monday, the Contented Hour with Percy Faith will be aired to Canada at 10:00 p.m., EDT over Dominion network of CBC.

Northern New England's busy market is reached through Station WLAW! Send for coverage map. Advt.

To-Day—1036 Certified Votes—"All American Radio Program of 1944"



Vol. 30, No. 4 Fri., Jan. 5, 1945 Price 10 Cts.

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

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FINANCIAL

(Thursday, Jan. 4)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164	163 3/8	164	+ 1/4
CBS A	35 3/4	35 1/2	35 5/8	- 3/8
Crosley Corp.	33	32 1/2	32 3/4	- 1/4
Farnsworth T. & R.	13 5/8	13 1/8	13 1/8	- 1/2
Gen. Electric	40	39 1/2	40	...
Philco	34	34	34	- 1/2
RCA Common	10 3/4	10 1/2	10 5/8	- 1/8
RCA First Pfd.	79	79	79	...
Stewart-Warner	16 1/2	16 1/8	16 1/8	- 1/2
Westinghouse	124 1/2	124	124	- 7/8
Zenith Radio	39 7/8	39 1/2	39 7/8	- 1/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Hazeltine Corp.	31 1/4	31 1/4	31 1/4	+ 3/4
Nat. Union Radio	6	5 7/8	5 7/8	- 1/8

20 YEARS AGO TODAY

(January 5, 1925)
 Quin Ryan, who originated the broadcasting of the Sunday "Funny Paper" on WGN, Chicago, back in July, has changed his radio billing for the juveniles from "Uncle Walt" to "Uncle Quin" . . . Universal interest is being evidenced in Westinghouse tests in shortwave broadcasting.

OPPORTUNITY

to buy Hammond Novachord. Excellent condition. Spare parts, special shipping case. A perfect musical instrument for any radio station. \$1500.00 cash. Write or wire Box 102, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

EDWIN C. HILL, Columbia network commentator, broadcast his Tuesday night program this week from Miami. He will be heard from the Florida resort also on January 9 and 16.

CECIL H. HACKETT, vice-president in charge of radio at Abbott & Kimball, advertising agency, has left on a business trip to the West Coast. He'll be gone about two weeks.

LARRY FLYNN, in town from WMEX, Boston, visiting briefly at the offices of the national representatives.

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

RICHARD H. ROFFMAN and **JOHN J. ANTHONY** have left on a tour through Pennsylvania and New England, during which the latter will make a series of personal appearances.

JAY JOSTYN—Mr. District Attorney—has left for Milwaukee, where he will visit with his family, returning to New York on Jan. 24. It will be his first vacation in three years.

ED THOMAS, publicity director for Geyer, Cornell & Newell, Inc., is expected back at his office today, following a three-day trip to the blizzard zones of Chicago.

RALPH EDWARDS and his "Truth or Consequences" program entourage are back from Camp Shanks, Rockland County, N. Y., where they gave a performance of the show for the entertainment of the servicemen.

HAROLD LLOYD, film great of the silent days and currently director and host of the "Comedy Theater" program on NBC, will arrive in New York today. He'll remain for three weeks, during which period the show will emanate from Gotham.

MARTIN D. WICKETT, program director of WTOP, CBS-owned station in Washington, D. C., was at network headquarters in New York City this week for a brief visit. He returns to the Nation's Capital tonight.

HAROLD E. FELLOWS, manager of New England operations for CBS, paid a call Wednesday at CBS in New York City.

ERWIN COREY, comedian formerly on the Chase & Sanborn program, has come into New York to pick up his family, only to return to the West Coast where he'll be engaged in nightclub chores.

MITZI MAYFAIR is filling an engagement in Boston. She will make a guest appearance Monday on the Coast Guard program over WORL.

Air No-Strike Arguments To Aid Voting By Union

(Continued from Page 1)
 rect mail from UAW-CIO headquarters to more than a million union members. WJR's "In Our Opinion" program from 12:30-1 p.m. will become a vehicle for the possible solution of an important intra-union problem which might affect the nation's entire war effort.

Four union members will argue the no-strike pledge which will be voted upon by the entire UAW membership Jan. 12. Both sides hope to influence the vote on this WJR program.

New NBC Dept. Head

Roberta Barrett has replaced John Mitchell as head of the play reading committee of the National Broadcasting Company script division.

Harold Lloyd's Show To Originate In New York

Los Angeles—The NBC "Comedy Theater," heard every Sunday night, with Harold Lloyd as host and emcee, moves to New York for three broadcasts, January 7, 14 and 21. Fred Allen will star on the "Comedy Theater," January 21, in "The Show Off" and the shows of the 7th and 14th will be "Nothing But the Truth" and "Lady Eve." Charles Paul will do the music and thereby hangs a tale: Paul composed the original theme music for "Comedy Theater," but has never heard it, for he has another show on Sunday at the same time. In New York he plans to have a substitute for the other show, and will hear and conduct his own music for the first time. Jim Andrews of Lennen & Mitchell has also gone East with Lloyd to produce and direct the three broadcasts.



Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have . . . he *knows* his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

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

MAKING TRANSCRIPTION HISTORY

"Pleasure Parade"



THE
BRILLIANT

NEW
MUSICAL

SHOW!

★ KAY LORRAINE
OF "HIT PARADE" FAME, BEAUTEOUS
BALLAD SINGER

★ BOB KENNEDY
ROMANTIC SINGING STAR FROM THE
ORIGINAL CAST OF "OKLAHOMA"

★ JIMMY WALLINGTON
EMCEES PLEASURE PARADE IN FAST
AND FUNNY PACE

★ THE MODERNAIRES AND
PAULA KELLY
TOP FLIGHT SINGERS OF HIT SONGS
ONE OF RADIO'S GREAT VOCAL COMBINATIONS

★ BRILLIANT ARRANGEMENTS
FEATURED BY IRVING MILLER AND HIS
GREAT RECORDING ORCHESTRA

78 THRILLING
QUARTER-HOURS
TRANSCRIBED

NOW READY FOR SPONSORSHIP

Frederic W. ZIV Company

2436 READING ROAD
CINCINNATI, OHIO

NEW YORK

HOLLYWOOD



CHICAGO

By BILL IRVIN

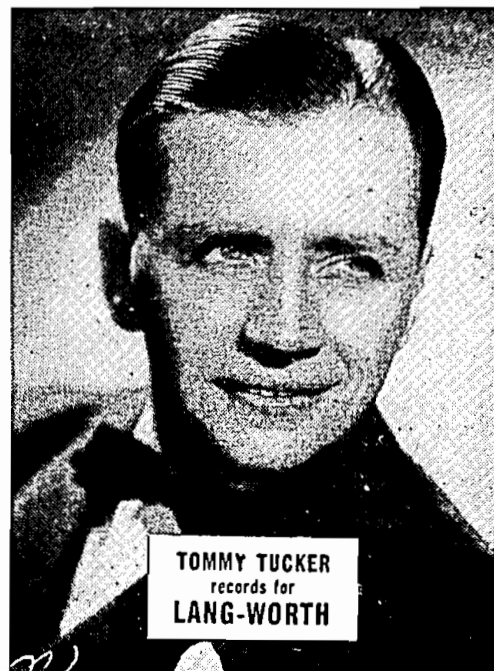
THE addition of Donal (CQ) McDonnell to the NBC staff as assistant sales promotion manager was announced this week by Emmons Carlson, sales promotion manager, of the NBC central division. Formerly a member of the Chicago staff of "Billboard," McDonnell replaces Walter Conway who resigned to join Esquire Inc., as radio director.

Business placed with WMAQ the past week included sponsorship of a transcribed variety program, the placement of 34 time signal announcements and the renewal of 494 time signal announcements. The Peter Fox Brewing Company (Fox Deluxe Beer) through Schwimmer & Scott placed a 13-week contract for sponsorship of Club Delusion, a transcribed weekly program featuring Paul Roberts, radio emcee. The program which made its debut December 23 is aired Saturdays from 3:30 to 4:00 p.m., CWT.

The fifteenth edition of the WLS "family album" a pictorial review of the entire WLS organization is off the press and mailings are being made to thousands of listeners who have already requested their 1945 book. The current publication containing 48 pages uses some 150 black and white photographs and a four-color cover signifying the average young family, the father of which has just returned from the battle front.

PW Now Has Holland Unit

Press Wireless, Inc. has a new mobile transmitter serving with the armed forces, it has been disclosed. The call letters are PV, and at the present time the unit is located in Holland. Wes Gallagher, AP correspondent, made the first dispatch. The firm now has three transmitters in as many theaters of operations; PX in France, also a mobile unit, and the third, not mobile, operating from Leyte in the Philippines.



TOMMY TUCKER
records for
LANG-WORTH

Reporter At Large . . . !

● ● ● Wednesday afternoon while at NBC, we dropped into Studio 3B for a few moments to read a newspaper account of the capture of the two would-be saboteurs . . . at first we paid no attention to the group rehearsing at the far end of the studio though some of the dialogue sounded vaguely familiar . . . we suddenly dropped the newspaper in amazement for the rehearsal was for that nite's "Mr. District Attorney" program, based on the saboteur story in the current headlines . . . scripter-director Jerry Devine had written it at 3 o'clock that very morning. . . ● A low bow to Roy Rogers, cowboy star of the "Roy Roger MBSHOW," who, while on location for Republic Pictures' forthcoming production 'Lake Placid Serenade,' decided to give an impromptu performance for the benefit of inmates at the Will Rogers Memorial Sanitarium nearby . . . knowing that in so doing he'd miss the plane back to Hollywood, Roy phoned his neighbor Nelson Eddy, who also rates kudos for pinch-hitting on Rogers' program. . . ● Bill Kostka, who resigned from the Institute of Public Relations to become managing editor of Look Magazine, will leave that post January 15 to return to the former organization as vee-pee. . . ● Ralph DeSalle and Dick Brill, scripters of "Glamour Manor," will come East when that variety program originates in Gotham later this month.



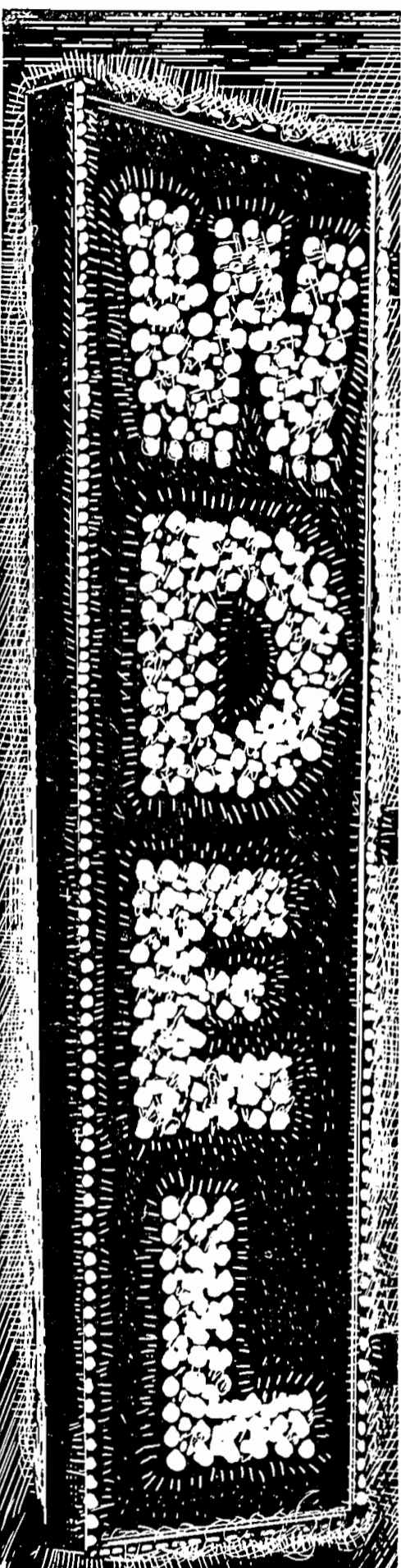
● ● ● Should Cecil B. De Mille leave the helm of the "Lux Radio Theatre," he will be succeeded by either Mark Sandrich or Alfred Hitchcock. . . ● Arnold Michaelis will resign his post as script editor of WABC to become a free-lance director. . . he's already started directing the CBSopera, "Amanda of Honeymoon Hill" for Hummert Radio Features. . . ● For the three weeks starting Sunday that Harold Lloyd's "NBCComedy Theatre" originates in Gotham, Jim Andrews, Lennen & Mitchell vee-pee, will personally handle the production chores. . . ● Keep your eyes and ears on a young maestro named Jerry Jerome, whose orchestra is heard every morning on Marjorie Fisher's NBClever, "Finders Keepers" . . . if we were seeking a show to sponsor our search would end there. . . ● Starlight Music, owned by les freres Kenny, Nick and Charles, has been admitted to ASCAP. . . ● Patricia Goode of WIBC, Indianapolis, starts writing a radio column for the Indianapolis News Monday. . . ● Richman-Sandford Productions has purchased and is readying for the ether a new series titled, "The Adventures of Hiram Holliday," from an original by Paul Gallico. . . ● Hollace Shaw who retired from the role of "Vivien" on the 'Hour of NBCharm' to marry Major Turner Foster, USArmy, may return to the airplanes soon.



● ● ● Add doubling in brass dep't. . . . When the "NBCarton of Cheer" program goes to Chicago next week for four programs, Henny Youngman will appear at the Chicago Theater, Carol Bruce will thrush at the Mayfair Room of the Hotel Blackstone and Maestro Eddy Howard will baton at the Aragon Ballroom. . . ● During the two days she entertained at the Hyde Park Servicemen's Canteen last week, petite Ilene Woods was the house-guest of President and Mrs. FDR. . . ● Hal Block deplores the use of Frank Sinatra's name to get laughs on radio shows . . . says it's a pretty THIN excuse. . . ● Robert C. Diserens leaves the Compton Agency to join Doherty, Clifford & Shenfield. . . ● Will Glickman has been added to the Ed Wynn "Happy Island," writer staff. . . ● Edward Everett Horton will make a second guest appearance Tuesday on Hildegard's "Raleigh Room" . . ● Frank Novak, dubbed by Harriet Van Horne, "The Stokowski of Corn," will guesstar tomorrow on the 'National Barn Dance' . . ● Walter LeVahn of the Chicago office of Y&R, is more than interested in Frank's "Firehouse Follies" with Pat Barnes, the emcee.



— Remember Pearl Harbor —



WILMINGTON DELAWARE
5000 WATTS day & night
NBC BASIC STATION
 Represented by
RAYMER



**HOME TOWN BOY
MAKES GOOD**



this one was in on the ground floor

Literally and figuratively this favorite Baltimore product was in on the ground floor. For Cellowax* was a pioneer in the liquid floor wax field between 12 and 13 years ago. Later Cellowax Furniture Polish and Bluko All-Purpose Cleaner were added to the line.

A radio user for 12 years—Cellowax settled on WFBR, Baltimore's big home town station, three years ago. They started with a five minute program on Martha Ross Temple's studio party. Then they

began 5 minutes 5 times a week with Ralph Powers at 8:45 A. M. Although the big sale of these Cellowax home helps was Spring and Fall—the Powers program stays on 52 weeks a year, and it *sells all year*.

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—The Azrael Advertising Agency

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

WFBR

Kobak, Don Lee Guest, Outlines MBS Policy

(Continued from Page 1)

lieved Mutual's financial resources are greater than any other network and that this will be evidenced in its programs and other plans. Kobak emphasized he has always believed in underselling rather than overselling and that Mutual will build on a strong foundation and will be sure of its claims. He said Mutual is working on new ideas for rates which he expects to be able to announce shortly.

Stresses Programming

Kobak stressed the fact that the network's program department will be operated by Mutual rather than its affiliates. He said he looked upon a time period as a franchise and urged advertisers not to give up their time but rather improve their programs, if necessary. He declared there is too much post-war talk instead of concentration on war and that he wants every Mutual employee to do everything possible for the war effort.

In introducing Kobak, Lewis Allen Weiss, vice-president and general manager of Don Lee, said Kobak has more authority and autonomy than any other network president.

Former Mutual Executive Gets Army Promotion

Formerly a member of the Mutual Broadcasting System executive staff, John S. Hayes has been promoted in rank from Major to Lieutenant Colonel, Supreme Headquarters, Allied Expeditionary Forces, England, announced yesterday.

Together with Lieutenant Colonel David Niven, of the British Army, Lt. Col. Hayes directs the Troop Broadcasting Services, which is charged with the supervision and co-ordination of all broadcasting to English-speaking Allied troops in the European theater.

Lt. Col. Hayes, a reserve officer, reported for active duty in April, 1941, as a Second Lieutenant in the Office of the Quartermaster General. Before his present assignment in the European theater, he was in charge of the American Forces Network.

Preyer, Hirschmann Sked For ATS Meeting Jan. 11

Allan T. Preyer, president of the Advertising Club of New York, and Ira A. Hirschmann, vice-president of Metropolitan Television, Inc., will deliver addresses next Thursday, Jan. 11, at the regular monthly meeting of the American Television Society which will be held in the auditorium of the Museum of Modern Art.

Others scheduled to be heard include Lily Dache and Jo Copeland, stylists who will discuss video in its relationship to the fashion field, and Willys Cooper, former NBC television executive and now program manager of Compton Advertising, Inc.

Miller Writes 4-Point Guide For Revision Of Radio Law

(Continued from Page 1)

Act was called for by both the majority and the minority. The majority referred to the Supreme Court decision of 1943 upholding the chain broadcast rules, and called for Congressional study of the "composition of that traffic" phrase in the opinion.

Miller called the Communications Act "obsolete and unsuited to the needs of a rapidly growing industry." Because of its inadequacy, he admits, the Commission has been forced to act without authority on occasion, but he adds that the industry feels the Commission has abused its power and used it as a threat.

Sees Commission Handicapped

Miller called for the following main points of consideration by Congress in getting toward a revision of the Communications Act:

"1. Apparent attempts on the part of certain members of the Commission to put radio stations in the same category as public utilities with the Commission having the power to control rates, purchase prices, and earnings as is now exercised with respect to public utilities, should be stopped by Congress. The Commission has attempted to accomplish this by calling for a uniform system of accounting, among all stations. With the various types of ownership there are in the United States; this is impractical and the industry resents it as another attempt of the Commission to exceed the powers granted it by Congress."

Cites Program Control

"2. Probably most controversial issue between the industry and the Commission has to do with the control of programs and business. The current law specifically states that the Commission has no power to censor programs, but they constantly do this in their review of stations' activities for license renewals, change of facilities, and so forth. For instance, within the last month or so, station WOI, at Ames, Iowa, owned by the State Agricultural College was granted permission to go on the air early in the morning although the Commission admitted this would interfere with the signal of station KFI, Class 1 clear channel station on the same wave length at Los Angeles, Calif. This ruling was absolutely contrary to the Commission's rules and standards of engineering as pointed out by Commissioner Jett and was based entirely on the Commission's judgment of the comparative values of programs of WOI and KFI. The industry feels that the Commission is a traffic cop of the air waves and has no right to mix in the program and business affairs of a station until such rights are specifically granted by Congress in a revision of the law, and both the broadcasters and the Commission know definitely how far the Commission may go in these matters. There are many ways in which the Commission can accom-

plish these things at present although they have no authority to do so. Further controls are necessary in the procedural part of the act to keep the Commission within definite and ascertainable limits.

"3. There has been great discussion about the ownership of stations by newspapers and, approximately three years ago, the Commission attempted to stop further issuance of licenses to newspaper owners. The industry, regardless of whether or not they are newspaper owners, feel this is discriminatory and entirely beyond the powers granted the Commission by Congress. In the proposed White-Wheeler bill before the Senate last year, Senator Wheeler had a clause which amply covered this. It prohibited the Commission from discriminating in issuing licenses because of creed, color, race, or any legal occupation or business.

FM-Tele Situation

"4. The Commission, in the case of FM stations, has established a rule of six stations and in television of five. Nowhere in the radio act is the Commission given any power to make such a rule. It might be, under some conditions, that one owner should have only three, while in another case, better service could be given the public if the same owner controlled 10 stations. Congress should be the one to set the rules on this and not the Commission.

"In connection with the discussion as to whether stations should be treated as utilities by the Commission, of course, comes the question as to whether or not they should also be able to control the price of stations. The industry feels that this would be very unwise. One station may have fine equipment, good power, and a good wavelength but because of the market, its own management, or for some other reason, may not have done as much business or created as much good-will as another station with poor facilities in another locality. Broadcasting, after all, is private enterprise and the station which makes a success of it should be rewarded the same as in any other business. There is no more reason why the Commission should have the power to pass on the sale price of a station than it should to pass on the sale price of a newspaper."

Practically the only instance in which the Lea Committee substantially upheld the charges of its various counsel concerning questionable conduct of former FCC Chairman James Lawrence Fly was in its report on the sale of WFTL, Ft. Lauderdale, Fla. The station was purchased in 1943 from Ralph A. Horton for \$275,000. Purchaser was Fly's close friend George A. Storer, head of Fort Industries and now a Lieutenant-Commander in the Navy. Attorney for Horton, and then for Storer, was another friend of Fly—Andrew J. Bennett.

Lengthy hearings on this case were

Nizer Addresses REC On Post-War Germany

(Continued from Page 1)

"democracy" and now when it is "preparing for the next war even in defeat." Nizer took both the affirmative and negative sides in presenting his case and answered the arguments put forth in the past by Norman Thomas and Dorothy Thompson.

On the dais were Paul W. White, CBS director of news broadcasts; C. V. R. Thompson, president of the Foreign Press Assn. and British newspaperman; Major Lambert, U.S.A. Intelligence; John Whitmore, Mutual head of news broadcasts; Thomas O'Neill, manager of Press Association radio news; Frank Singiser, WOI commentator and others.

Warren Jennings, who presided and introduced Nizer, announced that the next meeting of the REC to be held in the Hendrik Hudson Room of the Hotel Roosevelt, would be Thursday, Jan. 18, when Senator Burton K. Wheeler will be the principal speaker.

Sally Moore, contralto, sang the "Star Spangled Banner."

Edwards, Of "T Or C" To Join March Of Dimes

Playing his "Truth or Consequences" role, Ralph Edwards will join the March of Dimes benefits, to be held in New York, Philadelphia and Boston on January 20, 23 and 24 respectively. This is in addition to the complete Jack Benny radio tour. The benefits will be held at Carnegie Hall in New York, the Academy Music in Philadelphia, and the Symphony Hall in Boston, with all resulting proceeds going to the March of Dimes campaign, which runs from January 14 to the 31.

Memphis Deal Approved

Washington—Approval of the transfer of ownership of WMPS, Memphis, from the Memphis Broadcasting Company to WMPS, Inc. was made last Thursday by the FCC. The sale of the station was necessitated by the FCC dual ownership ruling. Harold Krelstein, vice-president of the Memphis Broadcasting Company, and general manager of the station, has been elected vice-president of the newly formed WMPS, Inc. and will continue as general manager. Also continuing with the station under the new ownership will be the major part of the station's previous staff. Robert H. Good has been promoted to the position of production and promotion director. Krelstein announces.

held last fall, with considerable questioning of Fly concerning a trip made to Atlanta in 1943—at about the time of the sale. During this trip, he spoke unofficially to Horton concerning the proposed sale. He said the trip was for the purpose of inspection of new Western Union facilities but it was charged that Storer paid his hotel bill. Both Fly and Storer denied this.

PROGRAM REVIEWS

Washington Front

By ANDREW H. OLDER

LET'S FACE THE ISSUE"

Chesapeake & Ohio Railway
Kenyon & Eckhardt, Inc.
MBS-WOR, Sundays, 5-5:30 p.m., EWT
Moderator: Leland Rex Robinson
Supervisor: Robert Wolfe

This marks another good program for Mutual. Guided under the auspices of the American Bar Assn., and sponsored by the Chesapeake & Ohio Railway as a public service, a recent broadcast indicates another adult program for the kilocycles. That's to be expected, however, with the aforementioned organizations at the controls.

The production is forum-type, and the proceedings are conducted almost always in a too profession-like manner, because of the formal atmosphere that exists. Described by the agency as a "new kind of forum," each week a national topical subject is thrashed out under the banner, "Let's Face the Issue," by two well known authorities, capable of micro-analyzing their arguments. In the case of the program "Government Versus Private Initiative In Medical Service," the distinguished Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., and the equally respected Louis Wirth, professor of sociology at the University of Chicago, aired their opinions. The former opposed federal insurance for health services, declaring such far-reaching compulsory schemes would nullify the voluntary plan for group insurance; while the latter said he would welcome the Federal Government's entrance into the field of health insurance, asserting that voluntary plans, although laudable, are quite inadequate. A cross-examination follows this portion of the program each time, and this particular chore was handled by William Logan Martin and Judge Floyd E. Thompson, both of the bar association. We don't wish to be criticized as detractors of the merits of the program, but a court of audience participants would enliven matters greatly here.

It is Leland Rex Robinson's lucidly put questions which keep the gentlemen bristling with activity throughout. And because of the few guesting participants who are given to circumlocution, he is a happy choice for an administrator of tact and patience. In conclusion, Robert Wolfe's supervisory duties are satisfactorily accomplished.

Browder J. Thompson

Browder Julian Thompson, associate research director of RCA Laboratories, Princeton, N. J., who since Dec. 1943 had been serving as consultant in the Office of the Secretary of War, died on the evening of July 5 during the flight of an Army plane in the Mediterranean theater war. Previously reported missing, his death has just been confirmed. He was 40 years of age.

IT WAS interesting to note that the FCC, just before Christmas, granted three new FM experimental licenses. All the usual mechanical detail was specified in the grants, with the notable exception of frequency. The frequency, the Commission announced, is to be assigned later. . . . The Commission didn't leave much doubt of its intention to adopt the rule requiring transcription and storage of all network shows just as soon as the facilities and manpower are freed. . . . Burt Wheeler certainly hasn't shown any intention to change his tune so far as radio is concerned. His year-end announcement regarding legislation certainly sounded like the same old record—with the addition of the remark about excessive prices for radio stations . . . which reminds us of the case of a publisher in upstate Michigan. Some time ago he bought a radio station for less than \$50,000 to run in conjunction with his daily newspaper. Today, he reports, 95 per cent of his investment is in the paper but 95 per cent of his income is from the radio station.

★ ★ ★

Col. Ed. Kirby is now the senior officer, in point of service, in the Washington headquarters of the Army's Bureau of Public Relations. Ed was there for two years as a civilian on loan from NAB—has been in uniform three years. . . . This poll hasn't been certified, but the best liked number of recent months on Washington radio was Jerry Colonna's rendition of "I Love Life" on the Philco Hall of Fame a couple of weeks ago. . . . Phil Cohen is back at work in London, after a very brief visit in New York and Washington. His ABSIE provides more serious listening for GI's in France than does the army net, according to more than one of the Congressional delegation which recently returned from there. BBC, they report, is really doing a terrific propaganda job. Because it carries more news than the army outlets, most GI's rely upon it and get with their news a terrific barrage of British propaganda.

★ ★ ★

The power of radio was really told, according to Paul Shafer, in Le Havre. The city was practically leveled during the siege, with British artillery concentrating on the harbor sector. Shafer, who is rabidly anti-British, claims the aim of the gunners was "extremely poor," but from other sources we are told that an area ten blocks up from the wharves suffered most from the shelling of the harbor—which is not the most accurate gunnery but neither is it the worst. At any rate, the residents of the city were plenty sore about the destruction. The Americans were no end of puzzled by the coldness of the natives when they went in to rebuild the harbor. They finally discovered the trouble—during the entire shelling the British had broadcast into Havre news bulletins telling of the shelling of the city by American forces. . . . Recent network experiences in pickups from the Western Front and elsewhere have revived hope in many quarters that the nets will finally get around to relaxing one of their rules. That's the ban on using transcriptions. It seems that reception from the Western Front particularly is best at an hour when most American listeners are asleep. Excellent reception is usually the order at these odd hours—with very poor reception frequently the case at the best American listening hours. But the nets still refuse to pull records at the good reception hours for rebroadcast when the American public is tuned in.

★ ★ ★

It looks as if WDSU is in trouble, if the complaint of Senator John Overton proves true. And it looks as if E. A. Stephen, Overton's opponent in the Louisiana primary, used bad judgment. Overton charges that Stephen made dozens of speeches during WDSU evening hours, that when Overton wrote in asking for similar time he was turned down flat. Fred Weber is acting head of WDSU, which is in New Orleans, but Stephen is one of the licensees.

AGENCIES

WILLIAM A. FRANCHEY has joined McCann-Erickson, Inc. as radio copy chief, it has been announced by Lloyd O. Coulter, vice-president in charge of radio. Franchey had held a similar post at Russell M. Seeds Co., Chicago, for the past two years. Prior to that time he was associated with Roy S. Durstine, Inc., in New York and Cincinnati, and William Esty & Co., New York.

ANDERSON, DAVIS & PLATTE's new account is the Merchants Refrigerating Company, cold storage and general storage company in the New York area. Richard Klinck, vice-president and secretary of the refrigerating company, announced that all aspects of research as applied to his company will be undertaken under the guidance of the organization's new agency.

ALASKA CHEMICAL CORP., fur dressers and dyers, New York, has appointed the Charles M. Storm Co., Inc. to direct its advertising. An expanded campaign is being prepared.

MARGARET MELLINGER is the new member of J. Walter Thompson Company's radio publicity department. Miss Mellinger, whose new duties will be publicity writing, was formerly with Newsweek Magazine.

Heatter Drops Noon Show
As Will Lang Takes Over

Gabriel Heatter, Mutual network newscaster who in the past has been doing six evening newscasts weekly and the five-times-weekly news program in collaboration with William Lang, will leave the latter program following today's stanza, and will devote his entire time to the evening commentaries. Lang will take over the noon broadcasts.

Kaye On Two Webs

Sammy Kaye and his swing and sway band will be heard over two networks, CBS and MBS, during his engagement at the Meadowbrook which starts tonight. On MBS, he'll be heard Sundays, 7-7:30 p.m.; Tuesdays, 11:20-12 p.m.; And Fridays, 12:30-1 a.m. On CBS, he will broadcast Fridays, 7:15-7:30 p.m.; Saturdays, 12:30-1 a.m. and Sundays 12:05-12:30 a.m. In addition, Kaye will continue to be heard on his Thursday night variety (8:30 p.m., MBS), and on "Sunday Serenade" 1:30 p.m., on the Blue.

WANTED AT ONCE

A dependable experienced announcer-operator. Good opportunity for right man. Guaranteed 48 hours, time and a half over 40. Single man preferred because of housing shortage. Wire collect, W5IR, Knoxville, Tennessee.

Web Execs To Preview Certified Radio Poll

(Continued from Page 1)

Paul W. Kesten, executive vice-president of CBS; Chester LaRoche, vice-chairman of the Blue Network; Phillips Carlin, vice-president of Mutual; Warren Jennings, president of the Radio Executives Club of New York and B. E. Jolley, of the Ross Federal Research Corp. Frank E. Mullen, vice-president and general manager of NBC plans to attend, but will send a representative in the event unforeseen developments take place.

Attendance of major network representatives and others is part of the original plan of the Certified Poll as outlined at a luncheon by RADIO DAILY, last fall.

Spy Catcher On Tele-Show

Seventeen-year-old Harvard Merrill Hodgkins, who recently was instrumental in the capture of two submarine-borne saboteurs, will be interviewed via television on the WABD-Du Mont program "Thrills and Chills from Everywhere" Sunday, January 7, at 9:00 p.m. Coming to New York as the guest of the "Journal-American," the lad will also make an appearance on "We the People" the same evening at 10:30 over WABC-CBS.

Stork News

Charles F. McCarthy, NBC-WEAF news commentator and announcer, is father of a six and three-quarter pound son born to Mrs. McCarthy at Long Island College Hospital Friday, Dec. 29. The baby will be named Charles Lorenz McCarthy. Mrs. McCarthy is the former Diana Carlton, radio and stage actress.

Downey's New Spot

"Songs By Morton Downey" will be heard Mondays through Fridays, 12:15-12:30 p.m. EWT, over MBS, starting Feb. 5.

SEND BIRTHDAY GREETINGS TO---

January 5

- Blanche Alcorn
- Sylvia Ansen
- Theodore Dreher
- C. H. Cottingham
- Cecile Grey
- Fred Hufsmith
- Chef Milani
- Gilbert Ralston
- Ruth Folster

Ave Maria Hour

WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

COAST-TO-COAST

— NEW YORK —

NEW YORK—An application for an FM station was filed last week by WLIB. . . . Archibald MacLeish, recently appointed assistant Secretary of State, will detail his policies when he makes his first public speech since his confirmation while guesting on Johannes Steel's WHN broadcast this evening at 7:45 p.m. . . . Guesting on Dr. Walter H. Eddy's WOR food forum January 5 will be Annette M. Snapper, director of consumer service for the Pabst Brewing Company, who has just returned from her second war time visit to England. . . . The broadcasting of intercollegiate basketball from the home courts of New York colleges is being inaugurated by WBYN. The first game to be played today, will pair Long Island University with Rider College. The mike will be handled by Dan Corbin, with Ted Lawrence adding the color.

— CALIFORNIA —

SAN FRANCISCO—Members of the 15th district of the NAB will hold a two-day session here at the Fairmont Hotel, January 25-26. Presiding will be Art Westlund, manager of KRE, Berkeley, Cal., and chairman of the 15th district. President J. Harold Ryan of the NAB will be the principal speaker. The agenda will include new projects covering regulatory, legislative and business aspects of broadcasting.

— NORTH CAROLINA —

GREENSBORO — Guest of the WBIG studios last week was Wing Commander R. P. O'Donnell of the RAF, who is conducting a tour around the United States with an RAF band of 105 men, on an exchange basis. Wally Williams, WBIG program director was on the quizz end of the interview.

— SOUTH CAROLINA —

SPARTANBURG—Sterling Wright returned to WSPA as director of special events and a member of the sales staff, on January 1. He is also scheduled to air the 7:30 a.m. and 1:00 p.m. newscasts. For four years, until he left two months ago to go to Charlotte, he had been the program director of the station.

— CONNECTICUT —

HARTFORD—The appointment of Walter B. Haase to the post of station manager, and the promotion of chief announcer Harvey Olson to program manager was recently announced by Franklin M. Doolittle, president of the station.

— FLORIDA —

MIAMI—Leslie Balogh Bain, WIOD news commentator, resumed his daily broadcasts over WIOD last week, following his return from Europe where he was a war correspondent for the past three months. . . . PENSACOLA—As a result of NBC's "Welcome Home" plan of auditioning returned veterans, Robert Stark, returned from the South Pacific, has landed a job with WCOA, as an announcer.

— NEW YORK —

NEW YORK—John C. Duval, WFBL news analyst, lecturer and world traveler was married December 30 to Sara Doolittle Minard, from Fargo, North Dakota.

— DISTRICT OF COLUMBIA —

WASHINGTON—WWDC has announced the following changes in their programming: On the early morning platter and patter period, Bob Ellis takes over in place of Mike Hunnicutt, 6 to 9 a.m. Betty Allen will supplant Alice Lane on the "Good Neighbor Club" program, 10:35 to 11:30 a.m., and Great Scott has been moved into the 1 to 6 a.m. "Yawn Patrol" program.

— GEORGIA —

MACON—Walter Graham assumed his duties as commercial manager of WBML last week according to an announcement by Chas. W. Pittman, general manager of the station. Graham is transferring from WMAZ for which station he had been working for the past nine years.

— IOWA —

DES MOINES—In spite of the current cigarette shortage, KRNT, while promoting a campaign for smokes for the boys in a nearby veterans hospital, managed to fill to overflowing two large barrels placed in the lobby of the studio. While most of the listeners were only able to give one pack, when the final tabulation was made it was discovered that the station had received over 25,000 packs of cigarettes.

— MASSACHUSETTS —

HOLYOKE—Latest addition to the announcing staff of WHYN is George Tomlinson. He comes to the station from WDRC in Hartford, Conn. Previous experience includes announcer duties at WBTH, Williamson, West Va.; WHLN, Harlan, Ky., and WOPI, Bristol, Tenn.

— MINNESOTA —

MINNEAPOLIS—A new series made its debut Sunday over WCCO titled "Northwest News Parade." Designed to stress news of the Northwest in a dramatized form, this weekly roundup also will present some prominent government official to give a short dissertation on the workings and responsibilities of his particular branch of the government, both state and national. The first on the schedule was Minnesota's governor, Edward Thye.

— MONTANA —

MISSOULA—Latest additions to the staff of KGVO include Delores Swanberg to the continuity department, and Mary Lou Louben, to the news department as a reporter. Miss Louben is a senior student at the Montana State University.

— OHIO —

CINCINNATI—Sales meetings occupy the spotlight this week at WLW, with the semi-annual station sales meetings scheduled, one a day, every day this week at Crosley Square. . . . DAYTON—Newest member of the WHIO announcing staff is Robert Storey. He was on the staff of WOWO in Fort Wayne before joining WHIO. . . . LIMA—Ralph Elvin, managing director of WLOK, owns a coat that is the only one of its kind in the city. Recently a thief made off with it, and had walked about a block from the station when a passerby recognized the coat and summoned police. The thief was arrested and the coat returned before Elvin knew it had been stolen.

Wheeler Gives Views On Radio-Law Status

(Continued from Page 1)

Wheeler bill last spring and by his recent article in the LaFollette weekly "The Progressive."

Wheeler said, new radio legislation is urgently needed, and that it should pay especial attention to clear channel authorizations, providing for the development of television, regulation for the sale of broadcast licenses

Wheeler to Speak

Senator Burton Wheeler will address the Radio Executives Club of New York at the Hotel Roosevelt on January 18, Warren Jennings, club president, announced yesterday. His subject will be "What's Wrong With Radio."

superpower and equal opportunity in the presentation of opposing viewpoints on public questions.

He is personally opposed to clear channel grants. Their excuse, he feels, is rural service, but he points out that with dozens of clear channel stations rural America is still poorly covered. Wheeler is known being a staunch opponent of "superpower."

He tried long last year to work out a legal means of insuring equal time for opposing points of view, but had not succeeded in getting a satisfactory statute drafted at latest reports.

"Treasury of Music" Starts Sixth Year

The "Treasury of Music" program aired over WQXR has been renewed for 52 weeks marking the start of the program's sixth year on the air, has been disclosed. As in the past the sponsorship is retained by Stromberg Carlson Company. The contract was agencied by McCarr Erickson, Inc.

"Road To Life" Cast

Talent newly contracted for "Road of Life" serial, originated from New York now instead of Chicago includes: Maybelle Prindav and Vinton Hayworth, who play leads; author Howard Teichman, former writer of "Calvalcade America"; and director Cha Schenck, of Detective Mystery Series fame. Procter & Gamble sponsors series for Duz, and Compton Advertising, Inc., is the agency.

Los Angeles Station or Agency . . .

26 year old gal with six "Pretty Gigantic" years in radio seeks right job with you. Background of sponsored mike work . . . outstanding script writer of Variety Programs . . . Retail Store shows . . . former head of Agency Script Department . . . now with station. References to gladden your tired old eyes. Job must be top notch. Write Box 104, Radio Daily, 157 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 5

NEW YORK, N. Y., MONDAY, JANUARY 8, 1945

TEN CENTS

Feltis Heads NAB Plan

New 10-Year Pact Signed By Bob Hope

Bob Hope and Pepsodent have signed a new 10-year contract involving what is believed to be the largest total sum ever negotiated in a single deal for radio talent. This was announced Friday by Charles Luckman, president of the Pepsodent division of Lever Brothers Company. Mr. Luckman declined to divulge the total agreed on but it is understood to be for nearly as many millions as years. The new agreement represents a considerable increase in Hope's weekly earnings.

The contract will extend radio's most remarkable partnership to the

(Continued on Page 2)

Record Sales Made By WMAQ, Chicago

Chicago—A record-breaking business pace was set by station WMAQ, NBC Chicago key outlet, during 1944 with local and spot sales billings topping the million-dollar mark for the second time in the station's history of more than 21 years. It was revealed by Oliver Morton, manager of the NBC central division local and spot sales department. That 1944

(Continued on Page 2)

Mutual Signs Renewals On 2 Commercial Shows

Two network programs currently being aired over stations of the Mutual network have been renewed, it has been announced. The Kellogg Company, through Kenyon & Eckhardt, will resume sponsorship of

(Continued on Page 2)

WOV's NBC Fan

Here's something for the record: WOV was the recipient of a fan letter the other day from sender Jack Landers, who requested that a recording of "Parade of the Milk Bottle Caps," theme of Peggy Lloyd's cyem show, "Wake Up, New York," be made. The WOV listener asked that the number be specially dedicated to the NBC mailroom—of which he is a member.

Ryan Approves

Washington—The National Association of Broadcasters is extremely pleased by the Lea committee recommendation that a joint industry-FCC group confer with a view toward recommending changes in the radio law, President J. Harold Ryan said Friday. NAB "thoroughly agrees with the report that there is a need for legislative clarification," he said.

George Hicks Meets Press At Luncheon

Modest George Hicks, whose pooled "D-Day" broadcasts from a naval craft off the coast of France became the radio reporting classic of the Invasion coverage, met the New York press at a Blue Network luncheon at Toots Shor's last Friday, and informally paid tribute to G.I. Joe and the spirit of the American army.

Hicks, home on furlough for a month from his duties as head of the Blue's correspondents in France, re-

(Continued on Page 8)

Pekor Named Assistant To Geo. Crandall At CBS

Charles F. Pekor, Jr., has been named assistant to the director of CBS Press Information, George Crandall, director, announced Friday. Arthur Perles continues as assistant director of the CBS Press Information.

Pekor joined CBS a year ago to

(Continued on Page 2)

1,051 Certified Ballots Cast; Radio Daily Poll Out Wed.

Final tabulation of the ballots in RADIO DAILY's certified poll to select the All American Radio Program, reveals a grand total of 1,051 and this closes the voting. Figure is believed to be the largest poll of its kind ever conducted by a trade publication in or out of radio and covered critical editors and writers throughout the

The influence of WLAW is strong in 152 cities and towns of New England. Advt.

Lincoln (Nebr.) Broadcaster Will Direct Broadcast Measurement Bureau; Readies Nation-Wide Tour

'Goldbergs' Leaving Air About March 30

After an eight-year association between Mrs. Gertrude Berg, producer-writer-director of "The Goldbergs," and Procter & Gamble and the Compton Advertising, Inc., sponsor and agency respectively affiliated with the daytime serial, their contract will terminate on or about March 30, it was learned recently. "Young Dr.

(Continued on Page 8)

WJJD Asks FM License; Other Activities By FCC

Washington Bureau, RADIO DAILY
Washington—FM station licenses were asked of the FCC last week by WJJD, Chicago station owned by Marshall Field, the Connersville, Ind., "News-Examiner" and the Central States Broadcasting Company of

(Continued on Page 2)

Adaptation For Radio Of AAF Film Planned

A unique form of publicity was designed by the publicity department of BBD&O Friday at noon when the department projected for the trade and daily press an AAF film entitled

(Continued on Page 8)

Washington Bureau, RADIO DAILY

Washington—Hugh Feltis of KFAB, Lincoln, Neb., has been named to head the new Broadcast Measurement Bureau after negotiation with J. Harold Ryan of NAB, Paul West of ANA, Frederick R. Gamble of AAAA and Roger Clipp, of WFIL. An NAB director-at-large, Feltis was reluctant to leave his station and his selection amounted almost to a "drafting."

He is preparing now to swing through the country to explain the BMB plan to NAB district meetings, seeking support and comment. The

(Continued on Page 7)

WLB Orders Petrillo To End Strike At KSTP

Chicago—The Regional War Labor Board has ordered James C. Petrillo, president of the AFM, to order striking musicians of KSTP, Minneapolis, to comply with the no-strike order issued December 20, and to advise the board of his action within 48 hours.

WNAC And Yankee Web Cover Gov. Inaugural

Boston—Lester Smith and Louise Morgan brought WNAC and the Yankee Network listeners vivid description of all inaugural ceremonies of Massachusetts' new governor, Maurice J. Tobin, Thursday from

(Continued on Page 2)

Gastronomical Note

Harry Sosnik, musical director on Hildegarde's "Raleigh Room" show, tells of his radio days in the early 20's when the sponsor of a candy program paid off the whole band in candy bars, the band eating said bars for lack of doughnuts and coffee. After three weeks the show folded because each and every musician had a very cute case of indigestion.

WLAW—the preferred station to reach Industrial Northern New England. Advt.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL

(Jan 5)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	164 1/8	164	164 1/8	+ 1/8
CBS A	35 3/4	35 1/4	35 5/8	...
CBS B	35 3/8	35 3/8	35 3/8	+ 3/8
Crosley Corp.	32 1/2	32	32	...
Farnsworth T. & R.	13 5/8	13 1/4	13 3/8	+ 1/4
Gen. Electric	40 1/8	39 1/2	39 1/2	- 1/2
Ph Ico	34 3/8	34 1/4	34 1/4	+ 1/4
RCA Common	10 5/8	10 3/8	10 1/2	- 1/8
RCA First Pfd.	79	79	79	...
Stewart-Warner	16 3/8	16 1/4	16 3/8	+ 1/4
Westinghouse	124	122	122	- 2

NEW YORK CURB EXCHANGE

Nat. Union Radio	5 7/8	5 5/8	5 5/8	- 1/4
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	6 7/8	7 5/8
Stromberg-Carlson	15 7/8	16 7/8
WCAO (Baltimore)	23	...
WJR (Detroit)	38	...

Defer Opening Of WJEF

WJEF, Grand Rapids, Michigan, originally scheduled to go on the air January 20th, will not go on the air until February 1, 1945.

20 YEARS AGO TODAY

(January 8, 1925)
Lucrezia Bori of the Metropolitan Opera Company made her microphone debut on January 1, creating a landmark in radio history. Although a few of the great artists had already gone on the air, the attitude of the great stars has been one of aloofness toward radio.

AVAILABLE

Have beautiful three room apartment, kitchenette, bath, midtown Manhattan. Good address. Mod. Will share with young girl in allied field. Write particulars. Box 101, Radio Daily, 1501 Broadway, New York 18, N. Y.

Coming and Going

GEORGE SCHREIER, of the Blue Network's publicity department, and AL FOSTER, of the William Esty agency, leave tonight for Boston, where they will set the stage for the visit next Monday of Arlene Francis, femcee of the Blue's "Blind Date" program.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, is expected in New York today for conferences with the national representatives of the station.

CECIL D. MASTIN, general manager of WNBC, CBS outlet in Binghamton, N. Y., has returned to the home offices following a brief stay in Gotham.

TED COLLINS, producer and director of the Kate Smith program on CBS, is spending this week in Chicago, where he is attending the National Professional Football Convention.

BILL MELIA, production manager of WWNC, Asheville, N. C. is spending about 10 days in town on a combination business and pleasure trip. He is accompanied by MRS. MELIA.

JIMMY DOLAN has returned from Miami, where he assisted Ted Husing, CBS sportscaster, in the broadcasting of the New Years Day Orange Bowl football game.

JONAS WEILAND, station and commercial manager of WFTC, Kinston, N. C., is back at the station following a few days in Gotham on business. The station is an affiliate of the Blue Network.

E. M. LOWE, vice-president of WBML, Blue Network outlet in Macon, Ga., in New York following a short stopover in Washington D. C.

MILDRED HONEYCUTT, secretary to the program director at WPTF, NBC's outlet in Raleigh, N. C., is back from a week's vacation spent at Ragsdale Plantation in South Carolina.

RONALD B. WOODYARD, president of WINK, CBS outlet in Ft. Myers, Fla., a visitor yesterday at the headquarters of the network.

BILL EDHOLM, general sales manager of KOIL, Omaha, has left for two weeks in Chicago and New York on station business.



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

New 10-Year Pact Signed By Bob Hope

(Continued from Page 1)

total of 17 years. This association began in 1938 when Pepsodent engaged Hope, then relatively unknown in radio, and became his first and only sponsor. Pepsodent executives have come to regard Bob as their greatest salesman and his name as virtually synonymous with their product. His Pepsodent show, heard every Tuesday night over the entire network of the National Broadcasting Company and over the Dominion network in Canada, has consistently led all other commercial broadcasts with a weekly audience estimated at more than 30,000,000.

WNAC And Yankee Web Cover Gov. Inaugural

(Continued from Page 1)

12:00-1:00 p.m. directly from the floor of the House of Representatives at the State House on Boston's Beacon Hill. Smith, special events broadcaster gave background while Louise Morgan WNAC femme commentator told what the ladies in the House and Senate wore.

WJJD Asks FM License; Other Activities By FCC

(Continued from Page 1)

Omaha, operator of KOIL, Omaha. A standard station to operate on 500 kilocycles with one kilowatt in Reno, Nevada, was asked by the Nevada Radio and Television Corp. Chief stockholder in this corporation is E. L. Cord, owner of KFAC, Los Angeles.

Pekor Named Assistant To Geo. Crandall At CBS

(Continued from Page 1)

handle special press assignments in various sections of the country. Prior to joining CBS, he was associated with NBC for seven years.

Record Sales Made By WMAQ, Chicago

(Continued from Page 1)

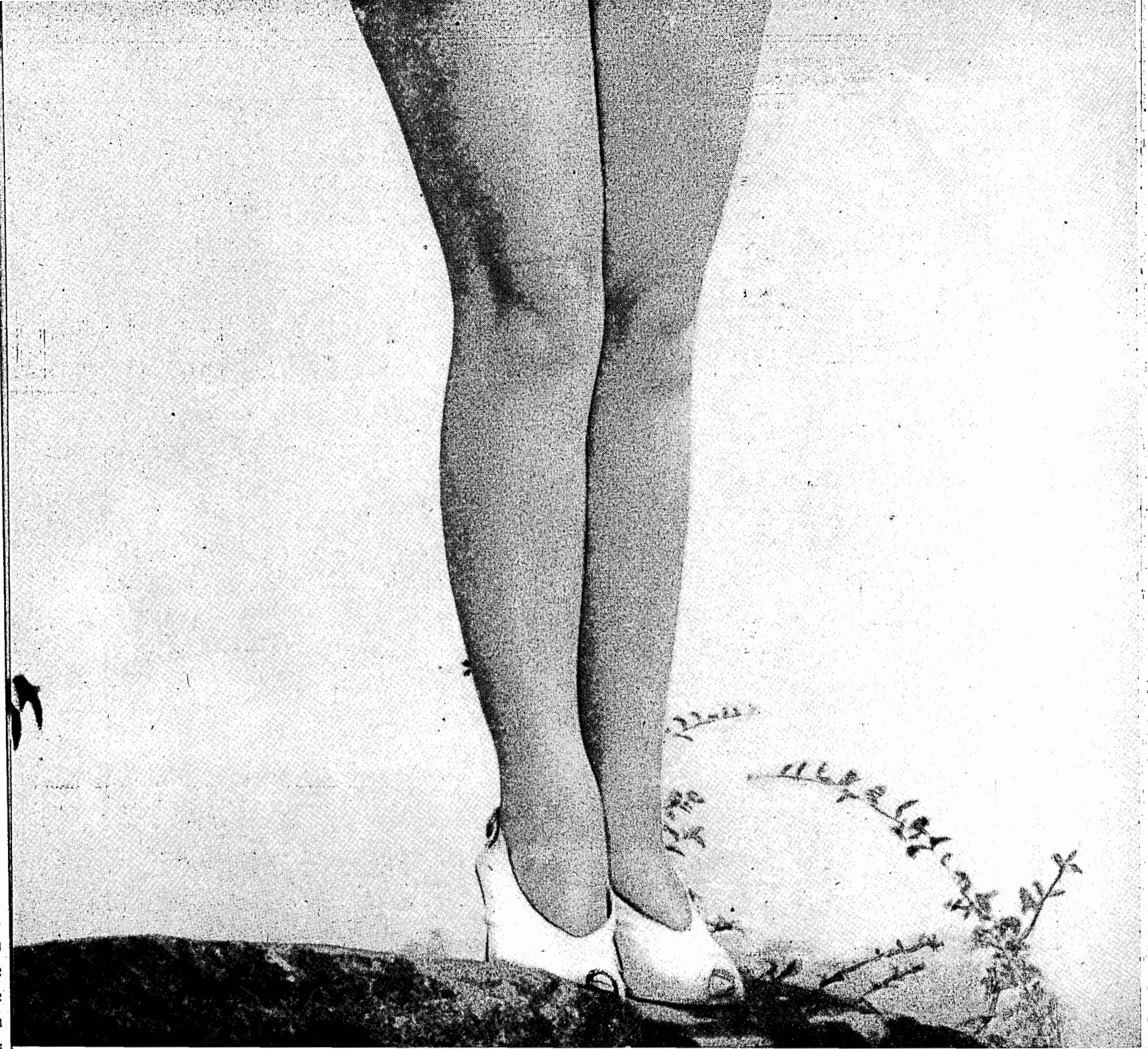
would be a championship sales year was evident early in the season when the first quarter's report indicated a 17 per cent increase over the same pace-setting period of 1943, the station's first million-dollar sales year. At the half-way mark, sales were still booming along at the rate of 12.8 per cent better than the previous year, and the nine-month record reflected accumulative average of 15.3 above 1943. The final quarter report also revealed a sustained rate of business increase boosted by October, the best month for local and spot sales billings in WMAQ history, as the year ended 1944 produced an increase of more than 14 per cent over the previous year.

Mutual Signs Renewals On 2 Commercial Shows

(Continued from Page 1)

"Superman" the latter part of January over approximately the full network, thus starting the show on its fourth year. Cecil Brown and his "Sizing up the News" program has been renewed by Bayuk Cigars, Inc. effective January 31 over 72 stations. The account was serviced by Ivey & Ellington, Inc., of Philadelphia.

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



THE BEST PAIR ***for a BALANCED AUDIENCE***

THE two great metropolitan New York markets that listen to WOV, complement each other and combine, in their respective listening hours, to give this important station a continuous, around-the-clock audience that results in satisfied sponsors anytime of the 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.





KJR
SEATTLE

KEX
PORTLAND

Welcome

"The BIG Farmer of the Central States"



KFAB

LINCOLN OMAHA
1110 KC—10,000 WATTS BASIC COLUMBIA

Hugh Feltis, General Manager

KFBK
SACRAMENTO

KOH
RENO

KWG
STOCKTON

KMJ
FRESNO

McCLATCHY
BEE
LINE

KERN
BAKERSFIELD

KTMS
SANTA BARBARA

KMPC
LOS ANGELES

ARIZONA
BROADCASTING
COMPANY

KFSD
SAN DIEGO

KXO
EL CENTRO

KTAR
PHOENIX

KVOA
TUCSON

KWFT
WICHITA FALLS

PAUL H. RAYMER
COMPANY

Radio

STATION REPRESENTATIVES

NEW YORK

CHICAGO
DETROIT

SAN FRANCISCO
LOS ANGELES





Scale of Miles
0 50 100 150 200 250

WGAN
PORTLAND

WTRY
TROY

WTAG
WORCESTER

MICHIGAN
RADIO
NETWORK

WHK
CLEVELAND

WSR
SYRACUSE

WRC
HARTFORD

WPRO
PROVIDENCE

WOOD
GRAND RAPIDS

WXYZ
DETROIT

WKBN
YOUNGSTOWN

WKBO
HARRISBURG

WINS
NEW YORK CITY

WJJD
CHICAGO

WSBT
SOUTH BEND

WORK
YORK

WGAL
LANCASTER

WSAI
CINCINNATI

WCAO
BALTIMORE

WDEL
WILMINGTON

KWK
ST. LOUIS

WRVA
RICHMOND

WLAB
NASHVILLE

WDOD
CHATTANOOGA

WBRC
BIRMINGHAM

CHICAGO

By BILL IRVIN

WILLIAM F. HUFFMANN, president of the Wisconsin Network, Inc., has announced the appointment of Burn-Smith Company, Inc., as exclusive national sales agent, effective Jan. 1, 1945. The Wisconsin Network organized in 1941, is affiliated with Mutual and comprises eight Wisconsin stations: WCLO, Janesville; WRJN, Racine; WIBU, Madison-Poynette; KFIZ, Fond Du Lac; WHBL, Sheboygan; WHBY, Appleton; WFHR, Wisconsin Rapids, and WSAU, Wausau. In addition to Huffmann the officers of the network are Don C. Wirth, vice-president and managing director and George T. Frechette, secretary.

The Voice of the Dairy Farmer, sponsored by the American Dairy Association, has been renewed on NBC for 13 weeks, effective Jan. 28, it was announced by Paul McCluer, sales manager of the NBC central division. Originating in Chicago and heard Sundays from 12:00 noon to 12:15 p.m., CWT, the program features Everett Mitchell, director of agriculture for the NBC central division and Clifton Utley, NBC commentator. Agency is Campbell-Mithun, Inc.

Robards Gets Promotion With RCA Info. Dept.

Sidney M. Robards, who has been on the staff of the Department of Information of the Radio Corporation of America for the last seven years, Friday was appointed manager of the department. Mr. Robards joined RCA early in 1938, after serving as assistant editor of the Press Division of the National Broadcasting Company. Prior to that, he was Day City Editor of The "Courier-Journal," Louisville, Ky., for six years.

Pettit To West Coast

Temporarily replacing John Thornton, head of the MBS Pacific news division, who is recovering from a serious illness, Ed Pettit, assistant to John Whitmore, MBS news chief in New York, will take over the San Francisco office. Thornton will be brought to the New York offices for a time after his recovery.



Memos Of An Innocent Bystander . . . !

● ● ● Hobbies are fine things . . . instance an energetic fellow named Dave Elman found that with so many people interested in hobbies of one sort or another, a program devoted to airing those hobbies would not only be interesting but what's more PAYS OFF . . . for instance "Dave Elman's Hobby Lobby" . . . but we're merely trying to bring out a point. . . President Roosevelt's hobby is the collection of stamps . . . Bing Crosby is quite interested in improving the breed of race horses thereby causing a great number of race fans to sigh and we quote:—why doesn't he try to improve his horses' SPEED rather than the BREED! unquote:—our own hobby is collecting money (though we must admit our hobby is more or less in an anaemic state) . . . but we're digressing from the subject . . . you see Jock MacGregor, director at Mutual, has a weekly work schedule which calls for the airing of five different programs over that network and therefore has no time for hobbies . . . but realizing the need for one, he stumbled or should we say 'stumbled' on one that doesn't interfere one iota with his routine . . . he is growing and cultivating a beard which, like the proverbial Topsy, 'just grew' . . . ● Mann Holiner, formerly director of the Fanny Brice-Frank Morgan program will do the honors starting February 4 when the "Eddie Bracken Show" replaces "One Man's Family" via NBC . . . Bob Crutcher will script with the orchestra conducted by Leigh Harline.

☆ ☆ ☆

● ● ● Don Searle, manager of the Blue Net's Western Division is headed east for conferences. . . ● George Schreier former sports writer and currently on the Blue Network press staff, was auditioned Thursday by M-G-M's newsreel, "News of the Day" . . . ● Radiolite Richard Widmark, heard at times on "Front Page Farrell," "Inner Sanctum" and "Big Sister," is winning some rave reviews for his play-acting in "Trio," which opened last week on Broadway. . . ● Bennett Cerf, author, commentator and publisher will do the narration when Frank Papp NBCcasts James Fenimore Cooper's classic "The Spy," next Saturday . . . Dave Driscoll adapted the story for the radio. . . ● The Feb. issue of the American Magazine carries an interesting profile on Danny Kaye, written by Dora Albert. . . "It's her words in my mouth that made me what I am today" sez the newest CBStar. . . ● Richard Stark & Co. has just waxed a new mystery-comedy program titled, "Pop and Patsy," starring Craig McDonnell and Alice Reinhart. . . ● Scriptor Bud Swanton, writer of the "Suspense" series for Roma Wines, has been named to the Blue Net's West Coast Production Staff. . . ● The First Piano Quartette, featured on NBC, will make a concert tour, starting next month, which will take them to Hollywood and the movies.

☆ ☆ ☆

● ● ● Ransom Sherman, "Mirth & Madness," NBC comic went to college and has the records of four institutions of higher learning to prove it . . . he was a Freshman at Northwestern, a Sophomore at U. of Michigan, a Junior at Ripon and finally received his diploma at Lewis Institute . . . he majored in music but after his first concert, his parents prevailed upon him to try something else. . . ANYTHING . . . so he went into radio. . . ● Kay Roberts, assistant to Martin Goodman at the William Morris Office, has been named to head that outfit's Television Department, succeeding Selma Lee who leaves soon for Hollywood . . . ● With the cigarette shortage so prevalent, Basil Rathbone, MBStar of "The Adventures of Sherlock Holmes," is putting to good personal use the huge calabash pipe which he formerly used as a costume prop . . . quick Watson the tobacco. . . ● Jerry Wayne, Baritone on Ed Wynn's "Happy Island," heard via the Blue Net, will be the guest crooner on the "Songs By Morton Downey" program the week of Jan. 15.

☆ ☆ ☆

— Remember Pearl Harbor —

AGENCIES

MCCANN-ERICKSON's office Sao Paulo and Rio de Janeiro, Brazil, which have handled for several years the advertising in country of Frigidaire for General Motors do Brasil S. A., has been named to handle all the Brazilian advertising of all General Motors products. The company's Buenos Aires office was appointed some weeks ago to handle all General Motors advertising in Argentina.

FRANCIS N. McGEHEE, advertising sales consultant, will speak today before the Advertising and Sales Course, conducted by the Advertising Club of New York, on "Play Advertising." The meeting will be held at the Engineering Society Building.

DOHERTY, CLIFFORD & SHIFFIELD, INC. announce the appointment of Robert C. Diserens as assistant account executive of Bristol Myers. Prior to his joining the agency he was with Compton Advertising Inc., as assistant account executive of the Procter & Gamble account.

ADAM J. YOUNG, JR., has announced the appointment of Robert S. Russell (formerly manager of Joseph Hershey McGillvra, Chicago) as manager of the Chicago branch of Adam J. Young, Jr., Inc. In addition Mr. Russell was elected vice-president and a director of the organization. He resigned recently as manager of the McGillvra Chicago office.

Sheean Report Jan. 10

Author and world traveler Virgil Sheean, currently overseas as a correspondent for WJZ and the Blue Network, will be heard in the second of his series of transcribed reports on Wednesday, January 10, from 7:30 to 8:30 p.m. He is also scheduled to broadcast from Europe on January 17 and 19 at the same time.

WCBM
A QUALITY STATION
with MASS APPEAL
in a
RICH MARKET
WCBM
BALTIMORE
THE BLUE NETWORK STATION
JOHN ELMER
President
FREE & PETE
EXCLUSIVE NATIONAL

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

High Feltis Will Head Measurement Bureau

(Continued from Page 1)

is designed to provide a uniform stick acceptable to all parties for measurement of radio listening—something akin to ABC for news-casters and magazines and TAB for poor advertising. The first aim of the bureau is to get the acceptance and financial support by broadcasters. The NAB membership, at its meeting in Chicago, unanimously endorsed the plan and instructed its board of directors to proceed with negotiations with AAAA and ANA in perfecting the details of organization.

Financial Support Expected

Before his district meeting tour, Feltis will lay the groundwork for the performance of the necessary preliminary to the actual inauguration of the survey. This will be a situation whereby the broadcasters will be called upon to give financial support to "a going concern" since the NAB board of directors on the board of directors of AAAA have underwritten \$75,000 in initiating the project.

Following the action of the NAB in November authorizing an advance of \$75,000 to BMB, the board of directors of the AAAA agreed to give 20 per cent of this original optional expense. Both the board of officers of ANA are co-operating heartedly.

Well-Known Broadcaster

Feltis is well known in broadcasting with a background of over 15 years in station management. He joined in 1929 as a salesman at WIS, Bellingham, Washington; the following year he became acting manager of station KXRO, (Aberdeen, Washington). He then took over management of KPQ, Wenatchee, Washington and after three years he moved to FBB, Great Falls, Montana, as manager, then to KIDO, Boise, Idaho. Returning to the coast in 1934 he was commercial manager of WO-KJR, Seattle until 1940.

With the reorganization of the Blue Network in 1942, he was called to New York where he served for a year and a half with the station relations department. He then went to Omaha where he became general manager of the Central States Broadcasting Company, which operated KFAB, Lincoln, and KFOR. When these stations were separated as a result of the duopoly offer, he became manager of KFAB, Lincoln-Omaha.

Pioneer Organizer

Feltis was one of the pioneers in organizing plans looking to the meas-

★ THE WEEK IN RADIO ★

Exoneration of Noble in WMCA Affair

By CHARLES MANN

EDWARD J. NOBLE, former operator of WMCA and chairman of the Blue Network, was exonerated of all charges made by Donald Flamm, who declared that he was forced to sell the station to Noble under pressure "greased from the White House down." In the 25,000-word majority report of the Lea Committee, no evidence of fraud, coercion or pressure was discovered in the controversial WMCA sale. Noble issued a statement to the press saying that the results were "... most gratifying. ... There was never one iota of truth to these charges."

Poll: Unexpected results are expected to surprise the nation when the final announcement of RADIO DAILY's "All American Radio Program" is made next Wednesday. Meanwhile, John W. Alicoate, publisher of this publication will hold a special luncheon at the Waldorf-Astoria tomorrow, to which major executives of the four webs have been invited for the purpose of putting any questions to Alicoate pertaining to the certified poll. Other prominent guests will also be present.

Wartime Radio: The OWI in Washington disclosed to this publication figures which represent the industry's donation of time and talent to war information campaigns for 1944: \$66,141,600, which is an increase of \$6,777,000 over the year 1943.

Criticism: Rep. Louis E. Miller, (R.) of Missouri, criticized the Communications Act as being obsolete and unsuited to the needs of a rapidly growing medium. Speaking for the Lea

urement of radio audiences and radio coverage and was also one of the organizers and first members of the NAB sales managers steering committee, predecessor to the present NAB sales managers executive committee in connection with the work of this committee. He constantly urged the need for a sound and uniform method upon which standard measurement of station coverage could be based.

Served Pacific 4-A

In 1939 the Pacific Council of AAAA appointed him its media committee to standardize methods of radio audience research and at the meeting in Del Monte the recommendations of this committee were recognized as providing the foundation upon which the earliest coverage studies in that area were accepted.

Because of this interest he was selected early in 1944 to succeed Harold Ryan as chairman of the NAB Research Committee and this committee was instructed to work out the details involved in adopting a standardized plan.

Its report of this committee was the basis upon which Feltis made his presentation to the NAB board of directors prior to the 1944 war conference, and received authorization to present the project and the plan to the membership at a general session of the organization.

Committee, he said due to the Commission's inadequacies, it has been forced to act without authority on occasion. He pointed out that the industry feels the Commission has abused its power and used it as a threat.

Spotshots: Phillips Carlin, vice-president of Mutual, announced that new programming policies will result from an extensive trip among key points of the web. ... Sid Eiges is the new manager of NBC Press. ... Lawrence Tibbett replaced Sinatra on "Your Hit Parade" ... Ted R. Gamble, War Finance Director, praised radio for its role in the Sixth Drive. ... Bert Hauser, formerly of the Blue, will be Mutual's director of co-operative programs. ... Gross network time sales for the Blue during '44 was \$41,300,000—66 per cent over 1943. ... The Morton Downey show will be a Mutual item beginning Feb. 5. ... The two new OWI stations in the Central Pacific are for broadcasts to Japan. ... Bob Hope leads in the first 15 of the recent Hooper. ... Edgar Kobak, prexy of Mutual, announced in Hollywood that the web's future programs would originate from Mutual, rather than the affiliates. ... WLIB, N. Y., has applied for an FM license. ... Wright Bryan, NBC war reporter and a wounded prisoner of the Germans, has gotten word through to John MacVane that he is comfortable. ... Eddie Cantor is the chairman of the March of Dimes of the Air. ... Keystone Broadcasting System, Inc.'s financial report for 1944 shows an increase of 18 per cent over 1943. ... Niles Trammell, prexy of NBC, and Frank E. Mullen, vice-president, issued "year-end statement" pledging the web's efforts to Victory. ... President Walter J. Damm is a member of the NAB, to allay any suspicions that FMBI was to become an NAB competitor. ... Blue's planning and advisory committee will hold its meetings Jan. 16 and 17. ... A full outline of proposed frequency allocations for the spectrum will be disclosed on about Jan. 15, by the FCC.

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

1,051 Ballots Cast In Radio Daily Poll

(Continued from Page 1)

lots and work sheets will be available and open to inspection.

All work sheets and ballots have been checked by Ross Federal Research Corp. and by certified public accountants Siegel & Coopersmith.

At tomorrow's luncheon, attendees will include: Frank S. Mullen, of NBC; Chester LaRoche, Blue; Paul W. Kesten, CBS and Phillips Carlin, Mutual; Oliver Gramling, Press Association (AP); Al Harrison, United Press and Barry Farris, INS. Herbert Petley, managing director of WHN, will be on hand as an independent station representative.

Luncheon is being tendered by John W. Alicoate, publisher of RADIO DAILY.

Critics Discuss Criticism

New York drama critics Richard Watts, Arthur Pollock, Burton Rascoe and Burns Mantle will participate in the discussion of "Is Drama Criticism An Ignoble Profession?" on WMCA's New York Newspaper Guild "Free Speech" Forum tomorrow, 9:30 p.m.

Lt Frank J. McGlogan

Detroit—Lt. Frank J. McGlogan, formerly announcer and newscaster on WJR, has died in one of his first missions over Germany as a bombardier, it has been announced by the War Department. He was 26.

sell

Durham*

county's

100,000

people

with

WDNC

COLUMBIA NETWORK

★ NORTH CAROLINA

Represented by Howard H. Wilson Co.



THE SAN FRANCISCO RADIO
STRUCTURE HAS CHANGED!
Wue's KGO is THE Bay Area Buy!

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

'Goldbergs' Leaving Air About March 30

(Continued from Page 1)

Malone" will replace it, it was announced.

Mrs. Berg said her eight years with her associates have been "delightful and very pleasant ones." She added that the reason for the breach was her desire to go to Europe to entertain servicemen and women, and a hiatus such as a contract termination makes that possible. However, it was learned that another company is evincing interest in the program and may sign a contract shortly to continue "The Goldbergs" upon Mrs. Berg's return from Europe.

"The Goldbergs," currently heard five times a week over the Columbia Broadcasting System, Mondays through Fridays, 1:45-2 p.m., EWT, is currently listed among the first 10 top serial programs. It was number one last summer, Mrs. Berg said. Incidentally, Mrs. Berg also plays the leading role "Molly" in the serial.

Lewis Titterton, vice-president in charge of radio for Compton Advertising, Inc., said he was very sorry that his agency had to end their association with Mrs. Berg, as "we love Mrs. Berg and her work." However, he said, the program has never quite come up to audience-building expectation.

"Young Dr. Malone," currently heard Mondays through Fridays, 2:30-2:45 p.m., EWT, over CBS, is sponsored by General Foods, and handled by Benton & Bowles, Inc. Beginning April 2, it will occupy the time-spot currently held by "The Goldbergs," Titterton said. Procter & Gamble, when it broadcasts "Young Mr. Malone," may advertise Duz, which is the product currently commercialized. When P & G first sponsored "The Goldbergs," Oxydol was the product.

Adaptation For Radio Of AAF Film Planned

(Continued from Page 1)

"Resisting Enemy Interrogation," and which has been adapted for broadcast under the title "Name, Rank, Serial Number," tonight over NBC.

The broadcast will feature members of the AAF, all of whom were film actors before they enlisted in the service. The program was written by Ben Kagan, will be produced by George Kondolf and directed by Don Clark. The program will originate from Hollywood.

SEND BIRTHDAY GREETINGS TO...

January 8

Paul Case Sam Cowling
Leon Goldstein G. W. Johnstone
C. P. MacGregor Ralph Wonders

Leading Network Song Of '44 Is 'Long Ago And Far Away'

"Long Ago and Far Away," ranks first in the top 20 song hits of 1944 in terms of audience coverage, according to the Audience Coverage Index, issued by the Office of Research-Radio Division. The song received a total of 34,832 points over a period of 34 weeks.

Second honors went to "I'll Be Seeing You" with a total of 34,660 points over a 35-week period and "I Love You" ranked third with 32,233 points over a 41-week period.

"Begin The Beguine," which topped the list in 1943 again was the leader in the "Favorite Standards" for the year 1944. The tune received 10,015 points over a 40-week period. "Star

Dust" was second with 8,511 points over 43 weeks and "Embraceable You," third, with 8,450 points over a 36-week period.

In the patriotic song field no new war song came to the front in 1944. First honors went to "Anchors Aweigh," the perennial navy song favorite; second to "Army Air Corps" with third place going to the "Marines Hymn."

Below is a chart of the top 20 tunes in point of national network performance. They are printed with the courtesy of Dr. John G. Peatman, director, from the copyrighted Audience Coverage Index Report of the Office of Research-Radio Division.

ACI HITS FOR 1944

The top 20 song hits of 1944, in terms of their audience coverage, are listed below in order of the total ACI points received in the ACI surveys during the year.

SONG TITLE	NUMBER TOTAL OF WEEKS	
	ACI POINTS	IN ACI SURVEY
Long Ago And Far Away	34,832	34
I'll Be Seeing You	34,660	35
I Love You	32,233	41
I'll Get By	30,699	41
Amor	28,361	35*
I'll Walk Alone	27,558	30*
It Had To Be You	26,023	37*
San Fernando Valley	25,138	31
Besame Mucho (1)	25,000	31
The Trolley Song	24,793	17*
It's Love, Love, Love	23,538	27
Swinging On A Star	22,698	31
Dance With A Dolly	22,551	23*
It Could Happen To You	21,721	32*
Together	21,440	25*
Is You Is, Or Is You Ain't	21,223	28*
How Many Hearts Have You Broken	20,954	31*
Goodnight, Wherever You Are	19,032	32
I Dream Of You	18,952	31*
Holiday For Strings (2)	18,571	37

Footnotes: (*) Indicates songs which are still active. The following were active prior to January 1, 1944; (1), 2923 ACI points and 17 weeks; (2), 2,854 ACI points and 12 weeks.

FAVORITE STANDARDS OF 1944

The favorite 15 standards of 1944, in terms of their audience coverage, are listed below in order of the total ACI points received in the ACI surveys during the year.

SONG TITLE	NUMBER TOTAL OF WEEKS	
	ACI POINTS	IN ACI SURVEY
Begin The Beguine	10,015	40
Star Dust	8,511	34
Embraceable You	8,450	36
Smoke Gets In Your Eyes	7,741	29
All The Things You Are	7,686	30
Blue Skies	6,691	27
Night And Day	6,557	26
Just One Of Those Things	5,413	19
Who	4,248	13
Somebody Loves Me	4,203	18
I Got Rhythm	3,850	14
Dancing In The Dark	3,788	16
I Know That You Know	3,782	13
Where Or When	3,527	14
Make Believe	3,424	17

George Hicks Meets Press At Luncheon

(Continued from Page 1)

counted some of his experiences as a radio reporter and specifically gave credit to the American infantrymen for the victories that have been ours. He spoke of the present German break through as only temporary and indicated that the Allied Forces would defeat Germany this year.

Turning to the role of radio in the war he spoke of the excellent cooperation given American broadcasters by the BBC, the entertainment value of American Forces network programs beamed to troops and their acceptance of the shows as "a touch of home." He mentioned specifically such artists as Bob Hope, Bing Crosby and Jack Benny as entertainers the boys liked.

Hicks thinks the USO entertainment units touring the theaters of war to be excellent for the morale of the men. He said that these shows, large or small, were eagerly looked forward to by the servicemen and proved a definite link with the folks at home.

Both wire and film recording for radio transmission has proven successful, Hicks declared in answer to a question. He said that he used Navy film recorders on "D-Day" and found them satisfactory.

Chester La Roche, vice-chairman of the Blue Network board and Johnny Johnstone, director of news and special events were among those attending the luncheon from the Blue. Earl Mullin, publicity director, introduced Hicks.

Hughes To Speak

John B. Hughes, news commentator who predicted our war with Japan six months before the Pearl Harbor disaster, will be the speaker at the Celebrity-Forum Luncheon at the Advertising Club of New York Wed., Jan. 10.

Change Production Dates

Los Angeles—"Command Performance," one of the top radio programs of Armed Forces Radio Service, is changing its production date from Saturday to Thursday of each week it was announced by Colonel Thomas H. A. Lewis, Commanding Officer of AFRS.

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 6

NEW YORK, N. Y., TUESDAY, JANUARY 9, 1945

TEN CENTS

NABET Filing At NLRB

WLB Declines Request To Seize AFM Union

Washington Bureau, RADIO DAILY
 Washington—Stanley E. Hubbard, president of KTSP, Minneapolis, filed in his demand that the WLB seize the AFM union for failure to comply with the board's directive to striking musicians to return to work at the Minneapolis station. Hubbard asked William H. Davis, chairman of the War Labor Board, to take over the musicians union and Davis replied that "seizure in connection with a labor dispute is dependent on interference with the war effort." Davis further suggested that Hubbard "direct his efforts and attention to that point."

Barnsworth Executives Given New Radio Posts

Frank V. Webb, has been named general manager of the radio, television and FM broadcasting division of Barnsworth Television and Radio Corporation, E. A. Nicholas, president, announced yesterday. Howard Beck has been promoted to the post of chief engineer of the broadcasting division including station WGL.

Hugh Feltis To Meet Press At Cocktail Party Today

Hugh Feltis, new executive head of the NAB Broadcast Measurement Bureau, will meet the New York press at a cocktail party at the Waldorf-Astoria Hotel at 4:30 p.m., today. The cocktail party is being sponsored by Harold Ryan, president of National Association of Broadcasters.

Comedy Highlight

Train caller routine on Jack Benny's Sunday night program on NBC was greeted in New York as one of the best comedy bits of Benny's current series. Jack, incidentally, is en route East for a series of appearances for the "March of Dimes" and to entertain servicemen.

Gracie Fields Show Leaving Blue, Feb. 6

Gracie Fields, whose show for Ipana is heard currently on the Blue Network, Tuesday, 9-9:30 p.m., EWT, is reported to be the first casualty due to the shortage of metallic components necessary for the manufacture of tooth paste tubes. The Fields show leaves the air on February 6.

Spokesmen for the Bristol Myers Company yesterday said that they were curtailing their promotion in the press and radio media because of

Six CBS Clients Renew Commercial Web Shows

Six CBS clients have renewed contracts of programs currently heard of this system, it was announced yesterday. They include: Lever Brothers' "Burns and Allen Show" for Swan Soap, Mondays, 8:30-8:55 p.m., EWT; Procter & Gamble's "Perry Mason," for Camay, Mondays through Fridays, 2:30-2:45 p.m., EWT; Standard Brands'

Names NBC, Blue Network In Complaint Charging Unfair Labor Practices In Policy On Platter-Turners

Radio Producers Aid Religious Groups

In an effort to give wider attention to radio's role in religion and education, radio executives and religious leaders held a joint meeting early this week to co-ordinate their plans.

Dr. Lyman Bryson, director of education for CBS, said, "As far as radio is concerned, its greatest contribution to a better world is that it makes

NBC and the Blue Network will be charged this morning with unfair labor practices, in a complaint filed with the New York Regional Office of the National Labor Relations Board by the National Association of Broadcast Engineers and Technicians. If the complaint is supported by the regional office a cease and desist order will be issued, and if that is not obeyed, a circuit court case is looked for.

The complaint followed receipt of
 (Continued on Page 6)

Seek Commercial Licenses For Television Stations

Washington Bureau, RADIO DAILY
 Washington—Commercial tele licenses were asked of the FCC yesterday by Crosley radio, for Columbus, O., and by WDEL, Inc. of Wilmington, Del. a standard station to operate with 250 watts on 1,490 kilocycles in Elgin, Ill. was asked by the Elgin Broadcasting Co.

Blue-DuMont Tele Deal Nears Consummation

Conferences are still being held between Blue Network and the Allen B. DuMont Lab., Inc., officials regarding the former's entrance into tele-

Hirschmann Will Head Stores' Tele-FM Unit

With the opening of the National Retail Dry Goods convention here today and the announcement that Ira A. Hirschmann has been appointed to organize the FM and television activities of the Federated Department Stores, video becomes an active subject of post-war merchandising planning.

Several leaders in the tele field
 (Continued on Page 6)

Movie Producer Sets Spot Campaign For New Picture

Approximately \$100,000 will be spent in a national spot advertising campaign by Warner Brothers to announce the general release of the motion picture, "To Have and Have
 (Continued on Page 2)

Hicks' SOS

George Hicks, Blue Network correspondent, had to borrow civilian clothes yesterday so that he might pose for some special press photographs at the web's New York headquarters. George confessed that his neighbors helped him complete his attire when he received the rush call from the press department. Hicks returned recently from overseas assignment.

Tomorrow Is The Big Day—Radio Daily Publishes Poll

Tomorrow is The Day! The day when RADIO DAILY and some 1,500 newspapers and magazines throughout the country will publish the results of the first Certified Radio Poll in which 1,051 writers and editors voted in selecting the All American Radio Program.

Eighth Annual Poll conducted by RADIO DAILY was carried out by Ross

Federal Research Corp. and all ballots and votes tabulated officially checked by certified public accountants. At noon today Jack Alicote, publisher of RADIO DAILY will be host at luncheon to leading network officials, as well as independent station representatives and those of the major press associations. President
 (Continued on Page 5)

WLAW effectively covers the major textile industry area in America. Advt.

WLAW's primary listening area has 907,283 people to respond to your messages. Advt.

Hero ETs Today

Dick Gilbert will feature a "Salute to the Wounded" today on his regular 1:30 to 3:30 p.m. over WHN. Gilbert, who has just returned from Florida, interviewed winners of the Purple Heart at the Army Air Force Hospital at Coral Gables, Fla. and will feature the transcribed interviews over his show today, the transcriptions to begin at 2:30.

h Tomorrow's Issue—"All American Radio Program of 1944"



Vol. 30, No. 6 Tues., Jan. 9, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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FINANCIAL (Monday, January 8)

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

Table with columns: Bid, Asked. Lists WCAO (Baltimore) and WJR (Detroit).

Table with columns: Bid, Asked. Lists WCAO (Baltimore) and WJR (Detroit).

Joining CBS Web KSO, Des Moines, and KSCJ, Sioux City, joins the CBS network on June 15th.

20 YEARS AGO TODAY

(January 9, 1925) The arrival of Igor Stravinsky to these shores has created a stir of anticipation among radio's music lovers. Stravinsky, Russian modernist composer, pianist and conductor, arrived recently to become guest conductor of the Philharmonic Orchestra.

Two Networks! Three City Market!! CBS WENT MUTUAL. Gloversville • Johnstown • Amsterdam THOMAS CLARK, Nat. Rep.

Coming and Going

EDWIN C. HILL, Columbia network commentator, will broadcast his "Human Side of the News" today from WQAM, Miami. He will also be heard from that point next Tuesday.

BILL STERN, NBC's director of sports, returns today from the West Coast, where on New Year's Day he covered the Rose Bowl football game.

DOROTHY DORAN, radio editor of the Akron (Ohio) "Beacon-Journal," is spending a week or so in our midst.

BEATRICE KAYE and MICHAEL O'SHEA, of Gaslight Gayeties program, to New York over the week-end, and subsequent programs will originate from here.

EDGAR KOBAK, president of the Mutual Network, leaves the West Coast today for New York. He has been visiting his son, a lieutenant of artillery stationed at San Luis Obispo.

BOB STRONG and the members of his band are in Norfolk, Va., for the broadcasting of tonight's edition of the "Spotlight Bands" program over the Blue Network.

ROGER W. CLIPP president of WFIL, Philadelphia, is back in the Quaker City after having visited briefly at the offices of the Blue Network late last week

JANE E. HUGHES, publicity writer for Compton Advertising, Inc., has returned from a two-week vacation spent in Rochester, N. Y.

Six CBS Clients Renew Commercial Web Shows

(Continued from Page 1) "Mary Marlin," for Tenderleaf Tea, Mondays through Friday, 3-3:15 p.m., EWT.

Others: Centaur Company Division Sterling Drug, Inc.'s "Big Town," for Ironized Yeast, Tuesdays, 8-8:30 p.m., EWT; Anchor-Hocking's "Corliss Archer" with institutional commercials, Thursdays, 9:30-10 p.m., EWT; J. B. Williams' "William L. Shirer and the News" for shaving cream, Sundays, 5:45-6 p.m., EWT.

Agencies for the foregoing are respectively: Young & Rubicam, Pedlar & Ryan, J. Walter Thompson, Pedlar & Ryan, William H. Weintraub, J. Walter Thompson.

Movie Producer Sets Spot Campaign For New Picture

(Continued from Page 1) Not," Mort Blumenstock, in charge of advertising and publicity for Warner Brothers in the East, announced yesterday. This will be the first large scale national spot campaign undertaken by Warners and results derived will guide the company in future radio activities, it was said.

Dank Named Day Editor

Mortimer S. Dank has been named day editor in the shortwave news department of CBS. Dank, former member of the news-writing staff, succeeds Edward Michelson, who has resigned to accept an executive post with Reynal-Hitchcock, publishers.

Blue Du Mont Tele Deal Nears Consummation

(Continued from Page 1) vision, it was learned yesterday. An official announcement will be made very shortly re the Blue's stand in television programming in co-operation with these studios.

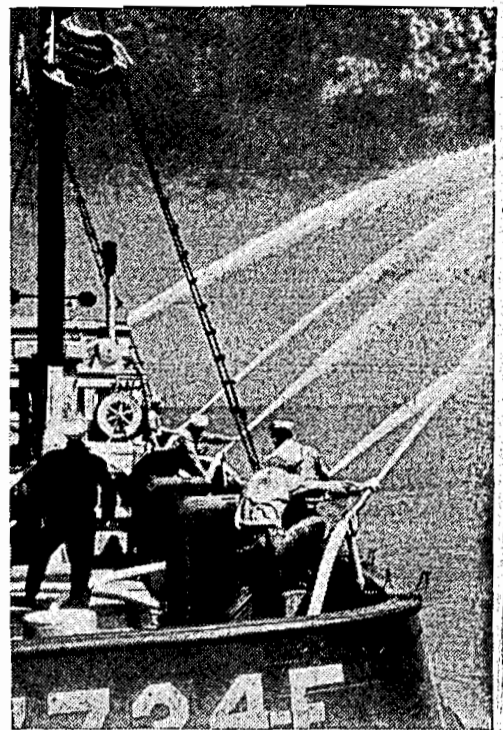
Sam Cuff, general manager of Du Mont, said that a similar arrangement to that made with WOR may result from these conferences. The contract between WOR and Du Mont provides that the former handle promotion for the studios' programs, in exchange for the latter's facilities.

Seven or eight months ago Du Mont tried unsuccessfully to enter into an arrangement with the Blue.

The Blue has not made any announcements regarding its television department, nor has it an official department head, although Paul Mowrey, formerly of CBS, holds that unofficial title, and is sitting in on all meetings between the Blue and Du Mont, it was disclosed.

AFM Group Asks Petrillo To Void Elections At 802

A petition from 50 insurgent members of Local 802, American Federation of Musicians, asking that the last two elections of the New York City unit be declared void, was forwarded yesterday to James C. Petrillo, president of the union. The petition charged that the elections had been conducted in violation of the by-laws of the local which required that the Honest Ballot Association supervise all elections of 802.



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-REI

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.

Now! At All Times*

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

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



**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK,
N. J.

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

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

LOS ANGELES

By RALPH WILK

COMEDIAN honored comedian on Saturday, January 6, when Mr. and Mrs. Eddie Cantor hosted a party at the Beverly Wilshire Hotel in honor of Danny Kaye and his wife, Sylvia Fine, to mark the latter's CBS radio debut that evening. More than 350 radio and film notables and newspaper and magazine writers attended.

The King of the Cowboys found himself in the middle of a veritable stampede when hundreds of young autograph hunters besieged Roy Rogers after a recent broadcast over KHJ-Mutual Don Lee. One stalwart young lad tackled Roy for autograph, and soon hundreds of youngsters were milling around their favorite western star. Although signing all the autographs took a long time, genial Roy signed every last one.

Eastern publishing set-up for the Merry Macs' two music companies, Merrywood and Normac, has been completed in New York by their personal manager, Harry Norwood. Tunes under the Merrywood and Normac banners will be published both in Hollywood and New York, Norwood said.

George Irwin, formerly with Smith and Bull Advertising agency, is in town after receiving an honorable medical discharge from the navy.

Tele's Advertising Role To Be Discussed By ATS

Television's prospective role in the field of advertising will be the theme of the January 11 meeting of the American Television Society, to be held at the Museum of Modern Art, at 7:30 p.m. Chairman of the meeting will be Allan T. Preyer, president of the Advertising Club of New York, while Ira A. Hirschmann, vice-president of Metropolitan Television, Inc. is scheduled as the key speaker. Televising fashions will be discussed by Lily Dache, and Jo Copeland, designer. The subject of agency activity in tele programming and economics will be covered by Wyllis Cooper, program manager of Compton Advertising, Inc., following which a motion picture will be shown comparing the use of tele with other advertising media.



Sportscasters Honor "Red"

● ● ● In the course of chronicling our daily pillar on RADIO and its citizens, we often find ourselves in the company of colorful individuals . . . for instance, yesterday at the Capitol Hotel (just across the street from the Madison Square Garden in Gotham) a fellow named Walter Lanier Barber was the recipient of kudos . . . of course the name probably means as much to you as it did to us until the honored guest himself arrived . . . then we knew it was "Red" Barber . . . that made it a different story for everyone knows Red. . . . After graduating from the University of Florida, Barber served his apprenticeship behind the mike of several small radio stations, finally reaching the big time back in 1933 when he started to announce the baseball games for the Cincinnati Reds . . . it was during a nationally-prominent football game (we don't recall which) that Red earned himself quite a reputation for having described a huddle with the picturesque phrase, "are now in a crap-shootin' formation" . . . later coming to Gotham, he became a fixture with the Brooklyn Dodgers, announcing all their games . . . But getting back to the luncheon, held in his honor by the Sportscasters Broadcasting Association, an organization which includes in its membership the nation's outstanding announcers of sportsdom and special events, Red was paid a glowing tribute by the President of the organization, Stan Lomax, who, in presenting the carrot-topped Barber, symbolized him as "the sports broadcaster who has done the most to bring credit and dignity to his profession."

★ ★ ★

● ● ● Jack Alicoate, publisher of RADIO DAILY, who knows a few things about motion pictures, radio and sports, was the guest speaker and we'd like to quote the keynote paragraph in his speech . . . quote:—"Red," like your character, it is sterling. Like your work, it is solid and substantial and like your voice it is bright and sparkling. As Bill Stern has the Rose Bowl, Ted Husing the Orange Bowl, Harry Wismer the Sugar Bowl and Slater the Cotton Bowl, for and because of the signal honor bestowed upon you by your fellow members of this organization, it is my pleasing privilege to present to you the RADIO DAILY Egg-Nog Bowl with the compelling thought that it goes to a man who well deserves it. In addition, for your buttonhole, a small gold emblem so that good luck will accompany your good judgment always. On behalf of a sportsloving public of the United States, I congratulate you. unquote:—in the gathering we spied Bill Slater, Jimmy Dolan and Tom Slater, vee-pee, Treasurer, Secretary (respectively of the S.B.A.; Don Dunphy, WINS; Bob Smith, NBC; Sam Taub, WHN; Joe Hasel, Armed Forces Radio Service; Henry Viscardi, MBS; Irwin Rosee, 20th Century Sporting Club; Connie Desmond, WHN; Jack Lightcap, NBC; Mel Allen, Armed Forces Radio Service; Taylor Grant, WNEW; Guy Lebow, Bill Ackman, WOR; Lt. Marty Glickman, formerly with WHN; Sylvan Taplinger, Stan Florin, NBC Short Wave; Jack Harris and Phil Newson both of U.P. Radio Section. . . . and a great time was had by all . . . now all Red Barber has to do, having been re-appointed Chairman of the Red Cross 1945 War Fund of Greater New York, is to raise about twenty million dollars. . . .

★ ★ ★

● ● ● The Gracie Fields Show, currently heard Tuesdays from Hollywood, via the Blue Network, will not be renewed when it concludes its February 6, broadcast. . . . Frank Novak's small novelty orchestra and the Landt Trio have been signed to succeed Vincent Lopez and his Orchestra for Van Camp's MBSponsored program, starting January 29. . . . George Evans is on route to Hollywood to set up a coast office . . . he's the flack responsible for the "swoon" idea that catapulted CBS Sinatra to the top . . . sotto voce to NBC Director Frank Papp:—don't disregard the dramatic talents of actress Mary Patton, just because she's MRS. FRANK PAPP.

Remember Pearl Harbor -

CHICAGO

By BILL IRVIN

ROBERT HURLEIGH, WBBM analyst, heads for Washington, D. C., Jan. 12 for the annual dinner of the Radio Correspondents Association at the Statler Hotel on Jan. 13. During Hurleigh's week-end absence, Alvin J. Steinkopf will sub for him on his WBBM program.

A contract for a ten-minute program of early evening news and the renewal of the Simonize Sunshine Serenade program paced the business week at station WMAQ. The 10-minute news show, sponsored by the Peter Fox Brewing Company (Fox de luxe beer), through Schwimmer & Scott will be heard Mondays through Fridays from 5:05 to 5:15 p.m., CWT, for 52 weeks, beginning Jan. 8. The Simonize Sunshine Serenade, beginning its 12th consecutive year on the air, is sponsored by the Simonize Company, through George H. Hartman Company, and is heard Sundays from 10:45 to 11:00 a.m. Renewal is for 52 weeks, effective Dec. 31 last.

Gracie Fields Show Leaving Blue, Feb. 6

(Continued from Page 1)

the metal shortages. At Young & Rubicam, Inc., it was learned that shows sponsored by the Bristol Myers Company will continue as scheduled. Y & R's programs include the Allen Young show, Mr. District Attorney, Eddie Cantor's show and Duffy's Tavern.

Doherty, Clifford & Shenfield, Inc., is the agency for Ipana and the "Gracie Fields Show."

Gets WJZ Post

Duncan Miller has been appointed WJZ promotion manager, it has been announced by John H. McNeil, station manager. Miller came to WJZ from the promotion department of "Time" magazine. Prior to that he was with the Sterling Getchell Advertising Agency.

POSTWAR PLANS SURVEY* SHOWS.



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

JOB WANTED

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

Ben Ludy,
GEN'L. MGR.

WIBW
The Voice of Kansas
TOPEKA

Radio Daily's Poll Published Tomorrow

(Continued from Page 1)

Warren Jennings will represent the Radio Executives Club. These officials will inspect the ballots and work-sheets, also the final results in each of the 28 categories and the runners-up. Luncheon will be held in the Chinese Room of the Waldorf-Astoria Hotel, New York. Hereafter, the ballots will be open for inspection to all interested parties. That nationwide interest in the results of the Certified Poll is at a high pitch, is indicated in the hundreds of letters and phone calls received by way of seeking information on the outcome and the date of publication of the All American Program. As already intimated in these columns, winners in several classifications will come as a complete surprise to the industry.

How To Promote Tolerance Spiked Weekly Over WFIL

Philadelphia—WFIL has inaugurated the weekly presentation of "Within Our Gates," a program designed to prove the theme. . . . "No matter what the color of your skin. . . . No matter how or if you pray. . . . No matter from what part of the world you come. . . . You benefit only by the accomplishments of peoples of all races and of all creeds." The program is Philadelphia radio's first community-wide effort to deal with the problem of tolerance and understanding among all groups within the community. Written and produced by John Scheuer of the WFIL staff, "Within Our Gates" is presented in co-operation with the Philadelphia Fellowship Commission, a permanent commission seeking to unite the entire community in promoting racial and religious understanding and in adjusting intergroup tensions.

For the premiere broadcast, Jan. 7, 10 p.m., Scheuer dramatized the story of Wendell Willkie.

The lives of the people dramatized will be the intrinsic "commercial message" of understanding and tolerance.

The Philadelphia Fellowship Commission will co-operate in the preparation and promotion of the program. The Fellowship Commission embraces the following organizations: National Association for the Advancement of Colored People, Fellowship House, International Institute, National Conference of Christians and Jews, Philadelphia Federation of Churches, Philadelphia Jewish Community Relations Council and Society of Friends (Committee on Race Relations).

Connect in Connecticut

WDRC

HARTFORD-4 CONNECTICUT
WDRC-FM

AMP Announces List Of License Renewals

New music licensing agreements between the Associated Music Publishers, Inc. (AMP) and KSJB, Jamestown, N. D.; KBND, Bend, Ore., and KLPM, Minot, N. D. have been completed. In addition, the agreements between AMP and the following stations have been renewed for additional periods: KALE, Portland, Ore.; KFJL, Klamath Falls, Ore.; KFRE, Fresno, Cal.; KFSD, San Diego, Cal.; KFXJ, Grand Junction, Colo.; KFYR, Bismark, N. D.; KGGF, Coffeyville, Kansas; KMA, Shenandoah, Iowa; KMYC, Marysville, Cal.; KOL, Seattle, Wash.; KOIN, Portland, Ore.; KPAC, Port Arthur, Tex.; KROY, Sacramento, Cal.; KSL, Salt Lake City, Utah; KSTP, Minneapolis, Minn.; WAVE, Louisville, Ky.; WCAU, Philadelphia, Penn.; WCBS, Springfield, Ill.; WCOS, Columbia, S. C.; WEIM, Fitchburg, Mass.; WFBR, Baltimore, Md.; WFTL, Miami, Fla.; WGH, Newport News, Va.; WGN, Chicago, Ill.; WHAM, Rochester, N. Y.; WHBC, Canton, Ohio; WIBW, Topeka, Kansas; WLW-WSAI, Cincinnati, Ohio; WMOB, Mobile, Ala.; WNAX, Yankton, S. D.; WOPI, Bristol, Tenn.; WSGN, Birmingham, Ala.; WSIX, Nashville; WTAR, Norfolk, Va.; WTMJ, Milwaukee, Wis.; WTSP, St. Petersburg, Fla.; WWJ, Detroit, Mich.; KATE, Albert Lea, Mich.

Helen Gahagan On WMCA

WMCA will be the only station to carry Helen Gahagan Douglas, first radio talk since her election as a Representative of California, when it is heard tonight at 6:30-6:45 p.m., over Richard Eaton's program. The program is sponsored by the Modern Industrial Bank.

Dick Brown To Record

Dick Brown, singer heard at 6:45 p.m., Mutual, will make his first two records—four sides—on Jan. 12 for Guild, newly-formed recording organization. He will be accompanied, as on the network, by Max Ceppos and an 18-piece orchestra.

this is
WDOD
20th YEAR

ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga
CBS
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES



When you eat at the same restaurant week after week the food must be good!

When advertisers use the same station to sell their merchandise year after year, as scores of WIP advertisers do, the "profit pie" must be good eating!

Just a few availabilities left . . . better hurry!

**3RD MARKET
MUTUAL AFFILIATE**

610 KC **WIP** 5000 WATTS
PHILADELPHIA'S PIONEER VOICE
24 HOURS EVERY DAY

Represented Nationally by
GEO. P. HOLLINGBERRY CO.

NABET Files Today, Names NBC And Blue

(Continued from Page 1)

letters from NBC and Blue which constitute an ultimatum to NABET. The networks, they said, cannot honor the recent NLRB decision giving NABET jurisdiction over platter turners in Chicago, on the grounds that NABET is a company-dominated union. This was the charge of AFM President James C. Petrillo, hurled at NABET as soon as it was given this jurisdiction.

"Cover-Up" Charged

The networks, said the NABET attorney, Martin O'Donoghue, "were just looking for some kind of a cover-up to hide the fact that they are scared to death of Petrillo. So they chose Petrillo's own argument. If NABET were a company union, I wouldn't have anything to do with it. I wouldn't touch a company union."

Most of the NABET membership is employed by NBC.

The attorney said he had a difficult time dissuading the union from striking last Saturday. Plans called for a walkout just as the President took the air, which would have cut a large part of the White House audience.

Pons and Kostelanetz On Second Overseas Tour

Lily Pons and Andre Kostelanetz are entertaining in the China-Burma-India theater of war on their second overseas tour for USO-Camp Shows, it was disclosed yesterday. They are scheduled to remain altogether at least 15 weeks overseas. Accompanying the famous musical couple on their "Foxhole Circuit" tour are Theodore Paxson, pianist; and Frank Versaci, flautist.

Miss Pons and Maestro Kostelanetz are following the pattern of their USO-Camp Show tour of last summer when Kostelanetz organized and conducted orchestras which presented concerts in which Miss Pons appeared as star-soloist. Their previous tour carried them through North Africa, Italy, the Middle East and the Persian Gulf Command.

Camera Men's Queen

The annual lensman's quest for a "Queen of the Ball" for the 16th annual dance and entertainment of the Press Photographers Association of New York, Inc. opened this week, with all the camera wielders in search of suitable contestants. The ball will be held at the Waldorf-Astoria Hotel on Friday, February 2 at which time the "Queen" will be duly crowned.

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

Dept. Stores Studying Video; Hirschmann Heads FM-Tele

(Continued from Page 1)

will address the convention of 2,000 merchants at the Hotel Pennsylvania. The speakers will touch on every phase of video and emphasis will be put on production and programming.

The morning convention sessions will be devoted to tele operation and management, and will feature as speakers, James D. McLean of GE, "How to Plan Your Television Station"; Dan D. Halpin, RCA "Television and Post-Victory Merchandising"; Leonard F. Cramer, Allan B. Du Mont Laboratories, Inc., "Intra-Store Television"; P. C. McCabe, Austin Company, "Television Studio Design"; and P. F. McCarthy of J. N. Adam & Co. Also during the morning sessions J. R. Poppele, newly elected president of the TBA will be introduced, and is scheduled to make a short address.

Production Panel

The production panel is slated for the afternoon period, with Robert L. Gibson of GE and vice-president of TBA as the lead-off speaker. Other speakers include Thomas H. Hutchinson, of RKO Television; Samuel H. Cuff, general manager of the Du Mont tele-station WABD; Raymond E. Nelson, of the Chas. M. Storm Agency; Frances Hughes, of "Mademoiselle"; Bud Gamble of TPA, and Irwin A. Shane of the Television Workshop.

Hirschmann's New Post

Ira A. Hirschmann, through agreement with James S. Schoff, president of Bloomingdale's, has been commissioned to organize the FM and Television activities for Federated Department stores, it was announced yesterday by Walter Rothschild, president of Abraham & Straus and of Metropolitan Television, Inc.

Mr. Hirschmann's new activities, indicative of the growing interest of the merchandising field in FM and television, will start on February 1 when he will make his headquarters

at Metropolitan Television, Inc., a subsidiary of Abraham & Straus and Bloomingdale's.

"This move is an indication of the concrete interest in the new fields of broadcasting on the part of Federated Department Stores," Mr. Hirschmann stated. "Frequency Modulation is now acknowledged as the accepted form of post-war broadcasting, and with television having indicated its expansion in the near future we are setting up a developmental program. Through FM and Television our stores will be able to offer an expanding service to all the communities in which they are located."

Served Nation in Turkey

Mr. Hirschmann has recently returned from an eight months mission in Turkey for the State Department of the United States Government, is the vice-president of Metropolitan Television, Inc. and has initiated and supervised this subsidiary of the two stores. In addition to Metropolitan Television, Inc. which operates FM station WABF and the experimental Television station W2XMT, applications have been filed with the Federal Communications Commission in Washington for the three other Federated Department Stores for FM and Television licenses. The stores are: The F. & R. Lazarus & Co., Inc., Columbus, Ohio; the John Shillito Company, Cincinnati, Ohio; and Wm. Filene's Sons Co. Inc., Boston, Massachusetts. Sites for the transmitters and studios for the three stores have been tentatively chosen in each city. The developmental program connected with these operations for the five Federated Department Stores will all be directed by Mr. Hirschmann.

Mr. Hirschmann is a member of the New York Board of Higher Education and President and Founder of the New Friends of Music.

'This Is Our Cause' Co-Op

"This Is Our Cause," a weekly salute to charities and war effort agencies, will be produced co-operatively by WOR and the Skouras Theaters war effort department, each Sat., 4:30-5 p.m., EWT, starting Jan. 13, is has been announced.

Opening program will be dedicated to the Greek War Relief Assn. and among the subsequent ones scheduled are: the American Red Cross, the National Foundation For Infantile Paralysis. Guest stars will adorn the program, and among the participants will be: Annette Burford, Robert Stanley and his orchestra, Hazel Scott and others. Hugh Sanders will produce the series and Bob Dixon will do the announcerial chores. Screen trailers, lobby displays and direct mail will be used by the Skouras people to promote the programs. The "This Is Our Cause" theme is presented by WOR's "Music For Half An Hour."

Keit To MBS Sales

Barry Keit has been appointed eastern sales service supervisor for the Mutual Broadcasting System. Prior to his association with the network, Keit was Detroit manager for the Headley-Reed Company, station representatives.

AVAILABLE
Young woman radio executive (now employed) seeks position in program, production, or direction of women's programs in N. Y. C. — Good ideas. Fifteen years in entertainment field. Write Box 105, Radio Daily, 1501 Broadway, New York 18, N. Y.

Radio Producers Aid Religious Groups

(Continued from Page 1)

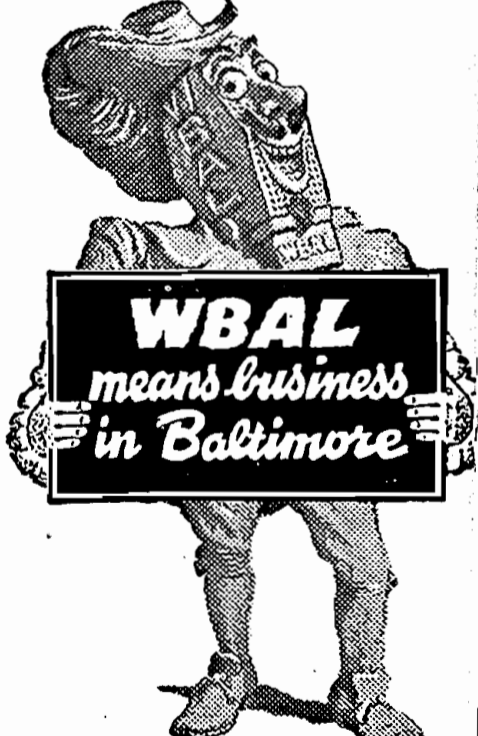
people aware of the ideas of other people. Listening to what the other person has to say will build up a tolerance that is a basic necessity if we are to have a decent post-war world."

Robert Landry, program writing director of CBS, said, "The first law of radio communication is clarity. Encourage criticism of your programs. Critical attention is important. If there is no criticism, a program drifts toward its own standard. It is better that standards be set by outsiders who have some perspective."

NBC's production manager, Wynne Wright, pointed out, "A great improvement in religious broadcasts has latterly come about as a result of two things: one, the willingness of church people to admit that religious broadcasts should be more than instructive; they should be entertaining as well—using the word entertainment in the broadest sense. And two, obtaining collaboration in the doing of the job, of the very best writers and producers that radio can afford."

Serge Koussevitzky To Offer Sibelius' Second Symphony

Sibelius' Second Symphony will be performed for the first time in two years by Serge Koussevitzky and the Boston Symphony Orchestra, Sat. Jan. 13, 8:30-9:30 p.m., EWT, it was announced yesterday by Arthur Austin, supervisor of the program. The program will originate from Hunter College Assembly Hall, New York City. The other work to be heard of this program will be Berlioz "Roma Carnival." Allis-Chalmers Mfg. Co. sponsors the program, and Compton Advertising, Inc., is the agency.



WBAL
means business
in Baltimore

Edward Petry & Co., National Representatives

PROMOTION

WBT Booklet

Stressing the point that when WBT's farm editor Grady Cole is faced with a problem in merchandising, and especially when said problem deals with the disposal of about 50 tons of cabbages, he is indeed capable of a fast and successful solution, WBT in Charlotte, N. C. has released a small booklet titled "WBT's Happy Ending Department, Grady Cole, Mgr." On the inside pages is revealed the story of the cabbages, the problem, the radio station, and the subsequent disposal of the cabbages. The text is done with a light, humorous touch that puts the station's message across very effectively, concluding with the thought that if more information is desired, you might contact the station.

WHOM Folder

"Buy Roads to Romance" is at once both the title of WHOM's latest promotion effort, and the title of the program the folder plugs. Featuring Josephine McQuillin, WHOM's woman director, the folder displays several views of the personnel and program while "on the air," accompanied by the text on the facing page. The entire thing is done in black on white, with a bit of pink dressing the pages here and there. Rather well done, and quite complete, even to the tabulated rate listings on the last page.

Max Wylie Joins Y & R; Resigns From N. W. Ayer

Max Wylie joined the radio department of Young & Rubicam in New York as a production supervisor effective January 8, it has been announced by the advertising agency. Mr. Wylie leaves his post as radio director of N. W. Ayer & Son, Inc. to accept this new responsibility. Before that he handled radio activities for Blackett-Sample-Hummert in Chicago and was story editor of the Columbia Broadcasting System.

"Better Half" Returning

WOR is returning "The Better Half" to its airwaves Wednesday, Jan. 10, 6:30-9 p.m., EWT, as a sustainer, although the program was originally a commercial for Lorstan & Thomas, portrait studios. Tiny Ruffner, radio veteran, will be the master of ceremonies, and will be assisted by Keyes Perrin, announcer. Jack Byrne, WOR engineer, who originated the program, will direct and produce it. Bill Wirges will be the organist. The program went off the air approximately 10 weeks ago.

COAST-TO-COAST

- CANADA -

WINGHAM—Latest addition to the staff of CKNX is M. L. "Tory" Gregg. Due to his widely diversified background in the field of sports, he has been named sportscaster for the station and will devote much of his time to the development and promotion of sporting events within the station's coverage.

- MINNESOTA -

MINNEAPOLIS—The Continental Oil Company, agencied by Geyer, Cornell & Newell, of New York, has contracted to sponsor WLOL's "In the Bleachers" sports reviews, handled by Stu Mann, Twin Cities sportscaster.

- INDIANA -

FORT WAYNE—Numerous executive changes were announced at WOWO as the result of transfer of key personnel to KEX, Portland, Ore., recently acquired by Westinghouse Radio Stations, Inc. and the sale of WGL in Fort Wayne, by Westinghouse, to Farnsworth Television and Radio Corp., in that city. Paul E. Mills has become manager of WOWO, replacing J. B. Conley, transferred to KEX. Lee G. Gregg has become auditor and office manager of WOWO succeeding Kenneth Foellinger, who takes a similar assignment at KEX.

- NEW YORK -

NEW YORK—The appointment of Harvey Anhalt to the post of general manager was announced recently by Muzak Radio Station Inc. owners and operators of FM station WGYN. For the past year Anhalt served as chief engineer of the station and will continue with those duties in his new capacity. . . . The post of program director of WINS went to Robert W. Hergonson, according to a recent announcement by Willard Schroeder, general manager of the station. . . . Starting on January 15 in the capacity of production director of WHOM will be Maurice Barrett, who has been assigned the task of developing new types of forum and discussion panels. Prior to joining WHOM, Barrett held the same position with WHN for nine years.

- ARIZONA -

PHOENIX — Garnett Marks has joined the staff of KTAR as an announcer, succeeding Merrill Workhoven, who resigned in order to accept a position with WOW in Omaha. Until his recent discharge Marks was a 1st Lt. in the Army Air Force Service Command. Prior to that he was chief newscaster for WKRC in Cincinnati.

- CALIFORNIA -

LOS ANGELES—Formerly with the National Broadcasting Company in Hollywood, Tom Hargis has joined the staff of KNX as program director. He will replace Glan Heish, who left the CBS Hollywood outlet to accept a position with the McCann-Erickson agency. . . . **OAKLAND**—Latest addition to the staff of KROW is John Sage, who joins the station as an announcer. He was formerly with KYA, San Francisco, and KGDM, Stockton.

- NORTH CAROLINA -

RALEIGH—John Bosman, WPTF news reporter, has begun a new Sunday commentary under the title of "Story of the Week. . . . **CHARLOTTE**—Carolyn Fraley WBT staffer, has been promoted to assistant to WBT traffic manager Reginald Acker. She has been replaced by a radio newcomer—Katherine Christopher. . . . **ASHEVILLE**—"Today's War Commentary," a UP radio feature, has been bought five days a week, by Bon Marche, local department store.

- NEW JERSEY -

NEWARK—Victor A. Bennett, vice-president of WAAT, has been named radio director for the Community Manpower Mobilization Committee of northern New Jersey. CMMC represents 46 communities in the Newark area where 20,000 new workers are needed immediately to fill manpower needs in top priority industries.

AGENCIES

BURN-SMITH COMPANY, INC., national station representatives, have been named by William F. Huffman, president of the Wisconsin Network, as sales agents for that eight-station package web.

FREDERICK P. REYNOLDS, JR., has been appointed research director for Geyer, Cornell & Newell, Inc., it has been announced by B. B. Geyer, president. Reynolds' former affiliation was Young & Rubicam for 14 years, where he was market research director until 1940, when the department was welded with the copy research department under the direction of Dr. George Gallup.

THE AMERICAN RADIATOR AND STANDARD SANITARY CORPORATION announces the appointment of Batten, Barton, Durstine & Osborn, Inc. as its advertising agency to take effect immediately.

THOM McAN has selected Schwab and Beatty, Inc., New York, to handle the advertising of its boys' and girls' shoes in the comic magazines.

NATIONAL MUSICAL STRING CO., manufacturer of musical strings, has appointed Charles M. Storm Co., Inc., New York, to direct its advertising.

WCKY

**DELIVERS MORE TUNED-
IN HOMES FOR THE
ADVERTISER'S DOLLAR
IN METROPOLITAN
CINCINNATI THAN ANY
OTHER STATION.**

L.B. Wilson
C B S

FIFTY GRAND IN POWER

**SEND BIRTHDAY
GREETINGS TO---**

January 9

Morris Altschuler Crane Calder
Marion Carley Arthur Simon
Nelson Yates C. E. Scull
Gracie Fields

OFF THE AIR

**REFERENCE RECORDINGS
IN CHICAGO**

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

WHY

Associated has more

FM

Subscribers than any other Library!

FM calls for not only the finest in music but the finest in *reproduction* of that music.

On *both* scores ASSOCIATED ranks first among all libraries! That's why it leads all libraries in FM subscribers.

It takes ASSOCIATED's wider range, *vertically-cut* transcriptions to do full justice to FM equipment. And every test proves it—*proves* that nowhere can you find transcriptions with more freedom from surface noise

. . . lower distortion . . . more natural, lifelike tone.

In quality of reproduction as well as programming material, ASSOCIATED is the library that gives you *most* hours of the best *radio* music!

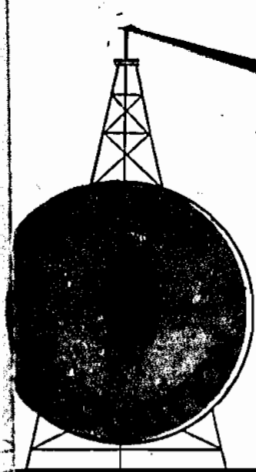
No wonder so many of America's successful stations are discovering that ASSOCIATED is a *plus* for AM, a *must* for FM.

Want the facts, without obligation? 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. 7

NEW YORK, N. Y., WEDNESDAY, JANUARY 10, 1945

TEN CENTS

Results Of Certified Poll

Measurement Bureau Elects Fellis Prexy

Hugh Feltis was officially elected president of the NAB Broadcast Measurement Bureau, it was announced yesterday at a cocktail party held at the Waldorf-Astoria. J. Harold Ryan, president of the NAB, will serve as chairman of the board.

Other officials elected are: Paul West, president of the ANA, first vice-chairman; Fred Gamble, president of AAAA, second vice-chairman; Roger Clipp, executive vice-president and general manager of WFIL, Philadelphia. (Continued on Page 2)

Keen Interest In Television As Merchandiser Discussed By NRDGA

Keen interest in television as an important factor in displaying and merchandising goods was indicated yesterday by the merchants assembled to hear prominent leaders in the industry discuss its various phases at the convention of the National Retail Dry Goods Association, at the Hotel Pennsylvania. Both advertising over (Continued on Page 3)

Objectionable-Show Ban For CBC Board Attention

Montreal—Question of banning horror programs from schedules of private radio stations likely will be discussed at meetings of the Board of Governors of the Canadian Broadcasting Corporation here this month, a CBC official said yesterday. The official (Continued on Page 2)

Tokyo Please Copy

General Douglas MacArthur, who left Luzon in the Philippines some three years ago by Presidential order, declared "We Shall Return." Return he did—yesterday—with the invading force of American troops. In the same group was Arthur Feldman, Blue Network correspondent, who broadcast the first official news of the landing to the American public.

'All American Radio Program' Winners For Year 1944 Announced Today; Heavy Nation-Wide Balloting

By FRANK BURKE
Editor, RADIO DAILY

Radio's first Certified Poll to select the All American Radio Program of 1944 is published by RADIO DAILY today.

The poll, representing the thinking of 1,051 editors and writers of the critical press of America, is the first cross-section survey of the Fourth Estate on the popularity of radio artists and programs.

"Information Please" was voted the top ranking commercial show of the past year. Bob Hope, perennial favorite, romped away with top honors as Favorite Comedian and Favorite Entertainer, with Jack Benny as runner-up in the comedian classification and Bing Crosby being awarded the same status as an entertainer.

Apart from winning first place as a commercial program, "Information Please" stood head and shoulders over all others in the "Quiz Show" classification. It is the first time in the eight year (Continued on Page 4)

Cut In FCC Budget Asked Of Congress

Washington Bureau, RADIO DAILY
Washington—Overall FCC expenses for the fiscal year 1946 will be cut by over a million dollars, according to the budget estimate submitted recently to Congress by the Budget Bureau. The big cut comes in national defense expense, with the recommended appropriations for salaries and expenses for these activities only \$2,430,000. Actual expense in fiscal years 1944 and 1945 have been \$5,765,314 and \$4,191,143.

Salaries and expenses for normal (Continued on Page 2)

NBC-Blue Take Stand In NABET Controversy

The two major networks concerned in the platter-turner controversy, NBC and the Blue Network, issued statements yesterday urging judicial determination of the jurisdictional demands of the National Association of Broadcast Engineers and Technicians and the American Federation of Musicians over the (Continued on Page 3)

Borroff Criticizes AFM On Chi. Show Music Ban

Chicago—E. R. Borroff, vice-president, Central Division, the Blue Network, Chicago, yesterday issued the following statement explaining why no music was heard on the "Breakfast Club" broadcast over the Blue (Continued on Page 2)

No Ads Today

Nine and three quarter pages of paid advertising were omitted from today's issue of RADIO DAILY in order that readers might get a complete report on the results of the 1944 Certified Poll.

Radio Daily Certified Poll Receives Trade Acceptance

By M. H. SHAPIRO
Managing Editor, RADIO DAILY

Trade acceptance of RADIO DAILY's Certified Poll and encouragement toward further refinements in its Ninth Annual Certified Poll to be conducted at the year-end, was received yesterday at a luncheon for network, independent station and press association executives given by Jack Alicoate, publisher of RADIO DAILY.

At the luncheon, held at the Waldorf-Astoria Hotel, were the ballots, work-sheets and other pertinent data on the poll in which 1,051 newspapermen and women participated to select

the All American Program. These were open to inspection and in course of the luncheon questions were tossed pro and con. This brought out the good and lesser points of the Certified Poll and others as well with the result that important items were developed for guidance in carrying out future polls.

Consensus was, however, that RADIO DAILY had done the best job to date on radio polls and since nothing is perfect, subsequent procedure in conducting RADIO DAILY Certified Polls. (Continued on Page 4)

Bonds For Service

Patriotic innovation on the "Radio Newspaper" program, over CBS, Monday through Friday will be an award of a War Bond to the "woman of the week." The deserving recipient must be any of the following: housewife, business woman, service woman, cited for a meritorious service. A public figure will not be considered. Bernard Flynn is the commentator.



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

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Coming and Going

DON SEARLE, vice-president of the Blue Network, has arrived from the West Coast on a short business trip.

GASTON W. CRIGNON, general manager of WISN, Milwaukee, is in Gotham for conferences with the station's national representatives.

ROBERT E. BAUSMAN, commercial manager and sales promotion director of WISH, Indianapolis, a visitor yesterday at the offices of the Blue Network.

RALPH KANNA, sales promotion manager, production head and program director of WNBC, Hartford, Conn., in Gotham for a short stay.

JOHN M. RIVERS, president and station manager of WCSC, Charleston, S. C., outlet of the Columbia network, arrived in town yesterday.

FRANK CONRAD, West Coast station relations manager of the Blue Network, is spending a week or so in town for confabs with web executives.

ARTHUR B. CHURCH, president of KMBC, Kansas City, Mo., is in town for the meeting of the CBS Affiliates Advisory Board.

CLARENCE B. GOSHORN, president of Benton & Bowles, Inc., is visiting Mexico City. He's expected back at the agency on or about Jan. 16.

RALPH C. MATHESON, sales manager of WHDH, Boston, in New York yesterday. The station is an affiliate of the Blue.

I. R. LOUNSBERRY, executive vice-president of WKBW, Buffalo, N. Y., arrived this week in the vanguard of the executives planning to attend the Affiliates Advisory Board meeting at CBS.

HAL SEVILLE is in town. He's the national sales manager of WJEJ, Hagerstown, Md.

BRUFF W. OLIN, JR., general manager of WKIP, Poughkeepsie, N. Y., in conference yesterday with the national representatives of the station.

JOHN R. ATKINSON, commercial manager of WHBU, is here from Anderson, Ind., on station and network business.

ED "ARCHIE" GARDNER and JINX FALKENBURG traveled to Pleasanton, Cal., for Friday's broadcast of the "Duffy's Tavern" program over NBC.

Cut In FCC Budget Asked Of Congress

(Continued from Page 1) Commission functions were \$2,100,000 in fiscal 1944 and \$2,104,500 in fiscal 1945, an increase to \$2,756,000 for fiscal 1946 is recommended.

This increase is accounted for by the expectation that regulatory work in radio and common carrier fields will expand. The allocation hearings are pointed to as evidence of increased use of the spectrum.

Although the war has "retarded the commercial use of radio" the bureau said, "it has not retarded its development. In fact, Radar and other war devices may have resulted in a radio development that would have taken years to attain in normal times."

Overall Commission expense for fiscal 1944 was \$7,966,496.46 with estimated expense for fiscal 1945 \$6,281,000. Recommendation for fiscal 1946 is \$5,207,000.

Boroff Criticizes AFM On Chi. Show Music Ban

(Continued from Page 1) Network on Tuesday morning, Jan. 9, 1945.

"The 'Breakfast Club' orchestra, whose personnel belongs to the Chicago Federation of Musicians, refused to play on the 'Breakfast Club' program this morning. Their refusal came when management of the Blue Network declined to accede to an ultimatum from the musicians that we remove the program's production director, who has held this position for two years and whose services have been satisfactory to us. To give in to the demands of the musicians would give them a management authority that should not be theirs. It would recognize in fact, the right of the musicians' union to dictate the selection of personnel employed by the Blue Network.

"On Friday, Jan. 5, 1945, Mr. E. L. Benkert, recording secretary of the Chicago Federation of Musicians, informed me that if Mr. Lew Green, the program's production director, were not removed, because of minor difficulties between Mr. Green and the musicians, there would be no music played on the January 9 'Breakfast Club' program. . . I talked with Mr. Benkert and pointed out to him that the Blue Network was meeting all its union commitments and that we were anxious to work with him to reconcile points of disagreement. Mr. Benkert, however, did not respond to my offer, and refused to give assurances that his threat to withdraw the musicians would not be carried out. . .

"We are still hopeful that a settlement may be reached, and we are willing and anxious to discuss the matter further with the Chicago musicians. I personally am hopeful that such feeling as the musicians may have toward Mr. Green may be removed and that the music of the 'Breakfast Club' may be speedily restored."

Objectionable-Show Ban For CBC Board Attention

(Continued from Page 1) cial added he did not know what action would be taken in the matter which CBC has had under study for several months.

The CBC's policy has been to refuse to carry on its networks any of the gangster and criminal type of children's programs. Late last year it urged private stations to follow a similar practice. However, some private stations continued the horror programs into the New Year.

The pediatrics sections of the Canadian Medical Association asked the corporation in a resolution to prohibit the broadcasting of thriller stories, as it was the unanimous opinion of this section that it is decidedly detrimental to the mental and physical health of children.

The Toronto Board of Education in another resolution also urged that the CBC take action to prevent radio stations from broadcasting dramas of murder and other criminal activities.

The CBC official said the banning of the programs likely would be discussed at executive meetings Jan. 17, 18 and 19 and at a meeting of the Board of Governors, Jan. 27, 28 and 29.

Robot Attack On America 'M. Of T.' Subject Thurs.

Navy precautions against a possible German robot bomb attack on New York and the east coast will be explained by Admiral Jonas Ingram, commander in chief of the U. S. Atlantic Fleet, on the March of Time, Thursday, Jan. 11. Admiral Ingram will speak from an eastern seaport.

On the same program, Nelson A. Rockefeller, new assistant Secretary of State in charge of relations with American republics, will report on U. S. foreign policy in South America. The program goes on the air at 10:30 p.m., EWT over the Blue Network.

Measurement Bureau Elects Feltis Prexy

(Continued from Page 1) phia, was made secretary-treasurer of the board.

Feltis announced that he will start a tour of all the NAB regional districts January 22, which will until March 25, at which time he expects to be back in New York. The purpose of the trip is to obtain \$500,000 in pledges from at least half the number of stations in the country, before the Broadcast Measurement Bureau can get under way. One million dollars will be needed to keep the bureau operating, it was reiterated. When Feltis will have returned from his nationwide tour, his proposals will have been fully outlined for presentation to the entire radio industry, it was announced.

Results Of Web Study To Be Presented Today

Preliminary results of the NBC 1944 Survey of Listening Habits will be announced at a luncheon meeting today at the Ritz-Carlton Hotel. Leading executives of advertising agencies, program sponsors, representatives of the press, the NBC management committee and the NBC Station, Planning and Advisory committee have been invited to attend the session.

Speakers at the luncheon will include Niles Trammell, president of NBC; Roy C. Witmer, NBC vice-president in charge of sales; Charles P. Hammond, NBC director of Advertising and Promotion and James H. Nelson, manager of network sales promotion.

Symphony Review

Weekly review of the Boston Symphony Orchestra which usually appears in RADIO DAILY on Wednesday will be published as an advertisement in Thursday's paper.

FINANCIAL

(Tuesday, January 9)

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.

OVER THE COUNTER

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

No Sponsor-Commercials On 'Author Meets Critics'

The Book-of-the-Month Club will not introduce any commercials when it sponsors the "Author Meets the Critics" series on WHN, beginning January 15. For the past two years, the program has been on the air, Book-of-the-Month Club subscriptions have been offered as prizes for best letters each week. Those subscriptions will continue to be the only "commercials" on the program.

20 YEARS AGO TODAY

(January 10, 1925)

When John McCormack recently made his microphone debut over WEAJ, the great tenor was so panicky that he held on to station manager John Holman's hand all through the first period of the broadcast. Reference to WEAJ program sheet shows the broadcast as a "Victor Presentation."

Seventh Outlet Added To Armed Forces Web

WXLI, newest broadcasting outlet of the expanding Pacific Ocean network of the Armed Forces Radio Service, is on the air with Lieut. Jack Wormser and T/Sgt. Hal Kanter in charge, according to word reaching New York from the Marianas yesterday

Newest Station

WXLI is the newest of seven stations in the Pacific Ocean web. PON's headquarters is in Honolulu, T. H., and its stations are broadcasting in the Gilberts, Marshalls and Marianas. When the network was officially opened in July of this year, Admiral Chester Nimitz welcomed the network to the Central Pacific with a transcribed address in which he indicated the PON would expand its activities until one day an American soldier would open a microphone on Honshu and say, "This is WTKO, your American Expeditionary Station in Tokyo, Japan."

On Road to Tokyo

WXLI often uses the phrase "on the road to Tokyo" in its station breaks. Seven news periods during the day keep listeners posted on the events that are leading them down that road. The de-commercialized versions of popular statewide network shows and the AFRS programs such as "Mail Call," "Yank Swing Session," "G.I. Journal" and "Command Performance" keep men entertained; especially written spot announcements advise them of the importance of such things as drinking sufficient water, taking salt tablets, remembering censorship regulations and writing home.

Staff of Five

The station has an assigned staff of four enlisted men and one officer. Lt. Wormser, the officer in charge is a former radio producer and writer, well known in New York and Hollywood and formerly of NBC. WXLI's program director is T/Sgt. Hal Kanter, a free lance writer who scripted comedy and dramatic shows on both coasts prior to his induction in 1941. Chief engineer for the 50-watter is Cpl. James J. Schell, Jr., who was an engineer at WATL and WAGA, Atlanta, Georgia, in civilian life. Sgt. Ramsey is an announcer-writer, who did similar civilian chores at KGDM, the CBS affiliate in Stockton, California. Cpl. James K. Evans, the fourth member of the staff, was an announcer at KGMB and KGU, Honolulu, before he entered the Army. Evans is an announcer and a control engineer for WXLI.

In addition to staff, Cpl. Phil Edwards of the Marine Corps, conducts a morning week-day program entitled "Bivouac Banter" and reads a five-minute newscast daily at 1 o'clock. Edwards was a radio writer and production man in his home town of Philadelphia, and handled the radio shows for Camp LeJeune, N. C., before shipping overseas for service in foreign theaters of war.

Television As Merchandiser Discussed At NRDGA Meet

(Continued from Page 1)

regular commercial facilities, and the promotion of sales through store window displays were explored.

J. R. Poppele, president of TBA, made the point that tele is ideally suited, if equipment were available, for holding conventions without the necessity of travel. This is timely in view of the fact that "...conventions... are about to become a wartime casualty." Basing his theses on the supposition that if cables, relays, and other equipment were ready now, "... as they will be two years after the war is over" the association, and others like it could conduct their sessions directly via television. Passing on to the subject of intra-store television, he stated that "both large and small department stores can make use of this magical medium to create immense buying appeal." Such a system, once installed, would enable an employer to conduct training classes for new employees, seating them in an office and having concealed cameras pick up sales techniques from the floor.

Favors Use of Film

Advocating the use of film, Thomas H. Hutchinson of RKO Television stressed that, due to the fact that the nation was divided into several time zones, and that the ideal time for a commercial program was between the hours of 7:30 and 10:30 p.m., costs would be prohibitive if the sponsor was forced to repeat his show in each time zone. While he might save a little on rehearsal costs, he would soon reach the point where "it would be much more economical to put the program on film in the first place," he said. Another argument in favor of film, he stated, was that from the standpoint of programming, the use of film would enable the sponsor to repeat his show at will. This was found to be advisable by the BBC during their experiments, and was also done by both NBC and CBS. While the telecasting of sporting events was generally conceded to be ideal for "live" shows, Hutchinson pointed out that the time of occurrence might not be convenient for the majority of people, and therefore the value of the event would be lost. However, with the use of film, the program could be re-telecast at a more convenient time.

Irwin A. Shane, director of the Television Workshop, predicted an

eventual total of over 1,000 television stations in operation soon after the cessation of hostilities, with many of these being owned and operated by leading department stores, as evidenced by the fact that "the FCC has already on file 80 applications for station channels, with three of the applications coming from this city. Among the applicants for station licenses are several department stores, including Maison-Blanche of New Orleans, People's Outfitting Co. of Providence, Rhode Island, and Wm. Filene's Co. of Boston. Bloomingdale's of New York City and Abraham & Straus of Brooklyn have formed the Metropolitan Television System and are the first stores in the country to have received a license."

Treats Intra-Store Tele

Going into considerable detail on the subject of intra-store television, Leonard F. Cramer, executive vice-president of Allen B. Du Mont Laboratories, Inc. urged department store heads interested in this type of video to place their applications and orders for equipment now, because the end of the war will result in a mad scramble, with manufacturers operating on a "first come, first served" basis. Progressing to the subject of costs, Cramer stated that "Accurate estimates of the cost of Intra-Store Television system can't be made without an actual survey of the premises. An installation with one camera and a few receivers carefully distributed can be made for less than \$25,000. Yet it is conceivable that a large operation might spend upwards of \$200,000 for its Intra-Store set-up."

Ray Nelson Heard

Raymond E. Nelson, vice-president and director of radio and television for the Charles M. Storm agency in New York, devoted the bulk of his talk to the widely discussed, little understood, art of programming. Several examples of radio techniques were cited as being of absolutely no value in the video field. Stating the view that the prime requisites of tele-programming were imagination, experience and "consummate skill," Nelson went on to say that there is no technique that will make a bad show into a good selling article. He concluded with the thought that, as in radio, the best practice would be to call in an agency as an aid in proper programming.

Niteclubs On WNEW

WNEW's new program will feature talent appearing at both Cafe Society uptown and downtown nightclubs under the banner, "Cafe Society Presents," beginning Fri., Jan. 12, 10-10:30 p.m., EWT. The program series will originate from the nightclubs, it has been announced. The programs are a collaboration between the station and the nightspots as a public service in behalf of the American Red Cross, the March of Dimes, National War Fund, etc.

Gets KSTP Musicians Strike

Chicago—The strike of members of the AFM at KSTP in Minneapolis has been referred to the National War Labor Board by the sixth regional WLB following the union's refusal to comply with the directive to return to work.

Last Thursday the regional board called on the union to "comply forthwith" with its Dec. 20 directive denying all demands of the AFM union, including hiring of eight additional musicians, three record turners and

NBC-Blue Take Stand In NABET Controversy

(Continued from Page 1)

webs' platter turners. The statements were issued by Niles Trammell, president of NBC, and Mark Woods, president of the Blue Network.

Trammell pointed out that, following the action of the National Labor Relations Board in certifying the NABET as the proper collective bargaining agent for the platter turners and the refusal of the American Federation of Musicians, of which Petrillo is president, to recognize this decision, NBC finds itself in the midst of jurisdictional dispute between the two unions.

Describes NBC Attitude

Trammell outlined the company's stand in making public a letter he dispatched to Allan T. Powley, president of NABET, explaining NBC's decision not to bargain with either union until the question of jurisdiction had been determined. Pending such a decision, Trammell expressed the hope that the status quo would be maintained and wartime broadcasting would not be hampered by any interruption of service by the platter turners, the employees who operate the record playback equipment and who put on, turn and take off recordings used in broadcasting.

Woods expressed the desire of the Blue Network for a final and binding determination of the jurisdictional dispute between NABET and the AFM, so that radio's service to the public may be maintained.

Woods' Text

"The first obligation of the Blue Network," Mr. Woods said in his letter, "is to the public. Holding a public franchise, we will make every effort to continue the operation of the network, without interruption, and thus maintain our essential public service."

"I know you will agree that this is particularly important in time of war, when radio is serving as a vital source of public information, both on the progress of the war and on the efforts necessary to enable us to win the war. The public interest and that of the parties accordingly requires that the pending dispute be finally determined as promptly as possible and we sincerely hope that your Union and the American Federation of Musicians will co-operate with us to that end."

There are no legal means for the Blue Network to initiate a procedure, under which a determination could be had between the two unions, Woods said. The Blue Network is therefore glad that NABET is taking this necessary step, he declared.

a librarian and a \$52.50 wage scale for a 22-hour week.

Stanley Hubbard, general manager of KSTP, earlier in the week sought to have the NWLB seize the AFM union for failure to comply with the edict of the regional board in the Minneapolis strike situation.

"Information Please" Top Commercial Show

(Continued from Page 1)

history of the RADIO DAILY poll that a program other than comedy has come out on top and may indicate a wartime trend in radio listening.

Bing Crosby was again voted the favorite male singer of popular songs receiving a much heavier vote than his nearest contender, Frank Sinatra. Bill Stern was named the nation's top sports announcer, while Dinah Shore finished strongly as the favorite female singer of popular songs. Don McNeill's "Breakfast Club" was voted Favorite Daytime Variety program.

Lowell Thomas received first honors as the Favorite News Commentator. Fibber McGee and Molly were crowned Favorite Comedy Team; Dorothy Thompson, Favorite Woman Commentator; Joan Davis, Favorite Comedienne and "America's Town Meeting of the Air" was voted first place as an Educational Program.

Other All American Radio Program winners are: Arturo Toscanini, Favorite Symphonic Conductor; New York Philharmonic - Symphony, Favorite Symphony Program; Don Wilson, Favorite Announcer; Guy Lombardo, Favorite sweet dance band; Harry James, favorite swing band; Radio Theater (Lux) Favorite Dramatic Series; "One Man's Family," Favorite Dramatic Serial; Waring Glee Club, Favorite Singing Group; Lily Pons, Favorite Female Singer of Classical Songs; Lowell Thomas, Favorite News Commentator; John Charles Thomas, Favorite Classical Singer.

"Let's Pretend" was first as a Children's Show; Alan Young was voted the most promising Star of Tomorrow in the male classification and Jo Stafford, in the female category.

The musical questions, new categories on the 1944 questionnaire which included 28 classifications, resulted in "I'll Walk Alone" being voted the Favorite Song of 1944 and "Holiday For Strings" as the Favorite Musical Composition of the past year.

Stanley In New CBS Post

Howard Stanley, for the past year and a half director of press information and sales promotion at WTOP, CBS-owned station in Washington, D. C., has been named assistant director of promotion service for CBS-owned stations. He will operate from web headquarters in New York.

Old Friend

Seeking to look over the ballots in Radio Daily's Certified Poll, at yesterday's luncheon at the Waldorf, Barry Faris, editor-in-chief of International News Service, selected one at random out of the pile of 1,051 and recalled that voter A. J. Carruth, Jr. 3rd, City Editor of the "Topeka State Journal," was one of his old proteges.



Survey Sidelights

● ● ● Here are some sidelights in connection with Radio Daily's Certified Poll to select the All American Radio Program: . . . "Information Please," which topped the commercial program winners received more votes as a Quiz Show than it did in the wider choice of selection available in the former category which scattered the votes . . . "Information Please" also received many votes in the favorite educational classification . . . Lowell Thomas, heading the commentators, unboundedly showed the advantages of a larger list of stations to which he transferred the past season. . . . Fibber McGee and Molly ran strongly ahead as a favorite comedy team, with Burns and Allen a runner-up. . . . Joan Davis was apparently never in danger as the favorite comedienne. . . . "Let's Pretend" as a favorite children's program, did a comeback this season which finds "The Quiz Kids" considered less of a kiddie show although it is the second place. . . As a quiz program "Quiz Kids" received many votes but had tough competition in "Info. Please" and "Take It or Leave It." . . . Voters did not seem to hold anything against transcribed programs of good music. . . Longines Symphonette votes proves this, also the votes for WQXR's music.



● ● ● Surprising number of male voters showed that they do not take femme commentators seriously and some "never listen" . . . nevertheless Dorothy Thompson received a vote on at least every fourth ballot and her total was in keeping with others in the All American Radio Program balloting. . . . Once again Radio Theater (Lux) had little competition as a dramatic series that found favor in all parts of the country. . . . Bill Stern came out powerful in the sports classification. . . . Ted Husing was on his trail but not too close. . . . Bing Crosby bingles merrily on his way with the largest individual vote of any artist or program in the 28 categories and as the favorite male singer of popular songs, actually piled up a staggering plurality. . . . Guy Lombardo continues as a fixture-favorite among the sweet-band voters and Harry James stalled off Tommy Dorsey by more than a safe margin. . . . Jack Benny, second to Bob Hope as a favorite comedian, was followed by the redoubtable Fred Allen who is in third place despite the fact that he has not been on the air this season with his own show, but had a few guests shots, with his friend Jack Benny. . . . Voters were somewhat wary on "stars of tomorrow," but Alan Young did well with Andy Russell right behind him as male timber of the morrow. . . . Jo Stafford headed the gal starlets.



● ● ● Toscanini is a tower of strength as a symphonic conductor getting votes, yet the New York Philharmonic-Symphony is the favorite symphonic organization . . . one which Toscanini does not conduct. . . . "I'll Walk Alone" reacted to the strong plug as a war song of late and "Holiday For Strings," tickled the fancy of the more serious minded music-lovers . . . one voter on her ballot asked if anything important was composed in 1944, as she know of none herself. . . . Dinah Shore as a popular singer was another heavy vote-getter, out-distancing her competitors . . . by a margin leaving no doubt as to her popularity. . . . "This man is eccentric" wrote one of the field workers obtaining the votes, "he thinks symphony programs are the only thing on the air and won't vote for anything else" . . . some newspaper folk pointed out they work in the daytime, and did not listen during the day, and vice versa . . . some voters simply insist upon voting an artist or program in a different category than it belongs . . . but the vast majority revealed a first-hand knowledge of artists, their programs, networks, sponsors et al down to a fine point . . . one editor wondered if he were fair, because he wanted additional time to fully analyze his own ballot . . . exactly 1,051 ballots were tabulated and certified in Radio Daily's Eighth Annual Poll to find the All American Radio Program.

Remember Pearl Harbor

Certified Poll O. K. With Trade Officials

(Continued from Page 1)

will be guided by the arguments developed during course of the discussion. Discussion was opened by Jack Alicoate who explained the why and wherefore of the Certified Poll, and the effort to make it absolutely open and above board in every respect.

B. E. Jolley, director of research for Ross Federal who conducted the field work of the Certified Poll told of his and his organization's part in carrying out the survey, the obstacles and sidelights, as well as the attitude of the average newspaperman and publisher policy toward casting his ballot in the Certified Poll. He also answered numerous questions fired at him by the broadcasters. Jolley, even to the surprise of RADIO DAILY folk, stated that his organization, when first approached, was not interested in conducting a radio poll if it was merely another promotional stunt. However, he was subsequently convinced that the effort was to be an honest one and if anything, a promotional move for the industry at large. For this reason, he said, Ross Federal Research Corp. decided it would handle the poll.

Industry Executives Present

Those present at the luncheon included: Frank E. Mullen, of NBC; Doug Coulter, CBS; Hubbell Robinson, Blue Network; Phillips Carlin, Mutual; Herbert Pettey of WHN, representing the independent stations; B. E. Jolley, Ross Federal; Al Harrison, United Press; Tom O'Neill, AP (Press Association); Barry Faris, INS; Warren Jennings, Radio Executives Club; and Jack Alicoate, Frank Burke, M. H. Shapiro and Marvin Kirsch, of RADIO DAILY.

Appoint New Manager

Appointment of K. C. Burcaw to the position of sales manager of the Cornell-Dubilier Electric Corporation, jobber division, was announced recently. Prior to his association with the Dubilier firm, Burcaw was with Radiart Corporation where he created a radio jobber division that proved highly successful, and was instrumental in making the Radiart line an important factor in the jobber field. He is now rounding out plans which will bring to his work at C-D the same aggressive merchandising that marked his career with Radiart.

Fair Play

Strange as it may seem, not a few newspapermen approached as a good possibility to provide a fine ballot, refused to vote. Some stated that their paper was affiliated with a station and therefore he may be prejudiced and disqualified himself. Still others quickly admitted that they did not listen regularly enough due to their type of work, and thought it unfair to vote.

RADIO DAILY

*Has The Honor
To Present*

**“The All American
Radio Program”**

of **1944**

FRED WARING GLEE CLUB

Popular Singing Unit

DOROTHY THOMPSON

Woman Commentator

ALAN YOUNG

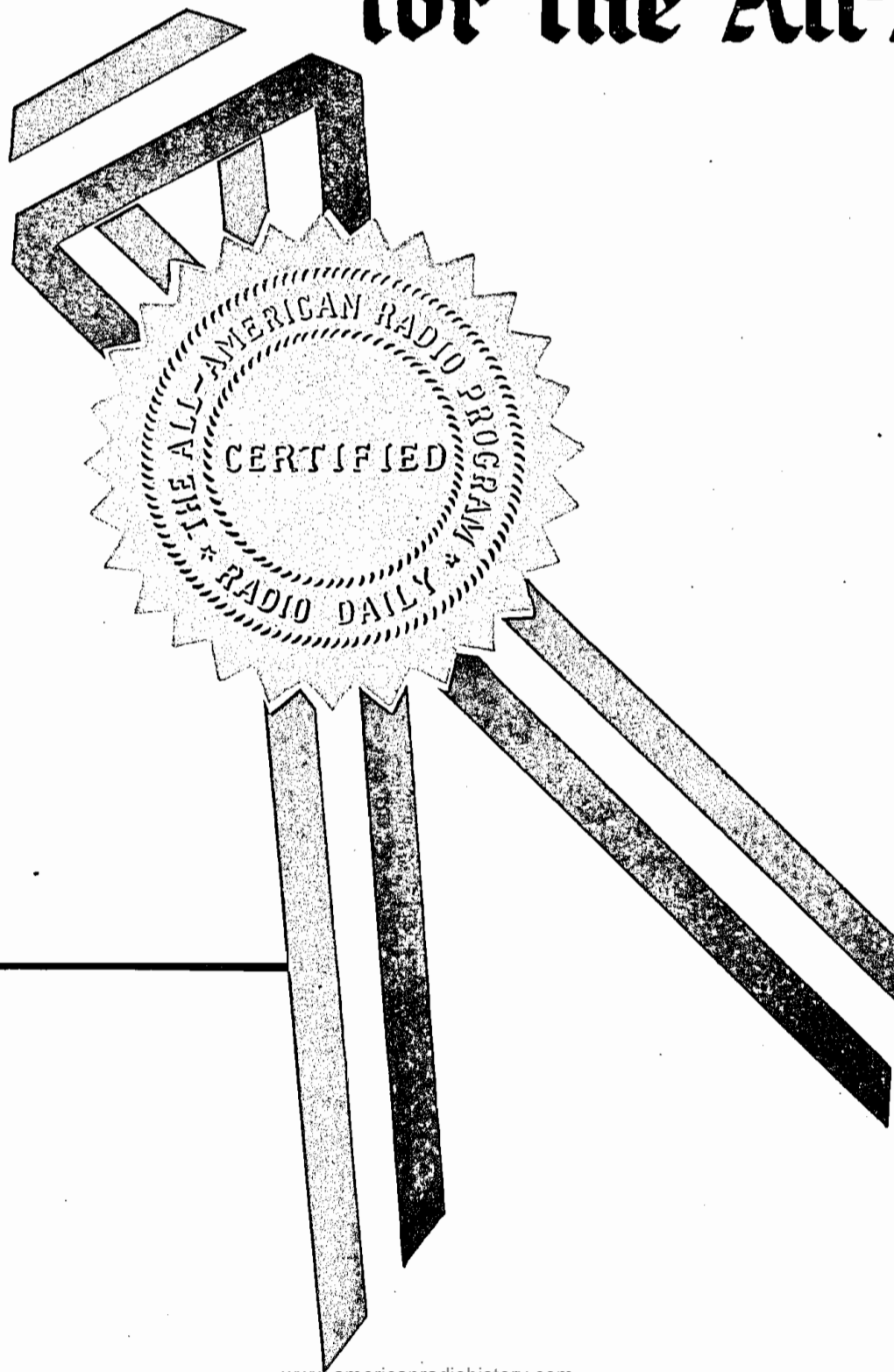
Star of Tomorrow (Male)

JO STAFFORD

Star of Tomorrow (Female)



By the Press of America in
to select the outstanding
for the All-American



Male Vocalist (Classical)

JOHN CHARLES THOMAS

Children's Show

LET'S PRETEND

Male Vocalist (Popular)

BING CROSBY

Commercial Program

INFORMATION PLEASE

Dance Band (Sweet)

GUY LOMBARDO

Sports Commentator

BILL STERN

Daytime Variety Show

BREAKFAST CLUB-DON McNEILL

Comedian

BOB HOPE

Radio

THE ALL



Facts About 1944 Certified Poll

Background Data On All-American Radio Ballot

First nationwide poll conducted by RADIO DAILY got underway in the fall of 1937, and was immediately accepted in radio and newspaper circles as an authentic reflection of the likes and dislikes of the fourth estate. The ballots however were confined to radio editors and a handful of topflight editors and writers other than radio columnists.

Eight years ago Jack Benny had little if any competition as to having a leading program and himself regarded as the leading comedian. Bing Crosby took top honors on one occasion as the favorite entertainer. In succeeding years, Bob Hope came to the front and began to nose out Benny both as the leading comedian and favorite commercial program.

Thus from 1937 through to the current 1944-45 season top honors went from one comedian to another and each held sway for a few seasons at least. In some cases standbys such as Lux Radio Theater maintained undisputed hold on the dramatic series classification. Dramatic serials usually went to "One Man's Family." Thus the standbys took the lead each year.

With the advent of World War II, RADIO DAILY's poll on occasion injected queries on favorite wartime shows, but the "Army Hour" ran away with this classification. As the war continued, programming took on a new aspect and producers sought to adjust their efforts along these lines. Whether or not listeners wanted an all-out

(Continued on Following Page)

With the Sports

Although New York License Commissioner Paul Moss did not bother Radio Daily on the gambling implications of its Certified Poll, great number of phone calls and other indirect means of obtaining advance information came to nought. Some wags even went so far as to mention that horse racing was dead and the interim "substitute" wasn't bad.

Balloting Statistics

Actual number of vote ballots cast by the Nation's Critical Press, totaled 1,051.

Number of questions answered in the 28 categories on each questionnaire, was 29,428 all told.

Skilled workers in the field, Ross Federal researchers, numbered 175 in 33 key cities.

Hundreds of artists and programs received votes in each of the 28 classifications, showing an extremely wide section of opinion, apart from the favorites making the top.

Each ballot and work-sheet after being formally tabulated, was then taken over by Certified Public Accountants for a double check and certification. This applied to each of the 1,051 ballots involved.

Staff of 14 men and women handled the original tabulations before the accountants took over (with the scornful remark they could do it with eight people).

Certified Poll carried out by Radio Daily is accredited in the industry as being the most comprehensive poll of its kind ever carried out by a radio trade publication.

All field workers were women and it is estimated that on the basis of about 40 minutes average for voters to make their 28 selections, approximately 700 hours were used by balloteers in selecting their All American Radio Program.

Everybody Welcome!

Ballots containing the selections of the 1,051 voters to Radio Daily's Certified Poll to select the All American Radio Program, are open for inspection to all in the industry who are interested.

The wishes of a few who specified that their ballot in so far as their name is concerned, remain secret, will be respected.

Radio Daily Polls Started In Fall Of 1937

Initial step to create a comprehensive, accurate poll carrying the certification of an established research organization were taken by RADIO DAILY two months ago when representatives of radio networks at a luncheon enthusiastically endorsed the plan.

The plan, as proposed by John W. Alicoate, publisher of RADIO DAILY, called for a personalized survey of the critical press of America in which men and women of the editorial rooms in cities of 25,000 or over would be invited to vote. It was emphasized that an effort would be made to get a cross section opinion of the American press rather than confining the survey to radio editors only.

Engage Researchers

In line with network representatives endorsement, RADIO DAILY engaged the services of the Ross Federal Research organization to conduct the nation-wide survey. Representatives of the research organization armed with credentials and questionnaires went into action working out of regional offices in 33 key center cities. As the poll progressed completed questionnaires began pouring into the offices of B. E. Jolley, director of research for the Ross organization.

Reports Interesting

Reports from the field researchers and the completed questionnaires indicated at the outset that the survey was truly a cross section expression of the press. There were com

(Continued on Following Page)

Recognition

For the first time recognition has been given in the Radio Daily poll to popular and serious composers. One of the fastest questions set down, according to the field workers, was the favorite popular tune and the favorite serious composition of the year. This seemed to strike a responsive chord as an average, more times than any other question.



OPEN HERE



Chronology of Radio Daily Polls

Chronological evolution of Radio Daily's annual poll into 1944's Certified Poll to select the "All American Radio Program" is contained in the following recapitulation of the first place winners in previous polls dating back to 1937:

1937 Commercial Programs—Chase & Sanborn; Entertainers—Jack Benny; Dance Bands—Guy Lombardo; News Commentators—Edwin C. Hill; Sports Commentators—Ted Husing.

1938 Commercial Programs—Jell-O; Personalities—Jack Benny; Symphony Orchestras—NBC Symphony; Dance Orchestras—Guy Lombardo; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing.

1939 Commercial Programs—Jell-O Program; Entertainers—Jack Benny; Dance Orchestras—Guy Lombardo; Commentators—H. V. Kaltenborn; Favorite Comedian—Jack Benny; Dramatic Shows—Lux Radio Theatre; Serials—One Man's Family; Quiz Programs—Information Please; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalist, Popular—Bing Crosby; Female Vocalist, Popular—Connee Boswell; Educational Programs—America's Town Meeting of the Air; Female Vocalist, Classical—Margaret Speaks; Male Vocalist, Classical—Nelson Eddy; Children's Show—Let's Pretend; Sports Commentator—Bill Stern.

1940 Commercial Programs—Jell-O Program; Entertainers—Jack Benny; Dramatic Shows—Lux Radio Theatre; Educational Series—American School of the Air; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Glenn Miller; Comedians—Jack Benny; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Ted Husing; Dramatic Serials—One Man's Family; Children's Programs—Irene Wicker (Singing Lady); Symphony Conductor—Arturo Toscanini; Symphonic Programs—N. Y. Philharmonic Symphony; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lily Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Kate Smith.

Background Information On All American Ballot

(Continued from Preceding Page)

Change or whether the gradual selection of wartime material was sufficient, was more or less an unknown quantity.

In RADIO DAILY'S Eighth Annual Poll to select the All American Program in various classifications, it was considered likely that wartime changes in listening habits, by the critical writers and editors might give a clue to whether more serious programs were being considered at the expense of comedy. They were the old standbys still doing a job, despite a serious trend toward newer fare.

These questions were sought in the Certified Poll.

Commercial Programs—Jell-O; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theatre; Educational Series—Chicago "U" Round Table; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Glenn Miller; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—H. V. Kaltenborn; Sports Commentators—Bill Stern; Dramatic Serials—Aldrich Family; Children's Shows—Lone Ranger; Symphony Conductor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Lily Pons; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Kate Smith.

1942 Commercial Programs—Pepsodent; Entertainers—Bob Hope; Dramatic Shows—Lux Radio Theatre; Educational Series—Chicago Round Table; Dance Bands, Sweet—Guy Lombardo; Dance Bands, Swing—Harry James; Comedians—Bob Hope; Quiz Shows—Information Please; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man's Family; Children's Shows—Lone Ranger; Symphony Conductor—Arturo Toscanini; Symphony Programs—N. Y. Philharmonic; Male Vocalists, Classical—Richard Crooks; Female Vocalists, Classical—Gladys Swarthout; Male Vocalists, Popular—Bing Crosby; Female Vocalists, Popular—Dinah Shore.

1943 Commercial Programs—Bob Hope; Entertainers—Bing Crosby; Dramatic Shows—Lux Radio Theatre; Educational Series—American School of the Air; Dance Bands, Sweet—Guy Lombardo; Comedians—Bob Hope; Dance Bands, Swing—Harry James; Quiz Shows—Quiz Kids; News Commentators—Raymond Gram Swing; Sports Commentators—Bill Stern; Dramatic Serials—One Man's Family; Children's Shows—Tie Between The Lone Ranger and Let's Pretend; Symphony Conductors—Arturo Toscanini; Male Vocalist, Classical—John Charles Thomas; Male Vocalist, Popular—Bing Crosby; Female Vocalists, Classical—Lily Pons; Symphony Programs—N. Y. Philharmonic Symphony.

Scroll Awards

Each leader in the 28 classifications of Radio Daily's Certified Poll will be awarded a parchment scroll.

Awards will be made at the convenience of the recipients and made by either Radio Daily or civic officials. Scrolls will each carry the seal of the All American Radio Program.

In some instances organizations rather than individuals will be awarded the scroll. Where musical compositions are involved, the publishers of the music will be the recipients of the award.

Radio Daily's Polls Inaugurated In 1937

(Continued from Preceding Page)

Completed questionnaires from sports editors, society editors, columnists, radio editors, trade journalists, and from the daily, trade, fan and magazine press.

Two weeks after the poll got underway 509 completed questionnaires had been completed. A week later the total jumped to over 600 and when the final tabulations were made 1,051 newspaper people had cast their ballots, an unprecedented number for a radio popularity poll.

Following completion of the poll yesterday, Publisher Ali-coate gave topflight network executives a poll preview luncheon at the Waldorf-Astoria at which time they were invited to inspect the ballots.

First Five In Each Class

All figures below are the actual number of votes taken off the 1,051 ballots for each artist or program, and the top five in each classification listed. Since ALL votes were counted and an unusually wide series of selections were made, the actual count for each selection was necessarily lower. None of the figures have been multiplied to imply a disguised number of ballots, higher than actually certified. The succeeding pages listing all who received votes further qualify the figures below.

<p>Favorite Commercial Program</p> <p>Information Please 104 Fibber McGee & Molly 61 Bob Hope Show 55 Kraft Music Hall 47 Edgar Bergen 43</p>	<p>Favorite Children's Show</p> <p>Let's Pretend 90 Quiz Kids 63 The Lone Ranger 40 The Children's Hour 20 Superman 18</p>	<p>Favorite Male Vocalist (Popular)</p> <p>Bing Crosby 648 Frank Sinatra 49 Frank Munn 24 Kenny Baker 18 Nelson Eddy 13</p>	<p>Favorite Quiz Show</p> <p>Information Please 44 Take It or Leave It 15 The Quiz Kids 10 Dr. I. Q. 6 Truth or Consequences 3</p>
<p>Favorite Symphonic Conductor</p> <p>Arturo Toscanini 273 Serge Koussevitzky 99 Andre Kostelanetz 61 Leopold Stokowski 50 Artur Rodzinski 38</p>	<p>Favorite Educational Series</p> <p>America's Town Meeting 97 Chicago Round Table 95 Information Please 46 American School of the Air 30 Cavalcade of America 29</p>	<p>Favorite Popular Singing Unit</p> <p>Fred Waring Glee Club 96 Ink Spots 92 Hour Charm Choir 54 Andrews Sisters 52 The King's Men 37</p>	<p>Favorite Male Vocalist (Classical)</p> <p>John Charles Thomas 22 Richard Crooks 11 Nelson Eddy 10 James Melton 9 Lauritz Melchior 4</p>
<p>Favorite Sports Commentator</p> <p>Bill Stern 265 Ted Husing 145 Red Barber 37 Harry Wismer 24 Stan Lomax 18</p>	<p>Favorite News Commentator</p> <p>Lowell Thomas 134 Raymond G. Swing 131 H. V. Kaltenborn 59 Gabriel Heatter 50 Walter Winchell } (tie) 47 Fulton Lewis, Jr. }</p>	<p>Favorite Dance Band (Sweet)</p> <p>Guy Lombardo 288 Sammy Kaye 56 Fred Waring 55 Tommy Dorsey 43 Wayne King 31</p>	<p>Favorite Comedian</p> <p>Bob Hope 38 Jack Benny 12 Fred Allen 11 Edgar Bergen 8 Ed Gardner 4</p>
<p>Favorite Dramatic Series</p> <p>Lux Radio Theater 262 Mr. District Attorney 48 One Man's Family 21 Suspense 19 Cavalcade of America } (tie) 18 Inner Sanctum }</p>	<p>Favorite Musical Composition of 1944</p> <p>Holiday For Strings 63 Shostakovich 8th Symphony 28 Oklahoma 19 Warsaw Concerto 18 Beethoven Festival } (tie) 3 Black Brown & Beige } Blue Topia }</p>	<p>Favorite Radio Announcer</p> <p>Don Wilson 111 Milton Cross 98 Bill Goodwin } (tie) 60 Harry Von Zell } Ben Grauer 54</p>	<p>Favorite Feminine Vocalist (Classical)</p> <p>Lily Pons 22 Gladys Swarthout 17 Marian Anderson 11 Jessica Dragonette 10 Jeannette MacDonald 4</p>
<p>Favorite Woman Commentator</p> <p>Dorothy Thompson 275 Kate Smith 27 Lisa Sergio 20 Mary Margaret McBride 19 Hedda Hopper } (tie) 10 Adelaide Hawley } Sheila Carter }</p>	<p>Favorite Comedy Team</p> <p>Fibber McGee & Molly 297 Burns & Allen 145 Abbott & Costello 82 Edgar Bergen-McCarthy 61 Garry Moore & Jimmy Durante 56</p>	<p>Favorite Entertainer</p> <p>Bob Hope 268 Bing Crosby 95 Jack Benny 94 Edgar Bergen 93 Fred Allen 61</p>	<p>Favorite Symphonic Program</p> <p>New York Philharmonic Symphony 3 NBC Symphony of the Air 1 Boston Symphony 11 Philadelphia Orchestra 10 Coca-Cola Show (Kostelanetz) 4</p>
<p>Favorite Daytime Variety Show</p> <p>Breakfast Club 119 Breakfast at Sardi's 76 Club Matinee 13 Mirth and Madness 8 Glamor Manor 6</p>	<p>Favorite Comedienne</p> <p>Joan Davis 223 Gracie Allen 156 Fanny Brice 93 Gracie Fields 71 Molly McGee (Marion Jordan) 47</p>	<p>Favorite Dramatic Serial</p> <p>One Man's Family 76 The Aldrich Family 28 I Love a Mystery 23 Those We Love 18 Mr. District Attorney } (tie) 7 Life Can Be Beautiful }</p>	<p>Favorite Feminine Vocalist (Popular)</p> <p>Dinah Shore 2 Kate Smith 1 Ginny Simms 1 Frances Langford 1 Hildegard 1</p>
<p>Star of Tomorrow (Male)</p> <p>Alan Young 25 Andy Russell 19 Larry Stevens 16 Dick Haymes 15 Perry Como 14</p>	<p>Favorite Song Hit of 1944</p> <p>I'll Walk Alone 119 I'll Be Seeing You 71 Swinging on a Star 51 Trolley Song 42 Long Ago and Far Away 18</p>	<p>Favorite Dance Band (Swing)</p> <p>Harry James 135 Tommy Dorsey 86 Benny Goodman 51 Kay Kyser 48 Duke Ellington 40</p>	<p>Star of Tomorrow (Female)</p> <p>Jo Stafford 1 Gloria Scott 1 Joan Brooks } (tie) 1 Patrice Munsel } Georgia Gibbs } (tie) 1 Joan Davis }</p>

Data On Certified Poll Winners

Commercial Program

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays, 9:30-10 p.m., EWT, on NBC network. *Agency:* Maxon, Inc.

☆

Entertainer

BOB HOPE. Sponsored by The Pepsodent Co.; Tuesdays 10-10:30 p.m., EWT, on NBC network. *Agency:* Foote, Cone & Belding, Inc.

☆

Dance Band (Sweet)

FRANK LOMBARDO. Sponsored by Larus & Brother Co., Inc.; Saturdays 10:30 p.m., EWT, on Blue Network. *Agency:* Warwick & Legler, Inc.

☆

Dance Band (Swing)

MARY JAMES. Sponsored by Liggett & Myers Tobacco Co., on CBS network for period in 1944. *Agency:* Newell-Emmett, Inc. (Currently on program for Pabst Sales Corp. on CBS).

☆

Male Vocalist (Classical)

FRANK CHARLES THOMAS. Sponsored by Westinghouse Electric & Mfg. Co.; Sundays 2:30-3 p.m., EWT, on NBC network. *Agency:* McCann-Blackson, Inc.

☆

Male Vocalist (Popular)

BING CROSBY. Sponsored by Kraft Cheese Co.; Thursdays 9-9:30 p.m., EWT, on NBC network. *Agency:* J. Walter Thompson Co.

☆

Feminine Vocalist (Classical)

MARY PONS. Guest appearances during the year on various commercial programs.

☆

Feminine Vocalist (Popular)

FRANK NAH SHORE. Sponsored by General Foods Corp. Thursdays 8:30-9 p.m., EWT, on NBC network. *Agency:* Young & Rubicam, Inc.

☆

Symphonic Program

NEW YORK SYMPHONY. Sponsored by United States Rubber Co.; Sundays 3-4:30 p.m., EWT, on CBS network. *Agency:* Campbell-Cald Co.

☆

Comedian

BOB HOPE. Sponsored by Pepsodent Co. Tuesdays 10-10:30 p.m., EWT, on NBC network. *Agency:* Foote, Cone & Belding, Inc.

☆

News Commentator

FRANK WELLS THOMAS. Sponsored by Sun Oil Co.; Monday through Friday, 5-7 p.m., EWT, on NBC network. *Agency:* Roche, Williams & Cleary, Inc.

☆

Dramatic Series

MAX RADIO THEATER. Sponsored by Lever Brothers Co.; Mondays 10-11 p.m., EWT, on CBS network. *Agency:* J. Walter Thompson Co.

☆

Dramatic Serial

THE MAN'S FAMILY. Sponsored by Standard Brands, Inc.; Sundays 9-10 p.m., EWT, on NBC network. *Agency:* Kenyon & Eckhardt, Inc.

☆

Sports Commentator

FRANK STERN. Sponsored by Colgate-Palmolive-Peet Co. Fridays 10:30-11:45 p.m., EWT, on NBC network. *Agency:* Sherman & Marquette, Inc.

Children's Show

LET'S PRETEND. Sponsored by Cream of Wheat Corp.; Saturdays 11:05-11:30 a.m., EWT, on CBS network. *Agency:* Batten, Barton, Durstine & Osborn, Inc.

☆

Educational Series

AMERICA'S TOWN MEETING. Sponsored by Reader's Digest Association, Inc.; Thursdays 8:30-9:30 p.m., EWT, on Blue Network. *Agency:* Batten, Barton, Durstine & Osborn, Inc.

☆

Quiz Show

INFORMATION PLEASE. Sponsored by H. J. Heinz Co.; Mondays 9:30-10 p.m., EWT. *Agency:* Maxon, Inc.

☆

Daytime Variety Show

BREAKFAST CLUB (DON McNEILL). Sponsored by Swift & Co. (Participating program). Mondays through Saturdays 9-10 a.m., EWT, on Blue Network. *Agency:* J. Walter Thompson Co. for Swift.

☆

Comedienne

JOAN DAVIS. Sponsored by Sealtest Inc. Thursdays 9:30-10 p.m., EWT, on NBC network. *Agency:* McKee & Albright, Inc.

☆

Radio Announcer

DON WILSON. Exclusive contract with Jack Benny-American Tobacco Co. program; Sundays 7-7:30 p.m., EWT, on NBC. *Agency:* Ruthrauff & Ryan, Inc.

☆

Woman Commentator

DOROTHY THOMPSON. Sponsored by Tri-Mount Clothing Co.; Sundays 8:15-8:30 p.m., EWT, on Blue Network, to Dec. 17, 1944. *Agency:* Emil Mogul Co., Inc. (Currently sustaining).

☆

Star Of Tomorrow (Male)

ALAN YOUNG. Sponsored by Bristol-Myers Co.; Tuesdays 8:30-9 p.m., EWT, on Blue Network. *Agency:* Young & Rubicam, Inc.

☆

Star Of Tomorrow (Female)

JO STAFFORD. Appeared during 1944 on Johnny Mercer Song Shop for Liggett & Myers Tobacco Co. on NBC network.

☆

Popular Singing Unit

FRED WARING GLEE CLUB. Sponsored by Owens-Illinois Glass Co.; Thursday 10-10:30 p.m., EWT, on Blue Network. (Unit of Waring's Pennsylvanians). *Agency:* J. Walter Thompson Co.

☆

Comedy Team

FIBBER McGEE and MOLLY. Sponsored by S. C. Johnson & Son Inc.; Tuesdays, 9:30-10 p.m., EWT, on NBC network. *Agency:* Louis, Needham & Brorby, Inc.

☆

Song Of 1944

ROLL WITH ME. Published by Mayfair Music Corp. Music by Jule Styne; words by Sammy Cahn. Introduced in the motion picture "Follow the Boys."

☆

Composition Of 1944

HOLIDAY FOR STRINGS. Published by Bregman, Vocco & Conn. Music by David Rose; lyric by Sammy Gallop.

Votes In Certified Poll

The following artists, programs, songs and compositions received one or more votes in RADIO DAILY's Eighth Annual Certified Poll, under the classifications as listed:

Favorite Comedian

Ed Rochester, Johnny Morgan, Red Skelton, Fibber McGee, Bing Crosby, Eddie Cantor, Joe E. Brown, Frank Morgan, Jimmy Durante, Ransom Sherman, Tom Howard, W. C. Fields, Harold Peary (Great Gildersleeve), Frank Fay, Jack Carson, Bill Bendix, Milton Berle, Gary Moore, Danny Kaye, Joe Laurie, Jr., Bob Burns, Jerry Colonna, Groucho Marx, George Burns, Victor Borge, Dagwood Bumpstead (Arthur Lake), Falstaff Openshaw, Alan Young, Monty Woolley, King Fish on "A & A", Ed Wynn, Zero Mostel, Mad Russian (Bert Gordon), Ralph Morgan.

Favorite Dance Band (Swing)

Ted Lewis, Xavier Cugat, Johnny Mercer, Henry King, Woody Herman, Phil Harris, Guy Lombardo, Eddie Condon, Stan Kenton, Jimmy Dorsey, Sammy Kaye, Count Basie, Raymond Scott, Al Trace, Artie Shaw, Charlie Spivak, Vaughn Monroe, "Chamber Music Society of Lower Basin Street," Frank Masters, Fred Waring, Jimmy Lunceford, Ozzie Nelson, Gordon Jenkins, Art Kassel, Glenn Miller, Charlie Barnett, Mark Warnow's Lucky Strike Orchestra, Coleman Hawkins, Louis Armstrong, John Scott Trotter, Spike Jones, Gene Krupa, Hotelle Heidt, Cab Calloway, Glenn Gray, Frankie Carle, Les Brown, Carmen Cavallero, Paul Whiteman, Bob Crosby, Stuffy Smith, Freddie Martin, Adrian Rollini, Rudy Vallee, Lawrence Welk, Jan Garber, Eddie Duchin, Red Norvo, Vincent Lopez, Abe Lyman, Ray Noble.

Favorite Symphonic Program

Standard Symphony Hour, Sunday Noon Symphony, Firestone Symphony, Symphony Hall, 8 p.m. WQXR, Bell Telephone Hour, Cincinnati Orchestra, Prudential Hour, Indianapolis Symphony, "Great Moments in Music"; "Longines Symphonette" (World's Most Honored Music); Ford Sunday Evening Hour, Hour of Charm, Radio Hall of Fame, Westinghouse-John Charles Thomas, Fred Waring's Pennsylvanians, Masterwork Hour-WNYC, Detroit Symphony, Metropolitan Opera House, Cleveland Philharmonic, Stradivari, Chicago Symphonic, Cities Service.

Favorite Feminine Vocalist (Popular)

Mary McManus, Lily Pons, Eleanor Holmes, Beatrice Kay, Kitty Crawford, Catherine McDonald, Lena Horne, Jo Stafford, Cass Daley, Mildred Bailey, Helen Forrest, Joan Brooks, Bea Wayne, Helen O'Connell, Billie Holiday, Joan Edwards, Evelyn McGregor, Joan Merrill, Connie Boswell, Jane Froman, Stella Dallas, Edith Wright, Leah Ray, Judy Garland, Joy Hodges, Eugene Baird, Nora Martin, Georgia Gibbs, Martha Raye, Jeanette MacDonald, Mary Martin, Jessica Dragonette, Betty Hutton, Gladys Swarthout, Gracie Fields, Maxine (Hour of Charm), Jane Walton, Rhea Stevens, Gertrude Nissen, Georgia Carroll, Marilyn Maxwell, Maxine Sullivan, Peggy Lee, Beatrice Lillie, Bonnie Baker, Ethel Waters, Ella Mae Morse, Nancy Martin, Shirley Ross, Hazel Scott, Nan Wynn, Ella Logan, Marian Anderson, Harriet Hilliard, Donna Day, Jean Dickenson, Grace Moore, Ella Fitzgerald, Evelyn Knight, Jean Tennyson, Eileen Barton, Margaret Sparks, Lee Wiley, Judy Canova, Jeri Sullivan, Martha Tilton, Yvette, Lulu Belle, Jeri Melvin, Eileen Farrell, Margaret McGregor, Lucille Manners.

Favorite Symphonic Conductor

Bruno Walter, Alfred Wallenstein, John Barbiroli, Jose Hurbi, Werner Jansen, Pierre Monteux, Paul Lavalle, Eugene Ormandy, Dr. Frank Black, Howard Barlow, Fabian Sevitzky, Vladimir Golschmann, Arthur Fiedler, Karl Koenig, Dimitri Mitropoulos, Fritz Reiner, Don Vorhees, Dean Dixon, Phil Spitalny, Morton Gould, Desdre Defaux, Eric Coates, Erno Rapce.

Favorite Educational Series

The Pacific Story, American Forum, Invitation to Learning, Quiz Kids, Yankee Yarns, Mayor of Town, Trans-Atlantic Call, Man Behind the Gun, Army Services Forces Presents, The Army Hour, We the People, Mystery Chef, New York Times Political Forum, Young Peoples' Program, Boston University Forum, Words at War, Rochester School of Air, We Came This Way, It Happened There, Meet Your Navy, The World Front, Radio Reader's Digest, WHA College of Air, Human Adventure, Columbia School of Air, The Answer Man, Books at War, Music of the New World, Dr. Pratt, Passing Parade, Garden Gate, Listen the Women, Of Men and Books, Doctors at Work, Boys' Town, Catholic Hour, Herald Tribune Forum, Ripley's Believe It Or Not, Journeys in Science, Radio Forum, Vox-Pop, Symphony Series, Quiz Between Two Cities, Front Line, World of Tomorrow, Reviewing Stand (NWU), This Is My Best, Backstage Wife, Noah Webster, It Pays to Be Ignorant, Adventures in Words, Report to Nation, Pan American Music, Mr. Anthony, The Answer Man Prof. Quiz, Norman Corwin, Harvey Firestone's Chats, NBC's World's Great Novels, The Baxters.

Favorite Children's Show

School of the Air, Fannie Brice (Baby Snooks), Aldrich Family, The Great Gildersleeve, The Shadow, Corliss Archer, Land of the Lost, Terry and the Pirates, Coast to Coast on a Bus, Uncle Don, Tom Mix, Roy Rogers, Rainbow House, Buster Brown Gang, Hap Harrigan, Dick Tracy, Singing Lady, I Love a Mystery, Captain Marvel, Charming Children, Jack Armstrong, Blondie, Red Ryder, Chick Carter, Junior League Plays, Brewster Family, Safety Legion, III Time, Today's Children, Walter Damrosch's Musical Program, Land of Make Believe, Basil Rathbone, Date With Judy, Children's Hour, Orphan Annie, Green Hornet, March of Time, Colorado School of the Air, Story Book Lady, Smiling Ed McConnell, Dan Dunne, Inner Sanctum, Children's Bible Hour, Hooky Hall, WGN Children's Hour, Chicago Daily News Story Teller.

Favorite Musical Composition of 1944

Since You Went Away, New World A Comin', Oklahoma, Iowa, Prokofiev Sonata For Piano No. 7, I Dream Of You, The Lonesome Train, Tico Tico, Harold In Italy, Donkey Serenade, Kreisler's Rhapsody, Tomorrow, Leningrad Concerto, Anything, If You Please, Louise, Vaughan Williams' 5th Symphony, Dream Book of Memories, Song of Norway, Ode To Napoleon Bonaparte, Three Loves Have I, La Palmera, Bennett's Score of Porgy, Lull At Dawning, All The Things You Are, Hara Staccato, Laugh Clown Laugh, Jeremiah Symphony, Mexican Hayride, I'm Making Believe, Dark In The Pacific, Dixie, Shuman's 3rd Symphony, Bloomer Girl Score, Home, Don't Fence Me In, Snowman's Wedding Day.

Favorite Daytime Variety Show

Dawn Busters Broadway Matinee, Darle Rich Hollywood Show, Vic-Sade, Luncheon With Sany, Ladies Be Seated, Morton Downey Program, Eddie Don Show, KC Jamboree, Star Playhouse, Luncheon With Lopez, East & Molly, Missus Goes Shopping, Army Hour, Coffee Club, To Your Good Health, Hollywood Star, Blue Points, Mutual Goes Calling, Finders Keepers, Billie Burke, Music Shop, Hall of Fame, Prudential Family Hour, Gambling, Music Matinee, Lopez, Serenade America, Dance Time, Kate Smith, Meet The Mrs., Atlantic Spotlight, Al Pearce, Medicine Board, Ika Chase, Make Believe Ballroom, 9-50 Club, Coca Cola Program, What's Doing Lady?, Hearts of Tomorrow, Chesterfield Music Shop, Prince Machevell.

Favorite News Commentator

Cedric Foster, Quentin Reynolds, Henry J. Taylor, Drew Pearson, Joseph C. Harsch, William L. Shirer, Upton Close, Volmy Hurd, Richard Harkness, Royal Arch Gunnison, John Barry, John W. Vandercok, Sumner Welles, Robert St. John, Cecil Brown, Bob Cunningham, Bill Henry, Edwin C. Hill, Harry Hellmann, Dorothy Thompson, Alexander Dreier, H. R. Baukhage, Quincy Howe, Bob Trout, Elmer Davis, Arthur Gaeth, Jimmy Fidler, Don Goddard, Frank Singiser, Clifford Evans, John Kiernan, John B. Kennedy, Bill Chaplin, Johannes Steel, Max Lerner, Arthur Hale, Edward R. Murrow, Lloyd Thomas, Leland Stowe, E. Vadeboncoeur, Arthur Reilly, Ned Calmer, Clifton Utley, William Gailmore, Samuel Grafton, Earl Godwin, Hub Jackson, Moulton Belsey, Sidney Roger, John Holbrook, Rupert Hughes, Paul Sullivan, Doug Edwards, Morgan Beatty, Glenn Hardy, Harry Flannery, James Abbe, Westbrook Van Voorhes, Gilbert Forbes, Van Kell, Sam Balter, Clem Lane, A. J. Steinkoff, Jack Brickhouse, Lyle Van, Cesar Searchinger, George Hicks, Cal Finney, Paul Schubert, Fleetwood Lawton, Preston Bradley, Sidney Moseley, Dickie Tobin, Lisa Sergio, Sam Hays, Rex Miller, Manchester Boddy, Stanley Dixon, Walter Kieran, George Fielding Elliot, Harry Withers, Martin Agronsky, Eric Severoid, Ted Malone, Ed Thorgersen.

Favorite Woman Commentator

Ika Chase, June Marlowe, Margaret Mead, Alma Kitchell, Edith Dunham Weber, Alice Hughes, Bessie Beatty, Martha Deane, Margaret Arlen, Janet Flanner, Adrienne Ames, Bernadine Flynn, Katherine Clarke, Hilda Phelps Hammond, Gretche McMullen, Luella Parsons, Maggi McNellis, Esther Van Wagoner Tufty, Elizabeth Bernis, Helen Nugent, Jackie McIntyre, Ann Hunter, Annie Lee Stag, June Baker, Patricia Daugherty, Jane Cowl, Elizabeth Harper.

Favorite Comedy Team

Fanny Brice and Hanley Stafford, Marx Brothers, Amos 'n' Andy, Jack Benny and Mary Livingstone, Fred Allen and Portland Hoffa, Jumpy and Honey, Howard and Shelton, Lum and Abner, Marie and Joan, Tim and Irene, Jack Benny and Rochester, Ritz Brothers, Joan Dav's and Jack Haley, Blondie and Dagwood, Bob Hope and Jerry Colonna, Bob Hope and Bing Crosby, Easy Aces, Harriet and Ozzie Nelson, Fanny Brice and Frank Morgan, Duffy's Tavern, Ed East and Polly, Vic and Sade.

Favorite Comedienne

Cass Daley, Jane Ace, Vera Vague, Zuzu Patts, Mary Livingstone, Shirley Booth, Arlene Francis, Billie Burke, Judy Canova, Patsy Kelly, Gertrude Lawrence, Beatrice Lillie, Charlotte Greenwood, Hildegarde, Beatrice Kay, Martha Raye, Betty Hutton, Sophie Miller, Penny Singleton, Lulu McConnell, Pert Kelton, Mhuerva Pious, Claudia Morgan, Shirley Mitchell, Kate Smith, Harriet Hilliard, Vivian O'Brien, Mary Boland.

Favorite Sport Commentator

Jill Jackson, Bump Hadley, Fred Hoey, Grantland Rice, Tom Hussey, Harry Hellmann, Bill Corum, Ty Tyson, Connie Desmond, Rollie Johnson, Jimmie Hughes, Don Dunphy, Ralph Hubbell Tom Manning, Earl Harper, Bill Henry, Sam Balter, Pat Flanagan, Russ Winnie, Joe Cubbisberg, Bill Slater, Jack Grauey, Ed Thorgerson, Bob Trout, Lowell Thomas Hal Totten, Bob Elson, John Whitaker, Byron Field, Dizzy Dean, Walt Loehman, Rollie Trout, John Harrington, Clem McCarthy, Arch Ward, Ernie Smith, Fort Pearson, Frank Murray, Murray Owens, Bert Wilson, Jack Bronhouse, Francis Laux.

Favorite Commercial Program

Flteh Bandwagon, Your Hit Parade (Luc Strike), Metropolitan Opera Company, Ta It or Leave It (Eversharp), Standard Symphony Hour, Texaco Show, Vox-Pop, Nelly Eddy, Lux Radio Theatre, "Suspense," Cavalcade of America, Jack Benny, New York Philharmonic Orchestra, Prudential Family Hour, March of Time, Acme Beer Evening Concert, NBC Symphony of the Air, Sunday Noon Symphony, Through A Woman's Eyes Front Line, "What's Doing, Ladies?," Amos Kostelanetz-Coca Cola Show, The Great Gildersleeve, Bell Telephone Hour, Duffy's Tavern, Fred Allen, Firestone Hour, Carleton Contented Tour, Fred Waring Pennsylvanians, Town Meeting of the Air, Manhattan Merry-Go-Round, Gay Nineties Revue, National Barn Dance, Hour of Charm, Breakfast Club, Maxwell House Coffee Fine, Symphonette, Fred Waring, District Attorney, H. V. Kaltenborn, College of Musical Knowledge, Truth or Consequences, Radio Hall of Fame, Eddie Cantor, One Man's Family, Blind Date, Duran Moore, This Is My Best, Drew Pearson, Johnny Presents, Words at War, Thanks the Yanks, Amos 'n' Andy, Boston Symphony, Kate Smith Hour, We the People, WLS Barn Dance, Burns-Allen, A. Alexander, Arbitration, Smiling Irishman, Major Bowdler, Amateur Hour, American Album of Family Music, Breakfast at Sardi's, Can You T This?, It Pays to Be Ignorant, John Thomas, Cedric Foster, Dr. I. Q., What Your Idea?, Bob Burns, Billie Burke, Love Thomas, Raleigh Room, Clint Buehler, Ford Sunday Evening Hour, Blondie, G Light Gayeties, Quiz Kids, Easy Aces, I Love a Mystery, Esso News Report, Gillette Spectacular, Fulton Lewis, Jr., Aldrich Family, Confidentially Yours, Tangee Serenade, Stern, Ed Wynn, Ed & Peggy Fitzgerald, Gangbusters, Counterspy, Walter Winchell, Johnny Mercer (Chesterfield), Kenny Baker Show, Arthur Godfrey, Pet Milk Saturday Nite Serenade, Cities Service, People's Funny, Life of Riley, Radio Reader's Digest, Sherlock Holmes, Lum & Abner, Abbott Costello, Ben Tucker Variety Hour, Mayor of the Town, Those We Love, Say it With Music, World News Today, Chicago Theater of the Air.

Favorite Radio Announcer

Cedric Foster, Jimmy Wallingford, John Vandercok, Rin Rawson, Jimmy Wallington, Ken Niles, Harlow Wilcox, Don McNamara, Ken Carpenter, Ford Bond, Don Dowd, Bill Pearson, Jim Amecche, Mary Paxton, Tom Reddy, Don Ameche, Ralph Bondshu, Art Havrilla, Westbrook Van Voorhis, Dick Edwards, John Allan Wolfe, Paul Douglas, Don Harris, David Ross, Jackson Blewett, George Hicks, Dick Joy, Warren Sweetser, Nora Stirling, Everett Ball, Howard Pett, Everett Mitchell, John Contl, Dan Seymour, Frank Gallop, Dick Gray, Ben Hatfield, Donald Campbell, Jack Bailey, Hugh Jarrett, Fred Utell, Allen Jackson, Earl Smith, Shipley, John B. Kennedy, Rex Ben-Walton, Glenn Riggo, Howard Clancy, Spencer Allen, Harvey Smith, John Dalley, Bill Peunt, Doug Douglas, Ken Roberts, Richard Stroh, Bob Lamb, Auslu Fenger, Ellis Lind, Lhlukletter, Allen C. Anthony, Don Goddard, John Reed Kling, Franklin McCormick, Dawson Taylor, Bill Hay, Wendell Niles, Hushig, Tom MacCarthy, Truman Brack, Patricia Dougherty, Ted Collins, Robert V. Zel, J. Gunnar Bach, Ted Nabors, Bill Bruckhouse, Ed Hurley, Raymond G. Swing, Francis McLaughlin, Robert Shepley, Earl Brown, Jimmie Jeffries, Arthur Goddard, Howard Petrie, Dick Powell, Frank Singer, Bob Trout, William S. Shirer, Jim Deacon, Deans Taylor, Bob Sherry, Gil Berber, Paul Sherman, Pierre Andre, Everett Clancy, Russ Davis, Gabriel Heutter, Robert St. J.

Favorite Dramatic Serial

Portia Faces Life, Pepper Young's Family, Adventures of Sherlock Holmes, Blondie, Young Doctor Malone, The Goldberg's, Front Page Mel, When A Girl Marries, Counterspy, Adventures of the Thin Man, Gangbusters, The Trent, David Harum, Woman In Red, Lux Radio Hour, The Story of Mary Queen of Scots, Radio Hall of Fame, Backstage with Lorenzo Jones, Dear John, Famous Trials, Ethel & Albert, Just Plain Bill, On a Clue, Crime Doctor, Inner Sanctum, Mr. & Abner, Death Valley Days, Ellery Queen, Dr. Christian, Adventures of Perry Mason, Our Gal Sunday, Vic-Sade, The Lone Ranger, The Mayor of Our Town, Today's Children, Stella Dallas, The Shadow, Tena Tena, Mystery Theatre, Life of Riley, Let's Get to the World, Road of Life, Mr. & Mrs. North, Superman, John's Other Wife, Miss Archer, Right to Happiness, Mr. & Mrs. Fibber McGee & Molly, Bachelor's Children, Easy Aces, Captain Midnight, Miss Gable, Aunt Jenny, Ethel Barrymore, Madeline, Able's Irish Rose, Great Gildersleeve, Thin Man, Hollywood Theatre of the Stars, Parker Family, Big Town, Second Husband, Calling Dr. Jordan, True Story, Road of Life, Army Program, Joyce Jordan, Death Valley Sheriff, Big Sister, Honey-Moon Hill, Star Play House, Story of the Week, Young Widow Brown, March of Time, Guiding Light.

Favorite Feminine Vocalist (Classical)

Josephine Bampton, Grace Moore, Vivien Della, Lisa, Ginny Simms, Eleanor Steber, Helen Merrill, Hertha Glaz, Marjorie Lawrence, Betty Stevens, Patrice Munsel, Jean Dickenson, Josephine Anderson, Eileen Farrell, Dorothy Sayers, Nadine Conner, Ina Claire, Margherita Piazza, Dorothy Sarnoff, Kirsten Flagstad, Miliza Korjus, Dinah Shore, Josephine Antoine, Licia Albanese, Rosa Ponselle, Lucille Manners, Dorothy Kirsten, Lucy Brown, Margaret Speaks, Kate Smith, Evelyn Adzoreg, Nan Merriman, Marcia White, Helen Jepson, Helen Forrest, Jennie Tourel, Anna Martin, Helen Anderson, Marion Claire, and Alla Kurenko, Marian McManus, Bidu Sayao.

Favorite Quiz Show

Thanks to the Yanks, Double or Nothing, College of Musical Knowledge, It Pays to Be Ignorant, Stop and Go, Vox-Pop, Which is Which?, Blind Date, People Are Funny, Can You Top This?, Quick As a Whisk, Good Listening, What's the Name of the Song?, Let's Have More Music, Wheelers Keepers, Ladies Be Seated, Darts for Fun.

Favorite Popular Singing Unit

Charlottees, Carnation Chorus, King's Jesuits, King Sisters, Moylan Sisters, 4-Teens, The Brothers, The Merry Macs, The Northmen, Blue Jackets, Billy Mills Singers, Ten Gate Quartet, 5 Red Caps, 4 Bees and Honey, Three Sons, Mary & Patty, Eton

Agency Status

J. Walter Thompson Co. continues to hold as top agency in so far as having the most leaders in Radio Daily's Certified Poll is concerned. Last year JWT had three amongst the Top Ten and this year reveals no less than four, in the additional categories. They are: Kraft Music Hall; Breakfast Club; Waring's Glee Club and Lux Radio Theater. Young & Rubicam, Inc. has two in Alan Young and Dinah Shore; this also goes for BBD&O which has "America's Town Meeting," and "Let's Pretend." Foote, Cone & Belding agency has "two-in-one" via Bob Hope.

Diversified Balloting Revealed

By Certified-Poll Voters

Boys, Pied Pipers, Loudt Trio, Modernaires, Ken Darling Singers, Hoosier Hot Shots, Hall Johnson Choir, Al Goodman's Chorus, Four Horsemen, Southernaires, Valparaiso Choir, Hunn & Strum, Dinning Sisters, High Lo Jack & Dame, 4 Hits and a Miss, Knights of Note, Heldt Glee Club, Delta Rhythm Boys, Pioneers, Elm City 4, St. Lake City Choir, Vagabonds, Lynn Murray Chorus, Modern Male Chorus, Wings Over Jordan Chorus, Great Lakes Station Choir, Smoothies, Bing Crosby's program, Joseph Selly's Singers, Fibber McGee & Molly, King Cole Trio, Romeos, Chesterfield Chorus, Town Criers, Saturday Nite Serenade & Chorus, Korn Kobblers, Barry Sisters, Gold Coasters, Johnny Mercer's Glee Club.

Favorite Male Vocalist (Classical)

Frank Munn, Lawrence Tibbett, Bing Crosby, William Hain, Jan Peerce, Paul Robeson, Ezio Pinza, Everett Marshall, Morton Downey, Robert Weede, Thomas L. Thomas, John Carter, John McCormick, James Hilton, Dennis King, Lansing Hatfield, John L. Thomas, Ross Graham, Allan Jones, Kenny Baker, Frank Parker, Francesco Valentino, Carlos Ramirez, Conrad Thibaut, Mack Harrell, Earl Wrightson, Igor Gorin, Robert Merrill, Jan Klepura, Jussi Bjorling.

Favorite Entertainer

Frank Sinatra, Hildegard, Ed Gardner, Pat Butram, Eddie Cantor, Gildersleeve, Kate Smith, Nelson Eddy, Henry Aldrich, Tom Breneman, Fibber McGee, Victor Borge, Norman Cowan, Art Linkletter, Ralph Edwards, Fibber & Molly, Bert Gordon (The Mad Russian), Patrice Munsel, Phil Baker, Frank Morgan, Jimmy Durante, Oscar Levant, Beatrice Kay, Don McNeill, Kay Kyser, Ed Rochester, Amos 'n' Andy, Al Pearce, Jack Carson, Bob Hawk, Alec Templeton, Ed Wynn, Garry Moore, Frank Munn, Joe E. Brown, Bud Abbott, Walter Winchell, Jack Smith, William Bendix, Bob Burns, Mr. Anthony (of Good Will Hour), Dr. I. Q., Andre Kostelanetz, Albert Ammons, Eddie Condon, Beatrice Lillie, Clifton Fadiman, Gracie Fields, Rudy Vallee, Danny Kaye, Dinah Shore, Gracie Allen, Lionel Barrymore, Major Bowes, Al Jolson, Arthur Hopkins, Morton Downey, Fannie Brice, Ted Malone, Frank Fay, Lou Costello, Arthur Lake (Dagwood Bumstead), Bob Benchley, W. C. Fields, Tom Howard, Joan Davis, Dick Haymes, Fred Waring & Orchestra, John Nesbitt, Jean Hersholt, Milton Berle, Orson Welles, Virginia Gale, Michael O'Shay, Paul Whiteman, John Charles Thomas, Dunninger, Jay Jostyn, Harry Herschfield, Richard Crooks, Groucho Marx, Johnny Morgan, Johnny Mercer, Judy Canova.

Favorite Song of 1944

Besame Mucho, Don't Take Your Love From Me, Don't Do Anything Until You Hear From Me, How Sweet You Are, Day After Forever, Oh What a Beautiful Morning, Tico Tico, My Shining Hour, Tess Torch Song, Surrey With the Fringe on Top, Dancer With a Dolly, Don't Fence Me In, Praise the Lord, My Heart Sings, God Bless America, Amor, Lili Marlene, I'll Get By, Strange Music, Together, Someone to Love, Mr. Bizet Has His Way, Poor Little Rhode Island I Dream of You, Don't Sit on Me, Is You Is or Is You Ain't, One Meat Ball, Making Believe It's You, 'Till Then, Don't Look Now, Mr. Dewey, Brazil, Eagle and Me, Turn Off The Rain, Right As The Rain, Let Me Love You Tonight, I'll Remember April, Goin' My Way, Hot Time in the Town of Berlin, Evelina, You'd Be So Nice to Come Home To, Kansas City, My Heart Tells Me, I Love You, You Always Hurt The One You Love, Malrzy Doats, How Many Hearts Have You Broken, Oklahoma,

Paper Doll, Suddenly It's Spring, Time Waits For No One, After A While, Making Believe, What A Difference A Day Makes, Speak Low, I'm Makin' Believe, It Had to Be You, White Christmas, My Rocking Horse Ran Away, Merry Christmas My Beloved, Strange Music, The Four Rivers, Sunday Monday and Always, It's Love Love Love, Mr. Dewey Your Record is Showing, Army Air Corps Song, White Cliffs of Dover, I'll Be Home For Christmas, People Will Think We're in Love, Accentuate the Positive, Every Time I Say Goodbye, Is My Baby Blue Tonight, I'll Walk With You, Lovely Way to Spend An Evening, Irish Lullaby, Goodnight Wherever You Are, I Don't Want To Love You, Rain Must Fall, When He Comes Home, It Could Happen To You, In The Middle of Nowhere, When The Boys Come Home, Leave Us Face It, Snowman's Wedding Day, This Love of Mine, Had a Talk With The Lord, I'll Be Around, I Don't Want to Love Like I Do, What Are We Going To Do With All The Jeeps, Till We Meet Again, On A Wing and A Prayer, My Ideal, Bless This Home.

Favorite Dance Band (Sweet)

Henry King, Freddie Martin, Xavler Cugat, Jimmy Dorsey, Manny Strand, Woody Herman, Glenn Gray, Les Brown, Ray Noble, Glenn Miller, Ted Lewis, All Girl Orchestra, Kay Kyser Charlie Barnett, Vaughn Monroe, Horace Heidt, Harry James, Carmen Cavallero, John Scott Trotter, Lawrence Welk, Roy Shields, Andre Kostelanetz, Duke Ellington, Jan Garber, Carl Ravazza, Benny Goodman, Phil Harris, Dick Jurgens, Ray Noble, Lefty Sanders, Charlie Spivak, Abe Lyman, Artie Shaw, Sonny Dunham, Vincent Lopez, Paul Martin, Cab Calloway, Raymond Palge, Johnny Mercer, George Olson, Chuck Foster, Frank Carle, Morton Gould, Will Osborn, Johnny Long, Mark Warnow's Lucky Strike Orchestra, Spike Jones' City Slickers, Meredith Willson, Paul Weston, Paul Whiteman, Shep Fields, Eddie Duchin, Dave Rose, Paul Lavalie, Hal McIntire, Tony Pastor, Art Kassel, Eddy Howard, Early American Dance Band, Nat Brandwynne, Eddie Condon, Rudy Vallee, Blue Barron, Al Goodman, Russ Morgan, Frank Mund-Waltz T. Ozzie Nelson, Ted Weems.

Star of Tomorrow (Male)

Joseph Cotten, Gene Cook, Mickey Rooney, Bing Crosby, John Raftt, "Skip" Farrell, Dix Davis, Nelson Ohnstead, Garry Moore, Mel Henke, Danny Thomas, Slug Wilton, Spike Jones, Carlos Ramirez, John Baker, Larry Woods, Frank Sinatra, Bob Graham, Jack Carson, Dick'e Jones Alfred Drake, Phil Baker, Ed Rochester, Burt Warnock, Jay Johnston, Robert Walker, Zero Mostel, Franklin D. Young, Ralph Bellamy, Terry Allen, Earl Wrightson, Ben Ludlow, Joel Kupperman, "Morgan," Charlie Cantor, Victor Borge, Falstaff Openshaw, Ransom Sherman, Robert Weede, Perry Como, Johnny Johnson, Johnny Mercer, Skippy Homer, Robert Merrill, John Karmml, Dusty Dawson, Joe Kelly, Frankie Connors, Leonard Bernstein, Henry Youngman, Ed Wynn, Olin Landry, Burl Ives, Ronnie Relss, Rudy Vallee, Dick Titterton, Leonard Warren, Carlton Young, Kenny Baker, Sonny Skylar, Leonard Seux, Sonny Tufts, Danny O'Neill, Dennis Day, Jack Kirkwood, Henry Aldrich Barry Wood, Mr. Wimple (Fibber McGee), Keenan Wynn, Jim Ameche, Allan Ladd, Gene Autry, John Palmer, Paul Gray, Tom Howard, Nicholas Johnson, Jimmy Lydon, Jack Smith, Jacky Gleason, Mike St. James, Ed Gardner, Dana Andrews, Sammy Kaye, Gregory Peck, Orson Welles, Gabby Hayes, Mel Lorme.

Favorite Male Vocalist (Popular)

Jack Smith, Tito Guizar, Johnny Johnstone, Morton Downey, Sgt. Jack Leonard, James Rushing, Eddie Cantor, Perry Como, Dennis Day, Skinnay Ennis, Eddie Howard, Don Ameche, Marshall Gill, James Melton, John Raftt, Johnny Mercer, John Charles Thomas, Louis Armstrong, Paul Robeson, Rudy Vallee, Richard Crooks, Frank Parker, Ted Lewis, Vaughn Monroe, Andy Russell, Jack Benny, Gene Williams, Barry Roberts, Nelson Eddy, Bob Graham, Jack Owens, Barry Wood, Larry Stevens, Joe Saunders, Donald Novis, Trevor Bacon, Danny Kaye, Ray Eberly, Dick Brown, Burl Ives, Thomas L. Thomas.

Favorite Dramatic Series

Adventures of the Thin Man, Crime Doctor, The Human Adventure, Chaplain Jim, Sherlock Holmes, Radio Reader's Digest, Mayor of the Town, Front Page Farrell, Screen Actor's Guild, The Aldrich Family, This Is The Army, Counterspy, Arthur Hopkins Presents, Harold Lloyd's Theatre, Bigtown, Matinee Theatre, This Is My Best, University of the Air, Corliss Archer, Casey Press Photographer, Silver Screen, The Goldbergs, Famous Jury Trials, Date With Judy, March of Time, Death Valley Days, Norman Corwin Presents, Mercury Theatre, The Shadow, Bulldog Drummond, Mollie Mystery Theater, Armstrong Theater of the Air, America in the Air, Dr. Christian, Able's Irish Rose, Comedy Theater, Lights Out, Hot Copy, Those We Love, Words at War, Gangbusters Lone Ranger, Mr. Keen, The Great Gildersleeve, Duffy's Tavern, Red Ryder, Life of Riley, Blondie, Portia Faces Life, Hollywood Star Playhouse Mr. & Mrs. North, Ma Perkins, Screen Guild, Hollywood Mystery Theater, I Love A Mystery, First Nighter, Screen Test, Easy Aces, The Hermit, Passing Parade, Freedom of Opportunity, FBI in Peace and War, Buckingham Theater, Coronet Story Teller, Lum and Abner, Grand Central Station, Stella Dallas, We The People, Listening Post, Mr. X.

Star of Tomorrow (Female)

Corliss Archer, Gloria Blouddell, Grace Stewart, June Haver, Barbara Marshall, Dawn Bender, Celeste Holm, Pat Willis, Angel Casey, Dorothy Parker, Kathryn Grayson, Gail Russell, Peggy Ryan, Shirley Ross, Marita Farrell, Ilene Woods, Katherine Raftt, Shirley Booth, Lena Horne, Diana Lynn, Nora Martin, Susanna Foster, Joan Roberts, Monlea Lewis, June Alyson, Shirley Mitchell, Claudia Morgan, Julie Stevens, Jane Webb, Marilyn Maxwell, Annamary Diekey, Jane Powell, Sophie Miller, Joan Merrill, Diane Courtney, Eugenie Baird, Eileen Farrell, Helene Mac, Arlene Francis, Fanny Brice, Joan Shepherd, Marion Monn, Lois Butler, Cass Daley, Louise Erickson, Gracie Fields, Eileen Barton, Dorothy Donnegan, Dinah Shore, Mary Small, Margaret O'Brien, Jennifer Jones, Billie Burke, Patricia Travers, Betty McGuire, Shirley Mitchell, Kit Stevens, Marie Rogdahal, Gloria Jean, Deanna Durbin, Helen Forrest, Gloria DeHaven, Shirley Temple, Jeri Sullivan, Rose Marie, Lulu McConnell, Vivian Blaine, Jerri Melvin, Lois Jane Butler, Rise Stevens, Barbara Hall, Frances Langford, June Alyson, Hildegard, Marguerita Piazza, Jeanne Crain.

Likes And Dislikes

When a voter likes a program or artist, he usually insists on writing his selection under a certain category whether or not it applies to the selection in question. This readily accounts for names seemingly being under the wrong classification. However all votes have been tabulated as the voter desired. Such "straying" votes while not affecting the outcome of an artists' or programs' standing, results in a well-known name for instance, being included in the "stars of tomorrow" category.

AGENCIES

ALLAN MELTZER, INC., public relations agency at 509 Madison Avenue, N. Y., will open a Hollywood branch office sometime this month, it was announced yesterday. Allan Meltzer, operator, left earlier this week for the West Coast to make the arrangements. The Meltzer organization's clients consist mainly of radio artists and programs.

McCANN-ERICKSON, INC., has announced the addition of three persons to its staff. PALMER KELLY, formerly with Pedlar & Ryan, has joined the agency as an art director. ELLIS L. REDDEN, has been engaged as assistant to the vice-president of merchandising and sales promotion. He was formerly advertising and sales promotion manager for the National Radiator Company. KELSO M. TAEGER, formerly with Sherman & Marquette, Inc., New York and Chicago, has joined the organization as a space buyer. Previously he was with MacManus, John & Adam, Detroit.

YOUNG & RUBICAM, INC., have opened a London office with George D. Bryson as managing director.

SIG DAWER AND COMPANY, makers of compacts and costume jewelry, has appointed Norman D. Waters & Associates, Inc. to handle their new advertising program, effective immediately. Charles H. Whitebrook is account executive.

DOHERTY, CLIFFORD & SHENFIELD, INC. announce the appointment of Caroline Woods to their copy written staff. Prior to her joining the agency she was associated with Young & Rubicam.

F & F LABORATORIES, INC., makers of F & F Cough Lozenges, has appointed the Chicago office of the Olian Advertising Co. to handle its account. A nation-wide schedule of radio spot announcements and newspapers in major cities is currently being placed.

SHAPPE-WILKES INC. has resigned from the account of the Electronic Corporation of America.

BANK OF MANHATTAN COMPANY has appointed Kenyon & Eckhardt, Inc., as its advertising agents.

SEND BIRTHDAY GREETINGS TO---

January 10

Bertha Bennett Mary Francis Cahill
John Held, Jr. Daniel I. Rodgers
Lou Mindling Harold Stokes
Donald Herbert Lowe

WOMEN IN RADIO

By MILDRED O'NEILL

Hail and Farewell!

Regardless of all else, it cannot be said that old man '44 didn't have a soft spot in his heart for the fair sex. Even though he is now retired from active duty his influence on feminine progress in the industry will long be remembered. So while we look forward to 1945's reign with a great hope for better things, our hat comes off and the cloak swept wide to 1944. It has been our most enjoyable task to contribute to the record in our personality parade. There have been old timers and newcomers and there are dozens and dozens more. Our most sincere wish at this new year is that 1945 will help in every way possible to bring forgetfulness of the sadness and heartache which shows on the other side of the ledger.

☆ ☆ ☆

Speaking of influence, feminine opinion has played a mighty important part in the RADIO DAILY Eighth Annual Poll balloting. A high percentage of the thousand-odd editors and newspaper folk who have voted for their favorites were women, many of whom represent replacements in the newspaper field of men now in service and who found this an interesting, first opportunity to express their opinions through such a medium. It was, of course, only natural that the feminine vote should be most enthusiastic about category number twenty-two—Favorite Woman Commentator—which Dorothy Thompson easily ran away with after leading the field right from the start. Lisa Sergio, Mary Margaret McBride, Kate Smith, Adelaide Hawley and Hedda Hopper all lived up to their taken-for-granted popularity, running fairly close together. In all, there were thirty-four nominations in the classification of Woman Commentator, a fact which may be weighty with forecast, for many of them are gals who, as regional favorites, are doing a swell job and may be comers in the national picture.

☆ ☆ ☆

Some day when the strain and stress has abated it may be that the unknown and unsung work women are doing will be related in volume. One who is working toward a place in that story is Gail Mouromseff who spells her name without the "T" that her well-known father, Ilya E. Mouromseff, uses. Gail is the distaff side of a father-daughter scientific team at Westinghouse in Bloomfield, New Jersey. While her work as the only woman bacteriologist at the plant does not actually have to do with radio, she feels and is very close to it, working in the same building with a father engaged in shortwave radio research which has helped to make the electron the "eye" of the armed forces, thus contributing to the downfall of axis aircraft. Gail, herself, works with bacteria, viruses and other micro-organisms, in search of new knowledge toward their destruction. But there is much she could tell you of the little electron and the amazing feats forecast for it in the future. For example, high frequency radio waves will sterilize your food in the package. Or, she may warn you not to be startled out of a year's growth the first time a waiter grills a steak by this method before your very eyes in the restaurant. Before Gail Mouromseff (without the "T") joined Westinghouse, she served as a volunteer X-ray and radio therapy technician in one of Pittsburgh's hospitals.

☆ ☆ ☆

The Santa Claus Lady of Elkins Park is what she's called and now we know why. For Zella Drake Harper's Christmas party in the WIBG Auditorium on Friday before Christmas for three hundred little children will long be the subject of their childish chatter and the substance of their dreams. It was the annual party at which a number of Philadelphia's welfare groups combined to bring holiday joy to the youngsters who are their wards. Of the hundreds of gifts distributed, many were provided by the Santa Claus Lady herself and the WIBG Women's Radio Club.

COAST-TO-COAST

— KENTUCKY —

LOUISVILLE—When WINN decided to interview the representative of the Reynolds Metals Company contesting for the title of Reynolds Beauty Queen, in connection with their program "Spotlight Bands" they ran into a bit of difficulty when girls from each of the 15 states in which the Reynolds Company has a plant descended on the station, many of them accompanied by their mothers. Louisville is densely populated and even at best, lodging is at a premium.

— COLORADO —

DENVER—The six enlisted men returned to this country to "secure fire-power for Eisenhower" were interviewed over KOA on Saturday. On the same day the station broadcast a pickup from a nearby arms plant where the soldiers were making an appeal to the workers.

— CONNECTICUT —

HARTFORD — Traffic manager Sterling V. Couch of WDRC is observing his 17th anniversary with the station this month. Salesman G. Arthur Peterson also observes an anniversary with the station this month—his fourteenth.

— ILLINOIS —

ROCKFORD—WROK, in collaboration with the Ownes department store, the local Sixth War Loan committee, and staff of the Blue Network's "Breakfast Club" helped to sell 3,500 series "E" bonds during a special one day sale staged at the store and promoted vigorously over the station.

— PENNSYLVANIA —

PHILADELPHIA — WCAU, WIP, WDAS and WHAT carried as a live program the recent bond drawing sponsored by many of the local stores during the holiday season. Fifteen winners were picked among the 50,000 odd thousand who had purchased bonds during the Christmas Bond Day sale held in December. During the course of the program, in which fifteen prominent club women picked the winners, the prizes totalling \$10,000, put up by 40 stores, were awarded.

— IOWA —

DES MOINES—George Cremeens has been added to the KRNT staff as special events director. He was formerly on the WHO announcing staff, and prior to that he was news editor for KXEL, Waterloo, and WISN, Milwaukee. Cremeens has been in radio for the past ten years, alternating with announcing, news and special events.

— MONTANA —

MISSOULA—A. J. Mosby, general manager of KGVO has added a new department to the station's activities. It is called the department of sale and merchandising, and Harry C. Bennett has been named promotion manager.

— DISTRICT OF COLUMBIA —

WASHINGTON—Billy Repald, WC news commentator, heard over the Mutual network, will be the guest speaker at the January luncheon of the Washington Building Congress, to be held today at the Mayflower Hotel. His talk will not be broadcast.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 8

NEW YORK, N. Y., THURSDAY, JANUARY 11, 1945

TEN CENTS

Leaders Acclaim 1944 Poll

NBC War Clinics Off Says Niles Trammell

NBC has decided to indefinitely postpone its scheduled 1945 War Clinics which had been set for New York, Atlanta, Dallas, Chicago and Los Angeles, according to Niles Trammell, president of the network. Meetings were to be held during the month of February.

Trammell said yesterday that he was reluctant to call the conferences off, but made his decision after talking with the Stations Planning and Advisory Committee. Web president also stated that he was certain the War Clinics in the past have been productive of good results and added

(Continued on Page 10)

Two New FM Stations Authorized By FCC

Washington Bureau, RADIO DAILY
Washington—The FCC yesterday granted two new FM stations and approved the transfer of WMBD, Peoria, Ill., with Commissioner Durr not participating because he felt the price too high. The Commission okayed purchase of 51 per cent of the station stock from H. D. Morgan by Carl

(Continued on Page 2)

Corothy Lewis Comments On 'The Goldbergs' Status

Consternation was the reaction of Corothy Lewis, co-ordinator of listener activities of the NAB, when she learned that Gertrude Berg's "The Goldbergs" would go off the air as of March 30.

"If Molly weren't able to get a

(Continued on Page 6)

Ramona Returning

Ramona, one of Paul Whiteman's most famous alumni, and popular down through the years, will bring her talents as a singer and pianist to Mutual listeners on Sunday, January 21, with the premiere of her new program, "Romona and Her Mighty Miniature Minstrels." Program will be heard over the Mutual Broadcasting System from 10:15 to 10:30 p.m., EWT.

Musicians Back

Chicago—Musicians union difficulties on the Don McNeill "Breakfast Club" show on the Blue Network have been ironed out with orchestra resuming broadcasts today. Blue and AFM officials are reported arbitrating the dispute over producer Lou Green's status.

Proposes New Bill To Regulate FCC

Washington Bureau, RADIO DAILY
Washington—Representative Pehr G. Holmes of Massachusetts, Republican member of the House Committee on Interstate and Foreign Commerce Committee yesterday introduced into the House a bill to amend the Communications Act; similar to that he had before the last Congress. Holmes has never been active on this legislation, but has authored two bills at this point.

His new bill provides for the division of the FCC into two separate sections, one to handle radio and one

(Continued on Page 10)

Ascap Executives Leave For Cuban Conference

John G. Paine, general manager, and Mr. Herman Finkelstein, resident counsel of Ascap, will leave Friday, for Havana, Cuba, to attend the first Congress of La Federacion Inter-Americana de Sociedades de Autores Y Compositores (F.I.S.A.C.);

(Continued on Page 2)

Survey Of Listening Habits Presented At NBC Luncheon

Two hundred and fifty agency executives, program sponsors, press and members of the NBC Management Committee and the network's Station Planning and Advisory committee attended a luncheon at the Ritz-Carlton Hotel yesterday to hear the first report from the 1944 Nationwide Survey of Listening Habits.

The report, presented by James H.

Tick off profits in Northern New England with around-the-clock coverage on WLAW. Adv.

Messages Pour In From Radio, Press; Indicate Nation-Wide Acceptance Given Certified Survey

Six More U. S. Outlets Beamed To Japanese

Washington Bureau, RADIO DAILY
Washington—Keeping rapid pace with our march across the Pacific, the OWI yesterday intensified its psychological warfare barrage against Japan by beaming to the Far East for the first time messages and programs from six new 50,000-watt transmitters on the West Coast. These com-

(Continued on Page 11)

Five New Members Added To Senate ICC

Washington Bureau, RADIO DAILY
Washington—Addition of five new men to the Senate Interstate Commerce Committee, most powerful group in the Capital insofar as radio legislation is concerned, was announced yesterday. Four Democrats

(Continued on Page 10)

Many Personalities Invited To "Poor Richard" Dinner

Philadelphia—Leaders of radio, stage, screen and official Washington will gather here on January 17th for the annual Poor Richard Club dinner which will honor Bob Hope for

(Continued on Page 6)

Scores of messages from radio, press, educators and broadcasters indicating nation-wide acceptance of the 1944 certified radio poll of RADIO DAILY as the most comprehensive survey of its kind ever published were received in New York yesterday.

Among those who gave state-

(Continued on Page 8)

NAB Regional Meets Start On January 15

Hugh Feltis, president of the NAB Broadcast Measurement Bureau, yesterday disclosed the schedule of NAB's regional meetings which will commence January 15, and end about March 22.

The first meeting of the first section will take place at Memphis, Tenn., Jan. 15-16, for District 6. The

(Continued on Page 2)

Standard Radio Stations Increased From 912 To 924

Washington Bureau, RADIO DAILY
Washington—Increase in standard broadcast stations from 912 to 924 in the year ending last June was reported to Congress this morning in tenth annual report of the FCC, with

(Continued on Page 10)

Free Time

Yesterday morning during the "Breakfast At Sardi's" program, one of Tom Brenneman's grand old ladies who won the Wishing Ring said she wished for tickets to Lux Radio Theater. Five of them, she said. All right, sparrd Brenneman, but you'll have to bring five boxes of Procter & Gamble soap flakes. "They pay for this program, you know!"

Northern New England is WLAW's target. It never misses in selling a message. Adv.



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JOHN W. ALICOATE : : : Publisher
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Coming and Going

BENEDICT GIMBEL, JR., president of WIP, Philadelphia, and member of the Mutual network directorate, is in New York this week for conferences with web executives and WIP's national representatives.

A. L. CHILTON, president, and S. C. VINSONHALER, station manager, of KGH, Little Rock, are in town from Arkansas for confabs at the headquarters of the Blue Network.

A. T. HAWKINS, president and HARRY G. BRIGHT, general manager, of WGBR, Goldsboro, have arrived from North Carolina for confabs with the national station reps.

NORMAN KNIGHT, general manager of WAJR, Morgantown, West Va., is conferring this week at the offices of the Mutual network. He also will supervise the station's play-by-play broadcast of the basketball games at Madison Square Garden.

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales promotion, will speak in Boston tomorrow before the New England Sales Management Conference on the subject, "Advertising's Responsibility in the Post-War Economy." Today he'll address the convention of the National Retail Dry Goods Association in New York.

E. H. HARTENBOWER, manager of KCMO, Kansas City, a visitor this week at Blue Network headquarters in New York.

HARRY BURDICK is in town. He's the manager of WHOT, South Bend, Ind. Looked in Tuesday at the stations department of the Blue Network.

TOMMY TUCKER and the members of his band are in North Chicago, Ill., for the broadcasting over the Blue Network of tonight's stanza of the "Spotlight Bands" series.

NAB Regional Meets Start On January 15

(Continued from Page 1)

others to follow are: Dallas, Texas, Jan. 17-18, District 13, Hotel Baker; Los Angeles, Calif., Jan. 22-23, District 16; San Francisco, Calif., Jan. 25-26, District 15; Portland, Oregon, Jan. 29-30, District 17, Hotel Benson; Salt Lake City, Utah, Feb. 1-2, District 14, Hotel Utah; Kansas City, Missouri, Feb. 7-8, Districts 10 and 12; Minneapolis, Minn., Feb. 12-13, District 11; Pittsburgh, Pa., Feb. 15-16, District 3, Hotel William Penn.

Second Section: Boston, Mass., Mar. 5-6, District 1; New York, N. Y., Mar. 8-9, District 2; Jacksonville, Fla., Mar. 12-13, District 5; Hot Springs, Va., Mar. 16-17, District 4, Hotel Homestead; Cincinnati, Ohio, Mar. 19-20, District 7, Hotel Gibson; Chicago, Ill., Mar. 21-22, Districts 8 and 9.

Two New FM Stations Authorized By FCC

(Continued from Page 1)

and Frances Slane and Elizabeth P. Talbot for \$144,750.

Permit for a new developmental FM station was granted WAPO, Chattanooga, Tenn., and for an FM educational station to the school district of Kansas City, Mo.

An FM application was received from the Asbury Park, New Jersey, "Press."

Ascap Executives Leave For Cuban Conference

(Continued from Page 1)

at this Congress representatives of performing right societies throughout the entire western hemisphere will meet to exchange views on the advancement of the copyright owner's rights.

Sr. Luis A. Baralt, president of the Corporacion Nacional de Autores (C.N.A.), Cuban performing right society, extended the invitation to Mr. Paine.

"Pelleas" At Metropolitan

"Pelleas et Melisande," only opera of Claude Debussy, will be aired by the Blue on Saturday from the stage of the Metropolitan Opera House.



Out in the cold

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

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

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

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

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



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Wednesday, January 10)

NEW YORK STOCK EXCHANGE

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, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Company Name, Bid, Asked. Includes Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Company Name, Bid, Asked. Includes Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(January 11, 1925)

Another "first" to come out of the West is the "Radio Farmers' Democracy," inaugurated by WLS as the first farmers' radio club. To become members, WLS listeners must contribute a suggestion toward the progress of the station's farm programs. Club has 3,500 members.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KGO is THE Bay Area Buy!

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.

Exclusive!

CUBS '45 BASEBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

"A news service is
no better than its staff"

Here is the roll call of INS correspondents whose stories from overseas made front pages throughout 1944.

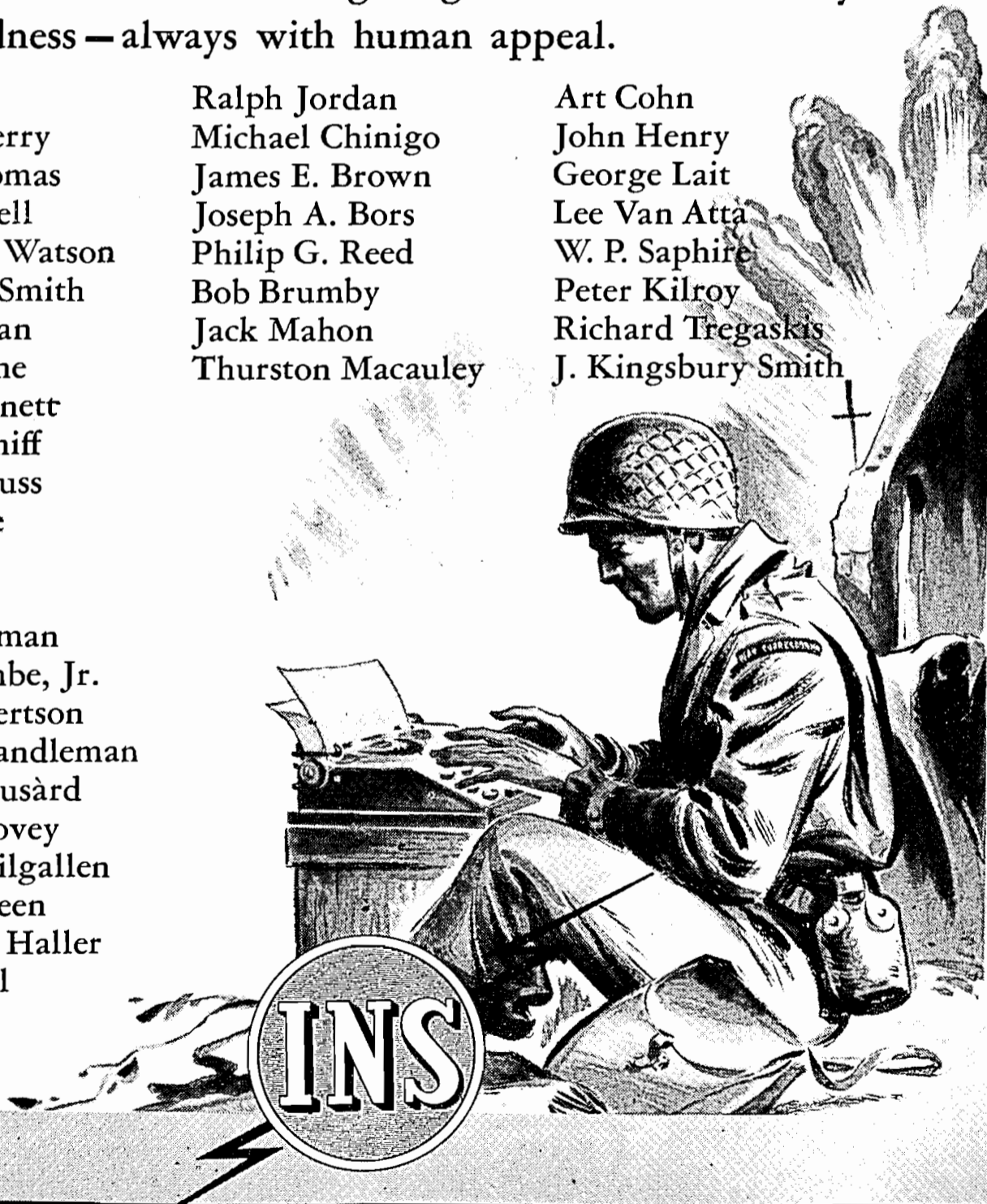
Every one of them has made a signal contribution to American journalism.

In the finest tradition of their craft, they have reported this war from the fighting fronts with accuracy and vividness — always with human appeal.

Clark Lee
Howard Berry
Joseph Thomas
John Camsell
Thomas C. Watson
Charles A. Smith
Sten Hedman
Natalia Rene
Lowell Bennett
Frank Conniff
Pierre J. Huss
John E. Lee
Lee Carson
Rita Hume
Larry Newman
J. Willicombe, Jr.
Frank Robertson
Howard Handleman
Francois Musàrd
Graham Hovey
James L. Kilgallen
Clinton Green
Richard V. Haller
Jack Jarrell

Ralph Jordan
Michael Chinigo
James E. Brown
Joseph A. Bors
Philip G. Reed
Bob Brumby
Jack Mahon
Thurston Macauley

Art Cohn
John Henry
George Lait
Lee Van Atta
W. P. Saphire
Peter Kilroy
Richard Tregaskis
J. Kingsbury Smith



International News Service

235 East 45th Street, N. Y.



IT'S HERE and it's official! A new *THE SAURUS* feature has been born and it has 5 parents . . . namely the 5 points in the new NBC THE SAURUS plan, which was built after interviewing over a thousand radiomen all over the country.

The outstanding demands of station operators interviewed are:

1.
Give us a service that is especially designed for radio with plenty of short instrumental selections . . . Keep vocals separate.
2.
Give us material that is exclusive to our station in our town.
3.
Give us music that is not available on phonograph records.
4.
Give us enough selections by every performer to make programming worthwhile.
5.
Give us "network quality" arrangements, musicians and vocalists.

NBC-RRD's answer to demands is a program organization built to radiomen's specifications . . .

The Music of Manhattan

A basic 28-piece dance orchestra made up of star musicians recruited from top network commercial programs. Twelve ace arrangers write skillful, exclusive scores for THE MUSIC OF MANHATTAN. Tremendous repertoire of dance music for every taste. Soloists, instrumentalists, rhythm groups . . . all included in the over-all program that is . . .

EXCLUSIVE TO THESAURUS SUBSCRIBERS

Have you investigated the extra dividends on your investment in America's Number 1 Musical Program Service?

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.



A SERVICE OF RADIO CORP. OF AMERICA



Capitol Comment!

● ● ● George Dixon reports that Paul Porter arrived in Washington via butcher truck to assume his FCC duties. But George was wrong when he mentioned the circumstances of Paul's being notified of his appointment to the Commission. Porter was in Washington, and the nomination went from the White House to the Capitol after an hour long conference between Porter and FDR. . . . First Commission meeting after Porter took over saw him come through with a memorable beau geste. Refusing the head chair, Porter bowed to Ewell Jett, who has been acting chairman. . . . "You'd better hold on this session," Porter said. "I'm just a neophyte." . . . In mid-December Burt Wheeler treated to a buffalo luncheon in the Senate restaurant. A week later his sidekick, Ed Craney, treated the communications commissars to Christmas turkeys.

★ ★ ★

● ● ● Washington trade reporters and the radio folks on the local rags received neat little lucite cigaret boxes, initialed, as Xmas presents from Howard Stanley and Mary Frances Zarbock of the WTOP-CBS promotion office. Along with them were cards explaining that the givers couldn't possibly get the cigarets. . . . And Tom Knode of NBC sent us over NBC's highly impressive set of D-Day transcriptions—a private album that will some day be a collector's item. We're impressed by it now, but our appreciation for it will rise with the years. . . . Blue's offering didn't last as long in substance, but the bouquet will linger on. We've not been able to buy any of that smoky stuff for long, long months (and we don't mean lox.) Merci beaucoup, Bryson Rash and Bill Neal.

★ ★ ★

● ● ● What was "The American Band of the AEF" is now known as "The Major Glenn Miller Band of the AEF," in deserved tribute to the late maestro. Sgts Ray McKinley and Jerry Gray will divide the podium duties. . . . Lt. Don Haynes, who was second in command, takes over as unit commander. He was Gray's personal agent as a civilian. . . . The new deputy will be Warrant Officer Paul Dudley, who as a civilian was vice-president of the D'Arcy Agency, in charge of Coca-Cola Radio. . . . The band is touring base hospitals, etc., in France now, having recorded two month's radio shows ahead while in London.

★ ★ ★

● ● ● Although Rosel Hyde still is the best bet for the vacant spot on the FCC, friends of Lowell Mellett wouldn't be surprised to see him named to the spot. . . . The OWI radio bureau was sorry to see Johnny Hymes leave, and will miss him as he puts in his time for WNEW time. But they think they have one gripe against him. . . . The RADIO DAILY Annual is so sought after that volumes disappear from Washington desks like shrimp at a CBS cocktail party.

★ ★ ★

● ● ● The big question here: How much could Roy Hofheinz have saved by getting his corporate set up changed last week, in view of the terrific telegraph tolls he piled up to accomplish it? . . . During a two-year Congressional term a member receives in addition to several free magazine subscriptions a number of complimentary books and various other gifts. Few of these get out of the office—and most don't stay in the office very long. . . . All of which we mention because one very nice member of the last Congress—who lost out to the political machine in his district this year—wanted to give us a going-away gift. It happened that we walked by the office just as he was packing up, he saw us and insisted that we come in for a little refreshment. He had meant to get us a gift downtown, he said, but in the Christmas rush forgot about it. . . . So he selected what he considered the finest of the books in his office—it came out of a packing case, not from the discard pile. It was NBC's "The Fourth Chime."

—Remember Pearl Harbor—

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

JAN. 6th CONCERT

Mozart's Divertimento in B-flat Major, for Strings and Two Horns and Lourié's "The Feast During the Plague" Symphonic Suite.

FLORENCE MURPHY

Minneapolis Star Journal and Tribune
Minneapolis, Minnesota

Music came to life in the concert, by Serge Koussevitzky and the Boston Symphony, on last Saturday's Allis-Chalmers program. The Mozart Divertimento in B-flat Major was gay and charming. "The Feast During the Plague" by the young Russian composer, Arthur Lourié, which received its first radio presentation, was unusually interesting as music magnificently conducted. Full of dramatic contrasts, the ensemble performance of vocalists and orchestra was excellent. I liked, especially, the choral movement with its lights and shadows. The program had the combined charm of recognition of familiar friends and introduction to new ones.

JANUARY 13th PROGRAM

Berlioz' Overture,
"The Roman Carnival"
Sibelius' Symphony No. 2
in D Major, Op. 43

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"



Reprinted with permission of Chicago Tribune—New York News Syndicate, Inc.

Little Orphan Annie

Put **MILLIONS** of Salesmen to Work!

WHEN Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was—*Tops!*

ADVERTISING Must Again Speed Sales in the DISTRIBUTION DECADE!

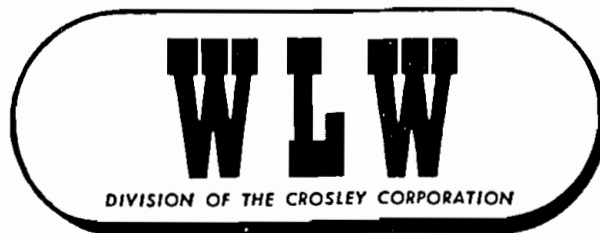
ACTION will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation's bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast

industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

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

Listening-Habit Study Presented By NBC

(Continued from Page 1)

luncheon. They were introduced by Charles P. Hammond, NBC director of advertising and promotion for the network.

"Radio as a media is subject to the scrutiny of space buyers," President Trammell said. "We welcome surveys within the industry and from outside agencies as well."

Witmer Recalls D-Day

Witmer in thanking the advertising agency executives and time buyers for their presence characterized the last six or eight months as having had many "trying interruptions and cancellations." He referred to the D-Day broadcasting period, the national election, as two examples of situations which affected programming. "The agencies and sponsors were sympathetic to our problems and co-operated wholeheartedly," he concluded.

An overall analysis of the survey, presented through slides, disclosed NBC's claim that in the 1,077 cities having more than 10,000 population 57 per cent of the radio families listen most to NBC, after 6:00 p.m., local time. These 1,077 cities account for 16 million radio families, equivalent to 56 per cent of the nation's total.

Executives Attending

The following NBC affiliates representatives attended the luncheon: Clair McCollough, WGAL, Lancaster, Pa.; G. Richard Shafto, WIS, Columbia, S. C.; Nate Lord, WAVE, Louisville, Ky.; Harold Wheelahan, WSMB, New Orleans, La.; Stanley E. Hubbard, KSTP, St. Paul, Minn.; Gayle Grubb, WKY, Oklahoma City, Okla.; Richard Lewis, KTAR, Phoenix, Ariz.; Arden X. Pangborn, KGW, Portland, Ore.

Others: Sidney N. Strotz, NBC vice-president of western division; Frank M. Russell, NBC vice-president in Washington; Vernon H. Pribble, manager of WTAM, Cleveland, O.; Carleton D. Smith, general manager of WRC, Washington, D. C.; Pennings Pierce, publicity director for the western division of NBC; Albert Cole, WRC promotion manager; Mahlon Glascock, WRC sales manager; and Howard Barton of WTAM.

Dorothy Lewis Comments On 'The Goldbergs' Status

(Continued from Page 1)

sponsor for her program, the radio industry itself should make it possible for the program to continue its constructive broadcasts as a public service," Mrs. Lewis declared.

American listeners have always had a warm spot for this particular program because of its genuineness in presentation and cast, she added. "Molly has accomplished such a remarkable job for building a respect for differences. And a program such as hers is even more vitally pertinent, since it helps to counteract a great portion of the devastation that has overcome this country, infiltrated from Nazi Germany," Mrs. Lewis asserted.

When Mrs. Berg was reached to learn if any potential sponsors had evinced more interest in her program, she disclosed that upon the announcement in last Monday's issue of RADIO DAILY, more than 12 were anxious to sign contracts with her. She said, however, that she is reluctant to sign any contracts at this time because she has not quite decided what her future plans will be for "The Goldbergs." She finds the five-times-a-week serial too strenuous, and therefore may decide to produce the program as a half-hour weekly series instead.

Of the agencies representing the various potential clients evincing in-

Many Personalities Invited To "Poor Richard" Dinner

(Continued from Page 1)

the second year as the nation's favorite personality.

Niles Trammell, president of NBC; Paul W. Kesten, executive vice-president of CBS; Chester La Roche, Edward Noble, Mark Woods, Keith Kiggins, Robert Kintner of the Blue and Edgar Kobak, president of Mutual, are among the radio executives who will attend the dinner. Members of the Blue Network advisory committee, will adjourn their New York meeting, to attend.

Among others expected at the Poor Richard Club affair are: General Arnold, Charles Luckman, Donald Nelson, Col. Ed Kirby, Gracie Fields, Alec Templeton, Mary Astor, Ralph Edwards, Phil Baker, Fred Allen, Hildegard, Lawrence Tibbett, John Golden, Mary Pickford, Commander Hartley, Admiral King, Jack Benny, Joe E. Brown, Milton Berle, Ethel Barrymore, Ed Wynn, Paul Winchell and Jerry Mahoney.

terest in the package, there are Dancer-Fitzgerald & Sample, and Young & Rubicam. Mrs. Berg said she will sign with a sponsor before she visits the service men and women on the European front. The Compton Advertising, Inc., agency recently purchased for Procter & Gamble the "Young Dr. Malone" serial to replace "The Goldbergs."

THE Evidence IS IN



WHY
PORTLAND, OREGON
PEOPLE PREFER
KGW

During the past year in the pages of this magazine, we have presented ample evidence to establish the reasons why "Portland, Oregon people prefer KGW". We have had testimony to that effect by a long list of prominent witnesses from many walks of Portland's busy civic life. In this case the public is both judge and jury and the verdict overwhelmingly establishes KGW as preeminent in the area it serves.



GOING
AND
GROWING

KQV's coverage of Pittsburgh has made it the standby of local merchants—many have used it continuously for ten years and more. That's the real competitive test of a station. Now under new ownership—with an enhanced staff of top-flight men—KQV adds to its thorough coverage an aggressive policy of strong local cooperation with its advertisers. Keep your eye on KQV—it wraps up Pittsburgh for you—it gives you service—it's going places! • Allegheny Broadcasting Corp., Pittsburgh 19, Pa.

National Representatives: SPOT SALES, Inc.

Considering Cost, Coverage and Cooperation
YOUR BEST RADIO BUY IN PITTSBURGH



THE STATION WITH EAR APPEAL
KGW
PORTLAND, OREGON



REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.



SALES FOR A SONG!!!

Sales for a song? You bet!—because you can participate as a sponsor on one of these programs at a cost that is unbelievably low for the job done.

Think of reaching the big and appreciative audience these personalities have built up among the great new WJZ radio family . . . now totalling more than 18,000,000 people within range of WJZ's louder, clearer signal! And think of the favorable impression on your own dealers, on jobbers and brokers—for they *know* that these programs *move goods* in the world's richest market! Here's *why* they know it . . .

BREAKFAST IN BEDLAM—Ed East's early-morning show recently proved its sales ability when one 50-word announcement for razor-blades brought returns 49% higher than a similar announcement a couple of years back, despite the fact that today hundreds of thousands of shaving-age men in this area are away in the armed forces. Monday through Saturday.

WOMAN OF TOMORROW—Nancy Craig's after-breakfast show has frequently pulled more than 40,000 letters a month! One participant in Nancy's program received 13,000 requests for a booklet after a few announcements! Monday through Friday.

WOMAN'S EXCHANGE—Alma Kitchell's after-lunch program recently *doubled* the number



of contest entrants for a sponsor who ran the same contest on another major New York station last year! Monday through Friday.

HOUSEWIVES PROTECTIVE LEAGUE and SUNRISE SALUTE—Galen Drake's double-barreled package of selling. The show *Billboard Magazine* calls *one of the greatest theories of product selling in radio!* 6 A. M. and 1:45 P. M., Monday through Friday.

STAN SHAW'S SHOW—*The Voice With a Record*—and what a record! Stan ran a 30-day try-out job into a seven-year record of sales! Now on WJZ, Saturday mornings only.

For Details on Your Own Participation, Contact BLUE SPOT SALES, or the Sales Department of

KEY STATION OF THE BLUE NETWORK

W J Z

770 on your dial

YOUR STRONGEST VOICE IN THE WORLD'S GREATEST MARKET!

Leaders Acclaim 1944 Poll

(Continued from Page 1)

Approval Received From Atlantic To Pacific

ments were Niles Trammell, president of NBC; Mark Woods, president of the Blue Network; Douglas Coulter, vice-president of CBS; Lewis Allen Weiss, vice-president and general manager of Don Lee Net; Dr. I. Keith Tyler, director of radio, Ohio State University, Columbus; Phillips Carlin, vice-president and program director of Mutual.

Niles Trammell, president of NBC, said, "In my opinion, your carefully planned poll of 1,051 editors and writers can be considered an authoritative cross-section of the nation's listening preferences. RADIO DAILY has shown fine enterprise in initiating and completing the project."

West Coast Comment

"Since the success or failure of radio broadcasting is measured in direct ratio to its ability to build and hold its audience, we have a constant and substantial interest in every audience analysis, such as that conducted by RADIO DAILY in its Annual Poll," Mr. Weiss stated, "no broadcaster can afford to ignore any indication or audience trends and reactions to radio programs. And the annual RADIO DAILY Poll provides our industry with one of sensitive fingers on pulse of public which we follow with serious interest. It is my sincere hope that RADIO DAILY will continue to cooperate with broadcasting industry by making available to it these annual indices of our success or failure in attracting and holding substantial audiences for the programs that we present to them through our facilities."

Strotz Enthusiastic

From the West Coast, Sidney N. Strotz, vice-president of NBC in charge of the western division, and Louis S. Frost, his assistant and program director of the division, wired brief but enthusiastic felicitations. "A round of deserving applause is due RADIO DAILY for this outstanding Certified Radio Poll," said Strotz, while Frost declared, "RADIO DAILY is to be complimented for its foresight in inaugurating this Certified Radio Poll."

Coulter Gives Views

Douglas Coulter, vice-president in charge of programs, Columbia Broadcasting System, declared, "Encouragement of work well done, the spur of criticism, are invaluable products

of polls such as RADIO DAILY conducted to assay its All American Radio Program. These stimuli help keep radio on a steady course of improvement. However, pride in awards, or determination to garner them, should not eclipse the inevitable fact that the audience—and not the critic—is final arbiter of a program's popularity."

Educator's Viewpoint

Dr. Tyler, director of radio at Ohio State, commented: "That a semi-educational show, 'Information Please,' should be voted the favorite commercial program is strong evidence that radio had become an active rather than a passive medium. Similarly the choice of 'America's Town Meeting' as the favorite educational series is indication that listeners expect radio to stimulate thinking and deal with important issues as well as to entertain. Congratulations to RADIO DAILY and those who participated in the thought-provoking poll."

Woods Statement

Mark Woods, president of the Blue Network, said, "The annual RADIO DAILY poll, especially this survey presenting as it does an extremely wide cross-section of professional opinion, is not only of great service to the broadcasting industry, but of great import to the listening public as well."

"Such recognition by men and women of trained professional standing is naturally extremely gratifying to the artists involved and to the program producers and clients presenting the broadcasts in which these artists appear. Of more significance, however, is the fact that these critical studies offer a possible guide post to the men and women responsible for the presentation of programs for the listening public. We at the Blue Network are currently analyzing the results to aid us in our future programming."

Carlin Adds Congratulations

"RADIO DAILY is to be congratulated upon its now completed Certified Poll of the nation's press to determine the popularity of radio shows and their artists," Mr. Carlin of Mutual declared, "Through its comprehensive and thoughtful handling of this survey, RADIO DAILY has performed a distinctive service to broadcasters,

in particular those interested in charting program trends."

Canadian Views Poll

Roy Carmichael, radio columnist, Montreal, wired: "RADIO DAILY's poll of American Programs not only interested Canadian radio people but came close to approximating their views, and was especially gratifying to them because of the inclusion of a Canadian, Alan Young, as the male star of tomorrow. Most of the programs are heard over Canadian networks."

Midwest Executive Wires

"You are to be commended on results of your 8th Annual Poll. The 28 favorites reflect excellent judgment. Best wishes," E. R. Borroff, vice-president Blue's central division, Chicago.

"RADIO DAILY has made an important contribution to radio industry by undertaking first certified poll of radio editors and newspapermen," Robert O. Reynolds, vice-president and General manager, KMPC, Los Angeles.

"Your poll will be a real boon to the industry," Frank F. Samuels, sales manager, Pacific Blue, Hollywood.

Radio Columnist Comments

Miss Mary McGavran, radio columnist, Ohio State "Journal," Columbus. "The top selections are exactly those I would have picked with one exception. It is seldom that general opinions coincide so closely with my own and naturally I am pleased. Hats off to the editors of RADIO DAILY. Come again in '46."

"I feel your poll affords a very good cross-section of opinion of radio editors and newspaper folks," Zuma Palmer, radio editor, Hollywood "Citizen News."

"I am very much impressed with scientific fool-proof way in which your first certified poll has been conducted." W. B. "Bill" Ryan, general manager, KFI, Los Angeles.

"Think you fellows did creditable

Comparison Shows With "Oscars" Of Filmdom

job in your annual poll. Winners are without much doubt worthy of being named such." Gene Rouse, program manager, Blue's central division, Chicago.

"A comprehensive and most interesting poll. We are of course extremely pleased that so many of the winning programs are regular features of our station. I was a bit surprised to learn that so many radio editors listened to radio." Harold H. Carr, production manager, WOAI, San Antonio.

"Year in, year out RADIO DAILY continues to do outstanding job and this Eighth Annual Certified Poll backs up good work. Good to see Breakfast Club on top." Ell Henry, publicity manager, Blue central division, Chicago.

Columbus Comment

Howard Donahue, program director, WCOL, Columbus, wired: "A tremendous amount of time and effort by the people who participated in the poll has given program directors of radio stations—large and small—a great deal of valuable information. All of us now have a yardstick in planning an average day's program. Not surprised that 'Information Please' got top rating. It appeals to people in all walks of life, it's interesting—gives information—and at the same time relaxing because of the way it is handled, and comedy that is injected. My thanks to RADIO DAILY."

"As a former newspaperman I appreciate your enterprise in sponsoring the survey of radio editors and newspapermen of the nation." Kenneth C. Tinkham, manager, KMTR, Los Angeles.

Omaha Observation

"Your first certified survey of the press to select the All American Radio Program all right. Its a further step toward more accurate selection of the nation's top programs." Jack Rachman, drama-radio editor, Omaha "World Herald."

Herbert L. Pettey of WHN, stated:

(Continued on Page 9)

OFF THE AIR
REFERENCE RECORDINGS
IN CHICAGO

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

"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.

Few Stations in the Nation Can Equal KOA's Dominance in:

- DEALER PREFERENCE (68.8%)
- LISTENER LOYALTY (69%)
- PROGRAMS (9 out of top 10)
- POWER (50,000 Watts)
- COVERAGE (parts of 7 states)

FIRST IN DENVER

Represented Nationally by Spot Sales

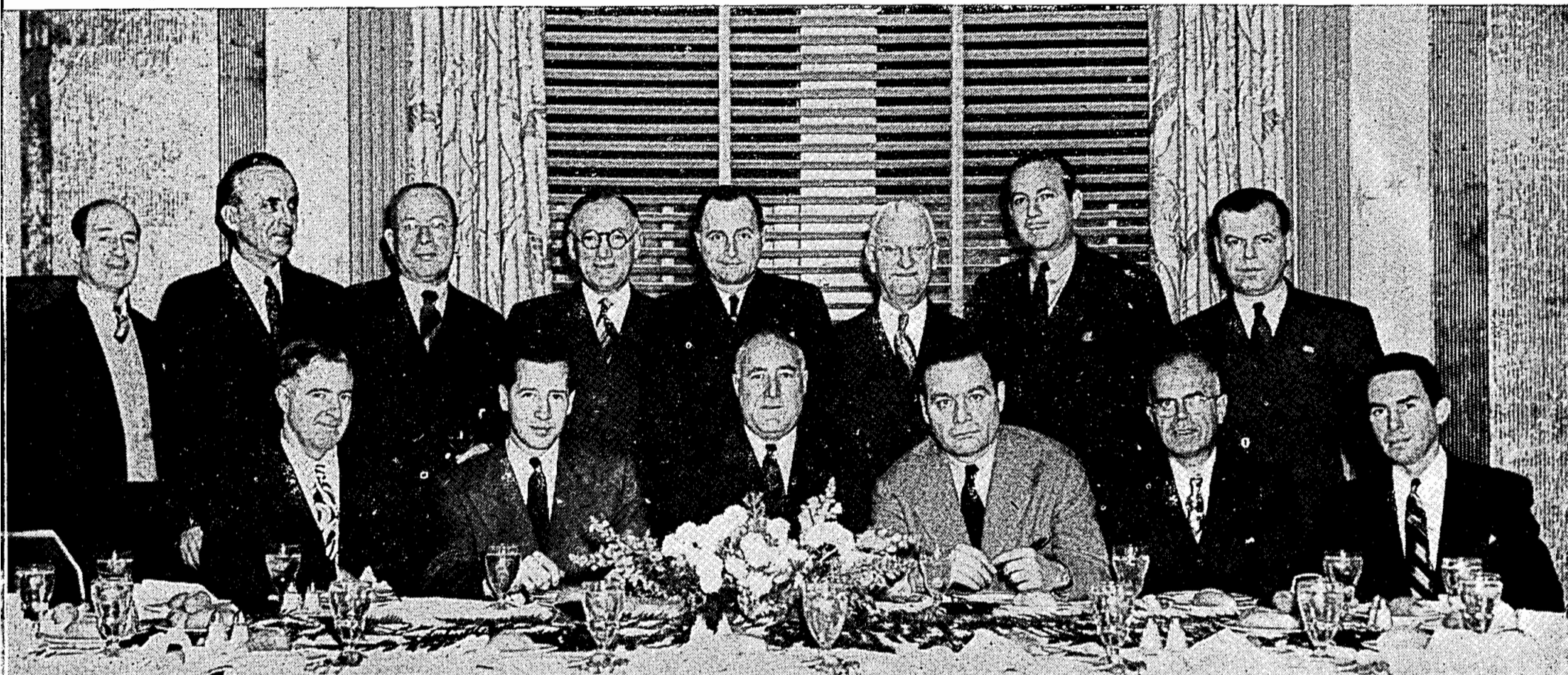
550 KC
KOA
50,000 WATTS

Exclusive!

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

W-I-N-D
560 Kc. 5000 WATTS

Trade Executives at Radio Poll Preview



Radio, press and research executives, at a luncheon given by Jack Alicoate, publisher of Radio Daily, Tuesday at the Waldorf-Astoria Hotel, were treated to a preview of the 1944 poll results. Left to right (seated) are Warren Jennings, president of the Radio Executives Club; B. E. Jolley, director of research, Ross Federal; Frank Mullen, vice-president and general manager of NBC; Douglas Coulter, vice-president in charge of programs of CBS; Phillips Carlin, vice-president and director of Mutual; Hubbell Robinson, vice-president in charge of program production, Blue Network; (standing left to right) M. H. Shapiro, Radio Daily, Frank Burke, Radio Daily; Tom O'Neill, AP (Press Association); Barry Faris, International News Service; Herbert Pettey, managing director of WHN; Al Harrison, United Press; Mr. Alicoate and Marvin Kirsch of Radio Daily.

Leaders Of Industry Acclaim Poll Of 1944

(Continued from Page 8)

The Eighth Annual Radio Poll conducted by RADIO DAILY represents a considerable amount of effort, and was certainly well done, being the most comprehensive presentation of this nature to come to my attention. This poll, representing, as it does, an excellent cross-section of public opinion, has been badly needed by the industry for some time now, and developed into the same type of an institution as the Academy Award, with its highly coveted 'Oscar,' has for the motion picture industry. Another phase, although perhaps it's a little too soon to say, will be the highly probable acceptance of this poll by the industry generally, and its

eventual use as a 'yardstick' in ascertaining future program technique.

Ralph Weil, manager of WOV, New York, declared: "The RADIO DAILY poll is a first-rate job of research and reporting. It is comprehensive, it is presented simply and it has the ring of authority. The fact that the results in several instances had me lifting my eyebrows has nothing to do with the case. The industry is in need of such a poll and I am sure that the work involved, which must have been considerable, is more than justified. Congratulations, gentlemen, on a job ably done."

Frederic R. Gamble, president of the American Association of Adver-

Invasion By MacArthur Gets Quick WHN Report

WHN hit the air with the news of the MacArthur landing on Luzon at exactly two minutes past six p.m. The bulletin was torn from the teletype machine and rushed in to Tod Williams who interrupted his broadcast to put it on the air.

tising Agencies, said, "RADIO DAILY's Annual Poll has stimulated a great deal of interest in the field. The respected opinions of the nation's critics is of interest to the program producers especially."

Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

Serenade in Furs
 6-1 MINUTE MUSICAL PROGRAMS
 Designed to Sell FURS
 Write — Wire for Audition Programs
ARTP, INC.
 11 West 42nd St. New York

NBC War Clinics Off Says Niles Trammell

(Continued from Page 1)

greatly to that which NBC had contributed toward the war effort.

However, Trammell pointed out that the attendance at each of the Clinics would be more than 50 people and in accordance with recent rulings on conventions, the conferences may be construed as such and thus fall under the convention ban.

As a result of the War Clinics being off Trammell further stated:

"Despite our inability to hold the Clinics during the early part of the year, frequent contact with our affiliated stations is absolutely vital to a continued co-ordination in order that the network and its affiliated stations may best serve the war interest. We propose to achieve that contact to a large extent through the district meetings of the National Association of Broadcasters.

"These meetings, being 15 in number, will bring together broadcasters of every network affiliation as well as independents. NBC will be represented at each one of these meetings by a number of the staff of the Station Relations Department. By this means it will be possible not only to discuss ways and means of establishing the best possible co-ordination with our own affiliates but likewise to establish a basis for working with the entire industry so that it may function as the most effective instrumentality for aiding in the winning of the war.

"We will reserve decision in respect to a possible later meeting or meetings depending upon the course of the war."

Nimitz On "Time"

Talking from "somewhere in the Pacific," Admiral Chester W. Nimitz, commander in chief of the Pacific Fleet will be heard on the "March of Time" program tonight, at 10:30 over the Blue Network.

Five New Members Added To Senate ICC

(Continued from Page 1)

from the Eastern Seaboard were named by the Democratic steering committee and assigned to the committee yesterday, along with one-time radio manufacturer Homer Capehart, Indiana Republican.

The four Democrats are former governors Clyde Hoey of North Carolina and Olin D. Johnston of South Carolina, former representative Francis J. Myers of Pennsylvania, who was a member of the corresponding House Committee, and Brien MacMahon, new member from Connecticut. They replace Vice-President-Elect Harry S. Truman, the late Cotton Ed Smith, the defeated D. Worth Clark of Idaho and Federal Judge Homer S. Bone of Washington.

The new appointments have not been evaluated either plus or negative by industry representatives. All are thought to be potentially friendly to radio, but none has been especially outspoken, and there is no genuine basis for predicting their attitude—and that is true even in the case of Capehart.

Listeners To Participate In Mutual Experiment

Listeners will be asked to give their own impressions and comparisons of Mutual's experimental programs to be broadcast on January 13, 8:30-9:30 p.m., EWT, when the Detroit Symphony expands its operations over that web. Edward J. Content, assistant chief engineer of WOR, and a consultant expert in his own right, will demonstrate his electrical filters and equalizers which are designed to project the true acoustical values of symphonic music to radio listeners as if the program were originating from an auditorium scientifically constructed for symphonic concerts.

Much of the color and beauty of music is dependent upon the delicate overtones lost to concert music listeners because of deficiencies due to several factors brought into play by the sizes and dimension of especially large auditoriums, Content pointed out. As much as 90 per cent of the music reaching the microphone consists of sounds reflected one or more times by the walls and ceiling surfaces, he added.

AVAILABLE

Young woman radio executive (now employed) seeks position in program, production, or direction of women's programs in N. Y. C. — Good ideas. Fifteen years in entertainment field. Write Box 105, Radio Daily, 1501 Broadway, New York 18, N. Y.

Standard Radio Stations Increased From 912 To 924

(Continued from Page 1)

network and broadcast revenue reported up 19 per cent over the previous year.

On the basis of operation under the network rules, for a full year prior to June 30 of last year, the FCC reported "it is apparent that program service throughout the nation has benefited through increased competition between networks and the extension of network service to a greater number of stations."

The Commission revealed June operation of 47 FM stations, with listeners estimated to be using 500,000 sets. Applications for 202 new stations were then on file—the number is now much higher.

Six commercial and two experimental tele stations were in use, with 52 commercial applications still on file.

In general, the report is a historical summary of FCC activity reported in the trade press.

The 16 new standard stations authorized during the year include the following:

KJAN, Monroe, La.; KONP, Port Angeles, Wash.; KTHT, Houston, Texas; KVOP, Plainview, Texas; KWBU, Corpus Christi, Texas; WELO, Tupelo, Miss.; WENT, Gloversville, N. Y.; WFEB, Sylacauga, Ala.; WHOT, South Bend, Ind.; WJEF, Grand Rapids, Mich.; WKLA, Ludington, Mich.; WMOH, Hamilton, Ohio; WOCB, West Yarmouth, North Hyannis, Mass.; WRHI, Rock Hill, S. C.; WRLD, West Point, Ga.; WROX, Clarksdale, Miss.

CBS Sponsors Add Outlets

Announcement was received yesterday stating that three CBS accounts had made substantial increases in the number of stations carrying their programs. The Texas Co., sponsors of "Texaco Star Theater—James Melton," added 13 stations, thereby bringing the total to 141 CBS outlets. With the addition of 28 stations, Manhattan Soap Co., sponsors of "The Strange Romance of Evelyn Winters" now have their program carried on the full CBS domestic network. Currently on 44 CBS stations, effective January 15, Cudahy Packing Company's daytime serial "Lena and Tim" will be heard over 71 outlets. As of the same date, the program moves from 3:15-3:30 to 2:45-3:00 p.m.

Proposes New Bill To Regulate FCC

(Continued from Page 1)

public communications. The chairman would not be a member of either three man group. Neither would he be chairman indefinitely with a rotation system changing the occupant of the chair each year.

He adds to the act an amendment specifying that the Commission may exercise no control whatever over a station's business programs or program materials.

He also has written a provision for the preparation of declaratory rulings by the FCC but it states that the Commission "may" rather than "must" issue such rulings.

He liberalizes the appeals section of the procedures providing for an appeal right for any applicant denied a construction permit or the right to transfer his license, and for licensee whose privilege has been revoked, or any person "aggrieved or whose interests are adversely affected" by a declaratory order.

If satisfaction is not forthcoming from the Commission, provision is made for a court review on points of law—not on the facts unless the Commission is found to have acted on a false factual basis. Petition for court review must be filed within 30 days of the FCC decision and the FCC must notify all interested parties within five days of the petition and must file a response within 30-days of the petition. The court may assess cost against the appellant at its discretion but not against the FCC.

Provision is made also for Supreme Court review.

A provision to the act is also proposed which would prohibit the FCC from discriminating against any applicant on the grounds of color, race, type of business, politics, etc., this would clearly rule out any FCC consideration of the advisability of news paper holding radio licenses, etc.

The bill has been referred to the Interstate Commerce Committee.

EQUIPMENT

Elected to Presidency

Howard D. Thomas, Jr., general manager of the Packard-Bell Company, Los Angeles, has been elected the presidency of the West Coast Electronics Manufacturers Association, Los Angeles council, for 1945. L. Hoffman, of the Hoffman Radio Corporation, and the retiring president of the association, was elected to the board of directors. Among other officers elected were Lew Howard, Peerless Electrical Products Company, vice-president; James L. Fouch, Universal Microphone Company, treasurer. Elected to the board in addition to Hoffman were D. A. Marks of Electronic Specialty Company, Shford M. Wood, Little Fuse, Inc., and Clay F. Fisher of Radiation Products, Inc.

GE Names District Manager

Announcement has been made of the appointment of Thomas B. Jacocks to the position of manager of the Atlantic district of the Electronics Department, General Electric Company, by A. A. Brandt, general sales manager of the department. Jacocks will continue with his former work in connection with GE electronics contracts with the government. In his new capacity he will be responsible for the sale of all electronics department products in eastern Pennsylvania, southern New Jersey, Delaware, Maryland, Virginia, Washington, D. C. and North Carolina.

S-C Approves Pension Plan

An employee retirement and pension plan, to be placed in operation immediately, has been approved by the stockholders of the Stromberg-Carlson Company, Edwin C. Roworth, vice-president, stated recently. The plan will operate on a voluntary

SEND BIRTHDAY GREETINGS TO---

January 11

Don Buckley Paul Atlee Walker

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

WHN Skeds Wounded GIs To Aid Nurse Recruitment

Since the emergency appeal for more nurses has been "pitifully inadequate" (in the words of Maj-Gen. Norman T. Kirk, Surgeon-General of the Army), four wounded GIs, winners of the Purple Heart, will personally make a plea for army nurses on the WHN "Wishbone Party," Saturday, Jan. 13, from 1-1:30 p.m. Participants in the broadcast include Lt. Catherine Stanfield, of New York City, overseas for 30 months in the South Pacific; Staff Sgt. Bernard Murphy, of the AAF, veteran of the west-front campaign; Sgt. Howard Black, of Syracuse, overseas for more than three years in the Pacific, and a fourth GI from Tilton Hospital.

NBC's Press Department Adds Freeman And Wolf

James L. Freeman and George Wolf are two new members of the NBC press department, it was announced yesterday. Freeman was formerly night editor of the North American Newspaper Alliance, and associate editor of the Bell Syndicate, Inc. He is a graduate of New York University.

Wolf, who was associated with Herb Moss, producer of "Truth Or Consequences," entered the army and was assigned to the Signal Corps Photo Center and the Overseas Motion Picture Service, and honorably discharged recently.

basis, with the employee consenting to regular deductions from his salary, and the company making larger payments per employee. The cost of providing past service benefits will be paid by the company. Plan will be underwritten by the Connecticut General Life Insurance Company, of Hartford, Conn. which also administers the company's program of accident and sickness benefits, now in force for nearly twenty years. Roworth stated that retirements of some of the older employees will start on an orderly schedule as soon as the war is over, making the urgency of their presence no longer a factor in war production.

Six More U. S. Outlets Beamed To Japanese

(Continued from Page 1)

bined facilities almost double the hours of broadcasting to the Japanese and carry the voice of America deeper and more completely into Japan, China, the Philippines and the entire Far East, the OWI announced.

Transmitter Locations

The new transmitters include four operated for OWI by NBC in the Sacramento Valley at Dixon, and two operated by CBS in the San Joaquin Valley at Delano. At both locations dual transmitters have been built so that the same program may be beamed simultaneously on different frequencies to different areas.

Programs will originate in OWI's new studios in San Francisco and will include news, commentary and specially designed radio features in many different languages and dialects. Psychological warfare programs until recently had been broadcast over the Pacific area from four shortwave stations in and near San Francisco operated for OWI by the Associated Broadcasters and General Electric.

Augmented On Dec. 26

This network was strengthened on Dec. 26 when a new 100,000-watt shortwave station was opened in Honolulu and a 50,000-watt medium-wave station was opened on Saipan. The Honolulu station relays programs from the mainland—in addition to broadcasting programs it originates—on to Saipan which in turn beams them into Japan. The six new transmitters will help to increase the volume of this relay system.

Medium-wave broadcasting can be heard on ordinary civilian receivers, and FCC monitors have reported that Radio Tokyo is attempting by various means to prevent and discourage listening.

Present stations operated for OWI in California include: KGEX and KGEI by General Electric at Belmont and KWID and KWIX by Associated Broadcasters in South San Francisco.

The new stations are: KCBA and KCBF, a dual transmitter, operated by CBS at Delano; KNBA and KNBC, dual transmitter, and KNBI and KNX, dual transmitter, at Dixon by NBC.

AGENCIES

CAPITOL RECORDS, INC., of Hollywood, has placed its advertising account in the hands of the Foote, Cone & Belding office in the same city, it has been revealed by the latest issue of the Standard Advertising Register. Other assignments of account include: California Associated Products Co., Los Angeles, to Lockwood, Shackelford Co., Hollywood; Confections, Inc., Chicago, to Paul Grant Advertising, Chicago; Glass Industries, Inc., to Gotham Advertising Company, Inc.; Monogram Slipper Co., St. Louis, to Datche Advertising Co., same city, and Savings Bank Life Insurance Council, Boston, to Doremus & Co., Boston.

RUTHRAUFF & RYAN, agency for the War Advertising Council, is mailing a campaign guide for use by American Red Cross chapters in obtaining sponsors for the fund drive in March.

IVEY & ELLINGTON has been named to place the advertising of Sweets Co. of America.

ALLEY & RICHARDS COMPANY has added to its executive management staff H. L. Whittemore and Charles A. Holcomb.

JOSEPH CESARE, director of production and traffic for Hill Advertising, Inc., has been named secretary of the agency.


Pinza On 'Telephone Hour'

Ezio Pinza, basso, will be guest artist on the Telephone Hour next Monday, January 15, at 9:00 p.m. over WEA and NBC. In addition to singing operatic arias, Pinza will introduce a new American song, "Remember Me," written by Blanche Ebert Seaver.

TIME BUYERS 15 SECOND SPOT ANNOUNCEMENT

ANN: HERE IS ONE REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...PULSE OF NEW YORK FINDS 9% OF WLIB'S LISTENERS IN THE HIGH ECONOMIC GROUP, 28% IN THE UPPER MIDDLE ECONOMIC GROUP, 41% IN THE LOWER MIDDLE ECONOMIC GROUP AND ONLY 22% IN THE LOW ECONOMIC GROUP.
BIZ: CASH REGISTER RINGS.
 ANN: (with emphasis) WLIB'S AUDIENCE HAS THE BUYING POWER.

WLIB NEW YORK
1190 KC. CLEAR CHANNEL



RADIO'S LONGEST LIST OF SATISFIED SPONSORS:

Vicks	WCSC	Pillsbury Mills...	KROS
Groves	WOW	Airy Fairy Flour...	KLCN
Utah Mills	KGIR	Staley Mills...	WDAF

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
 2436 READING RD. NEW YORK
 CINCINNATI, OHIO
 HOLLYWOOD



THE 1945
RADIO ANNUAL
IS NOW IN
INTENSIVE
PREPARATION

RADIO'S INDISPENSABLE REFERENCE VOLUME



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 9

NEW YORK, N. Y., FRIDAY, JANUARY 12, 1945

TEN CENTS

No Tele At Inauguration

Anti-Petrillo Measure Again Filed In Senate

Washington Bureau, RADIO DAILY

Washington—Senator Vandenberg of Michigan yesterday introduced into the Senate his bill of last session to "prohibit interference with the broadcast of non-commercial cultural or educational programs." The bill is aimed at the AFM and was passed by the old Senate last month. Vandenberg has signified his intention of pushing for early passage of this bill by the new Senate, and through the House as well.

The bill is aimed at the ban on broadcasting of the student orchestra

(Continued on Page 5)

Radio Executives To Aid New York Boy Scouts Drive

Managers of New York radio stations will meet with Warren Jennings, radio chairman of the New York Boy Scouts fund drive, at the Hotel Roosevelt on Monday noon to formulate plans for radio's participation in the campaign. Jennings, president of the Radio Executives Club, last week volunteered the club's assistance in planning the drive.

Television Station Plans Special Program

Schenectady—WRGB, which inaugurated television network in 1939 when it began operation of its relay station in the Helderberg Mountains, will celebrate the fifth anniversary of relaying today with a special program originating in part from Schenectady and in part from NBC tele-

(Continued on Page 6)

March of Dimes

A special one and three quarter-hour program featuring seven of the nation's top dance orchestras will be presented by CBS on Sunday, Jan. 21, from 11:15 p.m. to 1:00 a.m., EWT, as "The March of Dimes Cavalcade of Bands." The program will feature the orchestras of George Olsen, Hal McIntyre, Sammy Kaye, Cab Calloway, Tommy Tucker, Gene Krupa and Ted Fio Rito.

'One Thousand Club' Budget Revealed

Washington Bureau, RADIO DAILY

Washington—The four major networks figured approximately \$108,000, of the \$252,055 raised by the One Thousand Club organization, creation of which is credited to President Roosevelt to help foot 4th-term expenses, a report filed with the clerk of the House of Representatives disclosed.

Separately, the election eve broad-

(Continued on Page 2)

Blue Web Producer In N. Y. For 'Walk Out' Conference

Lou Green, producer of the Blue Network "Breakfast Club" show in Chicago, arrived in New York yesterday for a conference with Blue production heads over the AFM difficulties on the show. Musicians returned to work yesterday on the "Break-

(Continued on Page 4)

Envisions Big Inter-American Post-War Market For U. S.

Forecasting a tremendous post-war market for radio in Mexico, Central and South American countries, Lazare Gelin, export manager of Lear, Inc., yesterday returned from a trip through Mexico, the Central Americas, Colombia and Venezuela.

"As far as home radios are concerned," Mr. Gelin said, "there are very few home receivers left in these countries now. The market for new

Last Minute Request For Video Cover Of Presidential Inauguration Vetoed By White House

Washington Bureau, RADIO DAILY

Washington—A last minute request for permission to televise the Inauguration next Saturday was turned down by the White House, it was reliably learned here yesterday, because arrangements for press, radio and pix coverage had already been worked out. Philco had asked for permission to arrange a special Washington hookup to permit it to relay the scene to New York and Philadelphia.

Attorney Frank Caldwell, approached the White House for Philco,

(Continued on Page 4)

Hollister Addresses Merchants Meeting

Paul Hollister, vice-president of the Columbia Broadcasting System, speaking before the National Retail Dry Goods Association, convention at the Hotel Pennsylvania, yesterday, discussed, "Advertising: Its Place in Your Planning" with particular emphasis on radio as media.

Disclosing that CBS commissioned

(Continued on Page 2)

Ray Knight Reported Continuing At Y & R

Ray Knight, currently associated with Young & Rubicam on the Ed Wynn show, will not go to Benton & Bowles, Inc., to produce the "Glamour Manor" show, it was announced yesterday by Bush Barnum, publicity

(Continued on Page 2)

New Toscanini Series Begins On NBC, Jan. 21

Arturo Toscanini will conduct four programs of the NBC Symphony Orchestra, beginning Sun., Jan. 21, the first of which will feature Russian-bred compositions of Tchaikovsky

(Continued on Page 4)

Du Mont Expanding Studios Of WABD

An extensive program of expansion, renovation and interior decoration has been undertaken at the studios and offices of WABD and Du Mont Laboratories, Inc. at 515 Madison Ave. The entire second floor set-up is being revised, with walls coming down, and others, many of them specially

(Continued on Page 5)

Canadian Short Wave Station Sets Schedule

Montreal—The announcement "This is Canada Calling" will flash around the world in many languages when the new \$1,200,000 shortwave station at Sackville, New Brunswick, begins

(Continued on Page 6)

Sold

For the premiere performance of Lawrence Tibbett on the "Hit Parade," program, heard Saturdays, 9:45 p.m., EWT, over Columbia, (January 6), George Washington Hill, president of the American Tobacco Company, sent out telegrams to the press, program associates, guests of the first program, and others concerned, which simply said, "Sold American."

For Victory

Hollywood—KFWB is cancelling all commercial programs for January 17th, and will present a single nineteen-hour program devoted to arousing civilian interest in the war effort. The program will be devoted to all phases of war effort, including sale of war bonds, recruiting, blood bank and defense plant manpower.

People buy when WLAW speaks! Let WLAW talk about your product. Advt. Northern New England listens when WLAW speaks. Try the station that pays off! Advt.

RADIO DAILY



Vol. 30, No. 9 Fri. Jan. 12, 1945 Price 10 Cts.

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

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

Gets CBS Role

Beverly Roberts, film and stage actress, has been signed for some radio chores on the CBS' "Life Can Be Beautiful" serial. Procter & Gamble sponsors the program for Ivory, and Compton Advertising, Inc., is the agency.

'One Thousand Club' Budget Revealed

(Continued from Page 1)

cast of Nov. 6, the club paid the bills for items of \$15,000 each of the Blue Network, the Mutual Broadcasting System, and the Columbia Broadcasting System; and \$6,979 more to the National Broadcasting Company for an extra portion of time charges.

The organization similarly paid the expenses of the President's broadcast of Oct. 28 for which NBC received \$26,124, and the Blue Network \$15,000.

Ray Knight Reported Continuing At Y & R

(Continued from Page 1)

director of Benton & Bowles. "There were conversations and discussions about it, and whatever story came out elsewhere was premature," Barnum added.

Asked whether he considered the proposal in the "nebulous" stage, he said, "It isn't even nebulous. He isn't coming at all," Barnum said. Walter Craig, radio director of B & B, is directing "Glamour Manor," and will continue to do so for some time, he said.

Hollister Addresses Merchants Meeting

(Continued from Page 1)

the Harvard Business School two years ago to make an impartial study of radio's influence on the retailers. Hollister quoted at length from the findings of Professor C. H. Sandage.

"As recently as 1942 there were some 50,000 retail companies using radio in an effort to sell goods and services and keep themselves remembered," Hollister declared in quoting from the report. "To be sure, they are only 50,000 of the 775,000 retail stores in the 586 communities in which broadcasting facilities are available to local merchants, but the 50,000 retailers paid out about one quarter of all the broadcasting revenue of the stations and networks that year, and presumably paid it because radio has done something traceably effective for their sales and their public relations."

Calls Management Vital

Hollister revealed that Prof. Sandage found that "the factor of management is highly important to success in radio use. Such things as selection of appropriate items for radio mention; co-ordination of radio advertising with the entire promotional and merchandising plan of the store and assignment of responsibility to a single head may determine success or failure."

Mr. Hollister goes to Boston today to address a meeting of the New England Sales Management conference of the Boston Chamber of Commerce. He will speak on "Advertising's Responsibility in the Post-war Economy."



Somewhere in Tennessee

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

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

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

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

20 YEARS AGO TODAY

(January 12, 1925)

"Your radio problems solved—at your nearest newsstand!" is the way a popular radio magazine advertises its worth . . . in the opinion of one "ham listener," WGY in Schenectady is a station which shows real artistic aspirations in at least one program a week.

CKLW

BEST RADIO BUY

in the DETROIT AREA

5,000 WATTS DAY and NIGHT

800 Kc.

IMMEDIATE SYSTEM

FINANCIAL

(Thursday, January 11)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
A. M. Tel. & Tel.	164 1/4	163 7/8	163 7/8	- 1/4
CBS A	36 3/8	36	36	- 3/8
Crosley Corp.	33 1/4	32 1/2	33 1/4	+ 1/2
Farnsworth T. & R.	15 1/4	14 5/8	15	+ 3/8
Gen. Electric	40 1/8	39 5/8	39 7/8	- 1/8
Philco	35	34 1/2	34 5/8	- 3/8
RCA Common	11 5/8	11 3/8	11 5/8	+ 1/8
RCA First Pfd.	79	79	79	-
Stewart-Warner	17 1/4	16 3/4	16 3/4	- 3/8
Westinghouse	31	30 1/2	30 3/4	+ 1/2
Zenith Radio	40 7/8	40	40	- 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7	7 3/4
Stromberg-Carlson	16 1/2	17 1/2
WCAO (Baltimore)	23	
WJR (Detroit)	39	

Ave Maria Hour

WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION

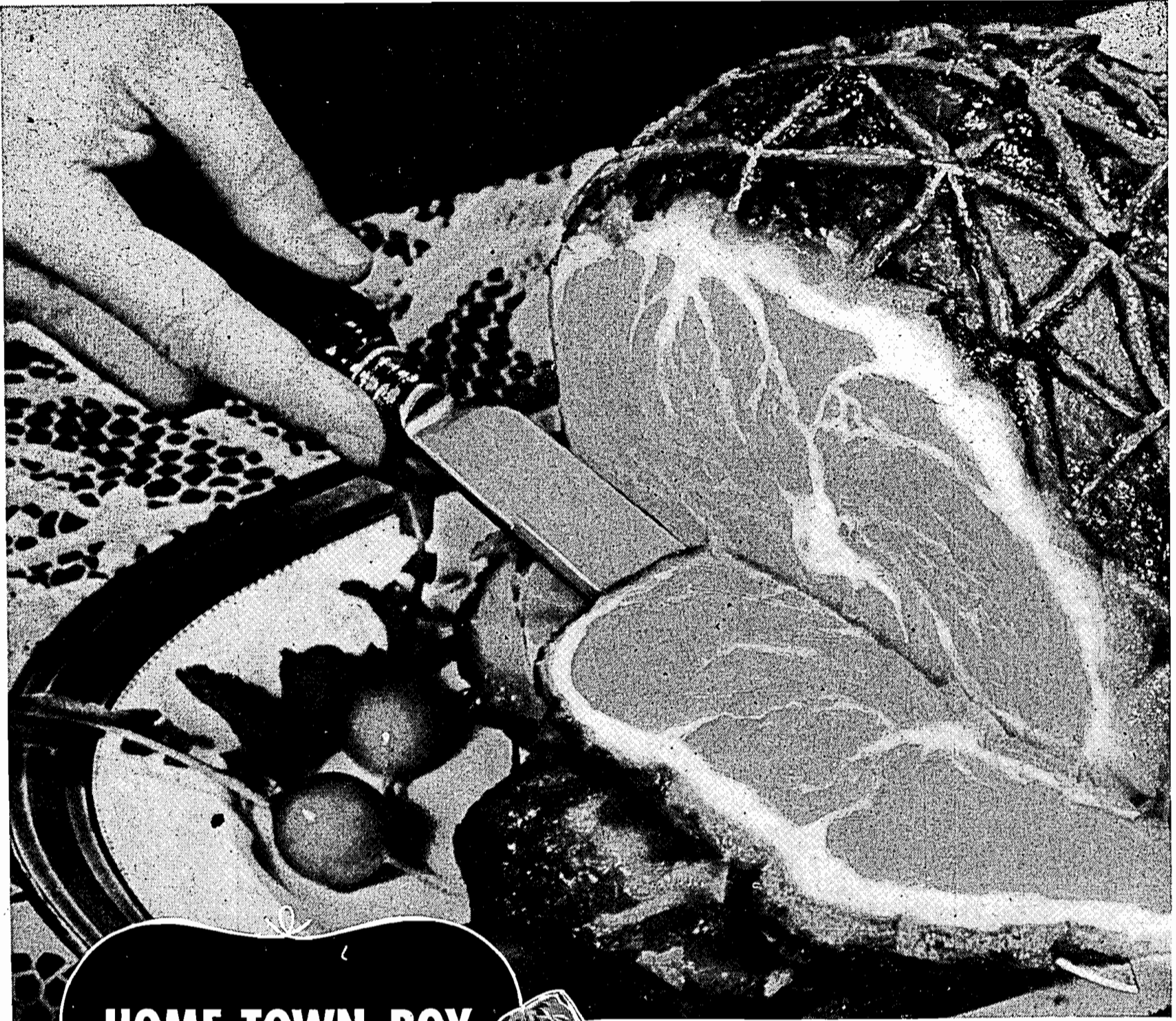
"NEWS ON THE HOUR EVERY HOUR"

That's why . . .

ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**



HOME TOWN BOY MAKES GOOD



... there's **MEAT** in this story

For these home town boys really made good—not only in Baltimore but spread to become the largest packers of meat on the Eastern Seaboard. They're the William Schluderberg—T. J. Kurdle Company*—makers of Esskay Quality Meats.

Radio Advertisers for 20 years, it took WFBR—the big home town station to tailor-make the program Esskay had been looking for—"It's Fun To Cook." Started in 1943—three days a week—listener demand

jumped it to five days a week. Mail averages 1000 pieces weekly.

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: Van Sant, Dugdale & Company, Inc.

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

WFBR

Inauguration Of FDR Not To Be Televised

Continued from Page 1

...the inauguration of Franklin D. Roosevelt will not be televised. The National Broadcasting Company, which has been expected to televise the ceremony, has announced that it will not do so.

...The National Broadcasting Company has announced that it will not televise the inauguration of Franklin D. Roosevelt. The company has decided that the ceremony is not suitable for television.

Tele Films Planned

...The National Broadcasting Company has announced that it will produce a series of telefilms. The first film will be about the life of Franklin D. Roosevelt.

Blue Web Producer In N. Y. For 'Walk Out' Conference

Continued from Page 1

...The producer of the Blue Web radio show, John H. Johnson, is in New York City for a conference. Johnson is the producer of the show, which is broadcast on the Blue Web radio network.

New Toscanini Series Begins On NBC, Jan. 21

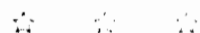
Continued from Page 1

...The new series of broadcasts by Arturo Toscanini will begin on NBC on January 21. The series will feature Toscanini conducting the New York Philharmonic.

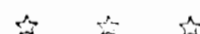


California Commentary!

• • • Although the luncheon given in honor of Edgar Kobak by Don Lee was arranged on less than 24 hours notice, agencies and sponsors were well represented. The affair was held at the University Club with Lewis Allen Weiss, Don Lee's chief, giving the new Mutual proxy a neat introduction. Don Gilman, former Parlor Blue head, was present and Kobak referred to a luncheon tossed in Kobak's honor a few years ago and at which he outlined plans for the building of the Blue. In a light vein Kobak said those years with the Blue just constituted practice. Charles A. Beardsley, president of Miles Laboratories, makers of Alka-Seltzer, attended the affair while agencies were represented by Dan B. Miner, Wayne Tiss, Nate Tuttle, Dave Taylor, Murray Eolen, B. E. Joe Messer, Ed Pringle, Ed Cashman, Jack Roswell, Jack Hobbs, Mort Mogge, W. B. Doc Geisinger, Tom Moody, Bob Dwyer, Bruce Eiles, Rudy Alber, Tom Morris, Craig Maudsley, Norman Blackburn, Jack Smock, Jack Messler, Burt Cochran, Bob Temple, Dick Francis, Bob Raisbeck, J. A. Briggs, Stu Reynolds, Warren Justice, John Swallow, Barton Stebbins, Don Bernard, Don Lee was represented by Willet Brown, Sydney Gaynor, Henry Gerstenkorn, Pat Campbell, Milt Carlson and Leon Ray.



• • • A. W. Nason, chairman of the board of the Blue Web, was in New York City for a few days this month. He was in the city attending the Riverside Radio party and during the operation of the show. Andrews, S. J. and company. Others who made merry at the affair were the partners of the Andrews-Selby-Lou Levy-Don Shaw-Marty Mathern-Frank Samson-Vic Schott-Chey Williams-Jack Donahue-Joe Happy-Goddy-Milt Samson-Chet Bronner-Marty Mathern-Evans-Pannier-Larry Gardner-Cottonseed Clark-Virginia West and Jack Lawson. Bing Crosby, who was the initial guest star on the show, was given a black ten-gallon hat by the girls and wore it on the program. As he was hurrying off the Warner Sunset boulevard lot from where the show emanated and still wearing the hat, he was stopped by a studio guard, who insisted the headgear was a prop and belonged to air show. Rather than lose time, Bing gave up the hat, but was scheduled to get it back from the Andrews trio.



• • • In 1944, the Hollywood Palladium had its biggest year in its four-year history, and Radio Row is convinced that nightly airings of its bands is a tremendous factor contributing to the spot's success. During last year name bands headed by Harry James, Sammy Kaye, Jimmy Dorsey, Sunny Dunham, Woody Herman, Stan Kenton and others were used. Gene Krupa's band is the current attraction. Dick Aurandt is packaging a brand new show idea built around the dramatization of listeners' wackiest dreams. A couple of agencies are interested, and it looks as though the orchestra leader might have touched on that "new idea show" the boys are always seeking. John McIntire, host on "This Is My Best," has trouble getting his name spelled correctly on the scripts. When typists persist in spelling it "tyre" he hunts them up and says: "It's spelled 't-i-r-e' like at Window Number 3 at the ration board." Chet Huntley, CBS newscaster, will address 400 members of the combined Fresno Lions Club and Fresno Merchants Association Jan. 16. Huntley's appearance in Fresno was arranged by Clyde F. Coombs, manager of KARM, and Huntley's regular evening newscast, "Ten O'Clock Wire," will originate from KARM on that date. T'other night, at a big benefit show arranged by Mrs. Basil Rathbone, Lou Levy hurried around looking for some one to play the piano for Zero Mostel. He was stopped by a stranger, who was eager to tickle the ivories and accompany the comedian. When Lou learned the stranger was Jose Iturbi, he thanked him and decided Zero did not need a virtuoso at the keyboard.

— Remember Pearl Harbor —

AGENCIES

GILBERT CORNELL & NEWELL, Inc. has been appointed to handle advertising for the Berkeley-Killing Mill, Reading, Pa. plant, a manufacturer of women's sportswear.

Mrs. ANN ELLERSON, INC. has been awarded the appointment of handling advertising for the president of the National Association of the M. C. C. for a special occasion. For the past several years, Ellerson has been an active member of the company's board of directors. Mrs. Ellerson is currently in the advertising department of New York City.

HARRY SILVERSTEIN, president of Silverstein Advertising Company, Inc., New York, has been elected president of the National Association of Advertising Executives for 1945. Silverstein has been active in the organization since its formation in 1929. He has organized and participated in many national and international conventions.

AVAILABLE

Veteran energetic college grad with agency experience. Seeks position with station or radio dept. of ad agency. Good at promotion publicity copy writing. Write Radio Daily, Box 109, 1501 Broadway, New York 18, N. Y.

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



FRANKIE CARLE records for LANG-WORTH

Radio Salesman Wanted

The leading station in an Eastern city wants a salesman for local and regional accounts. This is a top notch opportunity for a man who can sell and service advertisers. Good salary and bonus, nice working conditions and associates. Reply, Box 108, Radio Daily, 1501 Broadway, New York 18, N. Y.

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

Big Post-War Market Expected in So. Amer.

(Continued from Page 1)

most air-minded people in the world. "Our neighbors," Mr. Gelin says, "have stepped from the ox-cart directly to the air age, missing the rail and automotive transportation steps that we have gone through. They have found air travel quicker and safer than any other means of travel there, and use air traffic for passengers as well as freight."

Col. Boardman Overseas

Los Angeles—Lt. Col. True Boardman of Armed Forces Radio Service has arrived in Italy to make a survey of troop informational and educational requirements for radio programs produced here, it was announced yesterday by Colonel Thomas A. Lewis, Commanding Officer of AFRS. Col. Boardman will later confer with Radio Officers of the American Forces Network in England and American Expeditionary Stations which now are operating on the Continent.

Y & R Seeks Dana Andrews

Young & Rubicam is seeking Dana Andrews to take over the comedy spot on the Burns and Allen program vacated by Bill Goodwin who has joined the Frank Sinatra show as featured comedian.

Senate Bill Aimed At Petrillo Again Filed By Vandenberg

(Continued from Page 1)

of the National Music Camp, Interlochen, Mich., a ban imposed by the AFM to shut off the programs from Interlochen that NBC used to carry. Vandenberg proposes that the following be inserted in the Communications Act:

Suggested Text

"Sec. 330. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, hinder, extort, delay, prevent, or conspire with other persons, for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any non-commercial, educational or cultural program presented by any academically accredited and tax-exempt educational institution, prepared and planned for presentation by radio or in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such non-commercial educational or cultural programs, unless such interference, work stoppage or group

action is part of a general action for other purposes and is of general and broader nature or purpose than to prevent or interfere with the broadcasting of such non-commercial educational and cultural programs; Provided, that such radio station or stations have agreed to broadcast such programs and that no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting or agreeing to broadcast such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such type of program.

"Definition"

"To conspire for the purposes of this section, shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as united stoppage of work at a radio plant, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference."

Du Mont Expanding Studios Of WABD

(Continued from Page 1)

sound-proofed, going up, improved studio, prop room, and dressing room facilities being created, and much attention being given to the subject of interior decoration. Differing from the usual attempts made to have everything ultra-modern, Du Mont plans to stress comfort and "home-like" atmosphere in their refurbishings. It is estimated that the second floor will be completed around the middle of February.

The entire third floor has been leased by the tele firm, which will take possession around March 1st, after the present tenant vacates. This, too, is slated to undergo the same comprehensive "face-lifting" received by the firm's present quarters. This program of remodeling is in line with Du Mont's reported affiliate with the Blue Network in tele field.

WMCA Honored

Citing the three programs that have, in their estimation, rendered the most outstanding public service in the war effort, the Writers War Board in its most recent report gave WMCA's "New World A-Coming" top listing over the other two, both network shows. "New World A-Coming" deals with the role of Negroes in American life, airing its plea for tolerance Sunday afternoons at 3:03.

Radio Editors of The Nation

My Sincere Thanks

For Voting "The Music Makers"

the No. 1 Swing Band of 1944

Harry James

Canadian Shortwave Station Sets Schedule

(Continued from Page 1)

Full scale operations, now giving Canada global voice leader than any other on this continent, CBC engineers believe.

The first test broadcast cranked through the ether December 21 while most Canadians were still in bed. "Good quality, no interference," reported the BBC listening post in a cabled report. "Your signal strength compares favorably with any received in London."

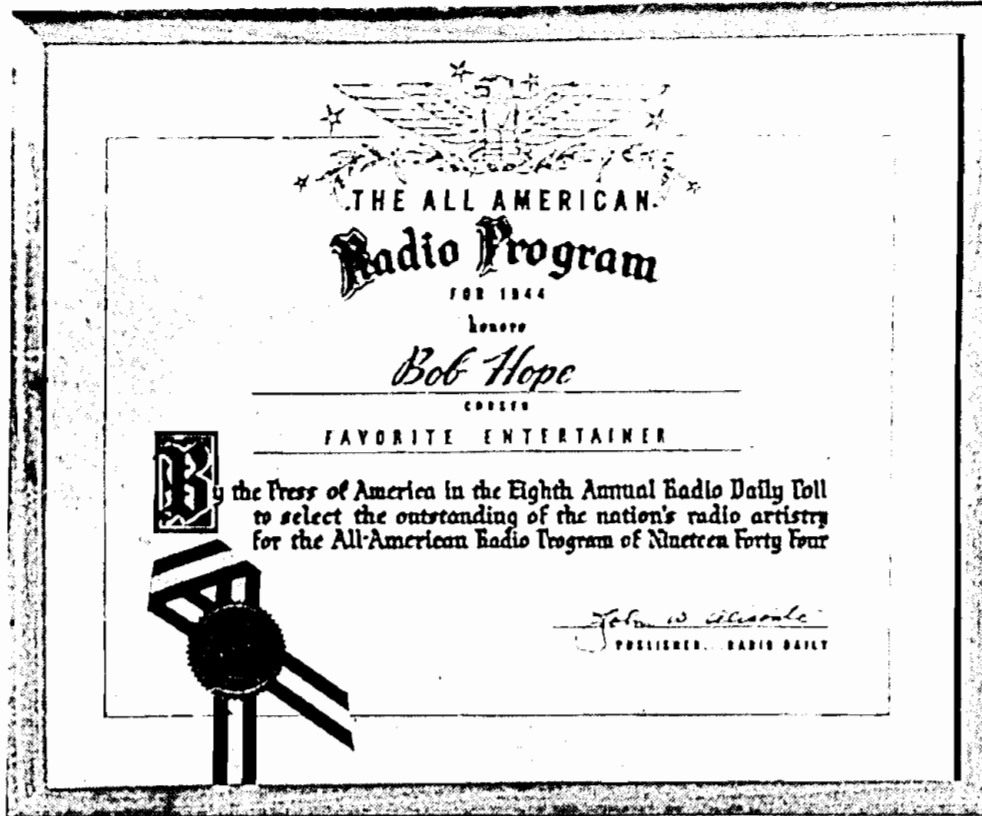
A daily schedule from 6:45 a.m. to 9:15 a.m. EWT, has been beamed since December 26 in English, French and German. The broadcast to Germany opens with "Herbst Kanada mit seinem Auslandsdienst. Wir rufen Deutsches Land." Despite the death penalty for Germans who listen to enemy broadcasts, but many listen.

Until the official opening of the station late this month, all broadcasts will be announced as test transmissions. There are to be special programs to Czechoslovakia, Norway and other European countries.

By spring it is hoped to have all antennae completed, allowing our voice to reach to South and Central America, Africa, the Antipodes, Asia, and to a less effective extent the Far East. The Far East beam from Sackville must pass over the north magnetic pole, No. 1 saboteur of short-wave transmissions.

A "curtain" antenna developed by

PICTURE OF THE WEEK



Parchments, symbolic of the thinking of 1,051 men and women of the critical press, will be awarded to winners in twenty-eight classifications of the "All American Radio Program" for 1944 during the next few weeks. Each parchment bears RADIO DAILY's certified poll seal.

the BBC was adapted for use at Sackville, and is said to be superior to the type of antenna used at the largest U. S. shortwave station near Cincinnati. Effectiveness of antennae, CBC engineers say, is more important in determining the strength of the broadcasts on global receivers than actual kilowatt power, but Canada is not far behind in the power department either. Two 50,000 watt transmitters have been installed, which will allow the same broadcast to be heard on two frequencies on foreign receivers at the same time.

Mainly responsible for overcoming

the technical problems were G. W. Olive, CBC chief engineer, and colleagues J. E. Hayes, W. A. Nichols and R. D. Cahoon and D. G. McKinstry of the CBC, was the architect on the subject.

Headquarters of international service are in Montreal where programs will be prepared and broadcast from there by land lines to Sackville.

High priority on the daily transmission will go to programs for Canadian troops in Europe, prepared and broadcast by servicemen returned from war areas.

Television Station Plans Special Program

(Continued from Page 1)

vision station WNBT in New York City. This will be telecast to the Albany-Troy-Schenectady area starting at 9 o'clock.

William S. Hedges, vice-president in charge of station relations and Niles Trammell, president of NBC, will speak from New York to the Capital district audience. Then, the General Electric motion picture film "Sight-seeing at Home," which explains visually the operation of television, will be telecast.

In the studio of WRGB at Schenectady, General Electric executive Vice-President Robert S. Peare, in charge of advertising, broadcasting and publicity, and Vice-President Walter R. G. Baker, in charge of electronics, will give brief resumes of what has taken place the last five years and what the next five years are expected to produce.

Austrian To Speak

Ralph B. Austrian, executive vice-president of RKO Television Corporation, will address the Cincinnati Industrial Advertisers Club January 13 on "Television—Its Effect on Advertising and Public Relations."

SEND BIRTHDAY GREETINGS TO---

January 12

Bob Tighe Patsy Kelly
Harry Reser Smiling Ed McConnell
Sid Silvers Buddy Xavier

January 13

Elmer Davis Jeanne Harper
Fayette Krum Irving Morrow

January 14

Jane Acre Charles W. Butterfield
George Ansbro Spencer Bentley
George McCoy Ken McKenzie
Jeanne Poli Bill von Zehle

Sales Promotion Manager


of major New York City independent radio station. Young, aggressive advertising or promotion man to head-up one-man department, including responsibility for every phase of station promotion — trade advertising (copy and production), sales presentations, direct mail letters and brochures, original research and general program promotion. Previous radio experience not essential but you must be well-grounded in major portion of above and able quickly to grasp entire operation. Write complete details and salary requirements. Box 107, Radio Daily, 1501 Broadway, New York 18, N. Y.

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

If your job calls for technical insight and topnotch publicity-promotion skill consider this man:—

- Nine years in advertising for leading film concerns.
- Holds FCC radio and phone licenses.
- 17 months' service with Army Signal Corps.

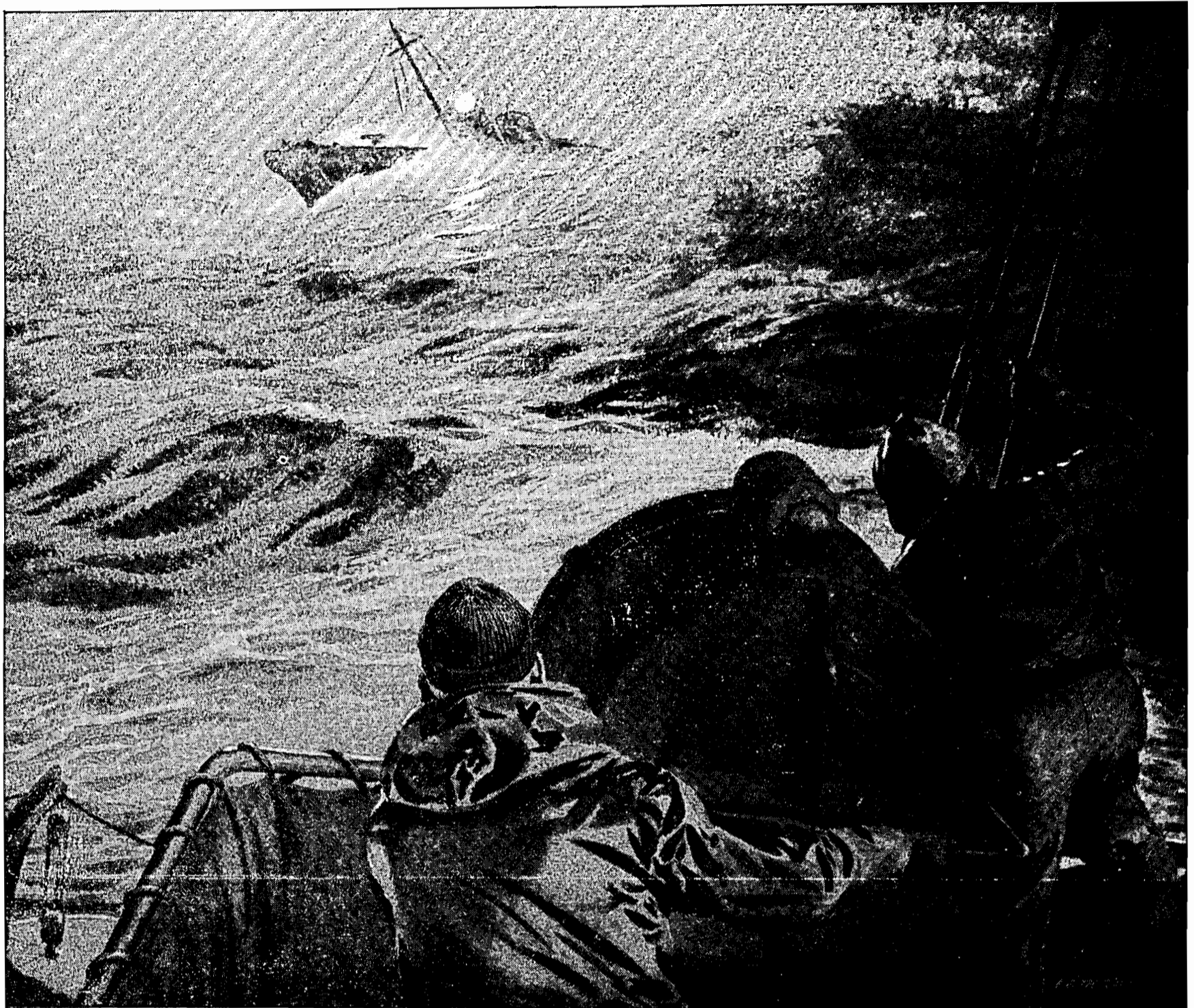
Box No. 106, RADIO DAILY
1501 Broadway, New York 18, N. Y.

MY SINCERE THANKS
To
THE RADIO EDITORS
OF AMERICA

and

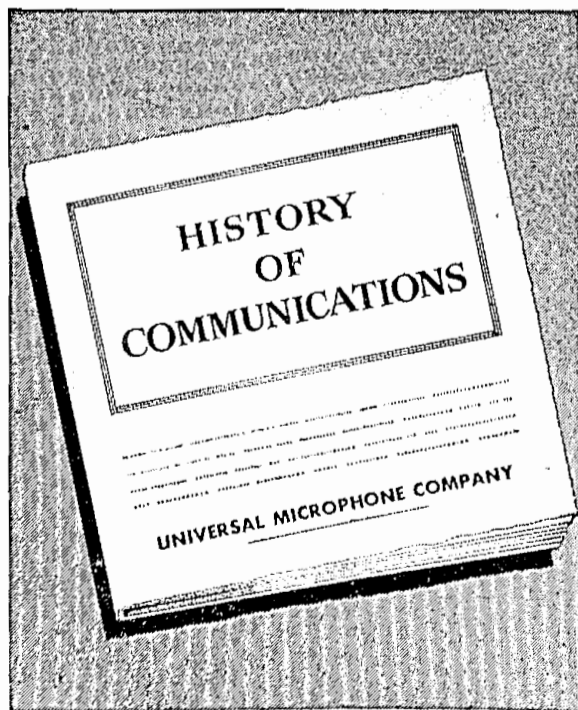
To the members of my cast,
writers, and producers, whose
valuable assistance has made
this honor possible.

Bob Hope



History of Communications. Number Twelve of a Series

COMMUNICATION BY THE BLINKER



The Blinker, an adaptation of the Heliograph with its own source of light, has been found invaluable for night and day Naval Communications. While limited by "line-of-sight" transmission and the elements of weather, it has been an aid to our cautious convoys during "radio silence."

When Victory is ours and the days of "radio silences" are gone forever, private citizens again will have electronic voice communication equipment for their yachts and other pleasure craft. With the release of civilian radio bands Universal will again offer the many electronic voice components for use in marine craft.

< *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 DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 10

NEW YORK, N. Y., MONDAY, JANUARY 15, 1945

TEN CENTS

Allocations Tomorrow

'Who's Who' Of Radio Attend Wash. Dinner

Washington Bureau, RADIO DAILY

Washington—With President Roosevelt, four Cabinet members and the heads of numerous government agencies, leaders of Congress and the military and radio toppers heading the list, the Radio Correspondents Association Thursday night hosted at one of the most successful dinners Washington has seen in years. With radio's 25th anniversary as the theme, the attendance of about 600 left the Hotel Statler without any lingering doubt that "radio is here to stay."

President Roosevelt was on hand

(Continued on Page 4)

WLW Correspondent Returning For Vacation

James Cassidy, WLW's staff commentator on the Western Front, is homeward bound for a rest after six exciting months spent with General Hodge's First Army. Cassidy left the front line yesterday and flew to Paris, where his broadcasts will originate for the next several days. He will continue to London and plans to hop off from there in time to reach New York on Friday or Saturday.

Porter To Be Questioned By Senate Comm. Today

Washington Bureau, RADIO DAILY

Washington—Paul Porter, newly named FCC chairman, will meet in executive session this morning with the Senate Interstate Commerce Committee while that body questions

(Continued on Page 2)

Hypnotist

For the first time in the history of tele, attempts will be made to hypnotize a subject before a video camera, when Allan Nellson, hypnotist goes on the Lever Bros. program over WABD-Du Mont, Wednesday, January 16, at 9:00 p.m.; and experiments on volunteers in the studios. Nellson is well known in the field of hypnosis.

M-W-R Suit

Washington—Jack Benny's best gag as emcee of the Radio Correspondents dinner in Washington the other night was his reference to the Montgomery-Ward-Roosevelt suit he was wearing. He said he stopped off in Chicago to get it while en route East.

Air Commentators Agree On Nine Of 10

Radio's film commentators employ virtually the identical critical yardstick as their compatriots, the reviewers of the American press, it is indicated by a consensus of their 1944 "Ten Best Pictures" selections made for The Film Daily's 23rd annual poll.

The 95 radio commentators who cast "Ten Best" ballots agreed with nine of the 10 winning pictures, the single exception being the substitution of Warners "Arsenic and Old

(Continued on Page 7)

Jewelers Like Time Signals; Plan '45 Radio Advertising

Four hundred jewelers meeting at the Waldorf-Astoria Hotel in New York last Friday voted five to one in favor of time announcements at frequent intervals, rather than a network show. The majority registered approval of the current use of jingles and listed 30 days as the appropriate time interval for receiving new jingles.

★ THE WEEK IN RADIO ★

Poll Gets Nation-Wide Acceptance

By CHARLES MANN

NATION-WIDE acceptance of RADIO DAILY's certified poll to select the "All American Radio Program" was evidenced the past week when scores of telegrams, letters and calls were received by RADIO DAILY commending this publication for the comprehensiveness of the 1944 poll. Press throughout the nation likewise carried comments on the poll which

WLAW has the know-how and can-do to put your message across. Advt.

FCC Is Scheduled To Announce Bands Governing FM, Tele And Facsimile, Also Other Services Over 30 mc.

'Dimes' 60-Min. Show On All Webs Jan. 30

A special hour-long broadcast honoring President Roosevelt's birthday and winding up the 1945 "March of Dimes" campaign of the National Foundation for Infantile Paralysis, will be heard over the major networks on Tuesday, Jan. 30, from 11:15-12:15 a.m., EWT. A score of

(Continued on Page 6)

Educational Forum In Philly Tomorrow

Radio as a factor in education will be discussed by educators and teachers from all parts of Pennsylvania, when they gather Tuesday in the main ballroom of the Bellevue-Stratford Hotel, in Philadelphia, under the aegis of WCAU, CBS station in

(Continued on Page 2)

Freedom Of Press Urged At Press Wireless Meeting

That world-wide freedom of the press will be impossible without freedom of international press communications, was the view expressed by the more than 60 representatives of

(Continued on Page 4)

Washington Bureau, RADIO DAILY
Washington—Full schedule of frequency allocations by the FCC is expected tomorrow morning. Standard broadcast assignments will not be announced at that time, but FM, tele, facsimile and all other assignments over 30 megacycles will be announced.

The assignments will not be final—since there is a 30-day appeal period provided. Written briefs may be submitted, with oral argument also to be granted.

Consensus of opinion in New York
(Continued on Page 6)

AFM-Recording Strike Boosted Decca Sales

Highest net sales in the history of the company was recorded by Decca Records, Inc., during the year 1944, according to figures released Friday. Decca's big volume of business is attributed to the fact that they were making and merchandising records during the AFM-Recording ban which

(Continued on Page 7)

Tele And FM Discussed By CBS Affiliate Board

Television, frequency modulation, and sustaining program plans for the year were among the topics discussed by the Columbia Affiliates Advisory

(Continued on Page 2)

Fame Invited

"Invitation To Fame," designed to uncover new talent and program ideas, started over WNEW yesterday, 3-3:30 p.m. Opening featured "Footlight Favorites," with John Brownlee and Adelaide Abbot. Future programs will have special recitals by noted folk song singers and dramatizations of hitherto untold stories by American war correspondents.

Northern New England listens carefully to WLAW's advertising. Send for coverage map. Advt.



Vol. 30, No. 10 Mon., Jan. 15, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(January 12)

NEW YORK STOCK EXCHANGE				Net
	High	Low	Close	Chg.
Am. Tel. & Tel.	164	163 3/4	163 7/8
CBS A	35 3/4	35 3/4	35 3/4	- 1/4
CBS B	35 1/2	35 1/4	35 1/2	- 1/4
Crosley Corp.	34 3/4	32 3/4	34 1/4	+ 1
Farnsworth T. & R.	15 1/8	14 5/8	14 5/8	- 3/8
Gen. Electric	39 7/8	39 3/8	39 3/8	- 1/4
Ph Ico	34 3/4	34 1/8	34 1/8	- 1/2
RCA Common	11 1/2	11 1/4	11 3/8	- 1/4
RCA First Pfd.	79 1/4	79 1/4	79 1/4	+ 1/4
Stewart-Warner	17 1/8	16 3/8	16 7/8	+ 1/8
Westinghouse	123 7/8	123	123	- 1/2
Zenith Radio	39 1/2	39 3/8	39 3/8	- 5/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	36 1/2	36	36
Nat. Union Radio	6 3/8	6 1/4	6 1/4	- 1/4
OVER THE COUNTER				
WCAO (Baltimore)		Bid	23	Asked
WJR (Detroit)		39		

20 YEARS AGO TODAY

(January 15, 1925)
 In spite of the demands of top notch orchestras now on tour, musicians cannot pay the fee for using copyright music when broadcasting stations refuse to do so, according to an Ascap ruling. Paul Specht has offered to pay a fee of \$500 which WJZ refused in order to broadcast music controlled by the society.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues KING is THE Bay Area Buy!

Tele And FM Discussed By CBS Affiliate Board

(Continued from Page 1)
 Board at its Jan. 10-11 session at CBS headquarters in New York City. Douglas Coulter, network vice-president in charge of programs, outlined the plans for sustaining shows. CBS Director of Engineering, William B. Lodge, spoke on FM and television. A preview of the 7th Series of Listening Areas Studies conducted by CBS was given by John Churchill, the network's Director of Research.

Apportionment Unchanged
 With the Board members now completing their one-year terms, Chairman C. T. Lucy was authorized to proceed with arrangements for election next month of 1945 membership on the Board. As in previous elections, the stations will be apportioned within nine districts corresponding roughly to the operational pattern of the network, and each district will elect, or re-elect, one member of the board.

Members of the 1944 CAAB, all of whom attended the January 10-11 session, are: C. T. Lucy, WRVA, Richmond, Va., Chairman; John M. Rivers, WCSC, Charleston, S. C., Secretary; Arthur B. Church, KMBC, Kansas City, Mo.; Clyde Coombs, KARM, Fresno, Calif.; Franklin Doolittle, WDRC, Hartford, Conn.; Leo Fitzpatrick, WJR, Detroit, Mich.; I. R. Lounsbury, WKBW, Buffalo, N. Y.; C. W. Rembert, KRLD, Dallas, Texas; and W. H. Summerville, WWL, New Orleans, La.

CBS Executives Attending
 Among other CBS officials who attended the Board meeting were: Paul W. Kesten, Executive Vice-President; Joseph H. Ream, Vice-President and Secretary; Frank K. White, Vice-President and Treasurer; Herbert V. Akerberg, Vice-President in Charge of Station Relations; William C. Gittinger, CBS Vice-President in Charge of Sales; Howard Lane, Director of Station Relations; and William A. Schudt, Jr., Station Relations' Eastern Division Manager.

Sauter Heads Radio Div. Of Red Cross 1945 Drive

Jim Sauter, head of Air Features, Inc., has been named chairman of the radio division in the drive of the 1945 fund of the American Red Cross.

Educational Forum In Philly Tomorrow

(Continued from Page 1)
 that city. During the afternoon, the more than 1,300 expected educators will witness a rebroadcast of CBS American School of the Air's "Gateways to Music" program. Preceding the afternoon musical program, talks by prominent figures in the field of education will be given. Speakers include Dr. Francis B. Haas, Superintendent of the Pennsylvania Department of Education; Lyman Bryson, CBS Director of Education; the Rt. Rev. Msgr. John J. Bonner, Director of Philadelphia Parochial Schools; Dr. Alexander J. Stoddard, Superintendent of Philadelphia School Department; Dr. Arthur D. Graeff of Overbrook High School, author of a History of Pennsylvania; and Harl McDonald, Dean of Music at the University of Pennsylvania and Managing Director of the Philadelphia Orchestra. Norris West of station WCAU will serve as master of ceremonies.

Porter To Be Questioned By Senate Comm. Today

(Continued from Page 1)
 him concerning his qualifications for the job. Whether there will be a public session before the committee votes on his confirmation will be decided at that time. Porter was nominated last November but was out of town so long that the committee had no time to approve him last year. Thus his nomination was sent up again by the White House this month, although Porter has been serving as FCC head on a temporary basis. Eventual Senate confirmation is expected.

"Pie" Traynor Appointed Sports Director At KQV

Pittsburgh—G. S. "Pete" Wasser, general manager and vice-president of KQV, Blue Network affiliate here, has announced the signing of Harold "Pie" Traynor as sports director of the station. The ex-big league star will begin his new duties in mid-February and will be heard six times a week at 6:30 p.m. in a regular sports program, and on Saturday mornings will conduct the "Pie Traynor Baseball School for Boys."



NETS NEED MENDING

There's a lesson for radio advertisers in that fisherman's chore. Little holes become big holes... and the fish get away.
 When did you, as an advertiser, last check your radio nets?
 Down here in Baltimore a careful check will show you that an independent station is the best buy in this 5-station town.
 There are facts to prove that W-I-T-H delivers the greatest results at the lowest cost.
 Hard-boiled facts that delight every sales-minded executive who sees them.
 If the fish are getting away... maybe there's a hole in the 6th largest market that needs mending.

W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
 REPRESENTED BY HEADLEY-REED

ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA

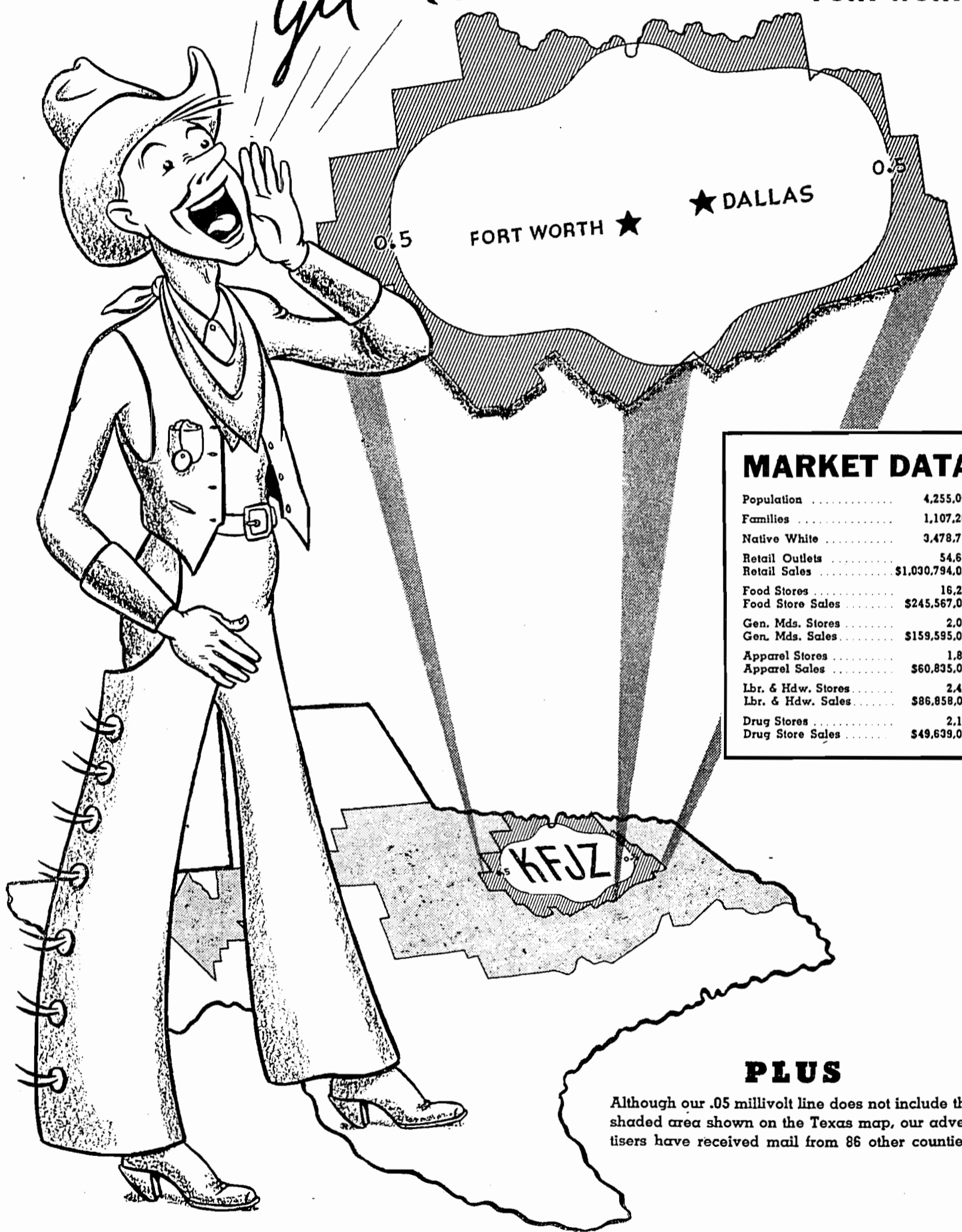
Cover your market with a package of spots that cover the day.
 To assure intensive coverage, ask Philadelphia's Outstanding Full-Time Independent Station about "Pattern Broadcasting."

Come an' Git it!

TEXAS' MOST
IMPORTANT
AREA SERVED BY

KFJZ

FORT WORTH



MARKET DATA

Population	4,255,000
Families	1,107,260
Native White	3,478,700
Retail Outlets	54,629
Retail Sales	\$1,030,794,000
Food Stores	16,257
Food Store Sales	\$245,567,000
Gen. Mds. Stores	2,044
Gen. Mds. Sales	\$159,595,000
Apparel Stores	1,835
Apparel Sales	\$60,835,000
Lbr. & Hdw. Stores	2,464
Lbr. & Hdw. Sales	\$86,858,000
Drug Stores	2,166
Drug Store Sales	\$49,639,000

PLUS

Although our .05 millivolt line does not include the shaded area shown on the Texas map, our advertisers have received mail from 86 other counties.

KFJZ FORT WORTH, TEXAS—a Mutual Station
 5,000 WATTS
 1270 KC.
 KEY STATION OF TEXAS STATE NETWORK
 National Representative, WEED and COMPANY
 New York Detroit Chicago San Francisco Boston Hollywood

Who's Who' Of Radio Attend Wash. Dinner

(Continued from Page 1)

Throughout the entire dinner—which is somewhat unusual—and took obvious delight in the star-studded entertainment lineup provided by the RCA in co-operation with NBC and CBS. From his own staff David Niles, James Byrnes, Judge Fred Vinson, Steve Early, Bill Blake and others were on hand, along with Messrs. Morgenthau, Jones, Biddle and Walker of the cabinet. Generals George Marshall and Alexander Vandergrift, Army and Marine Corps heads, were on hand, as well as Admiral Edwards and numerous other high ranking military leaders.

Gen. Sarnoff Present

The number of Senators and Congressmen in attendance was numbered in the dozens, including Speaker of the House Sam Rayburn and Minority Leader Joe Martin.

Brig. General David Sarnoff, Frank Mullen, William F. Brooks, Clarence Menser, Sid Eiges, Ann E. Gillis and Orrin Dunlap, Jr., and Frank Russell headed the RCA-NBC group who attended the dinner.

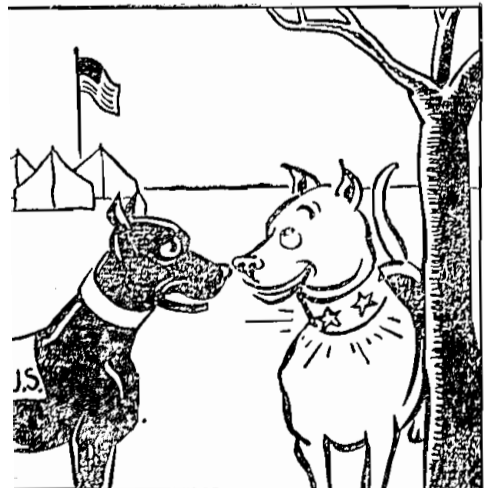
Paul Kesten, Frank Stanton and Earl Gammons headed the CBS delegation; Chester LaRoche, Mark Woods and Robert Kintner the Blue group, and T. A. M. Craven, Robert Swezey, and Charter Heslip the Mutual-Cowles delegation. All these networks gave cocktail parties before or after the dinner. J. Harold Ryan and E. B. Avery headed the large NAB delegation.

Commissioners Attend

Communications Commissioners Porter, Case, Walker, Wakefield and Pett were on hand, as well as FCC General Counsel Charles Denny and assistant general counsels Rosel H. Hyde and Harry Plotkin.

Navy Secretary Forrestal, Supreme Court Justices Douglas, Reed, Rutledge, Black were also present.

Jack Benny was master of ceremonies for a show including Alec Templeton, Connie Boswell, Dunniner, Bill Robinson, Frank Black and his NBC orchestra and several other well known acts. Clarence Menser produced the show.



"I owe my promotion to the Gro-Pup dog Food I heard about over WFDF, int."



Memos of an Innocent Bystander. . . !

● ● ● That must have been a thrill for both . . . last week when Jerry Mann, "NBC Chesterfield Supper Club" comic invited a young soldier in the audience to the mike, he said, quote:—you look so familiar . . . haven't we met before—unquote; "you bet," answered the G.I., "in Casablanca, on your USO tour, you picked me out of the audience that night too." . . . ● In 1928, a young red-headed boy made his radio debut as 'Tiny Tim' in "A Christmas Carol" . . . three weeks ago, the same lad appeared in the same immortal story, but this time, he played Tiny Tim's father . . . the actor, Peter Donald. . . ● Buddy Clarke, who with his entire band, then playing at the Coconut Grove atop the Park Central Hotel in Gotham, enlisted en masse, has been honorably discharged and will open with a new band, Jan. 21, at the Latin Quarter. . . ● Maggi McNellis and Ilka Chase auditioned last Thursday for a new half-hour show for NBC. . . ● Fredric March will be on hand to help Radie Harris launch her new "Hollywood Comments" program Saturday, via the Blue Net . . . it's been a long time since Radie and we shared the same telephone in the Gotham office of the Hollywood Filmograph . . . and we might add that Radie does know her Cinematters. . . ● Donald Woods, star of NBC's "Those We Love," has just been given a long-term pact by les freres Warner.



● ● ● NBC Recording, yesterday waxed a half-hour program, "The Gentlemen Who Talk of Peace," based on the book of the same name by William Ziff. . . . Jon Gart and an 18-piece orchestra furnished a stirring musical background . . . narration by Robert Sloane and produced by Bert Wood. . . ● Among those seen elbow-bending and back-slapping at the CKLW and CFRB cocktail party, last week at the Chatham in New York were, Anne Wright and Jayne Shannon, J. Walter Thompson; Ted Fischer, Ruthrauff & Ryan; Mary Dunlevy and Virginia Doane, Pedlar & Ryan; Ed Wilhelm, Maxon; C. H. Cottingham, Erwin Wasey; Tom Lynch, Donahue & Coe; Ed Fitzgerald, Dancer-Fitzgerald-Sample; Frank Silvernail, BBD&O; Steve Mudge, D'Arcy; Chet Slaybough, Morse International; Tom Harker, Blue Net; J. E. "Ted" Campeau, CKLW; Mr. and Mrs. Harry Sedgwick, CFRB; Mr. and Mrs. Adam J. Young, Jr., Jack Overall, MBS; Cecile Vaison and Beatrice Thomas, Canadian Wartime Information; Mr. and Mrs. Massey, Toronto. . . ● Cyril Armbrister will direct the "Agatha Christie" murder series which will go on the air sometime this month via the Blue. . . . Luis Van Rooten and Margaret Burlen will have the leads. . . ● WJW, Cleveland, has set up a new department, "WJW Bureau" with Gene Carroll in charge. . . . Gene, who for years was a radio luminary (Gene & Glenn) will continue to appear over WTAM. . . ● If George Schmidt, WOR salesman is poking out his chest, it is because he just passed the \$4,000,000 mark. . . ● Billy Green played the part of "The Gripe" in the OPA show opposite Fred Allen.



● ● ● About two years ago, scripter Arthur Henley wrote a jingle which Joey Adams recited on the "Keep Ahead" liner WORevue . . . the jingle is the one which ends with the line, quote:—No mutton. No Dutton. No nuttin'—unquote;—in recent weeks this very same limerick has been used on numerous air shows and so when Arthur wished to include the jingle on the Paul Winchell-Sammy Kaye Tangee program which he scripts, he decided not to for fear he'd be accused of "stealing material". . . . ● Jules Alberti Office has signed Jim Ameche who auditioned last week for the lead in the forthcoming Blue Net series, "One Foot In Heaven." . . . ● CBSongstress Joan Brooks, stricken with pneumonia during a recent entertainment tour of Servicemen's camps, bases and hospitals, has recovered and will make a p.a. at the Palace in Cleveland, Jan. 19.

—Remember Pearl Harbor—

AGENCIES

STUART V. DAWSON has been named director of radio for the Chicago office of Foote, Cone & Belding, advertising agency, it has been announced by Fairfax M. Cone. Dawson, a veteran of 22 years experience in Chicago radio circles, comes to his F. C. & B. post from Young & Rubicam's office in Chicago, where he was in charge of radio production for the past three years. In his new position he will handle the development of radio programs and new radio business as well as the duties of production chief. He formerly was a member of the production department of NBC and acting program director of WBBM, CBS mid-west key station.

KENNETH W. BAILEY, has been elected a vice-president of O. S. Tyson & Co., Inc.

DON WIDLAND, for the past nine years associated with the Jam Handy organization, has joined the motion picture division of J. Walter Thompson Company.

Freedom Of Press Urged At Press Wireless Meeting

(Continued from Page 1)

leading newspapers, press syndicates, and press associations gathered at the Waldorf-Astoria Hotel last week to attend a meeting of the American publishers called by A. Warren Norton, president of Press Wireless, Inc. Both Norton and E. J. Kerrigan, vice-president, made addresses outlining the services rendered by P.W., following which, there was a demonstration of a new high speed radio typewriter capable of transmitting at the rate of 100 words per minute. Following the meeting, announcement was made by Mr. Norton that his company would continue to keep publishers informed of the technical progress made by the firm.



...WMAQ at 6:15 AM

Sears Roebuck and Company, world's largest mail order house, wanted to reach the urban and outlying families in the great Chicago market. They wanted to enter the homes of the second richest buying center in the United States where 2,855,700 families spend over \$3,500,000,000 annually.

Sears Roebuck and Company, being astute advertisers, carefully surveyed the listening habits of the early rising radio audience before making their choice. The result—a long term contract favoring WMAQ. Sears is sponsoring Everett Mitchell on "Town and Farm", 6:15 to 6:45 in the morning, six days a week.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.



The Chicago station most people listen to most

670 ON YOUR DIAL

REPRESENTED BY NBC SPOT SALES



A Service of Radio Corporation of America

'Dimes' 60-Min. Show On All Webs Jan. 30

(Continued from Page 1)

the nation's outstanding entertainers and private citizens will be heard in pickups from New York, Chicago, Santa Ana, Cal., Hollywood and the little town of Dime Box, Texas.

Quentin Reynolds, war correspondent, will open the program from the Waldorf-Astoria Hotel in New York and act as master of ceremonies. He will introduce Jack Benny and his troupe, and Joan Edwards.

Great Lakes Boys Scheduled

The program then will switch to Dime Box, Texas, whose population of 350 gave 100 per cent to the "March of Dimes." Principal speaker there will be David Franklin Stamp, postmaster of Dime Box.

The Great Lakes Naval Training Station choir and band, numbering over 1,000, will be heard from Chicago. Next switch will be to Santa Ana, Cal., where music will be played by the Army Air Forces band. Bing Crosby will be master of ceremonies for the Hollywood portion. He and Frank Sinatra will be heard on the same mike. Also to appear from the movie capital will be Edgar Bergen and Charlie McCarthy, Judy Garland, and John Scott Trotter's orchestra.

Closing the special broadcast will be a talk by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

Benny Here For Drive

Jack Benny, in New York for a campaign tour in the interest of the "March of Dimes" was hosted by NBC at luncheon Friday at the Sherry Netherlands Hotel in New York. Benny was heard in a plea for support for the "March of Dimes" drive and introduced his co-workers on the network show including Phil Harris, Rochester and Don Wilson.

WNYC, the New York City station, will donate four periods this week to the March of Dimes campaign. Those who will talk during the week on the work of the Foundation are operatic star Regina Resnik, Basil O'Connor, president of the Foundation, singer Annamary Dickey, and Rose Baker, polio victim who will be interviewed by WOV's Peggy Lloyd.

Blue Cutting Christie Story ET

Agatha Christie's mystery stories, radio rights of which are owned by Carl Eastman and Harold Huber, are being prepared for audition purposes by the Blue Network and the owners on a co-operative basis, it was learned recently. George Brengel, program supervisor of the Blue, said an audition transcription is in the making.

Radio Salesman Wanted

The leading station in an Eastern city wants a salesman for local and regional accounts. This is a top-notch opportunity for a man who can sell and service advertisers. Good salary and bonus, nice working conditions and associates. Reply, Box 108, Radio Daily, 1501 Broadway, New York 18, N. Y.

THE WEEK IN RADIO

Poll Gets Nation-Wide Acceptance

(Continued from Page 1)

taining results of radio listening on a national proportion. Feltis disclosed his dates of the regional meetings, which will start Jan. 15, through to March 22.

Inauguration: The White House will not permit the Inauguration to be televised, it has been announced. Reason for the refusal to Philco, who wanted to install the paraphernalia, was that the company had approached the committee too late for arrangements. Radio, press and picture coverage had already been planned.

Spotshots: Du Mont is expanding its tele studios. . . . The President's "One Thousand Club" netted \$108,000 for the radio industry; \$252,055 was the total amount raised by the organization. . . . Warren Jennings, radio chairman of the New York Boy Scouts fund drive, is urging the co-operation of radio execs. . . . Lazare Gelin, export manager of Lear, Inc., predicts a tremendous post-war market for radio in Mexico, Central and South American countries. . . . Bob Hope and Pepsodent have signed a 10-year contract. . . . NBC and the Blue Network have urged judicial determination of the jurisdictional demands of the NABET and the AFM over the webs' platter turners. . . . FCC's budget for the fiscal year of 1946 may be cut by Congress. . . . Board of Governors of the CBC have planned a meeting for next month to discuss the banning of horror programs. . . . After Mrs. Gertrude Berg's eight-year association with Compton agency and P & G, re "The Goldbergs," her program bows out March

30. . . . However, Dorothy Lewis, coordinator of listener activities of NAB, said the program should be produced as a public service, if no sponsor comes her way. . . . Standard broadcast stations have increased from 912 to 924 for year ending last June, according to FCC. . . . Rep. Pehr G. Holmes of Mass., Republican member of House Committee on Interstate and Foreign Commerce Committee, has introduced a bill to amend the Communications Act. . . . Six new 50,000-watters of OWI are beaming to the Japs. . . . Niles Trammell, NBC prexy, has called off the war clinics. . . . WLB ordered Petrillo to end KSTP strike. . . . Charles F. Pekor, Jr., has been named assistant to George Crandall, CBS press info director. . . . Ira A. Hirschmann is the director of the tele activities of the Federated Department Stores. . . . Blue-Du Mont tele deal is in the works. . . . Radio and religious leaders are collaborating to make religious programs more inviting to listeners.

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

Conflicting Viewpoints Highlight ATS Meeting

The lines of battle were drawn sharply on the question of "live" versus filmed tele programs at the meeting of the American Television Society last Thursday evening. Contrasting viewpoints were the order of the day, with both sides equally definite, although not equally vehement, in their assertions.

Propounding the virtues of live talent was Ira A. Hirschmann, newly appointed organizer of the FM and television activities of the Federated Department Stores. Speaking mainly from the standpoint of store displays, and department store merchandising, he maintained that live shows possessed many advantages over the use of film, although he readily admitted that there will be a period of "work, sweat and humility" before tele-programming reached any degree of perfection.

Violently championing the opposition was Wyllis Cooper, program manager of the Compton Advertising, Inc. who in no uncertain terms, stated that at the present time "television stinks," and that the reason had nothing whatever to do with "the number of lines to the inch . . . or other technicalities," but was simply a matter of adequate programming.

Tele, FM, Facsimile Allocations Tomorrow

(Continued from Page 1)

seems to be that the FM band will be moved up and that provisions will be made for educational FM channels.

In the television allocations it is expected that the FCC will allocate for continuation of the commercial development of video and at the same time will provide for experimental video in the higher bands. No hint, however, has come from FCC on the allocations matter.

Considerable interest is also being manifested in what provisions FCC may make for subscription radio.

Shaw Band Touring

Artie Shaw and his new 17-man orchestra will complete an across-the-nation tour after their extended engagement at the New York Strand Theater starting on Friday, Jan. 26.

Alec Templeton To Visit Camps

After the Sunday, January 14 broadcast of the "Star Theatre," heard at 9:30 p.m., EWT, over CBS, Alec Templeton will leave for Florida to do a series of concerts and camp performances. Templeton will return to the program January 21.



This is milady's ear
... WSAI's share
of Cincinnati's
buying power . . .
and the reason why
local department stores
buy more time on
WSAI than on any
other Cincinnati station.

WSAI

A MARSHALL FIELD STATION
CINCINNATI 2, OHIO

Air Commentators Agree On Nine Of 10

(Continued from Page 1)

... for 20th-Fox's "Lifeboat" as the No. 10 pic. The Warners feature was No. 3 on the "Ten Best" Honor Roll for the year.

Tallied Separately

The separate tally of the commentators votes, made for purposes of comparison only, shows the commentators and reviewers concurring on the first three, with some difference in order of finish then noticeable.

Para's "Going My Way" received 8 votes from the commentators, "The Sing of Bernadette" (20th-Fox), 52, and the UA-Selznick "Since You Went Away," 44.

Metro's "A Guy Named Joe" and "Gaslight" both polled 41 commentators votes, while Metro's "Dragon Seed" was rewarded with 40 votes and Metro's "Madame Curie," Para's "The Story of Dr. Wassell" and Metro's "The White Cliffs of Dover" all received 39.

In the "Ten Best" national poll, "Madame Curie" finished fourth, followed in order by "Dragon Seed," "The White Cliffs of Dover," "Gaslight," "A Guy Named Joe" and "The Story of Dr. Wassell."

The commentators gave "Arsenic and Old Lace" 32 ballots.

Will Address Class

Speaking today, before a class in advertising and selling conducted by the Advertising Club of New York, will be Marion Harper, Jr., of McCann-Erickson, Inc., whose subject will be "Advertising Copy Research." The meeting will be held at the Engineering Societies Building, 29 West 4th St. at 6:15 p.m.

TAKE A STEP FORWARD... and SOUTH!



That 50-mile radius surrounding Greensboro is a thriving metropolis that's been called the nation's "6th City". We'll be glad to advise sales managers, executives and industrialists on the many advantages of locating in "The Magic Circle".

For further particulars write Edney Ridge, Director

... **WBIG**

GREENSBORO, N. C.

COAST-TO-COAST

— NEW YORK —

NEW YORK—A new program started over WNEW Friday, January 12 from 10 to 10:30 p.m. featuring well-known entertainers from "Cafe Society." Titled "Cafe Society Presents," the program lists such talent as Jimmy Savo, Hazel Scott, Mary Lou Williams, Josh White, Ida James and Cliff Jackson, on its schedule. . . . WLIB announces that a 52-week contract for a Sunday evening 55-minute musical program has been signed between the station and Ybry Perfumes, Inc. of New York.

— CALIFORNIA —

LOS ANGELES—Latest addition to the staff of KNX is Beverly Middleton, recently discharged from the United States Army, who joins the station as an account executive, according to a recent announcement by D. W. Thornburgh, vice-president in charge of the West Coast division of CBS.

— NORTH CAROLINA —

CHARLOTTE—WBT sports editor Lee Kirby received a letter from Maj. Gen. Larson commanding general of the Third Air Force, thanking him for his work with the PA system at the football games played in Charlotte by the Third Air Force teams.

— SOUTH DAKOTA —

RAPID CITY—Don Wilson, news editor of KOTA, was awakened last week by a phone call stating that the historic buildings at nearby Deadwood were being gutted by fire. Hurrying to the scene, he went on the air and reported the event in the field, while the fire was still being fought, thereby scoring a "beat" on even himself, as his regular newscast wasn't scheduled until several hours later.

— GEORGIA —

ATLANTA—Two former Army public relations men have been added to the announcing staff of WAGA. Don Mitchell, prior to his military service was on the staff of WDAK, Columbus, Georgia, and is now handling several of WAGA's newscasts. Charles Sinclair was formerly a student at Georgia Tech, and comes to the station with no radio experience. Henry East, former news editor of WRBL, has also joined the station.

— ILLINOIS —

CHICAGO—"Kid Commentator," quarter-hour weekly program heard over WJJD, has been renewed by its sponsors "The Hub," for another 52 weeks. The contract becomes effective February 24, before the old contract expires.

— INDIANA —

FORT WAYNE—Howard D. Longworth has become sales manager of WOWO, and Eldon Campbell, program director of WOWO, left Monday for a similar post at KEX, Portland, Ore. . . . William R. Aldrich, of the sales staff of WGL for the past six years, has been promoted to sales manager of that station, it has been announced. . . . VINCENNES—Latest additions to the staff of WAOV include Clarence Stout, Jr. as part-time announcer, and Neal Van Ellis, former staff announcer at WIRE, Indianapolis, as program director.

AFM-Recording Strike Boosted Decca Sales

(Continued from Page 1)

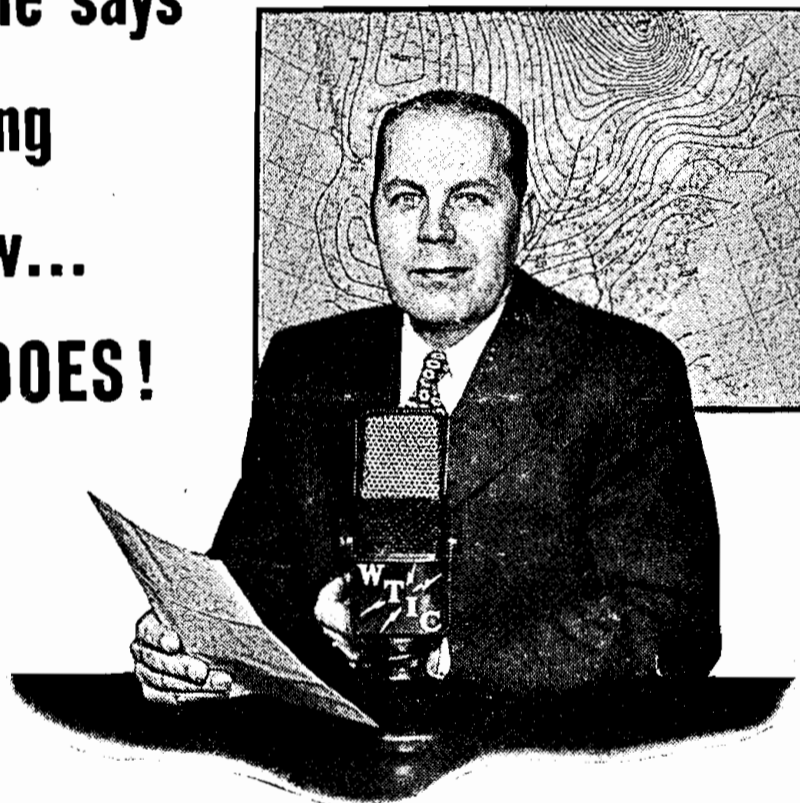
prevented RCA-Victor and Columbia from turning out platters.

Total sales for the year for Decca were reported between \$13,500,000 and \$14,500,000 compared with \$11,278,345 in 1943. Sales in November and December were the largest monthly sales in the history of the company. December sales alone approximated \$1,500,000.

Jay Jostyn Vacationing

The January 17 airing of "Mr. District Attorney" at 9:30 over WEAF will go on without the D.A. Jay Jostyn, heard weekly in the role, left for a short vacation immediately following the program last Wednesday. He'll be back in his accustomed place January 24.

When he says
it's going
to snow...
IT DOES!

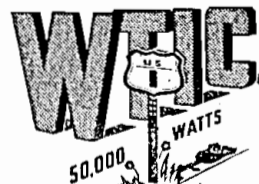


EVERY morning at 7:30 o'clock, thousands of Southern New England inhabitants dial their radios to WTIC. The reason for this daily ritual is U. S. Meteorologist Roy E. Lundquist, Chief of the Hartford Weather Bureau.

Speaking directly from his office—and having available the latest reports and analyses from all over the nation, as well as his personal observations—Mr. Lundquist delivers timely and reliable forecasts which, while highly educational and instructive, possess an unusual human appeal, too.

When Mr. Lundquist goes on the air, people are making decisions as to what to wear, whether to carry an umbrella or be bothered with rubbers, to take a trip or stay home, to wash clothes, to cut hay, to put anti-freeze in the car or drain it out. They get the answer from Mr. Lundquist—with an accuracy hard to match.

Here is just one example of the type of service which, for twenty years, we have rendered to Southern New England. And the advertisers who use our facilities know that it pays big dividends.



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

SEND BIRTHDAY GREETINGS TO...

January 15

Charles Berry Henry Burr
H. S. Goodman Alvin Robinson
Thomas B. Smith Kathleen Wilson

WANTED

Radio Sales Presentation Writer. Must be experienced. Give background. Box 111, Radio Daily, 1501 Broadway, New York 18, N. Y.

Thanks

TO THE RADIO EDITORS
and ALL MY CAST

Bing



The National Daily Newspaper of Commercial Radio and Television

VOL. 30, NO. 11

NEW YORK, N. Y., TUESDAY, JANUARY 16, 1945

TEN CENTS

FCC Allocations Report

Industry Leaders Study Findings Of FCC

Industry leaders in the FM and television fields were studying advance reports on the FCC allocations hearings both in New York and Washington yesterday and in several instances made statements summarizing their analysis of the commission's findings.

In FM quarters, leaders ex-
(Continued on Page 7)

FM Station Workshop Set At Ohio State "U"

Columbus—The nation's first educational FM station workshop or special training course will be held on the Ohio State University campus here and in Cleveland, June 19 through July 27.

With registrations limited to 100, the FM workshop curriculum will be designed to prepare personnel for the
(Continued on Page 3)

Cowles Re-elected Pres. Of Broadcasting Group

At the annual stockholders meeting held in Des Moines recently, Gardner Cowles, Jr., was re-elected president, and John Cowles, chairman of the board and vice-president. Merle S. Jones, general manager of WOL, Washington, D. C., and James S. Milloy, vice-president of Cowles Magazines, Inc., were elected vice-presidents of Cowles Broadcasting for the first time.

Other officers include: T. A. M.
(Continued on Page 2)

Highlights On Allocations

FM moved up from 42-50 to 84-102 megacycles.
Educational FM gets 20 channels.
Commercial television stays below 300 mc; 480-920 band for experimentation.
Railroads allotted channels.
Civilians get "walkie-talkie" service.
Oral arguments on the proposed allocations will be heard by the FCC on Feb. 14.

Foods-Food-Beverage Radio-Business Meet Led Blue Web Clients Set By City College

Blue Network gross time sales during 1944, which totaled the new high of \$41,356,129, was led by Foods and Foods Beverages, in the industrial classification, which spent a gross of \$11,224,398 during the year. Leading the agencies with top billing on the Blue is J. Walter Thompson Co. with a gross of \$6,100,528.

Ten clients had gross billings in excess of \$1,000,000 during 1944 on the Blue. These 10 in order were: Coca Cola Co.; Ford Motor Co.; Kellogg
(Continued on Page 5)

First Annual Conference on Radio and Business, will be held in April by the City College of New York, at its School of Business and Civic Administration, according to announcement over the week-end by Dr. Robert A. Love, director of the conference. In a letter to station managers, radio directors of advertising agencies, transcription producers and similar companies, Dr. Love has outlined what Conference has in mind. List of categories and awards are
(Continued on Page 2)

Four Cleveland Outlets Do Church Confab Shows

Cleveland—Leaders of the second church peace conference in which more than 500 Protestant clergymen and laymen are participating at the Hotel Cleveland, here January 16-19, will be heard in broadcasts over four local radio stations during the week.

The radio program for the confer-
(Continued on Page 3)

Basil O'Connor-Benny At Celestials Luncheon

Monthly luncheon of The Celestials, will be held today (Tuesday) at the Starlight Roof of the Waldorf-Astoria Hotel. Basil O'Connor, Chairman of the Infantile Paralysis Fund will be the speaker. Program will include Jack Benny and others of his radio program cast, Mary Livingstone.
(Continued on Page 2)

Tele Group Given 'Green Light' By Comm.

Washington Bureau, RADIO DAILY

Washington—Slicing by one-third the number of six-megacycle channels for television, the FCC this morning announced that it believes the current monochrome service should not be scrapped on the promise that a new color tele system will some day be ready. Instead of the present 18 chan-
(Continued on Page 6)

Porter Confirmation To FCC Expected Today

Washington Bureau, RADIO DAILY

Washington—Swift Senate confirmation of the appointment of Paul Porter to the FCC is expected today after the Interstate Commerce Committee yesterday approved the appointment without objection. Although a public hearing had been proposed, sentiment on the committee was so favorable that public hearing was thought unnecessary.

Subscription Radio Study Made In New York City

Washington Bureau, RADIO DAILY

Washington—Four out of five radio listeners are potential subscribers to the subscription type radio service proposed by Muzak, according to a survey by the Columbia University office of radio research, released yesterday in Washington. Of the 81 per cent of those questioned, 45 per cent were primarily interested in concert
(Continued on Page 3)

Canadian Broadcasters Plan Annual Meeting At Quebec

Quebec City—Tentative plans of the Canadian Association of Broadcasters were announced yesterday by Glen Bannerman, president and general manager, naming Mon., Feb. 12, the opening day for the three-day annual session which ends Feb. 14.

The agenda discloses the following details: Feb. 12, 8-9:30 a.m., registra-

tion at the library; 9:30 a.m., open session in Jacques Cartier Room, address of welcome by the chairman of the board, motion appointing secretary of meeting, and appointment of committee: (a) credentials committee, (b) resolutions committee, (c) nominating committee, (d) attend-
(Continued on Page 3)

Have you investigated WLAW's coverage in Northern New England? Send for coverage map. *Adv.*

WLAW knows the potentialities of your product in the area it serves. *Adv.*

In Cellophane

Nancy Norman, vocalist with the Sammy Kaye orchestra, surely gets around—as a pin-up picture. A sailor fan writes her from the South Pacific that he's been in so many engagements against the Japanese that the photo has become badly battered. Nancy is sending him a brand new one and is enclosing it in cellophane for added protection.

Problem

Program worriers of RCA's "Music America Loves Best" are concerned because the emcee, Louis Calhern, is also with "Jacobowski and the Colonel," soon to go on the road. Calhern will have to return to New York, where the program originates each Sunday, over the NBC network, if he is to continue with his chores as master of ceremonies.

Confabs On Business, Radio Set Annually By City College



Vol. 30, No. 11 Tues., Jan. 16, 1945 Price 10 Cts

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

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FINANCIAL

(Monday, January 15)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 7/8	163 1/2	163 5/8	- 1/8
CBS A	35 5/8	35 5/8	35 5/8	- 1/8
Crosley Corp.	34 1/2	33 1/2	34	+ 1/4
Farnsworth T. & R.	15 1/4	14 1/2	14 7/8	+ 1/8
Gen. Electric	39 1/2	39 1/8	39 3/8	- 3/8
Philco	34 3/4	34	34 3/4	- 1/4
RCA Common	11 3/8	11	11 1/8	- 1/4
RCA First Pfd.	78 3/4	78 3/4	78 3/4	- 1/2
Stewart-Warner	17 1/4	16 1/2	16 7/8	- 1/8
Westinghouse	122 7/8	121 3/4	122	- 7/8
Zenith Radio	39	38 1/2	38 1/2	- 1 1/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	23	
WJR (Detroit)	38	

20 YEARS AGO TODAY

(January 16, 1925)

The question of who shall pay for broadcasting has been more or less satisfactorily solved in Great Britain by the establishment of a radio licensing system. The three classes of receiving licenses obtainable are classified as broadcasting, construction and experimental.

(Continued from Page 1)

included in the letter which reads in part:

"The job that Radio and its agencies have done, and can do, for American Business should, in our opinion, receive greater consideration. We believe that the commercial and promotional achievements of Radio should receive wider recognition. To this end we have planned these Conferences and a series of National Awards. Eight categories for Awards, described on the accompanying page, have been selected to give recognition for outstanding achievements during 1944 to interrelated activities of Radio and Business. You are cordially invited to submit entries for one or more of these eight categories.

Forum Provided

"The Conference itself will provide business, broadcasters, advertising and producing agencies a forum for presenting and discussing problems of mutual interest and post-war importance. War-time restrictions on travel will of course limit attendance at this year's Conference to those residing in this area; however, entries for Awards will be on a national basis.

"All entries will be judged by a special Committee on Awards under the chairmanship of Dr. John Gray Peatman, Associate Dean. . . ."

The Committee on Awards must receive all entries by March 15, 1945.

As to the categories and awards, it is stated that:

"Entries will be judged with respect to the use of skill and craftsmanship in the effective creation of a radio program or promotion plan designed to accomplish a specific purpose, such as to increase sales, to develop or maintain good-will, to

keep a brand name alive during the war, to build prestige, etc. Any pertinent evidence indicative of the success of an entry should therefore be submitted, as well as a transcription or exhibit.

Categories Listed

"I. For the most effective sales promotion by a radio station of (a) a local program, (b) a network program.

"II. For the most effective commercial radio program developed by (a) a radio station, (b) a regional network, (c) a national network.

"III. For the most effective merchandising of a radio program by an advertising agency.

"IV. For the most effective radio program developed by (a) an advertising agency, (b) by a sponsor.

"V. For the most effective radio program developed by a transcription producer (a) for an individual sponsor, (b) for syndication.

"VI. For the most effective radio program developed by a radio station for the purpose of increasing the station's share of the local audience.

"VII. For the most effective radio program developed by a radio network for the purpose of increasing the network's share of the national audience.

"VIII. For the most effective radio 'spot' campaign."

The announcements to the stations etc. contain full information for forwarding all pertinent data relative to the material being submitted. All entries, recordings and exhibits should be sent to Dr. John Gray Peatman, chairman of the awards committee, College of the City of New York, Lexington Avenue and 23rd Street, New York 10, N. Y.

Basil O'Connor-Benny At Celestials Luncheon

(Continued from Page 1)

Rochester, Phil Harris, Larry Stevens and Don Wilson. Also present will be Scotty MacFarlane, accordionist, and Zeke Carver's Hillbillies.

Organization is composed of workers and writers in radio, motion picture, newspaper and magazine field.

Cowles Re-elected Pres. Of Broadcasting Group

(Continued from Page 1)

Craven, vice-president; Craig Lawrence, vice-president; Phillip R. Hoffman, vice-president; Carl T. Koester, treasurer; Vincent Starzinger, secretary; Karl R. Haase, assistant treasurer; Arthur T. Gormley, assistant secretary.



ABOVE THE FOG

That's the snow blanketed volcano on Gareloi Island in The Aleutians. Almost unknown and unseen before Pearl Harbor . . . it is now a landmark on the way to Attu for some 2,500 Navy Transport pilots and groundsmen.

There's another landmark that in a few short years has become the safe guide for smart radio time buying. It's in Baltimore. And the station is W-I-T-H, the independent.

In this 5 station town the facts show that W-I-T-H delivers the greatest results at the lowest cost.

Those facts are as obvious as that volcano peak above the fog. We're glad to show them to anybody with a sales problem in this, the 6th largest market.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President

REPRESENTED BY HEADLEY-REED

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

WDAS AUDIENCES HAVE BEEN Loyal FOR OVER TWENTY YEARS

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

FM Station Workshop Set At Ohio State 'U'

(Continued from Page 1)

large number of FM educational stations that are expected to be placed into operation shortly after close of the war.

Dr. I. Keith Tyler, director of radio education at Ohio State, announced plans for the FM workshop and said it will be sponsored jointly by Ohio State University, Ohio State Department of Education, the U. S. Office of Education and the Cleveland schools.

The first five weeks of the course will be conducted on the Ohio State campus. The sixth and final week's instruction will be at FM station WBOE, Cleveland, operated by the board of education there.

Dr. Tyler said the full-time faculty for the workshop will comprise from six to eight experts in the FM field. Distinguished visiting lecturers from commercial radio, government and school systems also will participate.

Registration will not be limited to Ohioans, Dr. Tyler explained, although it is anticipated that all Ohio school systems and colleges and universities which plan to set up FM stations will send representatives to take the course. A very nominal registration fee—from \$15 to \$25—will be charged.

Subscription Radio Study Made In New York City

(Continued from Page 1)

music, 41 per cent in popular music, 25 per cent in service programs and 19 per cent did not answer. A total of 1,015 interviews were held—all in New York City. Dividing the survey into three economic groups—37 per cent of the A group was willing to pay five cents daily for the three types of service proposed by Muzak—concert, popular and "service"—40 per cent of the B group and 34 per cent of the C Group. By age level, 58 per cent of those 18 to 24 years old are willing to pay, 43 per cent of those 25 to 34, and 32 per cent of those 35 to 49.

Over half—52 per cent—of those interviewed plan to buy new sets after the war, and 44 per cent of these are willing to pay for subscription radio, as well as 27 per cent of those who don't plan to buy new sets after the war and 29 per cent of those undecided about buying new sets.

Although 72 per cent of those in-

Canadian Broadcasters Plan Annual Meeting At Quebec

(Continued from Page 1)

ance committee, (e) press committee. Open session will give an introduction of members and associate members, the president's annual address, the legal counsel's annual report, report of engineering committee, report of joint committee on commercial continuities presented by Robert Jones, chairman. Announcements and adjournment will close the open session.

Tuesday Agenda

The afternoon of Feb. 12, will be a continuation of the open session, and the meeting will be turned over to the president of the Bureau of Broadcast Measurement for holding of annual meeting—this at 2:30 p.m. At 4 p.m., there will be a closed session in the Jacques Cartier Room for BBM members. This will concern election of directors of BBM and official business, with adjournment at 5 p.m.

The Tuesday, Feb. 13 session, will be open to the attendants, and scheduled to take place in the Jacques Cartier Room. It will include: R. M. Brophy's, president, reports on the Canadian Radio Technical Planning Board; the CAB Code of Ethics; report of programme committee, report of public relations committee; public service activities; adjournment for luncheon. The afternoon closed session will commence at 2:30 p.m., in the Jacques Cartier Room. It will deal with: business from previous annual meeting, financial report by secretary-treasurer, trust fund, election of trustee, report of nominating committee and election of directors, report of resolutions committee, and adjournment at 5 p.m. The annual dinner is sched-

uled for 7 p.m., in the ballroom, with guest speaker and topic for discussion unannounced.

Wednesday's morning session will be closed and will start at 9:30 a.m., in the Jacques Cartier Room. The following will be under discussion: performing right fees, report of committee on standardization of rate structures, review of parliamentary committee of enquiry, report of music committee, and adjournment for luncheon.

The afternoon open session is set for 2:30, also in the Jacques Cartier Room. About: appointment of standing committees—(a) code committee, (b) programme committee, (c) standardization committee, (d) public relations committee. Following this will be general business and adjournment of the annual session.

Church Confab Shows On 4 Cleveland Outlets

(Continued from Page 1)

ence is as follows: Today—1:15-1:30 p.m., EWT—WTAM—Hon. John J. Parker, Charlotte, N. C., judge of the United States Circuit Court of Appeals "A Just and Durable Peace" 10:00-10:15 p.m.—WJW—Mr. John Foster Dulles, Chairman of the Commission on a Just and Durable Peace presiding at the conference "The United States and Practical International Collaboration."

Mutual Web Sked

Thursday, 11:15-11:30 p.m. — WHK and Mutual Network—Panel Discussion "Shall the Churches Support Dumbarton Oaks" by Mr. John Foster Dulles, Chairman, Commission on a Just and Durable Peace.

Friday, 5:00-6:15 p.m.—WGAR—Dr. Walter W. Van Kirk, secretary of the Commission on a Just and Durable Peace "Findings of the Second Church Peace Conference."

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.

FIRST RUSH FIGURES of NEW SURVEY SHOW

SUNDAY—1:00 to 7:00 p.m.

- WWNC ratings lead for every one of 24 quarter hours . . .
- Has a rating higher than all other stations combined for 17 of these 24 periods . . .
- A 16.1 average rating* for the five locally presented programs between these hours.

*Percentage of radio homes in area tuned to WWNC.

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

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director Represented by the Katz Agency

AGENCIES

LAWRENCE W. NOLTE has joined Needham, Louis & Brorby, Inc., as an account executive. For the past three and a half years he had served in the U. S. Army with the rank of lieutenant colonel.

HOMER FICKETT, currently with BBD&O as associate director of radio in charge of program development, will resign from that position to join the J. Walter Thompson Company, Feb. 1, it has been announced. Fickett, who has been affiliated with such programs as "Cavalcade of America," "This Is My Best," "March of Time," and Bille Burke program, will be concerned with the creation and development aspects of the agency's new programs.

EILEEN M. DEVNEY, former Radio Continuity writer with Wade Advertising Agency and Young & Rubicam, has arrived in India to serve the armed forces as an American Red Cross staff assistant. Until her Red Cross appointment, Miss Devney was secretary to the wife of the American ambassador to Caracas, Venezuela.

Shafto Heads Committee

G. Richard Shafto, general manager of WIS, Columbia, S. C. was elected chairman of the NBC Stations Planning and Advisory Committee at its meeting last Friday, in New York. Shafto was elected to the committee in December 1942. He has been with WIS since 1932 when he was appointed general manager of the station.

SEND BIRTHDAY GREETINGS TO---

January 16

- John B. Kennedy
- Ethel Merman
- Albert Morgan
- Joe McMichael
- Lt. Irving Mills
- Babs Ryan
- Charles Stark



"Maybe we WAC's shouldn't have advertised over WFDF, Flint!"



California Commentary

• • • One of the largest crowds in Columbia Square history swarmed to the opening Danny Kaye air show. Four hundred fans who could not gain admittance to the main studio were accommodated in Studio C, with the Kaye show being piped in.

Los Angeles Following his air debut tired Danny went to Studio C and put on a few numbers for the temporary residents of the studio. . .

• In the evening Mr. and Mrs. Eddie Cantor tossed a cocktail party in honor of radio's newest funmaker, Jack Benny, Frank Sinatra, Joe E. Brown, Dick Mack, Frank Morgan, H. Paul Warwick, Louella Parsons, Dinah Shore, Chester Morris, Don Thornburg, George Burns, Harry Witt, Gracie Allen, Lou Levy, the Andrews Sisters, Reginald Gardiner, Edward G. Robinson, Ken Niles, Henry C. Rogers, Hal Carlock, George Fisher, Irving Brecher, Ed Dukoff, Charles Clift and Lloyd Brownfield were among those attending the affair. . . • In spite of the many years he's spent in Hollywood and radio introducing top celebrities to the listening audience, Announcer Jim Doyle admits he's not a sophisticate. At a recent airing of the Erskine Johnson show, when Shirley Temple entered the studio for a guest appearance, the first guy who asked for an autograph was—yeah, Jim Doyle.



• • • Arlene Harris, chatterbox comedienne of Al Pearce's "Here Comes Elmer," started in show business as Arlene Frances, which was her real name, but some years ago she ran into another girl in the East who had taken the name of Arlene Frances. So the two girls got together and tossed a coin for the moniker, and Arlene Frances (Al's Arlene) lost the handle she had carried all her life! She switched to Arlene Harris, her married name. . . .

• Starting Jan. 15th, WAAF is airing special transcribed shows of Irwin Allen's "Hollywood Mery-Go-Round," which on Feb. 1 will celebrate its fifth year on KMTR, Los Angeles. It continues on KMTR under sponsorship of Studio Girl Cosmetics and will soon be aired in New Orleans, Detroit and 15 other cities.



• • • Mickey Gillette, maestro of the orchestra on Al Pearce's show, and who was recently honorably discharged from the Army, suggests as a Post-War rehabilitation measure, that concerns complying with veterans employment quotas, be awarded a blue "VE" (veteran employment) ensignia to stamp on their products. Such ensignia would indicate that a definite percentage of the payroll are World War veterans. . . • Cottonseed Clark, producer of the "Hollywood Barn Dance," heard over CBS, has been signed to write, direct and produce a series of Western musical variety half-hour shows for a sponsored program over the BBC, marking one of the first moves in Great Britain's announced plan to commercialize radio by easy stages. Programs are now awaiting final approval of sponsor and time clearance. . .

• The gals and guys are still talking about the excellent supper party tossed by the Compton advertising agency to signalize the Jack Kirkwood show going t.c. Among those having fun and improving their calories were Kirkwood, Bill Grey, Irving Miller, Lillian Leigh, Murray Bolen, Whila Wilson (one of our photogenic selections) Jack Hill, Harry Witt, Jimmy Wallington, Don Reid, Lloyd Brownfield, Hal Hudson, Billy Gould, Ernest Martin, Emily "Have You Read 'Forever Amber'" Howard, Henry Tobias, Craig Maudsley, Barton Yarborough and Lew Cronk. . . • Martha Gaston of KFOX and Jean Meredith of CBS-KNX are presidents of two organizations, the former heading the Los Angeles Advertising Women's Club and the latter being prexy of the Theta Sigs, a women's journalistic sorority. The two organizations sponsored a dinner party at the Hollywood Athletic Club Jan. 11. . . • Jimmy Wakely has completed 13 interviews over Texas stations during first four weeks of his nine-week PA tour of Texas and Oklahoma.

— Remember Pearl Harbor —

First

in

POPULAR APPEAL

AND

PRESTIGE

Biggest audiences offer biggest sales opportunities... and WRC's prestige in the minds of listeners provides an extra sales push.

and it's been True for 21 years... continuously!

WRC

REPRESENTED BY NBC SPOT SALES

Washington



**1944 Gross Time Sales
Of Blue Web Clients**

The Coca-Cola Company.....	\$ 3,720,991
Ford Motor Company	2,710,000
Kellogg Company	2,259,120
Miles Laboratories, Inc.	1,828,699
General Mills, Inc.	1,726,506
The Procter & Gamble Co.....	1,456,017
Socony-Vacuum Oil Co., Inc....	1,351,673
Swift and Company	1,257,138
The Quaker Oats Company.....	1,219,912
The Sherwin-Williams Co.	986,630
Libby, McNeill & Libby.....	937,814
Bristol-Meyers Company	923,169
Westinghouse Electric & Mfg. Co.	885,486
Esquire, Inc.	861,602
Phileo Corporation	849,686
The Andrew Jergens Co.....	832,348
Allis-Chalmers Mfg. Co.....	762,728
Carter Products, Inc.	726,211
Curtis Publishing Company.....	603,649
Lehn & Fink Products Corp....	579,252
RKO Radio Pictures, Inc.....	546,136
A. E. Staley Mfg. Co.....	530,882
Hall Brothers, Inc.	515,816
American Meat Institute.....	488,556
The Charles E. Iires Co.....	480,012
Elgin National Watch Co.....	470,721
McKesson & Robbins, Inc.....	453,806
Larus & Brother Company, Inc..	452,075
Mail Pouch Tobacco Company...	448,932
Sterling Drug Inc. (Cummer Products Company)	441,750
RCA Victor Division of Radio Corp. of America	439,291
Scrutan Company	430,268
The D. L. Clark Co.....	437,969
William R. Warner & Co., Inc. (Dr. Earl S. Sloan, Inc.)	424,494
Eversharp Inc.	415,146
O'Cedar Corporation	397,739
Williamson Candy Co.....	397,248
The Wander Company	381,593
The Borden Company	370,564
The Welch Grape Juice Co.....	356,065
The Reader's Digest Assn., Inc..	325,788
The Texas Company	292,587
Dr. Pepper Co.	287,780
General Foods Corp.	269,552
Manhattan Soaps Co., Inc.....	261,561
The Geo. W. Loft Co.....	224,333
Sweets Co. of America, Inc....	240,476
Dwens-Illinois Glass Co.	200,184
Hastings Mfg. Co.	198,028
Lockheed Aircraft Corp.	189,810
Wheeling Steel Corp.	164,613
Gum Laboratories, Inc.	163,451
Palstaff Brewing Corporation..	156,504
Fisher Flouring Mills Co.....	147,780
Raytheon Production Corp.	147,528
O'Sullivan Rubber Co., Inc.....	125,868
Aluminum Co. of America.....	121,996
Princeton Clothing Co.....	124,111
The National Board of Fire Un- derwriters	120,096
Time, Inc.	108,972
Harvel Watch Co.	108,934
Chef Boy-Ar-Dee Quality Foods, Inc.	103,110
Adam Hat Stores, Inc.	101,988
Levon Products Corp.	99,450
Klanner & Eddy Corp. (Alaska Pacific Salmon)	85,130
& W Fine Foods, Inc.....	88,708
afeway Stores, Inc.	83,185
ripto Mfg. Co.....	82,768
olgate-Palmolive-Pect Co.....	78,512
merican Cyanamid Co.....	77,359
tandard Oil Co. of Calif.....	75,740
angendorf United Bakeries, Inc	63,546
rove Laboratories, Inc.....	60,954

(Continued in Next Column)

**Foods-Beverages Top Blue;
Gross Billings \$41,356,129**

(Continued from Page 1)

Co.; Miles Laboratories; General Mills, Inc.; Procter & Gamble; Socony-Vacuum Oil Co.; Swift & Co. and Quaker Oats Co.

Nine agencies had gross billings on the Blue of more than \$1,000,000 in 1944. These were in addition to Thompson; D'Arcy Advertising, Inc.; Compton Advertising, Inc.; Kenyon & Eckhardt, Inc.; Wade Advertising Agency; Young & Rubicam, Inc.; Warwick & Legler, Inc.; Sherman & Marquette, Inc. and Dancer-Fitzgerald-Sample, Inc.

Following Food and Food Beverages as a leading gross expenditure on the Blue during 1944 are nine addi-

tional industrial classifications which spent more than \$1,000,000 on the web in course of the year. They are: Drugs and Toilet Goods; Confectionery and Soft Drinks; Stationery and Publishers; Automotive Industry; Lubricants, Petroleum Products and Fuel; Laundry Soaps and Housekeepers' Supplies; Miscellaneous and Radios, Phonographs and Musical Instruments.

Blue's Political Advertising had a gross billing of \$411,500.

Breakdown of gross billings on the Blue Network for 1944, will be found in the remaining news columns on this page.

**Blue Time Sales
Gross Monthly Billing**

January	\$ 2,895,700
February	2,799,501
March	3,080,398
April	3,161,738
May	3,327,599
June	3,172,048
July	3,366,504
August	3,488,298
September	3,629,102
October	4,214,581
November	4,082,115
December	4,138,242
Total	\$11,356,129*

* Includes \$111,500. for Political Sales.

(Continued from Col. 1)

Chatham Mfg. Co.	55,488
Sun Oil Company	41,076
Wilson Sporting Goods Co.....	35,687
Botany Worsted Mills	35,588
Rainier Brewing Co.	34,122
Lyon Van & Storage Company...	29,088
The Mentholatum Company....	26,052
Peter Fox Brewing Co.....	24,042
American Home Products Corp..	24,012
S. A. Moffett Company.....	23,010
Seaboard Finance	21,854
Austin Studios	20,384
Barron-Gray Packing Co.....	15,860
John H. Breck, Inc.....	15,042
Northwestern Yeast Co.	14,148
Bekins Van & Storage.....	13,110
J. A. Folger & Company.....	11,594
Washington State Apple Commis- sion	11,085
Eastern Columbia Outfitting...	10,851
Resinol Chemical Company....	10,345
Union Ice Company	10,260
Denalon Company, Inc.....	10,089
Washington Co-Operative Egg & Poultry Assn.	9,317
Nash-Kelvinator Corp.	8,935
Garrett & Co., Inc.....	8,400
Corley Diet Food Company....	7,370
Wilco Company	6,840
Red-ee Foods	6,669
Shellmar Products	5,910
Horace E. Dodge Boat & Plane Corp.	5,765
Kerr Glass Mfg. Corp.....	5,172
Bu-Tay Products Company....	4,608
Beneficial Casualty Company...	4,216
Kelite Products, Inc.....	4,122
Chicago, Burlington & Quincy Railroad	3,918
The Soil-Off Mfg. Co.....	3,675
Pacific Guano Company	3,416
Ferry-Morse Seed Co.	3,074
Diesel-Wemmer-Gilbert Corp.	2,700
Peter Paul Inc.	820

Total	\$10,911,629
Political	411,500
Total	\$41,356,129

**Blue Time Sales
Classified By Industry**

Foods and Food Beverages.....	\$11,224,398
Drugs and Toilet Goods.....	7,037,817
Confectionery and Soft Drinks..	5,728,780
Stationery and Publishers	2,937,125
Automotive Industry	2,916,963
Lubricants, Petroleum Products and Fuel	1,761,076
Laundry Soaps and Housekeepers' Supplies	1,654,657
Miscellaneous	1,489,990
Radios, Phonographs and Musi- cal Instruments	1,436,505
Paints and Hardware	986,630
Cigars, Cigarettes and Tobacco ..	903,707
Machinery, Farm Equipment and Mechanical Supplies	762,728
Jewelry and Silverware	579,658
Building Materials and Equip- ment	490,123
Clothing and Dry Goods.....	236,950
Sporting Goods	231,262
Wines, Beer and Liquors.....	223,068
Financial and Leather Goods...	116,196
Shoes and Leather Goods.....	125,868
House Furniture and Furnish- ings	60,960
Garden-Field	6,220
Travel and Hotels	3,948
Total	\$10,911,629
Political	411,500
Total	\$11,356,129

(Continued from Col. 3)

Brisacher, Van Norden & Staff...	89,528
J. William Sheets	85,130
Tucker Wayne & Company.....	82,768
Hazard Advertising Company....	77,359
Franklin Bruck Advertising Corp- oration	70,656
Donahue & Coe, Inc.....	60,954
Maxon, Incorporated	57,163
The M. H. Hackett Co.....	55,488
Pacific Coast Advertising Co., Inc.	41,982
Roche, Williams & Cleary, Inc..	41,076
United States Advertising Corp- oration	35,687
Alfred J. Silberstein-Bert Gold- smith Inc.	35,588
Ruthrauff & Ryan, Inc.....	26,964
Glasser Gailey & Company....	24,992
Erwin, Wasey & Co., Inc.....	23,010
Smith & Bull	21,854
Raymond R. Morgan Company...	17,066
Rhoades & Davis	17,159
Long Advertising Service.....	15,860
Charles Sheldon Advertising Agency	15,042
Elwood J. Robinson Advertising Agency	13,509
Brooks Advertising Agency	13,110
Robert Smith Advertising	10,851
Courland D. Ferguson, Inc.....	10,345
George Wessel	10,260
Geyer, Cornell & Newell, Inc....	8,935
Direct	8,839
John Stover Advertising Agency..	5,910
Hillman-Shane-Breyer	4,246
Little & Co.	4,122
Reinecke-Ellis-Younggreen & Flinn Inc.	3,948
O. E. Hopfer-Industrial Adver- tising	3,146
Century Advertising Agency....	2,700
Total	\$10,911,629
Political	411,500
Total	\$11,356,129

Exclusive!
**CUBS '45
BASEBALL
W-I-N-D
CHICAGO**
560 Kc. 5000 WATTS

**Two Networks!
Three City Market!!**
WENT • CBS • MUTUAL •
Gloversville • Johnstown • Amsterdam
• THOMAS CLARK, Nat. Rep. •

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

FCC Allocations Report

Wide-Channel Tele Beyond 400 m.c. Seen Feasible

(Continued from Page 1)

channels below 294 megacycles, there will hereafter be but 12 according to the allocation system announced this morning by the Commission. These

Theater Television

Since theater television is still in the experimental stage, the Commission has not allocated any specific frequencies for the service but announces that it will consider applications for experimental authorization, in bands being allocated for that purpose. During the hearing it was stated that the major motion picture companies at the end of the war will begin experimentation with the production and exhibition of theater television programs in specific local theaters and with the transmission of such programs to distant cities.

channels will be shared with non-interfering services.

Six of these will be between 44 and 84 megacycles and six from 180 to 216 megacycles—with ample space for experimentation in the color service provided between 480 and 920 megacycles. In addition the channel between 102 and 108 megacycles is being held for either tele or FM.

When it was pointed out to him during a press conference yesterday that provision for only 12 tele channels will limit the number of tele transmitters in a single market area to only seven with some nearby cities probably left without television, Commissioner E. K. Jett replied that "that is all we can spare." He said the Commission and IRAC are aware that they are not being generous in this allocation, but pointed out that there is provision for ample service in the ultra-high frequencies. This was clear indication that the FCC looks for early establishment of the wide-channel color tele which has been under development by CBS and several other firms.

Jett was asked also why it was the

FM was placed higher in the spectrum than it now is, but not television. The reason for raising the FM service was that sky-wave interference will be less intense in the higher frequencies. Jett said sky wave interference does not affect tele as much as FM and remarked also that FM is being assigned to a permanent position. Television, he implied, will probably stay in the low frequencies only temporarily.

The Commission points out in its discussion of the new frequency proposals (objections may be filed within 30 days to all these proposals, with oral hearings to be set later) that "there appears to be agreement that the number of channels required to provide a competitive service in the congested eastern part of the United States—the East coast area from Boston to Washington—would be sufficient channels to establish a nationwide competitive service . . . as to the specific number of channels necessary the general feeling was that 30 would be adequate, 15 too few. However, the Commission finds 12 channels are the maximum which can possibly be allotted to television below 300 megacycles if the minimum needs of other radio services are to be met."

Explaining its proposals, the Commission declares itself "fully con-

FM Viewpoint

Holding that the present FM allocations—35 commercial channels and five non-commercial educational channels—are not adequate, the Commission proposes to assign 90 channels beginning at 84 mc and continuing to 102 mc, of which 20 (84 to 88 mc.) will be reserved for non-commercial educational stations. The remaining 70 channels from 88 to 102 mc. are assigned for regular commercial use. To provide room for expansion should this space not prove adequate, the space 102 to 108, will be left unassigned for the present and if a need arises in the future, FM stations can be considered along with other services for assignment in these additional six mc. or in such portions of the space as may be necessary.

vinced that by virtue of the recent developments in the electronic art, a wide channel television broadcasting system, utilizing frequencies above 400 mc. can be developed and the transmission of higher definition monochrome pictures and high definition color pictures achieved.

"The Commission is also convinced that all of the improvements that

Post-War Planning

The Commission stressed that most, if not all, the proposed allocations cannot be placed into effect until after transmitter, receiver and other materials, facilities and manpower again become available for civilian use. The recent trend of events indicates that it will be necessary for the Commission to continue indefinitely and perhaps strengthen its present policies restricting the use of critical materials and manpower for civilian radio purposes. The proposed report will make possible post-war planning. "In the meantime," the report declares, "the full efforts of the radio industry and the Commission must continue to be devoted to the prosecution of the war."

have been made possible in the transmission and reception of monochrome pictures by recent developments in the electronic art cannot be utilized in the six-mc television channel. However the Commission does not believe that broadcast service to the public through the use of a six-mc channel with the improvements presently available over pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra-high frequencies can be developed and prove, therefore, we have endeavored to assign to television broadcast as many six-mc channels below 300 mc as possible. In the light of the needs of other services for frequency space in the same part of the spectrum, we find that there can be made available to television broadcasting six channels between 44 and 84 mc and six channels between 180 and 216 mc. It will be noted that the frequencies between 225 and 300 mc could not be con-

Permits Objections If Filed Within 30 Days

sidered for television broadcasting. All these frequencies are required for government services, and hence the six channels formerly assigned to television in this portion of the spectrum must necessarily be deleted. It will be further noted that television has been allocated the same number of channels—12 channels—below 225 mc as previously were allocated to that service, but that due to the demands of other services, it was not possible to provide any additional channels for television below 225 mc. It should also be noted that old television channel Number 7 (102-108 mc) is left unassigned at this time and that before making an assignment the Commission will give consideration to the requirements of television. It is urged that manufacturers of television receiving sets include this band." The table below shows the 12 channels assigned to television:

CHANNEL NO.	MEGACYCLES
1	44 to 50
2	50 to 60
3	60 to 66
4	66 to 72
5	72 to 78
6	78 to 84
7	180 to 186
8	186 to 192
9	192 to 198
10	198 to 204
11	204 to 210
12	210 to 216

Channels 7 through 12 will be available temporarily for television relay purposes until they are required for television broadcasting.

"On the basis of the foregoing allocation (Continued on Page 7)

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| WJHO | KFJZ |
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Edward Petry & Co., National Representative

Commission Releases Report On Allocations

(Continued from Page 6)

cations," the FCC continued, "it will be possible to authorize seven television stations in one city if the need therefor is shown. Four of these stations can be assigned in the six channels below 100 megacycles and the other three in the six channels available between 180 and 216 megacycles. "The portion of the spectrum between 480 and 920 mc (less 508-524 mc temporarily) has been made available for experimental television.

Relay Provisions

"The space between 1225 and 1325 mc has been assigned for television relay stations to be used by pick-up stations for relaying program material to the main television station for broadcasting. In addition, frequencies between 480 and 920 mc will be available for this type of service until they are needed for television broadcasting. The determination of the channel width to be used must wait until the channel requirements of the equipment developed are known.

"The testimony indicates that sky-wave interference may be a problem with television broadcasting on the lower frequency channels assigned to this service. It was impossible because of the demands of other services, to find 12 television channels between the part of the spectrum which is believed free of sky-wave interference and 225 mc. Therefore the use of the lower frequency channels appeared to be the only solution. However, should this sky-wave interference develop, the six channels above 180 mc offer a possible means for alleviating this interference, in that these channels, in time can be employed for the higher powered stations, and the low frequency channels reserved for stations that can utilize a limited power for rendering a satisfactory service.

Experimental Provisions

"In order that a television broadcast system may be developed for the transmission of color pictures and superior monochrome pictures through the use of wider channels, the space between 480 and 920 mc (less 508-524 mc temporarily), has been made available for experimental television. The time which may elapse before a system can be developed to operate on wider channels is these ultra-high

Radio Industry Executives Comment On FCC's Decisions Re Allocations

(Continued from Page 1)

pressed disappointment and declined to make statements pending a meeting of the FM Broadcasters, Inc., board in Washington next Friday. One spokesman, interpreted the moving of FM from 42-50 to 84-102 megacycles, as putting frequency modulation back to its first experimental stages of five years ago. He said that around 450,000 FM receivers now in use would either become obsolete or require adjustments under the new channels. He pointed to the educational plight of FM as indicative of the situation. Educational FM, heavy investors in transmission equipment and receivers, would have to start anew in the frequency modulation field under the proposed channels, the FM expert declared.

It is expected that the FM group will adopt strong resolutions at their board meeting in Washington on Friday and will discuss plans for representation at the oral arguments on the proposed allocations which will be heard by the FCC on February 14.

Tele Attitude Different

The attitude in television quarters was somewhat different than with the FM crowd. Many interpreted the video band proposals of the FCC as indicative of giving tele the "green light" in its present state of development and making ample provisions for experimental development in the higher spectrum.

Kesten Gives Views

Paul W. Kesten, executive vice-president of the Columbia Broadcasting System, as spokesman for the web made the following comment on the FCC report:

"As to television, the facts in the FCC report on frequency allocations speak even more clearly than the comments which accompany them. These facts strip the advocates of low-frequency, low-definition television of all hope that television will re-

frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered. In this portion of the spectrum it is contemplated that the Commission will license the entire band between 480 and 920 megacycles for experimental television and will not designate any particular channels. Applicants desiring to operate in this portion of the spectrum should consult with the chief engineer as to the exact frequency band they should utilize.

main at that level. Although the report permits narrow-band, coarse-screen commercial television to go right ahead, it takes away the wave lengths needed to establish even such a system on an adequate nation-wide basis. The frequencies available for low-quality television are reduced from 18 to 12, while the FCC points out that nearer 30 frequencies are needed. Facing this problem squarely, the FCC proposals provide space for 30 frequencies, each of them more than twice as wide as present bands, for television pictures twice as good, in the higher wave lengths. Thus, in effect, the Commission actually proposes six times as much space in the spectrum for the new and better pictures as for the 'pre-war pictures.'

"It seems to us that that the whole factual content of the Television sections of the Allocations Report clearly indicates the Commission's desire and belief that American television should move promptly into the higher frequencies which alone permit high-quality pictures and true nation-wide television service."

Austrian Comments

Ralph Austrian, executive vice-president of the RKO Television Corporation, made the following statement before boarding a train for Cincinnati last night.

"I have not had an opportunity to study the FCC Allocations in detail, especially as they apply to commercial television. If, as I have been apprised, commercial television will occupy a space in the spectrum between 44 and 300 megacycles, and if the channels are equitably assigned, it seems to me that commercial television will be a reality immediately upon the availability of facilities, materials and manpower. I have always been of the opinion that television should be made available to the public as soon as it was possible to give the public its money's worth. I have seen some recent developments in receiving sets and am thoroughly convinced that at the prices indicated the public can safely buy immediate post-war receivers with the knowledge and assurance that they will get their money's worth—and more."

Du Mont Official Pleased

Samuel H. Cuff, general manager of Du Mont tele-station WABD, commented as follows:

"The FCC allocations decisions have done one thing for the television industry that stands out far above any other consideration, and that is

that they have given television the long-awaited "green light." This is far more important than any assignments of frequencies, in that it will make it possible for advertisers, tele-broadcasters, and advertising agencies to plan ahead with much more confidence in the future than heretofore."

Norman D. Waters, president of Norman D. Waters & Associates, and one of the founders of the American Television Society, announced, "The FCC Allocations decision is a great blow to those who would like to impede television's progress, and a great victory for the public. Now the 'green light' has become a searchlight that brightens the way to television's future . . . and puts this potentially great industry in a position to be of immediate post-war service."

Agency Comments

Raymond E. Nelson, vice-president in charge of Radio and Television of the Charles M. Storm agency, declared:

"We, of the Charles M. Storm Company, are extremely gratified by the fact that the FCC has given television the 'green light.' . . . Television's chief problem remains to be solved—the problem of suitable television programming. The FCC decision will give added incentive to television producers who will realize that the day of huge audiences for their efforts has been hastened."

Willys Cooper, television director of the Compton Advertising, Inc., said:

"We are glad to hear of the Federal Communication Commission's faith in commercial television. Now we hope that incompetent individuals will not succeed in running television into the ground before the American public has a chance to see it. In order to prevent that, television programming and production will have to compare favorably with the entertainment standards already established by motion pictures."

Herbert J. Leder, television director of Benton & Bowles, Inc., paraphrased his reaction to the FCC decision as follows: "The Model T Ford wasn't the best Ford made at the beginning, but people derived a great deal of pleasure from it."

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...whose people and leaders he has known. His background plus his access to information from diplomats and statesmen as well as the confidence he enjoys in Washington, add up to important reasons why **Johannes Steel** is so distinguished a news commentator, lecturer, journalist and author!

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WHN

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—Honorable Henry A. Wallace

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—Walter Winchell, Daily Mirror

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—Daily News

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 30, NO. 12

NEW YORK, N. Y., WEDNESDAY, JANUARY 17, 1945

TEN CENTS

Radio Called "Essential"

N. Y. Post Applies For Video License

Washington Bureau, RADIO DAILY
Washington—Applications were filed with the FCC yesterday for four FM stations, three standard broadcast stations and one television outlet. The application came from Mrs. Dorothy Thackrey, publisher of the New York "Post" and owner of WLIB, Brooklyn. Mrs. Thackrey recently applied for an FM license in New York.

The FM applications came from WHP, Harrisburg, Pa., Stephens College, Columbia, Mo.; The "Times-Star," Alameda, Calif.; and the M. H. Rock Co. of Indianapolis.

Application was filed by the Es-
(Continued on Page 2)

FCC Discusses Proposed Equipment 'Freeze' Order

Washington Bureau, RADIO DAILY
Washington—The FCC met in a public session yesterday, returning after concluding the bulk of its regular business in the morning to discuss its forthcoming proclamation of general freeze on new station construction or important alterations. In effect, this move would call off the

(Continued on Page 2)

FM Reviving Old Rule, Takes Two Tele Shows Off

Two television shows on CBS' outlet were off the air as a result of AFM headquarters reminding all locals at station and network staff musicians, were not to do television shows. As the AFM said, is an old-standing

(Continued on Page 2)

Deferred

Washington—Senate confirmation of Paul Porter as FCC head has gone over at least until Thursday with no session held yesterday. It is likely that, as a result of the death of Sen. Francis Maloney of Connecticut, the Thursday session may be confined to memorial services, with the result that final approval of Porter's nomination may again be delayed.

Storm Warning

Boston—Acting Mayor John E. Kerrigan used radio yesterday afternoon to make an appeal to all concerns to send their employees home as early as possible on account of the serious snow storm conditions. He spoke for five minutes over WNAC and asked everyone to go home and all organizations to cancel their social events since Boston is in the midst of one of the worst storms in its history.

Four Major Networks Will Carry Inaugural

Ceremonies of the fourth inauguration of President Roosevelt and the first of Vice-President-elect Harry A. Truman will be broadcast on the major networks on Saturday from 11:45 a.m., to 12:15 p.m., EWT.

The broadcast will open with a rendition of "Hail to the Chief," by the U. S. Marine Band. An invocation by the Rt. Rev. Angus Dunn will

(Continued on Page 7)

John Salt, BBC Executive, Leaves For London Meet

John Salt, North American director of the British Broadcasting Company, is off to London for conferences at Broadcasting House on how Anglo-American radio co-operation can be continued after the war.

Salt, who expects to be in London

(Continued on Page 2)

Joyce Envisions Television As \$1,440,000,000 Industry

Washington Bureau, RADIO DAILY
Washington—Forecasting that by the end of the fifth full television production year that the billing of the radio video industry will be approximately \$1,440,000,000 in terms of retail pricing, T. F. Joyce, general manager of the Radio, Phonograph and Television department of RCA-Victor, addressed the Advertising Club of

Habit is hard to break. Northern New England has a WLAW complex.

Industry Gets Secondary Classification In Revised Manpower Listing Issued By The WMC

Blue And Mutual Webs Clash In Pittsburgh

The Blue Network gains 4,000 watts in the area of Pittsburgh as the result of network affiliate switches which make WCAE, currently a Mutual affiliate, a Blue affiliate, and KQV, currently a Blue affiliate, a Mutual affiliate, both positions effective June 15, it was announced jointly by spokesmen of both webs.

Keith Kiggins, Blue vice-president

Sen. Wheeler's Appearance Before REC Is Postponed

Postponement of the address by Senator Burton K. Wheeler before the Radio Executives Club of New York from Thursday of this week to Thursday, February 1, was announced yesterday by Warren Jennings, presi-

(Continued on Page 2)

WIP And Mutual To Carry Poor Richard Club Award

Philadelphia — Arrangements to pick up a half hour of the Poor Richard Club achievement award dinner given in honor of Bop Hope have

(Continued on Page 5)

Washington Bureau, RADIO DAILY
Washington—Broadcasting was left on the essential list in the WMC revision of that list announced yesterday, but is now in a secondary classification. Part of the list was declared "critical," with broadcasting retained in that portion held to be "essential."

Thus broadcasting personnel between 26 and 29 may be called, according to the priority list announced Monday by OWM Head James Byrnes, in classifications two, four or five. First group to go will be those not engaged in activities on

(Continued on Page 7)

Tele Allocations OK, Says Poppele, TBA

Approval of the action by the FCC in its "decision favoring the continuance of commercial television in that portion of the spectrum currently used by television broadcasters" was voiced yesterday by J. R. Poppele, president of Television Broadcasters

(Continued on Page 6)

New York Radio Stations Aiding Boy Scouts Drive

Representatives of New York radio stations in co-operation with the Radio Executives Club at a luncheon at the Hotel Roosevelt yesterday voted to set aside the week of January 29th for programs in the inter-

(Continued on Page 5)

Tele-reels

Cincinnati—Ralph Austrian of RKO Television Corporation, speaking before the Cincinnati Advertisers Club yesterday, forecast wide use of film in television programming of the future. He spoke specifically of RKO's contemplated film transcriptions or "Tele-reels" as syndicated programs as soon as station construction in the nation is permitted to start.

WLAW has earned the respect and reliance of national advertisers.



Vol. 30, No. 12 Wed., Jan. 17, 1945 Price 10 Cts.

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

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FINANCIAL

(Tuesday, January 16)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/4	163 3/8	163 3/8	...
CBS A	35 3/4	35 3/4	35 3/4	+ 1/8
Crosley Corp.	34	33 1/2	33 3/4	- 1/4
Farnsworth T. & R.	15 3/8	14 3/4	15 1/4	+ 3/8
Gen. Electric	39 3/8	39 1/8	39 3/8	...
Philco	34 7/8	34 1/4	34 3/4	...
RCA Common	11 1/2	11 1/8	11 1/4	+ 1/8
Stewart-Warner	16 5/8	16 1/2	16 5/8	- 1/4
Westinghouse	123 1/4	121 3/8	122 5/8	+ 5/8
Zenith Radio	39	38 3/8	39	+ 1/2

NEW YORK CURB EXCHANGE

Nat. Union Radio	6	6	6	- 1/8
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OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 1/8	7 7/8
Stromberg-Carlson	16 3/4	17 3/4
WCAO (Baltimore)	23	...
WJR (Detroit)	39	...

20 YEARS AGO TODAY

(January 17, 1925)

Willem von Hoogstraten will be a long remembered name in radio for his batoning . . . Recent program over WHIN, New York, colorfully described by local scribe as "pot-pourri of this, that and what not" . . . The NYU professor who spoke on the "Story of Words," pronounced the latter, "wooids."

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



N. Y. Post Applies For Video License

(Continued from Page 1)

cambio Broadcasting Co. for a new standard station to operate with 250 watts unlimited on the 1,450 band in Pensacola, Fla. Among the partners in this company is Ruth Braden Weber, wife of Fred Weber, former MBS general manager and now manager and part-owner of WDSU, New Orleans. Mrs. Weber was formerly a radio publicist, and was connected with CBS stations WABC, New York, and WBBM, Chicago. Another of the partners is George Mead, chief engineer of WCOA, Pensacola. The others are Attorney John H. Braden, Lala Braden Boughton, Edward F. Braden and Kirke M. Beall.

Gus and Penelope Zaharis, of Charleston, W. Va. are seeking operation in that city on the 1,240 band, with 250 watts unlimited. The third standard broadcast application came from Frank R. Gibson of Lake Charles, La. for operation of 1,390 kilocycles with one kilowatt unlimited, directional antenna.

FCC Discusses Proposed Equipment 'Freeze' Order

(Continued from Page 1)

partial thaw called last winter on the "freeze order" of April, 1942.

Current military requirements are so great as regards manpower and materials that the Army and WPB are believed to have called upon the Commission to put through its freeze order once again. The move was believed decided upon only yesterday, after lengthy discussion. Earlier reports that it has been settled upon were incorrect. Official announcement is expected today.

AFM Reviving Old Rule, Takes Two Tele Shows Off

(Continued from Page 1)

rule of the union, but recently has not been adhered to by the tele stations, nor watched by the AFM locals.

The two shows involved over CBS' WCBW are "At Home" a variety program and Vera Massey, piano act. Both are heard Friday night. Presumed the programs or at least one will return Friday, under some arrangement.

Blue And Mutual Webs Clash In Pittsburgh

(Continued from Page 1)

in charge of stations, said, "The affiliation of WCAE marks another major step in the Blue's progress. Pittsburgh is a great business center from which national advertising originates in increasing volume." He referred to programs sponsored by Westinghouse Electric & Mfg. Co., Aluminum Company of America, D. L. Clark Co., and Mail Pouch Tobacco Co., all Pittsburgh firms or handled by agencies there.

Executives at Mutual were considerably perplexed over the shuffle, but declined to comment. However, one spokesman pointed out that he could not understand why Leonard Kapner, president of WCAE, Inc., and general manager of Hearst Radio, Inc., made the move "since such highly competent men as Kobak and Carlin are now at the helm of MBS."

WCAE operates with 5,000 watts, fulltime, on 1,250 k.c. Station KQV operates on 1,000 watts, on 1,410 k.c. However, as soon as new paraphernalia is available, it will add 4,000 more watts to its 1,000, Carl Haverlin, MBS station relations director, announced.

John Salt, BBC Executive, Leaves For London Meet

(Continued from Page 1)

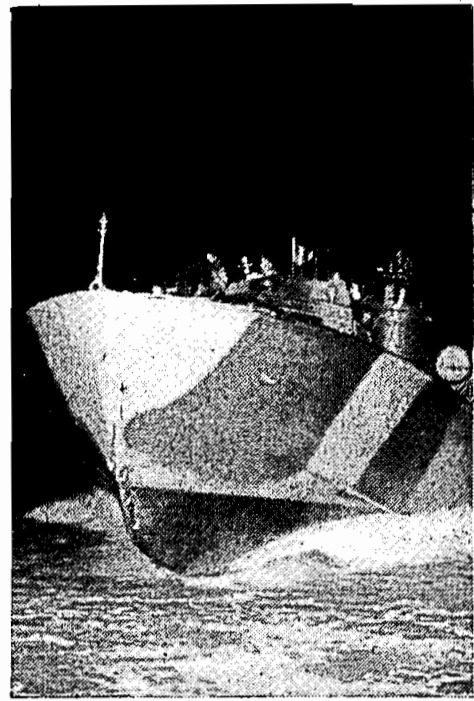
four weeks, will discuss "future arrangements for broadcasts about and from America in the BBC Home and Overseas service and co-operation with American stations."

Program exchanges of the past two years, declared Salt, "have largely been dominated by Anglo-American co-operation in the war. Radio is faced with a new challenge in the problems arising out of peace. After Victory, the need for radio collaboration between the two countries will be even greater."

Sen. Wheeler's Appearance Before REC Is Postponed

(Continued from Page 1)

dent of the REC. Senator Wheeler was obliged to cancel this week's luncheon appearance because of the death of his colleague, Rep. James F. O'Connor of Montana in Washington on Monday.



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.



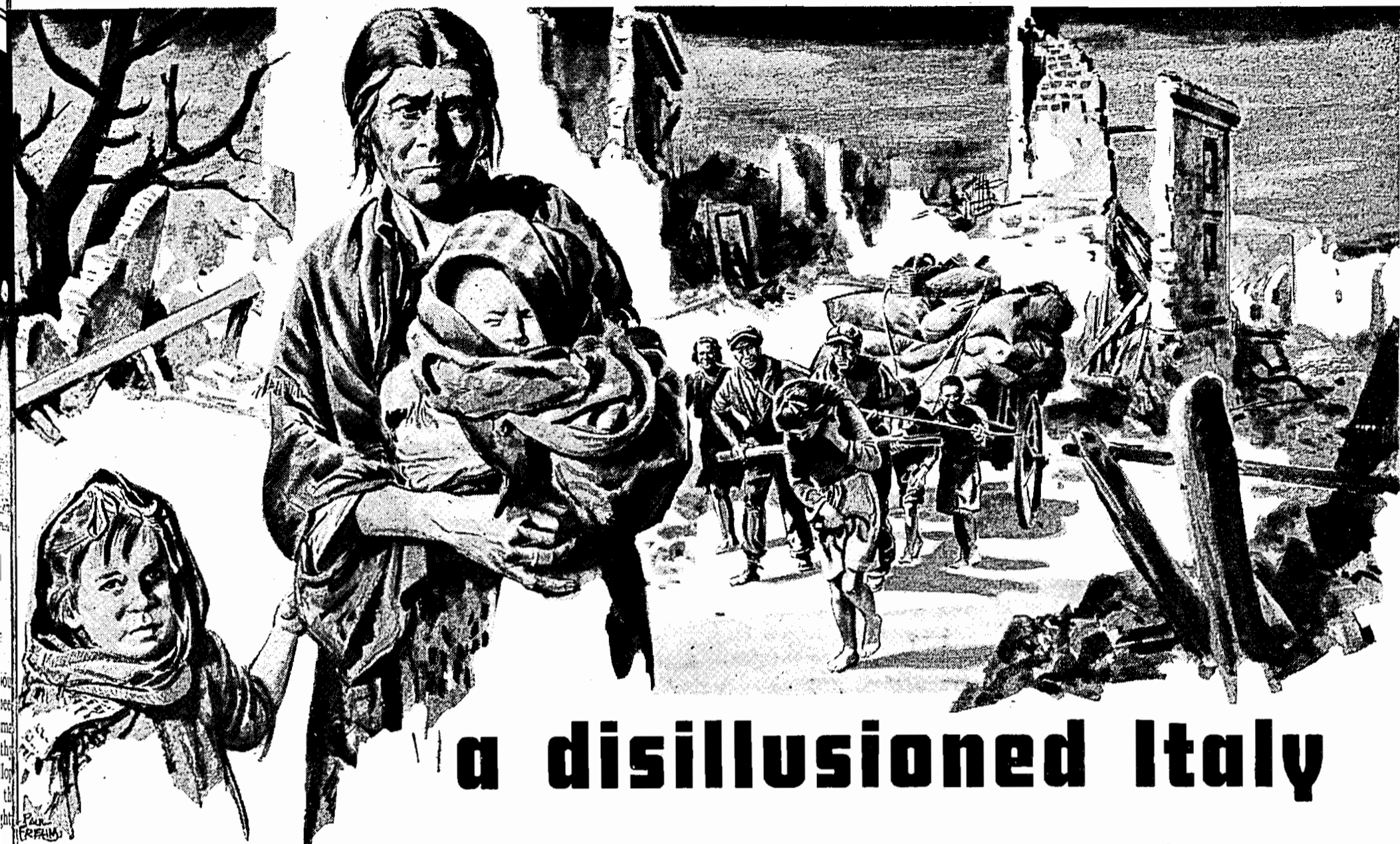
W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REE

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.



a disillusioned Italy

The people of Italy are confused, disillusioned.

Italy's political destiny remains a big question mark.

The Italian people need a strong leader, a spokesman who could express their hopes and aspirations to the world.

Yet there is no intense national feeling. The youth of Italy, its hope for the future, long for the day they can migrate to the United States.

Meanwhile the Italians are divided into six political parties, the Communists being the most articulate, best schooled in the art of propaganda.

THESSE are some of the highlights of a two-installment article, written by James L. Kilgallen, veteran INS correspondent, just home after more than a

year in the Mediterranean war theater.

Kilgallen talked to hundreds of Italians. Farmers, university professors, artisans, politicians told him about Italy's future and their own hopes and aspirations.

Kilgallen's story was good reporting and good writing.

But specialized news and feature writing always has been an outstanding product of INS. In local, national and world-wide services, INS interprets the news for radio and the press.



JAMES L.
KILGALLEN

INTERNATIONAL NEWS SERVICE

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BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

JAN. 13th CONCERT

Berlioz' Overture,
"The Roman Carnival"
Sibelius' Symphony No. 2,
in D Major

PAUL O. GODT

St. Louis, Missouri

Serge Koussevitzky and the Boston Symphony contributed perfect execution to Berlioz' "Roman Carnival" Overture, and Sibelius' Second Symphony during the January 13th broadcast, sponsored by Allis-Chalmers. Berlioz composed his Roman Carnival Overture as an introduction to the second act of his opera, Benvenuto Cellini, which was a failure. This Overture has lived on as a delightful piece of music. During the playing of Sibelius' Second Symphony, Serge Koussevitzky availed himself of every opportunity to bring out the two predominant characteristics which established Sibelius as a composer of distinct individuality. Sibelius' Symphony Number Two in D Major shows the composer's strong national character as his effectiveness of orchestration, although this Symphony has been termed his "Pastoral" Symphony by many commentators. So again the Boston Symphony has scored another "well-done" concert and will gain additional friends and listeners for broadcasts to come.



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 . . . !

● ● ● The newest regional network is the Mid South Network, consisting of WCBI, Columbus WELO, Tupelo, and WROX, Clarksdale down in Mississippi . . . smiling Bob McRaney, general manager of WCBI is in charge of the group. . . ● He's the 'Eleven O'Clock Newscaster' via WEAJ to millions but to friend wife, concert pianiste Lyvonne Clinton, he's a lyric writer . . . they've just completed three ditties. . . ● 'Deac' Watson, organizer of the Ink Spots, has formed a new vocal quartette, the Brown Dots which will make its debut later this month at the Plantation Club in St. Louis. . . Moe Gale is personal manager. . . ● The new CBSleuth series of "Ellery Queen" programs which will start Jan. 24 (7:30 p.m., EWT) will have Barbara Terrell in the role of 'Nikki Porter'. . . ● Bob Hope will visit Quentin Reynolds' "Radio Readers Digest" CBS Show Sunday, which will dramatize the comic's story, "Thank God the G.I.'s Can Laugh." . . ● Baritone Dick Brown, MBSongster has collected and turned over to the Merchant Marine Library Association about 1,000 books . . . radiolites who are probably the world's most prolific readers, would be doing a fine thing if they'd send their books, magazines etc. to Army and Navy hospitals and rehabilitation centers. . . ● On medico's orders, Lawrence Tibbett must forego 'guestings' on other programs to save himself for the "Your Hit Parade" CBS Shows.



● ● ● Milton Kaye, one of our favorite concert pianists, who recently returned from an overseas entertainment tour during which he accompanied Jascha Heifetz, has severed his long connection with WOR and will free-lance. . . ● One of the most popular of radiolites in Gotham is a tall, kind-faced gentleman named Frank Heffer of the NBC music staff . . . his hundreds of friends, including executives, artists, musicians and songpluggers will be happy to learn that Frank's latest composition, "Light Through Darkness" will be featured Sunday (8:05 a.m.) by George Crook, NBC Concert organist. . . ● Anna Sosenko, dynamic little manager of NBC Antootsie Hildegard, deserves a great deal of credit . . . with but a limited budget for the "Raleigh Room" show, Anna has been hiring top names as Guests to bolster the program often paying of her own money A THOUSAND DOLLARS PER WEEK . . . and the program rating is climbing. . . ● In its eatery column recently, Cue Magazine mentioned the fact that radio's "Mr. & Mrs. North" patronized the Charles Restaurant in Greenwich Village so Alice Frost who portrays the distaff side of the NBC Comedy-drama, tossed a party there for her 'husband,' Joseph Curtin and members of the cast and production staff.



● ● ● Comes Monday and a unique situation will take place behind the radio scenes . . . close friends, John W. Vandercook and Raymond Gram Swing will oppose each other's newscasts at 7:15 p.m. via NBC and the Blue Net, respectively. . . Vandercook is proxy of the Association of Radio News Analysts while Swing is the group's voo-pee and both are managed by Thomas L. Stix of Stix & Gudo. . . ● Don Dunphy a free-lance sportscaster, has been turning in a neat play-by-play announcing job via WINS, on the major basketball games at the Madison Square Garden, one of the most difficult of all sporting events to describe. . . ● It's a boy at the Chuck (4 Chicks & Chuck) Goldstolns, who arrived late last week. . . ● Carole Landis will quostar tomorrow on the Phil Brito-Paula MBS Stone show. . . ● Mac Bougoro, CBSound engineer responsible for many of the Sinatra program effects resigns next week to take charge of the Sound Effects department at M.G.M.'s Gotham studios.



— 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



Joyce Envisions Television As \$1,440,000,000 Industry

(Continued from Page 1)

in radio manufacturing; 15,000 more jobs in broadcasting stations; 135,000 more jobs in retail and wholesale distribution and 85,000 more jobs for radio-television servicemen.

"It is important to recognize here that it will take about one year after the 'go-ahead signal' to organize the production facilities before television receivers start coming off the production line," Joyce explained. "The production build-up will be gradual. It will probably take about five production years, beyond the first year organizing period, for production to reach its peak. This, in turn, means that the employment buildup rate will be gradual and will take five years to reach its peak.

"Television is many times more important to the nation than it is to the industry of which it is a part" the speaker continued. "Television will bring into the homes of the American people, the world's greatest entertainment and sporting events of local, as well as national, interest as they happen. Television will be a vital force in the field of education, not only for those of school age, but adult education as well. Television will unquestionably find a place in the religious life of the nation.

"When the day comes when we will

have an exchange of international television broadcasting, as we have international radio broadcasts today, television, properly used, can aid in the establishment and maintenance of world peace—for when we can see how our neighbors work and live and when they can see how we work and live, there should be less likelihood of international friction developing.

Government Service

"Television will make it possible for our Government leaders to show to the people the importance of such Government activities as soil conservation, flood and fire control, health laws and such projects as the Tennessee Valley Authority, Boulder Dam and the Columbia River Basin Development.

"Finally, television will be a dynamic force in the development of our post-war economy.

"An entire day could be profitably utilized in portraying what television means in each of the fields that have been enumerated. However, time does not permit, and, because this is a presentation before the Advertising Club of Washington, we are dealing today exclusively with television as a future economic force."

WIP And Mutual To Carry Poor Richard Club Award

(Continued from Page 1)

been made by WIP and Mutual. Program will be aired from 8:30 to 9 p.m. tonight with President Graham Patterson of the Poor Richard Club and Bob Hope speaking at the Bellevue-Stratford Hotel. Half hour will include a transcribed message from Admiral Chester Nimitz. Hope will receive the Poor Richard achievement medal for his service the past year in entertaining fighting men all over the world.

New York Radio Stations Aiding Boy Scouts Drive

(Continued from Page 1)

est of the New York Boy Scouts campaign to raise funds.

Proposal for the week's Boy Scout observance came from Warren Jennings, president of the REC who is chairman of the Boy Scouts radio committee. He was supported by Murray Grabhorn of the Blue web in the proposal and representatives of all New York stations agreed to participate in the campaign.


The New York radio stations will concentrate on raising a \$100,000 fund for the building of cabins for year round Boy Scout activities at the Alpine camp in New Jersey.

FIRST IN DENVER
50,000 WATTS 850 KC

KOA 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"



BRING THE MOUNTAIN AND PLAINS STATES REGION

RADIO DAILY said

"ALBERT REID, THE ANNOUNCER, DOING A SWELL 'WAR BOND SELLING' JOB FROM THE TIMES SQUARE BOOTH EVERY DAY."

NOW AVAILABLE

as Newscaster, Narrator, M.C. Proven Program. Ideas. Married. Draft deferred. Willing to travel anywhere. Address Box 200, Radio Daily, 1501 Broadway, New York 18, N. Y.



Calling all Sponsors

Calling all Sponsors



"Look for man going under name of Sam Henderson— alias 'Opportunity'— genial, witty, friendly . . . emceeds a half hour radio show . . . topnotch modern music, interspersed with fast-paced quips and commercials . . . can be heard over WGAN, 3:30 p.m., Mondays through Fridays . . . when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards . . . calling all sponsors . . ."

(And when you find him take advantage of his widespread popularity . . . people in WGAN's listening area — 14 Maine counties; 1 in New Hampshire — like Sam Henderson instinctively . . . and they TELL us about it! This chap's no novice to the entertainment world — and the grand music on 560 REVUE is only *half* responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only — our own method of "kitchen testing" a program. Now we've proved to everyone's satisfaction that this audience is both large *and* responsive — so here's your opportunity to tap a rich market! Send in your request for membership *today* — we'll divulge complete details by return mail!

STATION  **PORTLAND**

MAINE

5000
Watts

560
Kilocycles

Columbia Hotel, Portland, Maine

CBS Member Station National Representative: PAUL H. RAYMER CO.

AGENCIES

**Approval Of Tele Allocations
Voiced By President Of TBA**

(Continued from Page 1)

Association, who, in a statement from TBA declared:

"The Television Broadcasters Association, Inc. is pleased to learn that the Federal Communications Commission has rendered a decision favoring continuance of commercial television in the portion of the spectrum currently used by television broadcasters. The Association, in support of the Radio Technical Planning Board, appeared before the Commission during its allocations hearing and strongly urged the establishment of a television service to the public based on the recommendations of the nation's top engineers and scientists who comprise the RTPB.

Quotes Commission Report

"The FCC, as a result of the recent hearings, has announced the allocations for television and other post-war services. The Commission, after due deliberation and careful study, holds that it 'does not believe that broadcast service to the public through the use of a six-megacycle channel with the improvements presently available over the pre-war developments, should be abandoned and commercial television held in abeyance until a wide channel system in the ultra high frequency can be developed and proven.'

"It therefore acted accordingly, stating that it has 'endeavored to assign to television broadcast as many six-megacycle channels below 300 megacycles as possible in the light of the needs of other services for frequency space in the same part of the spectrum.'

"TBA earnestly believes that further experimentation in television will bring new wonders to the public in the years to come. It is extremely pleased to learn that the recommendation of RTPB and TBA that space in the spectrum be provided for experimental development has been accepted by the Commission. This space for experimentation is available between 480 and 920 megacycles, and I feel certain the industry will apply itself most ardently to the task of solving the problems which these ultra-high frequencies present.

Approves Experimentation

"TBA supports the view of the Commission that the higher frequencies need further experimentation. It is noted that in taking this position the FCC has not assigned any specific channels in the ultra-high frequency band for commercial television. Thus the Commission has taken the progressive view and supports immediate commercialization of this new industry in that portion of the spectrum recommended by industry leaders.

"While the FCC decision provides 12 channels on which television can expand as soon as manpower and manufacturing facilities can be made available, TBA believes that additional frequencies can be provided

for commercial television when the needs of the government and the military may be less than in the present emergency. It is quite obvious that the Commission has done all in its power under the circumstances of war, to meet the recommendations of the majority of the industry.

"The FCC's pronouncement on television is concrete evidence that the new art, as presently developed, is ready for the public. With this question now settled by the Government, itself, the broadcasters and manufacturers can and will proceed to make definite plans for broadcast service and for the manufacture of television transmitters and receivers. TBA looks forward with eagerness and enthusiasm to the rapid expansion of television just as soon as manufacturers are free to produce civilian goods."

**Du Mont, Day Comment
On Tele Allocations**

Allen B. Du Mont, former president of the Television Broadcasters Association, yesterday was among those commenting on the Television allocations of the FCC. Mr. Du Mont's statement follows:

"From the immediate engineering and economic standpoint I believe the new television frequency allocations are reasonably satisfactory. In the long range sense, of course, the 12 channels may prove inadequate for post-war commercialized telecasting, but it must be remembered that the government is now using many channels for military purposes which may not be required under peace time conditions. However, television has again been given the 'green light' and can with confidence resume its progress toward full scale post-war commercialization. The channels assigned permit the design and manufacture of practical television receivers which can be tuned to any telecasting station, plus the FM channel, as well, for day-round entertainment. The Federal Communications Commission is to be congratulated for providing a workable solution to a knotty problem."

Commander Mortimer Loewi, executive assistant to Dr. Allen B. Du Mont, stressed the fact that so many channels that might have been assigned to tele are now loaded with war communications, stated:

"We congratulate the FCC on arriving at a satisfactory solution to a very difficult problem, made particularly difficult in view of the fact that so many channels are, of necessity, tied up with war communications, and therefore cannot, at the present time, be made available for television."

Day Gives Views

Douglas Day, general manager of Buchanan & Company, Inc., said: "We believe the Federal Communications Commission deserves the sin-

GRANT ADVERTISING, INC. announces the appointment of Paul Lewis Scott as vice-president of its Mexican subsidiary, Grant Advertising S. A. Scott previously was with Fuller, Smith and Ross and for the past few years was connected with Sterling Products. . . . Grant Advertising, S. A., Buenos Aires, subsidiary of Grant Advertising, Inc. has been appointed to handle the advertising and promotion of the Argentine Fruit Distributors, and their tomato product "TOMACO" and dried fruit products. It also has been named to handle the advertising of Falcon, Calvo & Cia, Ltd., manufacturers of "Fontanares," "Prestigio" cigarettes.

RADIO has been selected as the major advertising media to launch Industrial Tape Corporation's newest product, Bondex Hot Iron Tape, which will make its appearance this month on notion counters throughout the country. As of the 15th of February, 39 outstanding women's participation programs will carry mention of the mending tape to an estimated 87 per cent of America's homes. The initial campaign calls for three times per week, for 26 weeks. In addition, spot will be used on several other stations.

cere congratulations of the entire Industry for its allocation decision. Many complex elements were involved and the solution strikes us as the most equitable that could possibly have been given."

Eleanor Larsen and Ted Estabrook, radio executives of Geyer, Cornell & Newell, Inc., issued the following statement jointly: "The FCC decision will make it possible for advertisers and agencies to continue television activities so that we may keep step with technical developments in television research. Through our work in this important medium we are perfecting techniques and methods, and this can only be done through actual program production. The action is beneficial and encouraging to both technical and commercial progress in television."



**"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**

PROGRAM REVIEWS

**"THE ANDREWS SISTERS
SHOW"**

Nash-Kelvinator

Geyer, Cornell & Newell, Inc.

Blue-WJZ, Sun., 4:30-5 p.m., EWT

Supervisor: Donald Shaw

Producer-Supervising Writer: Mannie Manheim

Writers: Cottonseed Clark, Stan Davis, Joe Errens, Elon Packard.

Director: Lou Levy

Donald Shaw can still develop a top light commercial in "The Andrews Sisters Show" providing he accelerates the pace of his new show a bit. This isn't meant to be a disparaging comment on the merits of the new Nash-Kelvinator item, because one cannot disparage the talents of the inimitable Andrews Sisters.

The Sisters and Gabby Hayes are the principals who operate the "Eight To the Bar Ranch," which is, of course, the reason why such notables as Bing Crosby and Eddie Cantor are amenable to visiting it, for the former make very charming hostesses and most, all of which contribute to a relaxing mood.

This department has heard the first two programs, but it'll concern itself with the program which projected the effective arrangements of the "Trolley Song," "Don't Fence Me In," and "Don't Blame Me." The conversational portions of Crosby, Patty Andrews and Gabby Hayes were well handled, except for a few fluffs and muffs, perhaps due to premiere tension. And the writing department came through with some good comedy material. Another good feature of the program are Foy Willing and the Riders of the Purple Sage. Their efforts were, as usual, in good voice. However, as we began to say somewhere in the first paragraph, we aren't completely happy about the fact that the Andrews Sisters aren't being developed as comedy material. Patty plays the big sister-hostess role very competently, but bringing the other two girls into the comedy scenes would provide an abundant amount of material for the Mannie Manheim department. Right now the program resembles another open-house format a little too obviously.

The commercials on the program are institutional, well written and sparingly injected. Marvin Mueller announces them efficiently. And will somebody please make sure that the audience mike is over the audience at all times for laugh effects!

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

Classify Broadcasting Essential, Not Critical

(Continued from Page 1)

either list. Second will be those in relatively unimportant jobs, or jobs which can be easily refilled, in activities on the essential list.

The third group will be those whose jobs can be refilled in activities on the critical list. For those men in relatively more important jobs in activities on the essential but not the critical list and, finally, the top preference group is composed of key personnel on either list. Only radio workers meriting the top classification are "technical, scientific or research workers."

Exceptions to this plan will be made only in the case of "logically needed" activities which might not be on either of the national lists.

Critical Categories

All jobs in seven general categories were designated as critical. These are: production of aircraft and parts, production of ships, boats and parts, production of ordnance and accessories, production of ammunition, production of metal shapes and forgings for essential products, production of machinery and production of essential rubber products.

AFM Board Statement Approves 802 Elections

Members of the International Executive board of the AFM yesterday issued a statement stating that the recent Local 802, New York, elections "were properly and fairly held and conducted in accordance and in compliance with the local by-laws." Defeated candidates in the December, 1944, election had petitioned the International board to declare the election "invalid and in violation of the local by-laws." They also sought to have the Federation take over the local and to order a new election.

KSTP Strike Status

The strike of the American Federation of Musicians at KSTP, Minneapolis, was yesterday referred back to the National War Labor Board by the Chicago Regional Board, after AFM had refused to obey the Chicago directive that it furnish musicians to the radio station.

"A Bit of Paris in New York"



Est. 1906

FRENCH RESTAURANT

REAL FRENCH CUISINE

LUNCHEON From \$1.50
DINNER From \$2.00

Famous French Candies
15 EAST 52d ST.

COAST-TO-COAST

— OHIO —

CINCINNATI—Richard Fanning, director of grocery trade relations at WLW, has been appointed to serve on the local War Food Administration. . . . Byron Taggart, WKRC emcee and announcer, has been named director of special events, succeeding Nelson King, who is devoting his full time to his duties as sales promotion manager. . . . **MARION**—In order to avoid being victims of "phony" phone calls during snow storms, directing the students to stay home from school, as was at least one Toledo station during last weeks storm, WMRN has adopted a code whereby a caller can identify himself, and save the station the time spent calling back to check up. . . . **Columbus**—Mr. and Mrs. Milton A. Pixley and Mr. and Mrs. Lloyd A. Pixley, owners of WCOL, have sold the Pixley Electric Supply Co. in Columbus to Westinghouse, with Lloyd A. Pixley named district manager for Westinghouse.

— OREGON —

PORTLAND—Appointment of J. N. Wasan as commercial manager for KGW, has been announced by Arden X. Pangborn, managing director of the station. The appointment was coincidental with the separation of KEX and KGW under the FCC duopoly regulations.

— PENNSYLVANIA —

PHILADELPHIA — WIP's vice-president in charge of sales Colonel Edward A. Davies received an unusual Christmas gift in the form of a "chop," which is a type of Chinese seal or signet, from a friend in China. . . . WIBG has installed a direct line from the station to the Swan, a Philly night spot, where they are airing the floor show and the orchestra, nightly. . . . William H. Johnson, Jr. formerly with the Bell Telephone Company, has joined the technical staff of KYW. . . . **PITTSBURGH**—Evelyn Finster has been promoted to secretary to the program director, and Dorothy Ritko has filled her place as secretary to the sales manager.

— UTAH —

SALT LAKE CITY—Latest addition to the staff of KSL is Stanley C. Farnsworth, who several years ago left the radio industry to realize the typical city-dweller's dream—a farm. After two years of it he decided enough was enough, and tried to get away with no success. His first assignment at KSL was the daily farmcast.

— NEW JERSEY —

PATERSON—A special program under the auspices of the Press Photographers Association, and featuring recently returned foreign correspondents Harry Harris, AP, and Jack Downey, OWI, and Bill Finn, of the "Journal-American," and Tony Sande, of Acme News Pictures, was broadcast over WPAT, Friday, January 12 at 12:05 p.m. according to an announcement by Sidney J. Flamm, the station's general manager.

— NEBRASKA —

OMAHA—Faced with a manpower shortage at the Martin bomber plant, KOIL built a series of three quarter-hour shows a week to aid recruiting. Every program features a personal interview with an employee of the plant, who explains his job, and others that need filling. The station reports excellent results are being obtained, with both men and women applying for the jobs.

Four Major Networks Will Carry Inauguration

(Continued from Page 1)

follow. Truman will be sworn in as new vice-president by retiring Vice President, Henry A. Wallace.

The President's oath of office will be administered by Chief Justice of the Supreme Court Harlan F. Stone immediately preceding the inaugural address. The broadcast will be concluded with a benediction by the Rev. John A. Ryan and the playing of the National anthem by the Marine Band.

New 'Glamour Manor' Artist

New featured vocalist on Cliff Arquette's "Glamour Manor" program was Jack Smith, beginning Mon., Jan. 15, when the show originated from New York. Procter & Gamble sponsors the program, and Benton Bowles is the agency.

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.

• WWNC LEADS 3 to 1 • SUNDAY EVENING

• Against what others call TOUGH competition!

	WWNC	"B"	"C"
7:00-8:00 p.m.			
KATE SMITH HOUR	22.8%	9.7%	2.7%
FIRST HALF HOUR VS. JACK BENNY	21.1	11.7	2.6
8:00-8:30 p.m.			
BLONDIE	27.6	8.6	3.8
VS. CHAS. McCARTHY			
8:30-9:00 p.m.			
CRIME DOCTOR and 8:55 NEWS	27.9	7.9	2.7
VS. ONE MAN'S FAMILY			

• Rating figures indicate percentage of radio homes in area tuned to each of above stations

SEND BIRTHDAY GREETINGS TO...

January 17

- | | |
|------------------|----------------|
| Halsey Barrett | Irving Brecher |
| Dave Carpenter | H. A. Cluck |
| Minetta Ellen | Frank Foster |
| Warren Hull | Fay Schulman |
| Elizabeth McKean | |

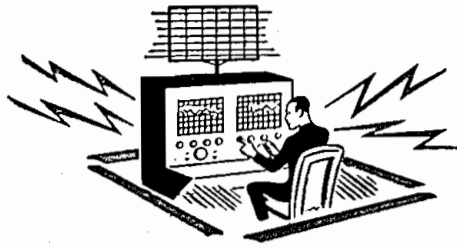


570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elias, Executive Director

Represented by the Katz Agency

You don't need radar



to locate the retail market

pot o' gold . . . It's Northern California

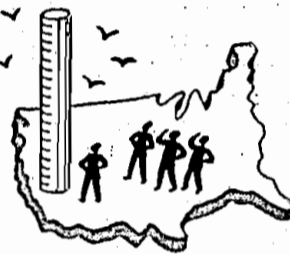
and the Bay Area



Statistics show San Francisco's

\$2,246 per capita income is

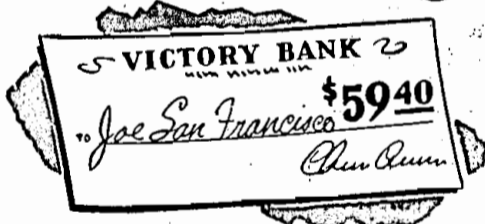
the nation's highest



for cities

over 500,000. The average weekly

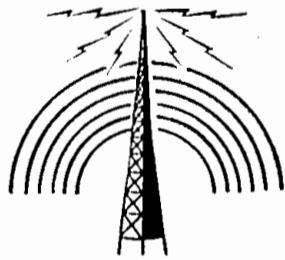
paycheck is



You cover

the pot o' gold market like a

rainbow



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



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 13

NEW YORK, N. Y., THURSDAY, JANUARY 18, 1945

TEN CENTS

Order Equipment 'Freeze'

FM Forces Prepare To Dispute Allocations

Washington Bureau, RADIO DAILY
Washington—FM forces are marshalling strength to do verbal battle at the FCC hearing on the proposed allocations which will be held here on Monday, February 12th, it was learned yesterday. Poll of the FM devotees within the ranks of the Frequency Modulation Broadcasters, Inc., and educational circles indicate strong opposition to the proposal that FM be moved up from 42-50 to 84-102 megacycles.

Members of the board of directors of FMBI will meet here tomorrow to discuss their stand on the allocations. It was noted by the organization. (Continued on Page 3)

Jennings To Give Award To Breakfast Club Show

Warren Jennings, president of the Radio Executives Club, today will present Don McNeill and the Blue Network "Breakfast Club" cast with RADIO DAILY's certified poll scroll which designates he program as the nation's "Favorite Daytime Variety Show." Jennings will be cut in from New York during the 9 to 10 a.m., EWT, period.

Red Cross Radio Luncheon Next Tuesday At Astor

Planning radio's role in the 1945 Red Cross drive for funds, executives of the radio industry will meet at a luncheon January 23 at the Waldorf-Astoria Hotel. Heading the Radio Division, as chairman, will be James E. Sauter, head of the United Theatrical War Activities Committee, and general manager of Spot Sales, Inc.

CBC Policy

Montreal—Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corporation, said in a prepared statement that the policy of the CBC which forbids the use of networks for political purposes between elections is aimed at preventing people who can afford to buy such networks from controlling public opinion by monopolizing the air.

Revival

Hollywood—Gene Austin, veteran crooner, who first popularized "My Blue Heaven" will sing the song exactly as he recorded it eighteen years ago on the Radio Hall of Fame over the Blue web next Sunday at 6 p.m., EWT. Austin's original recording sold over a million and a half copies.

Convention-Ban Kills OSU "Institute" Meet

Columbus—Cancellation of the 16th Annual Institute for Education by Radio, scheduled to have been held here May 4-7, has been announced by Dr. I. Keith Tyler, director of the Institute and director of radio education at Ohio State University. The announcement came after a conference of university officials and members of the Ohio State Department of Education.

Said Dr. Tyler: "It was deemed inadvisable to continue with the 'Institute' (Continued on Page 6)

New ASF Series Planned On CBS Beginning Today

Under the title "Weapons For Victory," the Army Service Forces Radio Production Unit will present the first program of a new 26-week series over CBS "Service Time" facilities, 5-5:30 p.m., EWT today. Format will consist mainly of dramatic episodes based on actual battle reports in position. (Continued on Page 2)

'March Of Dimes' Radio Plans Gaining Momentum In N. Y.

An all star entertainment at Carnegie Hall on Saturday evening and plans for all networks as well as independent stations to carry a special program on Tuesday, January 30, highlight the promotional campaign of the "March of Dimes" to raise funds for the National Foundation for Infantile Paralysis.

With Margaret O'Brien and Bob

WLaw claims a constant listening audience. Send for coverage map. Advt.

FCC, At WMC Request, Sets \$500 Limit On Building Or Altering Of Stations; Will File FM, Tele Applications

NAB Asks Broadcasters To Co-operate on Draft

Washington Bureau, RADIO DAILY
Washington—As a sequel to a revision of the WMC classifications under Selective Service, the NAB issued a special bulletin, in which they asked broadcasters not to seek the organization's co-operation in the matters of individual deferments. The bulletin follows:

"NAB has been requested by station. (Continued on Page 10)

William Kostka Returning To Inst. Of Public Relations

William Kostka has resigned as managing editor of "Look" Magazine to return to the Institute of Public Relations, Inc., of New York City, it was announced by John W. Darr, president of the Institute.

Kostka had been publicity director. (Continued on Page 2)

Advertising Women Will Host New York Ad Men

With Allan T. Preyer as master of ceremonies and Charles C. Carr and Bruce Barton as co-speakers, the Advertising Women of New York, Inc., (Continued on Page 6)

Washington Bureau, RADIO DAILY
Washington—No further authorization for building or altering of stationary broadcast installations costing over \$500 will be set for hearing by the FCC unless the grant will make primary service available where it is not now received, or the grant will contribute directly to the war effort. This move was decided upon this week in response to a plea from the WPB concerning the difficult manpower situation. The WPB wrote:

"It is not felt that the general proposal. (Continued on Page 8)

IRE Winter Meeting Plans Are Outlined

Preparations for the 1945 IRE winter technical meeting give promise of its being the most extensive program the Institute of Radio Engineers, Inc., will have produced in four years, according to E. L. Bragdon, chairman of the publicity committee, presiding at a luncheon session comprised of engineers and trade newspaper men. (Continued on Page 6)

WABC Announces Sked Of New Shows And Renewals

Announcement was made yesterday by Arthur Hull Hayes, general manager of WABC, of two new campaigns and six renewals of current programs over the station. The newcomers are Iceland Restaurant, with (Continued on Page 5)

Traveling Fast

Recent issue of "485" the CBS mimeographed news for the staff and those now overseas, carried three plaintive Swap Notes on apartments wanted. Tuesday afternoon at 4 p.m. the first few copies of the latest edition were being distributed when Jean Hallock, was suddenly deluged by 65 applicants (one from Washington, D. C.). She knew of an apartment.

Hope as his aids, Jack Benny will step up the March of Dimes drive against Infantile Paralysis by appearing as a concert violinist at Carnegie Hall on Saturday evening, January 20.

Both Hope and Benny will be supported by well-known personalities on their radio programs, including Mary Livingstone, Phil Harris, Larry (Continued on Page 10)

You are guaranteed a friendly audience when you choose WLaw to "deliver" your message. Advt.



Vol 30, No. 13 Thurs. Jan. 18, 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. Mercer, Treasurer and General Manager; Marvin Kirsch, Vice President; M. H. Shapiro, Managing Editor; Chester B. Rubin, Vice President; Charles A. Alicoate, Secretary. Terms (Post free) United States outside of Greater New York, one year, \$10; foreign, \$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 (13), 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.

Coming and Going

EDGAR KOBAK, president of the Mutual network PHILLIPS CARLIN vice-president in charge of programs ROBERT D SWEZEY assistant general manager and Z C BARNES vice president in charge of sales went down to Philadelphia last night to attend the awards dinner of the Poor Richard Club

E R BORROFF vice-president of the Blue Network in charge of the central division with headquarters in Chicago and C A VERNON research manager in the Windy City are in New York on a business trip of about a week.

ARTHUR HULL HAYES general manager of WABC key station of the Columbia network left last night for Washington where he will confer with officials of the OWI Hayes is a regional consultant to the information agency

TOM SLATER director of special features and sports for Mutual leaves today for Washington where he will supervise coverage of the Presidential Inauguration

JOHN J KELLY, director of special events at WIP, Philadelphia, was in town recently conferring on network shows originating at the Quaker City outlet of Mutual

CHARLES M. ROBINSON, JR., president of the Ralph H. Jones Company, was in Gotham early this week for confabs at the local branch of the agency. He directs the radio division of the organization

CHARLES GODWIN, assistant director of station relations for the Mutual network, spent the early part of this week in Memphis and is now in Dallas.

OLIVE KACKLEY, femme commentator on WCKY, Cincinnati, in New York this week on vacation.

CLARENCE L MENSER vice-president of NBC in charge of programs tomorrow will be in Cleveland where he will be guest of honor at the luncheon of the Cleveland Athletic Club Later in the day he will address the Cleveland Federation of Women's Clubs

EDWIN C HILL, Columbia network commentator who has been broadcasting his 'Human Side of the News' from Miami during the past two weeks, has returned to New York

TED HUSING, CBS sportscaster, has returned from a two-week vacation spent in Miami

LOUIS ARMSTRONG, trumpeter-bandleader, is taking a few days off from his Cafe Zanzibar stint to pay a visit to New Orleans, his home town.

THAD HOLT, president and general manager of WAPI, Columbia network outlet in Birmingham, is in town from Alabama for conferences at the offices of the web.

A. W. GREBE paid a call this week at the headquarters of Mutual. He's the general manager of WBAX, Wilkes-Barre, Pa.

JAMES MELTON has returned from a Florida concert tour.

W. P. WILLIAMSON, JR., president and general manager of WKBN, Youngstown, Ohio, in town on station business and for confabs at headquarters of CBS.

JOHN B. REYNOLDS, station manager of Columbia's affiliate in Wheeling, West Va., WKWK, has joined the executive contingent currently in New York on business.

C. O. LANGLOIS, of Langworth Feature Programs, off to Chicago for a few days.



SEA WALL

A safety zone beyond the storm... a haven from damage. That's the buttress they call a sea wall.

There's a safety zone in Baltimore radio time... safe against the howl of sales chatter... safe against the deluge of high pressure.

That safety zone is W-I-T-H... the independent station. That safety zone is built on solid rock facts.

Facts prove that W-I-T-H produces the greatest results at the lowest costs. If you have a sales problem in this, the 6th largest market, it will pay you to get the W-I-T-H facts before any budget is approved.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

FINANCIAL

(Wednesday, January 17)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Lists various stocks like Am. Tel & Tel, CBS A, CBS B, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists over-the-counter stocks like Du Mont Lab., Stromberg-Carlson, etc.

Murray Eaton Tucker

Murray Eaton Tucker, formerly associated with WQXR in connection with high-fidelity broadcasting, and more recently treasurer of Radio Inventions, Inc., which has been engaged in electronics work for the armed forces, died early this week in the Orange Memorial Hospital at the age of 47. Tucker was born in Denison, Tex., and was graduated as a chemical engineer from Stanford University in 1917.

Returns To CBS

Marge Morrow, formerly eastern talent director for Warner Brothers pictures, returns to CBS as audition director next week.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!

Blues KING is THE Bay Area Buy!

New ASF Series Planned On CBS Beginning Today

(Continued from Page 1)

session of the War Department. Attempts will be made each Thursday to highlight a weapon used on the battle fronts, which will be followed by a discussion of the merits of the piece by a returned soldier or crew who have used it. Civilian workmen who have turned out parts of the weapon will also be heard.

Supervised by the ASF group of the War Department Bureau of Public Relations, purpose of the series is to help bring about a conclusion to the war through the fostering of civic pride. The first program was written by Pvt. Arnold Perl and directed by Jerry Devine. Music was provided by the ASF band from the New York Port of Embarkation under direction of Warrant Officer Edward Sadowsky.

William Kostka Returning To Inst. Of Public Relations

(Continued from Page 1)

tor of the Institute for two years before he left to take over the editorship of "Look." Prior to his association with the Institute, he was publicity director of the National Broadcasting Co., also managing editor of Fawcett Publications, Inc.

Graphic with arrow pointing right containing text: WHO TOLD HENRY J. KAISER HIS PEACE-TIME PLAN BY TELEPATHY? SEE PAGE 10



That's why... ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON

WDAS

FM Interests Prepare To Dispute Allocations

(Continued from Page 1)

tion that they have until January 29 to file for appearances before the FCC and until February 9th for the filing of briefs. Course of their action will be formulated at the meeting.

It was pointed out that two major educational groups who have invested heavily in FM stand to lose if the new allocations become effective. One is WBOE, operated by the Cleveland public schools, who will be severely penalized by the new allocations. They were forced to change once before from AM to FM in the high frequency spectrum. The other group is the Chicago Radio Council, which operates WBEZ under the direction of the Board of Education. They have a heavy investment in transmitter and class room receivers.

Equipment manufacturers stand to gain if new FM allocations become effective. One spokesman pointed out if the nation's 450,000 FM receivers and transmitter equipment become obsolete the manufacturers will have a brand new post-war market. Another said that most of the present day equipment is obsolete anyway and therefore the FM crowd would not suffer any great loss.

Educator Comments

Columbus—Dr. I. Keith Tyler, director of radio education, Ohio State University, had this comment to make yesterday regarding proposals of FCC on new FM channel allocation.

"The preliminary statement by the Commission on allocations of FM presents a mixed picture as far as education is concerned. The assignment of 20 channels to educational stations is generous and should encourage wide-station's on the part of school systems, colleges and universities and other educational groups.

"But abandonment of present frequencies will be near-disastrous to established stations, involving expense on part of boards of education not only for the change-over in transmitters but for hundreds of new receiving sets in class rooms."

Samuels In Charge

Los Angeles—During the absence of Don Searle, Blue's Western Division manager, now in New York to confer with company executives, the coast division will be in charge of Frank Samuels, newly appointed Western Division sales manager. Prior to his appointment Samuels was sales manager of KGO, Blue's outlet in San Francisco. In line with the recent appointments in the Western Division is that of Bud Swanton, who has just joined the division's production staff. He was formerly with the traffic department.

Join NBC Press Dept.

James L. Freeman and George Wolf have been added to the NBC press department staff, Sydney H. Eiges, department manager, announced yesterday.

Ode to be read at a treasurer's meeting

This ad, you see,
Is done in verse.
(Our prose, we add,
Is even worse.)
But, verse or worse,
We'd like to say,
Here's something you
Should read today.

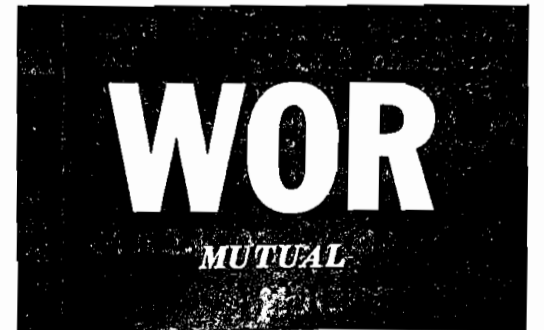
Of six like programs in New York—
We're not referring now to Cork—
Which last year reached more homes for less,
Five were ours, we'll now confess.
We mean such things as Beatty, Deane,
Our Al McCann and gay Pegeen;
And with a note of due decorum,
The fifth, of course, is The Food Forum.

They reached each
1000 homes or such
For sixty cents—
Which isn't much.
While other shows
On other stations
Ran into quite
Involved equations.

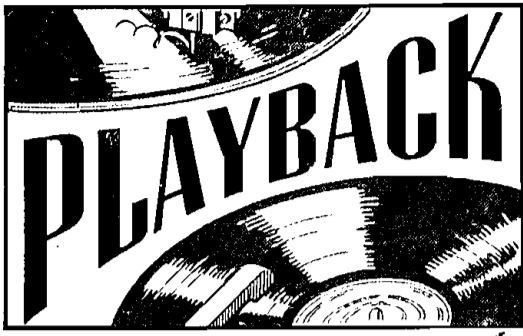
THE MORAL to this verse is this—
If by mere chance we've been amiss
If you have a product or service that women want,
or should know about, you'll reach more people
per-dollar on WOR's women's shows than on any
similar shows on any other major station in Greater
New York.



Our address is



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



IT was just after 9 o'clock Sunday night in Radio City. People from all over the nation were forming a queue in the NBC lobby waiting to take an express elevator. They had broadcast tickets marked "Studio 6-B" and there was a mumble of excitement through the crowd . . . something about "premiere performance." Then a uniformed guide broke the anticipation with, "This way to 'Playhouse of Favorites' . . . Show your tickets please . . ." And they were on their way to see a new NBC-RRD dramatic production . . . "The Playhouse of Favorites" which will be produced and recorded every week before a full audience in Radio City . . . and soon to be available for local sponsorship.



Happy The Humbug's closest friend has again made the "big time." Yes, Hunkey The Monkey is on Broadway . . . (If the above phrases resemble gibberish, you should become better acquainted with NBC-RRD's radio-cartoon . . . Happy The Humbug.) But to get back to the story . . . Gilbert Mack, who plays the part of Hunkey The Monkey in the program, is now the proud possessor of a featured role in "A Bell For Adano," new Broadway production.

When a sponsor writes, "For the love of Mike—please cut out the offer of photographs on our six times a week 'Golden Gate Quartet Broadcast' . . . We just can't keep up with the thing" . . . well, that's news. And when he adds, "The programs are doing a grand job" that makes everybody happy. Sponsor: The Southern Furniture Company . . . Station: WFTL, Miami, Florida . . . Program: NBC THESAURUS feature "I Hear the Southland Singing" . . . Result: Sponsor in love with the program, but discontinuing photo offer because, as he says, "requests . . . have swamped us."

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.



A SERVICE OF RADIO CORP. OF AMERICA



Capital Comment

● ● ● Among the visitors who followed the first of the year to Washington were Ed Craney, to take up brief residence at the door of Burt Wheeler's office in the capitol and brag about shooting the buffalo which the Senator served the capital press corps last month. No special significance to the trip, Ed says. . . . Wheeler hasn't worked anything out on the television problem, but he's determined to try to devise some means of forcing the people who get good tele locations to provide service for the less populous areas. . . . And thinks net service, with stiff competition from Hollywood reels, should do the job. . . . Wheeler, incidentally, expects to see Ros Hyde get the seventh FCC spot and seems to feel it'd be a good appointment. He also thinks Lowell Mellett would be a good appointment—which is another indication of his ability to look at a New Dealer solely in the light of the job under consideration.

Washington

● ● ● Lillian Leonard of CBS' "Gay Nineties" and Sam Goldwyn's Virginia Mayo wowed the boys at the National Press Club's canteen last week. . . . Significantly, not a single Washingtonian voted for Lowell Thomas as favorite news commentator in the RADIO DAILY poll. Ninety per cent of them don't finish work early enough to hear him. . . . Charter Helsop opened for Mutual a nice new set of offices last week. On Jackson place, across from the White House. . . . RCA's Thomas Joyce tells the Washington Advertising Club about "television" next Tuesday. The following night the Cowles' host at a dinner for "the typical mid-west farm family," who spend a week in Washington as guests of WNAX, Yankton, S. D.

● ● ● Don't be too alarmed about manpower situation. You know the worst. Four-F's in advertising will probably do well to look about for war jobs, but those on station staffs will not find their status radically changed—certainly not the technical men. . . . Misprint in last week's Washington "Main Street" column made it appear that someone here was peeved at Johnny Hymes, former OWI radio executive . . . to the contrary everyone likes Johnny and are plugging for him and his new WHN affiliation. . . . Is Mutual preparing to give Ted Granik the old heave-ho? Has OPA refused to take the time offered on March of Time. After all M of T roasted OPA's meat policies a couple of weeks ago. Al Stanford wrote a blistering letter pointing out inaccuracies, to hear from Time radio director Frank Norris that "Both as a citizen and as an editor I am ashamed of the position taken by March of Time." Rebuttal time was offered, but hasn't yet been taken.

— Remember Pearl Harbor —

IRE Sets Building Fund For Post-War Quarters

The Institute of Radio Engineers has inaugurated a campaign for the raising of \$500,000 for a building fund, in anticipation of post-war expansion of the electronic and communication industries. The directors of the society announced that they are leaving their plans flexible enough to permit their establishing new quarters jointly with other engineering and scientific societies if to do so ultimately proves desirable. The appeal for funds will extend to the Insitute's membership as well as to other interested corporations.

Hires Program On Blue Has New Title And Format

New title, new format and additional stations are in line for the Charles E. Hires Company program heard Wednesday at 10-10:30 p.m., EWT, effective Jan. 24. The program is currently heard over 132 Blue affiliates, and at the aforementioned date will go the full web under the banner "Hire's Ice Box Follies," instead of "Heidt Time for Hires." The show will be headed by Wendell Niles and Don Prindle, and will feature Billy Mills' band and Gale Robbins, vocalist. Jack Rourke directs for N. W. Ayer & Son, Inc.

CHICAGO

By BILL IRVIN

AT THE invitation of Harry C. Kopf, vice-president and general manager of the NBC central division, prominent midwestern advertisers and advertising agency executives will hear the presentation of the 1944 NBC All-County Survey at a cocktail party in the Stevens Hotel in Chicago on Jan. 24. Supervising the presentation will be Charles P. Hammond, NBC director of advertising and sales promotion; James H. Nelson, NBC manager of network sales promotion, and Emmons C. Carlson, sales promotion manager of the NBC central division.

New names have been added to the list of those who are licensed to manufacture the Armour magnetic wire sound recorder. These are E. H. Scott Radio Laboratories, Inc., and J. P. Seeburg Corp. both of which have Chicago plants; Radio Technical Laboratory, Evanston, Ill., and Boosey & Hawkes, Lt., of London, England.

The WLS "Dinnerbell" program on today, will be a "labor having" show to be conducted by the University of Illinois at Havana, Ill.

Warren K. Deem has joined the WBBM production staff and Thomas Richard Dunlop is a newcomer in the WBBM Engineering Department.

TOC On March Of Dimes

When the March of Dimes benefits are held in New York, Philadelphia and Boston, January 20, 23 and 29. Ralph Edwards and his TOC cast will be on the programs. Proceeds of the entertainments go into the campaign fund.

Radio Advertisers!
YOU CAN PUT ON
A QUARTER-HOUR
STUDIO PROGRAM
At less cost to you than what you now pay for a brief transcribed announcement
BY USING OUR UNIQUE
SELF-PAYING RADIO
Advertising
PLAN
Ask the commercial manager of any station in the United States to explain to you the many other desirable features of this money-making plan.
LONGACRE MUSIC COMPANY

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

★ **AGENCY NEWSCAST** ★

RECENT ADDITIONS to the creative staff of Roy S. Durstine, Inc. include Demarest Swift Cassidy, formerly with Ruthrauff & Ryan, Inc., and pictorial director of the Republican National Committee for the 1944 campaign, and Rosemary Hall, recently resigned from J. Walter Thompson, whose experience includes several years in copy with that agency and with Young & Rubicam.

JULIE MEDLOCK offices have been moved to the Graybar Building, New York. Miss Medlock continues as public relations and publicity advisor.

TWENTY-FOURTH NATIONAL ANNUAL EXHIBITION of Advertising Art shown each year by the Art Directors' Club will be held at 630 Fifth Avenue, Rockefeller Center, from April 10 to April 28 inclusive. Closing date for entries January 31.

KQV Going Mutual; Wide Campaign Set

Pittsburgh—An all-out local and national campaign is under way for KQV, which becomes a Mutual network affiliate June 15, it was announced yesterday by G. S. Wasser, general manager and vice-president.

In conjunction with the aforementioned, Wasser is realigning his staff with nationally known personalities to head the various departments of the station. Last week "Pie" Traynor, noted ballplayer, was signed as sports editor. James Murray has been signed as sales manager, and was formerly promotion director on the sales staff of KDKA, and head of sales promotion of WJZ, New York. Ben Edson, Hollywood publicity and promotion man, and a native of Pittsburgh, has been added to the staff.

Maurice Spitalny has been made musical director, and Jane Gibson, well known newspaper woman, is now the station's leading feminine commentator. Tom Rogers, recently discharged from the navy, as a news correspondent, is the station's special events director.

New York—Carl Haverlin, vice-president in charge of station relations for MBS, said, "The tempo of KQV's promotional activities seem to be keyed to Mutual's thinking. With the support promised us, we, too, look forward to the fruits of pleasant operations."

LEONORE BUEHLER, formerly of Kenyon & Eckhardt, Inc., is now associated with Richard Hudnut as fashion co-ordinator.

ADELE ABEL, senior fashion writer for Sears, Roebuck & Co., has joined Dorland International-Pettin-gill & Fenton, Inc.

GEORGE C. McNUTT has joined the San Francisco office of Botsford, Constatine & Gardner Agency in an executive capacity. McNutt has been serving as advertising and public relations manager of R. G. LeTour-neau, Inc., of Peoria, Ill., for seven years.

LENNEN & MITCHELL, INC., has engaged Fred W. Blumenschein in an executive capacity. He was formerly radio copy chief of McCann-Erickson, Inc.

WABC Announces Sked Of New Shows And Renewals

(Continued from Page 1)

two spots per week, and the Melville Shoe Corp., for Thom McAn shoes, taking the current Douglas Edwards commentary on a three a week basis.

Arnold and Aborn will continue to sponsor their twice a week "Margaret Arlen" for their coffee, while Walter Baker renews participation in the "Arthur Godfrey" program for their cocoa. The Celanese Corp. has renewed participation in the "Arlen" program three days a week, while Colgate, for Super Suds, renewed their participations five times per week, in the "Personally It's Off the Record" program. Sponsorship of the midnight news period on Sunday, Monday, Wednesday and Friday has been renewed by Select Theatres Corp. Studebaker will continue "Bill Costello and the News" Sunday, Monday and Wednesday.

WKY delivers a larger FARM AUDIENCE in Oklahoma than any other radio station.



—A fact revealed by the 1944 Oklahoma Radio Audience Survey.

Copy sent on request.

WKY
OKLAHOMA CITY
The Katz Agency Representative

SINCERE THANKS TO

1,051 RADIO EDITORS OF

AMERICA

for voting me

"The most promising STAR OF TOMORROW"

in

RADIO DAILY'S

'All-American Radio Programs Poll'

ALAN YOUNG

"THE ALAN YOUNG SHOW" Tues., 8:30 p.m., E.W.T., Blue Network

Personal Management

FRANK COOPER

521 Fifth Ave., N. Y. C.

Publicity Rep.

Lyn Duddy

WHO IS RADIO'S HUMAN LIE DETECTOR?

SEE PAGE 10

Convention-Ban Kills OSU "Institute" Meet

(Continued from Page 1)

tute' this year in view of the ODT's suggested national ban on large conferences and conventions."

Closed Circuit Possible

"However," he stated, "there will be an 'institute' in 1925. We are studying the possibility of a closed circuit broadcast, with prominent men and women in commercial radio, the armed forces, government and education taking part. Whether or not this plan is carried out, the annual Institute yearbook will be published and it will contain the views of qualified experts in the United States and Canada on problems of radio in the war and post-war period."

Advertising Women Will Host New York Ad Men

(Continued from Page 1)

will hold the first of their semi-annual dinners at the Biltmore Hotel Roof on January 25. Mr. Carr, Chairman of the Board of the Association of National Advertisers, will present the organization's sound-slide film, "Public Attitudes Toward Advertising," which will be prefaced by a talk on "The Use of Public Opinion Polls as a New Advertising Tool." Mr. Barton, president of BBD&O, will discuss "What's Ahead for Advertising." Caroline Hood, president of Advertising Women of New York, will preside at the speakers' table.

IRE Plans For Winter Meet Promise Big 4-Day Program

(Continued from Page 1)

yesterday. The four-day session begins January 24 and ends 27th and will take place at the Hotel Commodore in this city.

It was pointed out that the recent FCC Allocations proposals will receive ample discussion time as it is felt that future plans and designs will be reasonably affected by the 1945 IRE session.

Details of the program of events for the four-day meeting are as follows: Wed. Jan 24, 9:30 a.m., annual meeting of sections' representatives; 12:30 p.m., luncheon for sections' representatives; 2 p.m., annual meeting of sections' representatives; 8 p.m., joint meeting of AIEE and IRE. The joint meeting will feature the presentation of the Edison Medal to Dr. E. F. W. Alexanderson.

Thurs., Jan. 25, second day of events, will start with the registration and sale of tickets at 8:30 a.m.; annual meeting of the IRE at 9:45 a.m., with W. L. Everitt, president and chairman, presiding; at 10:30 a.m., symposium of the IRE technical committees, chaired by F. B. Llewellyn.

Adjournment of the symposium is scheduled for 12:30 p.m., according to the announcement. At 2 p.m., (Thursday) the technical session will take place, with H. M. Turner, retiring president, presiding as chairman. Talks to be made between 2-4:30 p.m., will touch on the following: measurement of receiver impulse-noise susceptibility, very-high-frequency and ultra-high-frequency signal ranges as limited by noise and co-channel inter-

ference equivalent networks for the basic kinds of triode circuits, excited carrier amplitude and phase modulation reception, the application of double-superheterodyne receivers for broadcast reception, klystron characteristics. The technical session will adjourn at 5 p.m. The banquet will follow at 7 p.m., with H. B. Richmond acting as toastmaster. Awards and fellowships will be given.

Friday's registration will begin at 9 a.m., and technical session will open at 9:30 a.m., with adjournment scheduled for 12 noon. President's luncheon honoring Dr. W. L. Everitt, will take place at 12:30 p.m.

Technical sessions for Friday will open at 2 p.m.; subjects: "Is Industrial Electronic Technique Different?," "Practical Methods of Shielding Dielectric Heating Installations," "Heating With High-Frequency Electric-Fields," "Operating Experiences With Induction-Heating Oscillators," "Q High-Frequency Wattmeter and Its Uses In Industrial Applications," "The Radio-Frequency Dehydration of Materials Labile With Heat." Adjournment of these sessions will be granted at 5:30 p.m.

The Saturday sessions will open at 9 a.m., with registration; technical sessions at 9:30 a.m. Adjournment of morning technical sessions is scheduled for 12 noon, after which a luncheon, honoring men in the armed services, will follow, 12:30 p.m. Final adjournment of the 1945 IRE program is set for 2 p.m.

Fischer Signs With AFM For "Miracoustic" Studio

Carl Fischer, Inc., and representatives of the American Federation of Musicians have announced the successful conclusion of negotiations concerning the company's Miracoustic Recording Studio, located in the uptown store of Carl Fischer, Inc., where artists and musical groups make audition records, analyze their rehearsals or obtain "off-the-air" checks of their broadcast. Electrical transcription records are also made for radio use.

→
this
→
famous
→
news
→
analyst
→
is yours on
WJZ

for under \$1100 a week

Now you can buy John B. Kennedy from 2:00 to 2:15 p.m., Monday, Wednesday or Friday, as your own local radio program on WJZ—your voice in the world's richest market! Other WJZ Co-operative Programs are (on a 3-a-week basis):

CORRESPONDENTS AROUND THE WORLD
SOLD on WJZ

BAUKHAGE TALKING
Under \$1000 a week

KIERNAN'S NEWS CORNER
SOLD on WJZ

MARTIN AGRONSKY
Under \$750 a week

DICK TRACY
SOLD on WJZ

→

this is
WDOD
20th YEAR

the
STATION
IN
Chattanooga

ACCORDING TO EVERY HOOPER the overwhelming CHOICE OF CHATTANOOGA LISTENERS

CBS

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

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

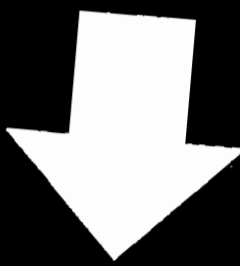
WVAB means
48.7% of total air time devoted to MUSIC... what the listeners WANT!

PHILADELPHIA
5000 WATTS
DIAL 610

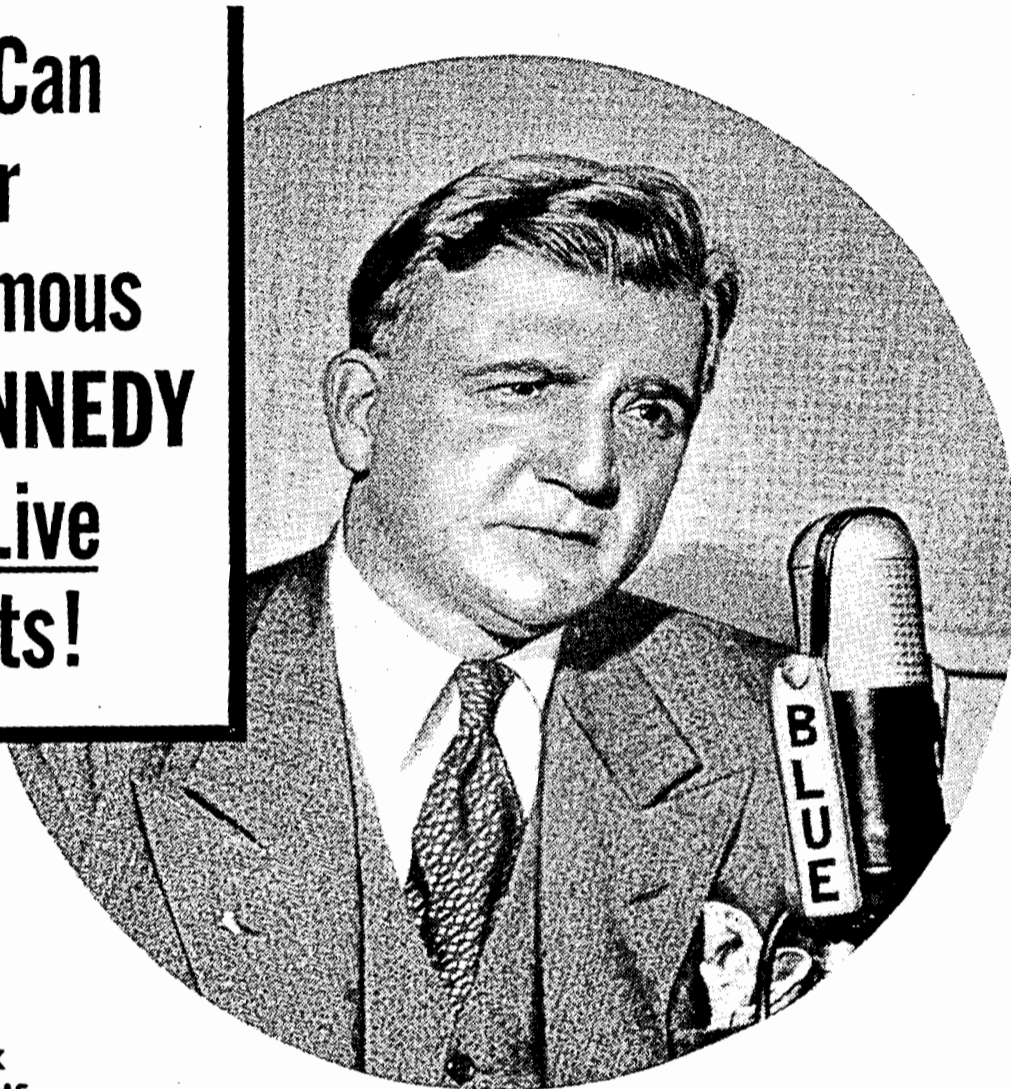
Member of MUTUAL SYSTEM — Represented by Geo. P. Hollingbery Co.

WANTED
Sound Effects Technicians — Experienced. Essential industry, large New York City broadcasting company. Excellent opportunity, secure future. Write full details. Box 110, Radio Daily, 1501 Broadway, New York 18, N. Y.

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



**Now You Can
 Sponsor
 Radio's Famous
 JOHN B. KENNEDY
 in Local Live
 Broadcasts!**



- 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

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

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

BAUKHAGE TALKING: Direct from Washington. Baukhage gets his news from men who make it—the White House, Cabinet Members, congressional leaders. Mid-day, 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, 15 minutes.

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

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

BLUE NETWORK CO-OPERATIVE RADIO PROGRAMS CARRY YOUR SELLING MESSAGE... YOU PAY ONLY FOR YOUR OWN AREA!

Famed writer, editor, and newsreel commentator known to millions—top-ranking radio analyst John B. Kennedy can help build *your* sales right in *your own back yard!* Newest of the Blue Network's coast-to-coast Co-operative Radio Programs, John B. Kennedy is now available for local sponsorship daily from Monday through Friday. Here's how he can help sell *your* products or services:

Kennedy gives his concise, thought-provoking broadcasts on the day's news from the Blue newsroom in New York—and the commercials are given by *your own local Blue station announcer* during the broadcast, telling *your* audience that this is *your* program! John B. Kennedy's astute commentaries are authoritative. His predictions have won the confidence of America. Your own selling story will take on added authority and inspire added confidence through your local sponsorship of this outstanding Blue Network program!

And you will find that the cost of Blue Network Co-operative Programs is surprisingly low, since you pay only your own local share! Here's a great opportunity to sponsor locally a *big-name* network program.

For all information ask any Blue Network Station,
 or the Co-operative Program Division of

The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

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

Order Equipment 'Freeze'

Military Preferred When Distributing Radio Supplies

(Continued from Page 1)

mise that broadcasting is in the war interest will longer suffice to support the use of manpower and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available manpower and the need for the service to contribute to the war effort. The use of manpower cannot be approved unless an actual contribution is to be made."

No change will be made in Commission's handling of commercial FM and television applications, which will be kept in the pending file.

"The procedure announced jointly

by the Federal Communications Commission and the War Production Board on January 26, 1944," said the WMC, "has been of benefit to not only both agencies concerned, but also to a number of applicants wishing to install various types of radio services. It seems advisable to again review conditions to determine if changes in either policy or procedure are advisable. The War Production Board has taken and is taking the following steps to make available radio equipment for non-military use:

"(A). An effort has been made to increase the production of portable mobile equipment as used by the special and emergency services to several times its past production. The ultimate goal has not been reached.

"(B). A number of planes were made available to the airlines in 1944 and an increased number are ex-

pected to be made available in 1945. It is expected that all these planes will be equipped with radio.

"(C). Every effort has been made to aid in development work. Priorities have been provided for laboratories, and aid has been given in all fields of development. Application of radio to bus lines, railroads, etc., has been tested by several companies. In conjunction with the Federal Communications Commission, several broadcast stations have received priorities for developmental work in frequency modulation.

"(D). The War Production Board has authorized the starting of construction of a number of new broadcasting stations. Priorities have generally not been provided for this purpose.

"Present problems in production to meet military requirements for radio equipment are different and perhaps more severe than those problems existing a year ago. The two basic problems are materials and manpower. During the last two years, problems have shifted to a large extent from those of materials to those of manpower. Basically, even the problem of materials usually resolves itself into a combination of manpower and time necessary for processing or obtaining more basic raw materials.

"The problems in procurement of maintenance materials for radio transmission and communication may in a general way be said to be over. There are only a few specific types of tubes

Outlines 4 Policies To Aid Purchase Of Materials

and other components which are not obtainable on the maintenance rating provided for radio. It should be remembered that this rating is the same rating that is used by the Army and Navy to obtain their equipment. In almost every case where such products are in short supply, the reason is insufficient manpower to make full use of existing production facilities. . .

"No provision is made for new broadcast facilities.

"Certain types of changes in facilities may be made without WPB approval. New installations costing less than \$500 may be made on shipboard without WPB approval. In general, any change not involving construction work and costing less than \$500, but not requiring the purchase of a transmitter or receiver, is allowable.

"This dollar limit is raised to \$2,500 in the case of International point-to-point stations (which does not include international broadcasting). No radio operator may start construction which will cost more than a fixed amount unless he has WPB approval. In most cases, the limit is \$280 for cost of materials, new equipment and labor. In general, restrictions on the purchase of equipment and materials have not been greatly changed during the last year except for the provision made last September allowing the expenditure of up to \$500 for a minor capital addition or change not involving construction.

"Applications involving construction will be reviewed much more critically than in the past in an effort to determine the relative value of manpower involved and services to be rendered to the war effort.

"Installation of new broadcasting services will be reviewed with extreme care. All such applications received and showing that the required equipment was on hand were ap-

(Continued on Page 11)

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.

WWNC OUT IN FRONT ALL DAY SUNDAY

★ WWNC ratings lead in every one of the 64 quarter hours from 8 a.m. to midnight.

★ WWNC has ratings higher than all other stations combined for 42 of those 64 periods—delivering more than 50% of the Western North Carolina listening audience virtually 2/3 of the time.

Rating figures indicate percentage of radio homes in area tuned to each of above stations.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Allen, Executive Director

Represented by the Katz Agency

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

Chicago's

ONLY 24 HOUR STATION

W-I-N-D

560 Kc. 5000 WATTS

WHO READ A NEWSPAPER EDITOR'S MIND 3 MILES AWAY?

SEE PAGE 10

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

WOMEN IN RADIO

By MILDRED O'NEILL

Panorama!

USING radio as an advertising medium for the first time, B. F. Dewees, Inc. has signed Besse Howard in "World Panorama" for sponsorship over WCAU. Miss Howard is an experienced newspaper woman and broadcaster. . . . Thus ran the item. What it did not say was that Besse Howard's survey of the world panorama started back in 1919 when she went overseas to work with the American Army in France. Some years later as Pennsylvania director of the League of Nations Association, she was associated with the American Committee in Geneva. Several weeks during the summers between 1931 and 1939 she traveled throughout Europe. Never speak against the lowly Ford to Besse. One of them carried her thousands of miles during those years. Matter of fact, she was one of a very few foreigners to travel through Central Europe the month before war broke out.

☆ ☆ ☆

Beginning in radio in 1940, Besse Howard was given a hearty welcome by a listening audience that already knew her as one of the outstanding femme lecturers on current world events. Then in April of 1943 the Red Cross sent her to Palestine and Egypt. A troop ship via the Pacific carried her to the Middle East and in September of the same year she returned on a cargo convoy. Educated at the University of Pennsylvania and Grenoble in France, Miss Howard has the distinction of passing the Foreign Service examinations of the U. S. Government in the upper ten. That was in 1929. However, no women were appointed to career posts at that time, nor have any been appointed since then.

☆ ☆ ☆

Women feel very much in this war and rightly so, for daily the story of the multitude of jobs they are doing unfolds. Back in October of last year, Mrs. Robert Armand Schmid became National Director of Radio for Bundles for America and thus was started under the practiced eye of one entirely familiar with radio—and Bundles for America—a new era of activity for this Home Front Service. Working with commentators and program managers, Mrs. Schmid sends out appeals for clothing for service men's children and for funds that will buy little things our boys themselves need. Mrs. Schmid thinks her work is "run of the mill." We hardly think the lonely G.I. who unexpectedly receives a gift kit would agree with her.

☆ ☆ ☆

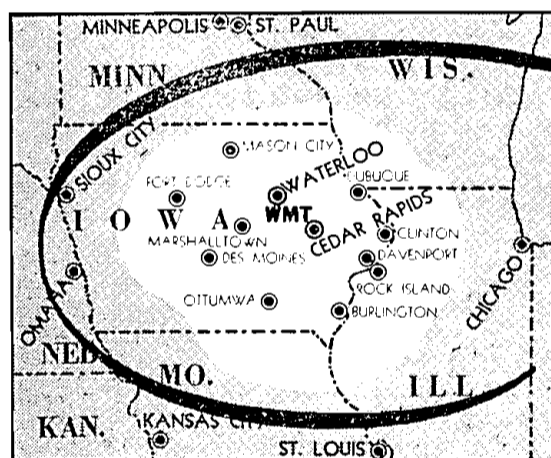
Pvt. Betty Massey-Cooke of the Army Recruiting Centre in Ottawa is the owner of a very pleasing soprano voice. So when she was given her first furlough after joining the C.W.A.C. and came to New York for a week, she brought it along with her. Not that she expected to use it, but when she found herself at the "Sing Along" show at CBS she just naturally sang out, and that's how it happened that the other morning back in Ottawa she received a check from CBS for that song. Her splendid voice had carried to one of the announcers who had asked her to come up and sing into the mike. Small wonder she just couldn't remember what song she had sung.

☆ ☆ ☆

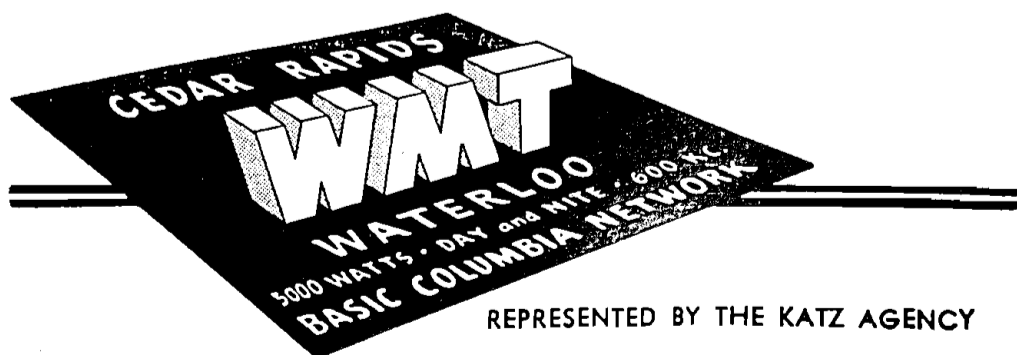
This and That . . . Helen King of WOR just bubbles with "radiosyncrazies." Here's her latest: In answer to a fan inquiring whether or not WOR rents broadcasting periods—"No, this station is absolutely non-commercial" . . . Marie Wilk, versatile young program director of WTNT, has added a new quarter-hour, six-day, morning show on WCAE (Pittsburgh) to her schedule. . . . The communication department of WIP (Philadelphia) has a new head. Her name is Esther Louise Coppack and her age, just 21. . . . One of the busiest gals up Boston way is Doris Tirrell, WEEI organist, who after 12 years on Boston stations is still studying and giving lessons on the organ, Novachord, piano, and Solovox . . . At long last after eight years, Lillian Ross of KOTA (Rapid City) has made her last and final move. She's Traffic Manager now and has a department all her own. And Miriam Sedell is all set in her continuity department, too.



YOU KNOW THEY HEAR YOUR MESSAGE
WHEN IT'S ON WMT AT 600 KC . . .
IOWA'S BEST FREQUENCY & YOU KNOW THEY LISTEN



126,000 square miles . . . packed to the hilt with listeners that mean SALES. 5,000 watts at 600 kc. in an area that boasts 97% radio families (6% over the national average.)
The Moral: Don't take a chance! Sell Iowa's rich corn country folks over WMT.



Radio Stars, Networks For 'Dimes' Campaign

(Continued from Page 1)

Stevens, Rochester, Jerry Colonna and Frances Langford.

Other nationally known entertainers on the show, sponsored by the National Foundation for Infantile Paralysis, are Ann Sheridan, Little Margaret O'Brien, Ed Wynn, Joan Edwards, Johnny Johnston, Bidu Sayao, Isaac Stern and Lester Lannin and his orchestra.

Benny will take his troupe along for similar appearances in Philadelphia on January 23 and in Boston on January 25.

Honoring President Roosevelt's birthday Tuesday, January 30, top-ranking stars join forces with service bands, officials, and other radio luminaries, in a four-network broadcast, going on the air at 11:15 p.m. The program, which will swing around the country, will be presented in cooperation with the National Foundation for Infantile Paralysis and the annual March of Dimes.

Opening in New York, with Quentin Reynolds emceeing, the show will feature Jack Benny and his troupe and Joan Edwards. Bing Crosby emcees the Hollywood portion, which also presents Frank Sinatra, Judy Garland, Edgar Bergen, and John Scott Trotter.

During the hour-long broadcast the program switches to "Dime Box, Texas" the Great Lakes Naval Training Center, and to Santa Ana, California. In Dime Box, and interview with Postmaster Stamp will be aired, and at the other stops, the Great Lakes Naval Band and the One Thousand Voice Choir will be heard, as well as the Santa Ana Air Force Band.

"Dimes" On WNYC

WNYC will broadcast the March of Dimes program from Pershing Square, New York at 1 p.m. today with Annamary Dickey on tap as the speaker.

COAST-TO-COAST

— COLORADO —

DENVER—In co-operation with the Denver Public Library and Rocky Mountain Radio Council, KLZ is broadcasting a new Sunday night series titled "Men That Speak Aloud." Program features well-known local commentator, Henry Outland, in interpretations of great literature.

— CONNECTICUT —

HARTFORD — Two editors of the "Courant" have begun new shows on WDR. Douglas Fellows, Sunday and woman's page editor, runs "The Man Around the House," a daily feature, and political writer Jack Zaiman interviews new personalities Thursday nights on the "Headliner's Club." WDR plans to use other Courant-ites in forthcoming shows.

— SOUTH DAKOTA —

RAPID CITY—Appeal for Don Wilson and the news staff of KOTA for Christmas trees for a nearby Army Air Base resulted in hundreds of trees being deposited by civilians in a designated vacant lot from which they were picked up by government trucks. Trees were requested by the Army Air Corps to mark the snow-covered bombardment practice ranges. Enough were received to take care of three bombardment ranges.

— LOUISIANA —

NEW ORLEANS—WVL is co-operating with the WMC and OPA in presenting a weekly dramatization titled "On The Job." Scripted by Virginia Freret of the production staff, program stresses need for war workers and reduction of absenteeism. Dean S. Long produces the show which is heard Saturday afternoons at 5:15. WVL talent is used.

— WISCONSIN —

MILWAUKEE—Latest additions to the staff of WTMJ-WMFM include James P. Boysen, formerly of WTCN, Minneapolis, as an announcer, and William O. Tulloch, former area supervisor of the War Food Administration in Milwaukee. Tulloch is a newcomer to radio.

— MONTANA —

MISSOULA—Four members of the staff of KGVO have been named as members of the board of directors of the Western Montana Press Radio Club. Those named are: A. J. Mosby, general manager; James A. Barber, assistant manager; John Lindsay, salesman, and George Mulvihill, news editor.

— TENNESSEE —

MEMPHIS—Emily Alburty, secretary-treasurer of WHBQ, celebrated Christmas in the "sunny" South by slipping on some "hard water" (ice, to you) and breaking a rib. Friends are asking was the "trip" necessary. . . . John Paul Jones, Jr. is new to the announcing staff of WHBQ and Robert A. Cooper, new to radio, has been added as a script writer.

— MISSOURI —

ST. LOUIS — KWK's Jack Conner, recognized as the world's greatest exponent of the vibra-harp, has volunteered to go overseas to entertain soldiers. He is scheduled to leave the States soon . . . Guy Runnion, after four years as newscaster for KMOX, has been promoted to news editor, replacing Richard E. Fischer, who will return to WHAS, Louisville, as program manager. . . . **KANSAS CITY**—F. C. Strawn joined the staff of KCMO as promotional director as of the first of the year. He was formerly associated with the Continental Baking Company of that city, and handled the firm's advertising and promotion.

NAB Asks Broadcasters To Co-operate on Draft

(Continued from Page 1)

tions from time to time by wire and letter to take up with National Headquarters matters of individual deferments. We want to reiterate that it is utterly impossible for us to act on such requests. In the first place no personal representation with reference to individual deferments is permitted before the National Selective Service. All Presidential Appeals are considered only on the record made before the Local Board and the Appeals Board. This record must accompany any request for Presidential consideration and the entire file sent to National Selective Service Headquarters, Washington, D. C., with a covering letter to the Director of Selective Service.

No Individual Help

"We want to make it clear that it is not because NAB is unwilling to render every possible assistance in connection with individual deferments that we advise you to send your communications direct to National Selective Service Headquarters. Our reason for doing so is that there is absolutely nothing we can do to assist in individual cases.

"NAB is willing at all times to give such assistance as it may to individual broadcasters in respect to procedure to be followed. We welcome inquiries."

The news is going around— Buy KQV in Pittsburgh!



Allegheny Broadcasting Corp.
National Representatives: SPOT SALES, INC.

TODAY'S MOST
OUTSTANDING
RADIO
PERSONALITY



DUNNINGER
"TO DUNNINGER—AN ORCHID
FOR RADIO'S MOST INTERESTING
NOVELTY PROGRAM IN 1944"
—Walter Winchell

FCC Sets \$500 Limit To Control Equipment

(Continued from Page 8)

proved until the latter part of December. The increasing problem of finding manpower for war industries has made it necessary to consider the manpower needed to construct, operate and provide maintenance for additional stations.

"It is not felt that the general premise that 'broadcasting is in the war interest' will longer suffice to support the use of manpower and maintenance materials for new stations. Applications must be critically reviewed from the standpoint of available manpower and the need for the service to contribute to the war effort. The use of manpower cannot be approved unless an actual contribution is to be made."

The communication was signed by U.S. John Creutz, chief of the domestic and foreign branch, Radio and Radar Division of the War Manpower Commission.

Khan Named President Of H. W. Kastor & Sons

The newly elected president of the H. W. Kastor & Sons Advertising Company is H. Kastor Khan, it has been announced by the board of directors of the agency which enters its 50th year of service. Khan has established an administrative committee headed by V. T. Mertz, executive vice-president; Ruth F. Farquhar, Harold Merillat and J. H. Wright, vice-presidents.

Khan is the grandson of the agency's founder, and came to the agency in 1924, when he was graduated from Northwestern University. For the past four years he has been manager of the agency.

SEND BIRTHDAY GREETINGS TO...

January 18

- Bradley Barker Art Kassell
- Ruth Lyon Donna Munson
- Trent Patterson Lucille Wall
- Ann Viola

AER Radio Workshop Gets Under Way In N. Y.

As a prelude to the AER Radio Workshop which will open February 7 in Washington, D. C. under sponsorship of the Association for Education By Radio, local chapter of the association featured a discussion this week by 15 junior high school students. Session, held in the radio studios of the Department of the Interior, was led by Lt. Hazel Kenyon Markel (W) NR, former education director of radio station KIRO, Seattle. Likes and dislikes were aired and ideas offered on radio's contribution to education. Significant points raised by the students and panel of parents, teachers and broadcast representatives also present, were summarized by Mrs. Elizabeth Goudy Noel, former director of radio and visual education in Los Angeles county schools. Mrs. Noel is now with the U. S. Office of Education in Washington.

Problems developed in the discussion will be used to provide material for four weekly Radio Workshop sessions scheduled for Wednesday evenings, February 7, 14, 21 and 28, according to Mrs. Gertrude Broderick, president of the local AER. "The Workshop," Mrs. Broderick explains, "represents an effort by our association to develop greater understanding and more effective use of radio in the schools."

Wedding Bells

Mary Jane Higby, who has starred for nearly six years in the top ranking NBC daytime drama "When A Girl Marries" has finally done it in real life. She and actor Guy Sorel have said their "I Do's" to a preacher.

Stork News

Daughter Carol, was born Monday to Harold Pack of Press Association and Mrs. Pack at Plymouth Hospital, Jackson Heights. Baby weighed in at eight pounds, nine ounces.

TIME BUYERS 15 SECOND SPOT ANNOUNCEMENT

ANN: HERE IS ONE REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...PULSE OF NEW YORK FINDS ONLY 16% OF WLIB'S LISTENERS UNDER 20 YEARS OLD, 46% BETWEEN 20 AND 44 YEARS OLD AND 38% OVER 45.

BIZ: CASH REGISTER RINGS.

ANN: (with emphasis) WLIB'S AUDIENCE IS DEFINITELY ADULT!

WLIB NEW YORK

1190 KC. CLEAR CHANNEL

Chicago's

BEST NEWS SERVICE AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

240 MUTUAL STATIONS CARRY THE AUTHORITATIVE NEWS REPORTING OF Fulton Lewis, jr.

Over 130 sponsors and 240 stations carry the authoritative and interesting news presentation of Fulton Lewis jr. . . . this is a record in itself. His style and shrewd interpretations of the news have made him one of the country's most respected and recognized radio news reporters.

Fulton Lewis jr. has in the past, and will again be in 1945—"America's Most-Listened-To . . . America's Most-Talked-About" Radio Reporter!

For Sponsorship in your city — Call, Wire or Write, WM. B. DOLPH, BARR BLDG., WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM



TIME!

THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means *more* business for its stations.

Alert, radio-wise Weed men, on the job from coast-to-coast, make time mean money to all stations that carry the letterhead line "Nationally Represented by Weed & Company." Alert stations know that when Weed handles it, "time will sell!"

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. 14

NEW YORK, N. Y., FRIDAY, JANUARY 19, 1945

TEN CENTS

WLB Hits Musician Quota

WLB Upholds AFRA in Dispute With WMAL

Washington Bureau, RADIO DAILY
Washington—The War Labor Board yesterday announced that it has upheld the Arbitrator's Award in the dispute between AFRA and WMAL, Washington, approving AFRA's proposal that staff announcers at the station be paid special fees of from \$1 to \$4 for commercial broadcasts in addition to their base salary. WMAL had proposed a flat \$50 monthly increase, which would have amounted roughly to the same pay raise. Industry members and one public member dissented, on the technical point that the arbitrator had actually served as a hearing officer of
(Continued on Page 7)

Bob Hope Tops 'First 15' In Mid-January Reports

National evening ratings by Hooper for the mid-January reports finds Bob Hope leading First 15 with a rating of 36.8 an increase of 2.5. Fibber McGee and Molly are in second place with 30.4 also a plus mark. Charlie McCarthy is in third position with 27.4. In succession the rest of the leaders are: Mr. District Attorney; Bing
(Continued on Page 7)

Spot News Campaign Set For C. F. Mueller Co.

An extensive spot campaign for the C. F. Mueller Company, producers of macaroni foods, is already underway with 12 top-flight newscasters utilized on a hook-up coverage in 16 key city stations, it was announced
(Continued on Page 6)

Scholarship

Dr. Frank Kingdon, prominent educator and news commentator, will present the \$1000 college scholarship award to the winner of WMCA's "Quizdom Class," tonight at 9:15-10 p.m. Others to sit in as judges are: James J. Lyons, borough president of the Bronx, and George Farkas, president of Alexander's department stores sponsoring the series.

Help!

Talent for entertainment of wounded veterans at hospitals in the New York area is greatly needed right now. While many artists have come forward from all branches of the amusement field, conflicts have nullified the ability of some to take part in the work. If you can be of assistance in this matter, please call James Sauter, Murray Hill 2-0104.

ACLU's Radio Group Acts On Legislation

Voting unanimously for the inclusion of the major elements of the Wheeler-White declaration in any new law passed by Congress, the Radio Committee of the American Civil Liberties Union stated yesterday that such inclusion would result in a guarantee "that radio broadcasting shall be an effective medium of free speech and contribute its fullest measure to the protection of demo-
(Continued on Page 2)

TBA Board Meets Today; Will Discuss Allocations

Regularly scheduled meeting of the board of directors of the Television Broadcasters Association will be held today at the TBA home offices, in New York. Although the meeting is not of a special nature, further discussion of the FCC frequency allocations is anticipated. The meeting will come to order at 2:30 p.m.

Blue's Television Tie-Ups Will Make Debut On Feb. 25

Plans for the active participation of the Blue Network in the field of television were formally announced yesterday by Hubbell Robinson, Jr., vice-president in charge of programs and production, in conjunction with officials of the General Electric Company owners of WRGB in Schenectady, N. Y., and Allan B. Du Mont Laboratories, Inc., owners of WABD, New York City. The debut of the Blue in television will take place Sunday, Feb. 25, with a half-hour televised program, "Ladies Be Seated" over WRGB. This will be followed by a variety program featuring Blue stars over WABD on
(Continued on Page 7)

Report By Regional Hearing Officer Recommends WOV Drop 7 AFM Men; Pay Rise For Remaining Five

Govt. To Participate In New NBC Series

NBC will announce this morning that for the first time in the history of radio the three major governmental bodies charged with formulation and execution of America's international policies will join in discussion of the plans for building the peace. The series, part of the NBC University of the Air, will be titled "Our
(Continued on Page 2)

GE Appoints Markham Manager Of Television

Emerson Markham, associated with General Electric Broadcasting for 20 years, has been appointed manager of television, it was announced yesterday by Robert S. Peare, vice-president in charge of advertising, broadcasting, and publicity. Mark-
(Continued on Page 7)

NLRB Orders Hearing In NABET-AFM Dispute

Washington Bureau, RADIO DAILY
Washington—A hearing was ordered by the National Labor Relations Board to study the threatened strike of the American Federation of Musi-
(Continued on Page 2)

Elimination of the "minimum quota" system, whereby radio stations are required by the AFM to employ a specific number of musicians, whether they need them or not, may result from the dispute between WOV and Local 802 of the AFM, which has been put before the WLB for a decision.
(Continued on Page 6)

War Messages On CBS 4,746 In Three Months

During the third quarter of 1944, CBS devoted a total of 738 hours and 19 minutes to 4,172 broadcasts covering 4,746 different messages on widely diversified phases of the nation's war effort, it was revealed yesterday in a report by the CBS Research Department. The breakdown in figures covering the network's contribution during July, August and September,
(Continued on Page 7)

Porter FCC Nomination Confirmed By Senate

Washington Bureau, RADIO DAILY
Washington—The Senate yesterday confirmed without opposition the nomination of Paul A. Porter to serve as chairman of the FCC until the
(Continued on Page 7)

On The House

Starting Monday, Edgar Kobak, president of Mutual will inaugurate a series of luncheon-conferences with the trade press. Luncheon will be held at the New Weston and Kobak will be prepared to answer all questions pertaining to Mutual plans and operations as concocted by those present. Kobak will be the only MBS official on hand at the luncheon.

WLAW is the Voice that sells to Northern New England's exceptionally fine market. Advt.

Don't overlook your sales opportunity in Northern New England. Let WLAW sell for you. Advt.



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JOHN W. ALICOATE : : : Publisher

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

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

FINANCIAL

(Thursday, January 18)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 1/2	163 1/4	163 3/8
CBS B	35	35	35
Crosley Corp.	34	34	34	— 1/8
Farnsworth T. 7/8 R.	16	15 3/8	15 3/4	— 1/8
Gen. Electric	39 3/4	39	39	— 3/4
Philco	35	34 5/8	34 5/8	— 3/8
RCA Common	12	11 5/8	11 7/8	— 1/8
Stewart-Warner	17 1/2	17 1/8	17 1/8	— 1/4
Westinghouse	121 5/8	120 1/4	120 1/4	— 2 1/4
Zenith Radio	40 1/2	39 3/4	40 1/4

NEW YORK CURB EXCHANGE

Hazeltine Corp.	36 1/2	36 1/4	36 1/4
Nat. Union Radio	6 5/8	6 1/2	6 1/2

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	7 3/8	8 1/8
Sfromberg-Carlson	17 3/8	18 3/8
WCAO (Baltimore)	23	
WJR (Detroit)	39	

20 YEARS AGO TODAY

(January 19, 1925)

Interesting comment on radio stations heard recently: Sister stations WJZ and WJY have made more attempts to improve program quality than any Manhattan outlets. KDKA, Pittsburgh presents high quality of music, features and has strong home flavor. WLS, Chicago, gives a million farm families what they want.

MAN AVAILABLE

as program director or commercial manager. Honorably discharged, sober, 3 dependent. 14 years' broadcasting experience, qualified announcer. Write Radio Daily, Box 113, 1501 Broadway, New York 18, N. Y.

NLRB Orders Hearing In NABET-AFM Dispute

(Continued from Page 1)

cians, headed by J. C. Petrillo, AFL, against the National Broadcasting Company and the Blue Network over disapproval with a bargaining certification. The outcome may cause James C. Petrillo to conflict with the War Labor Board, which he has ignored persistently.

The NLRB issued a complaint against the networks in which the NABET, an independent union, alleged that the companies refused to bargain with them over wages and working conditions of platter turners. The hearing is set for Jan. 30, before a trial examiner in New York City.

Correspondence from Niles Trammell, president of NBC, and Mark Woods, president of the Blue Network, were released by the NLRB, in which they disclosed to the NABET that they were unable to bargain with them because Petrillo threatened to call out the AFL musicians in a series of strikes in retaliation. Trammell said it had prevented a strike of Hollywood musicians on the Jack Benny show last Dec. 3 only by agreeing to Petrillo's demand that the network refuse to recognize the NLRB certification of the independent union as bargaining representative for platter turners in stations outside Chicago.

Govt. Will Participate In New NBC Series

(Continued from Page 1)

Foreign Policy," and will start Saturday, Feb. 24, at 7:00 p.m. EWT.

The first five or six broadcasts of the new series will be under the official sponsorship of the Department of State. Secretary Edward R. Stettinius, Jr., will appear on the opening program with Assistant Secretary Archibald MacLeish as chairman for all the department broadcasts.

After the State Department series, 12 or more additional programs will be devoted to American international policy by the legislative branch, with many members of the Senate Foreign Relations Committee and the House Foreign Affairs Committee participating. Among them will be Chairman Tom Connally and the ranking minority member, Hiram W. Johnson,

ACLU's Radio Group Acts On Legislation

(Continued from Page 1)

cratic rights." The Wheeler-White declaration stated that issues of public importance should be carried by the broadcasters on a sustaining basis as a public service, and that varying viewpoints should be accorded equal opportunity of expression, also touching on the need to improve the tenor of commercial programs and cut down on the plugs.

The ACLU Radio Committee, in its statement, also opposed the limitations of newspaper ownership of stations, as well as any changes in the existing regulations, expressing approval of existing FCC regulations pertaining to political broadcasts, sponsor identification, and chain broadcasting, but held that it would be inadvisable to make these regulations the subject of legislation.

It was also revealed that a conference would be held in the near future, together with representatives of the NAB, to discuss legislative proposals.

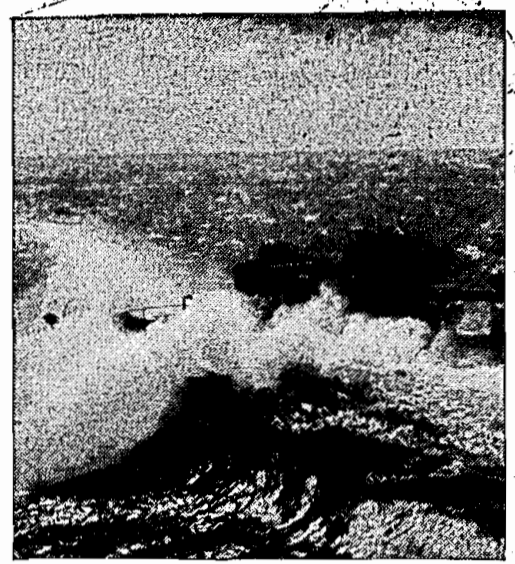
The members of the ACLU Radio Committee are: Thomas R. Carskadon, research director, 20th Century Fund, chairman; Ruth Brindze, author; Harwood L. Childs Public Opinion Quarterly; James L. Fly, former chairman of the FCC; J. G. Gude and David Halperin, radio consultants; Ben Herzberg, attorney; Quincy Howe and H. V. Kaltenborn, commentators; Robert J. Landry, CBS Director of program writing; Dr. Paul F. Lazarsfeld, Office of Radio Research; Morris S. Novik, Director of WNYC; Mrs. Harriet Pilpel, attorney; Elmer Rice, playwright; Thomas L. Stix, radio consultant, Norman Thomas and Carl M. Watson, radio executive. An advisory committee from the industry act as consultants.

Menser At Columbia 'U'

Clarence L. Menser, NBC vice-president in charge of programs, spoke recently before the Columbia University radio class, on Communications Research. Dr. Paul R. Lazarsfeld, is director of the course.

of the Senate committee, also Chairman Sol Bloom and the ranking minority member, Charles A. Eaton of the House group.

In later broadcasts, Senators and Representatives who are not members of the two committees will be heard.



HEAVY WEATHER

That's not such a good picture in this 1 column size. But enlarged it certainly gives you an idea of what "heavy weather" can mean to a ship.

We're using it to try to remind radio advertisers that when sales start to hit heavy going... they'll need to check all the media they buy. And the time to start thinking is NOW.

Our interest is radio in Baltimore... W-I-T-H, the successful independent. Authenticated facts prove that in this 5 station town, W-I-T-H produces the greatest sales results at the lowest cost.

These facts are available to anyone interested in getting the jump on the storm... NOW!



W-I-T-H IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-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."



How it Feels to be Making Progress

SEE Radio Daily last Wednesday? Has pages and pages of results on their Certified Poll of "1,051 editors and writers of the critical press of America." It was pleasant reading.

We didn't walk away with the show. Did anybody expect us to? We, the youngest of the major networks? When the other two major networks have had a whole string of years in which to experiment with shows, with talent, with schedules?

Well, it looks as though we came out of the poll better than anyone anticipated we might.

NBC came up with 13 firsts. That is a great record. 2 firsts in the daytime, 11 at night.

CBS came up with 4 firsts—two daytime shows, 2 nighttime.

We—the Blue—came up with 6 firsts. That's right: 6. One in the daytime, 5 in the evening.

This Radio Daily poll is evidence that, at least as far as 1,051 editors are concerned, we have two and one-half times as many top favorites in the evening as CBS. And when "One Man's Family" moves to the Blue next month, we will have six of the top raters, to NBC's ten.

So, as far as 1,051 editors are concerned, we must be the No. 2 favorite network.

But the detail about this which is most pleasing is that *five of our firsts are in the evening.*

This is important because everyone knows

how well we are doing in the daytime . . .

the best ratings in the morning of any network every month of 1944; the only major network to make rating gains during the day in 1944 . . .

that we might get to be like an actor who plays too many of the same roles. People might get to saying: "The Blue is a great daytime network." We are, but we're more.

* * *

A lot of people at the Blue are doing a lot of work. Night work. There is a lot of enthusiasm over here. A lot of determination and conviction that, with the help of the agencies and advertisers *whose competitive efforts to sell goods at low cost have made a nation listen*, a truly great network will one day emerge out of our joint efforts.

These evidences of progress are fuel for the fires.

And speaking of evidences, perhaps the most gratifying of all are those hard-headed radio time buyers who are planning to get franchises on our network. They are looking at the costs of the three networks; eyeing their budgets; sensing the increasing need to reduce the cost of distribution. And that \$3,500 a week that the Blue saves for them on a nighttime half hour over the next less-expensive network is a vital factor, and deserves the greatest consideration—particularly in the light of the Blue's progress—as evidenced by such things as the Radio Daily poll.

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 .

Night-time listening in

• FIRST of a series of reports from NBC's 1944 Nation-wide Survey of Listening Habits is just completed.

It contains details as to how the people in 1077 cities . . . all the U. S. cities of 10,000 population and over and accounting for 16,000,000 radio families or 56 percent of the nation's

total . . . responded when they were asked: "To which station do you listen MOST . . . at night, after 6:00 p.m.?"

These pages give you the highlights. For complete information, write to the NBC Promotion Department for the booklet—"1077 Cities . . . and How They Listen at Night."

NBC leads next network in
"listened to most at night" by 128%

and . . .



57% of the Radio Families "Listen Most" to NBC



25% of the Radio Families "Listen Most" to Network B

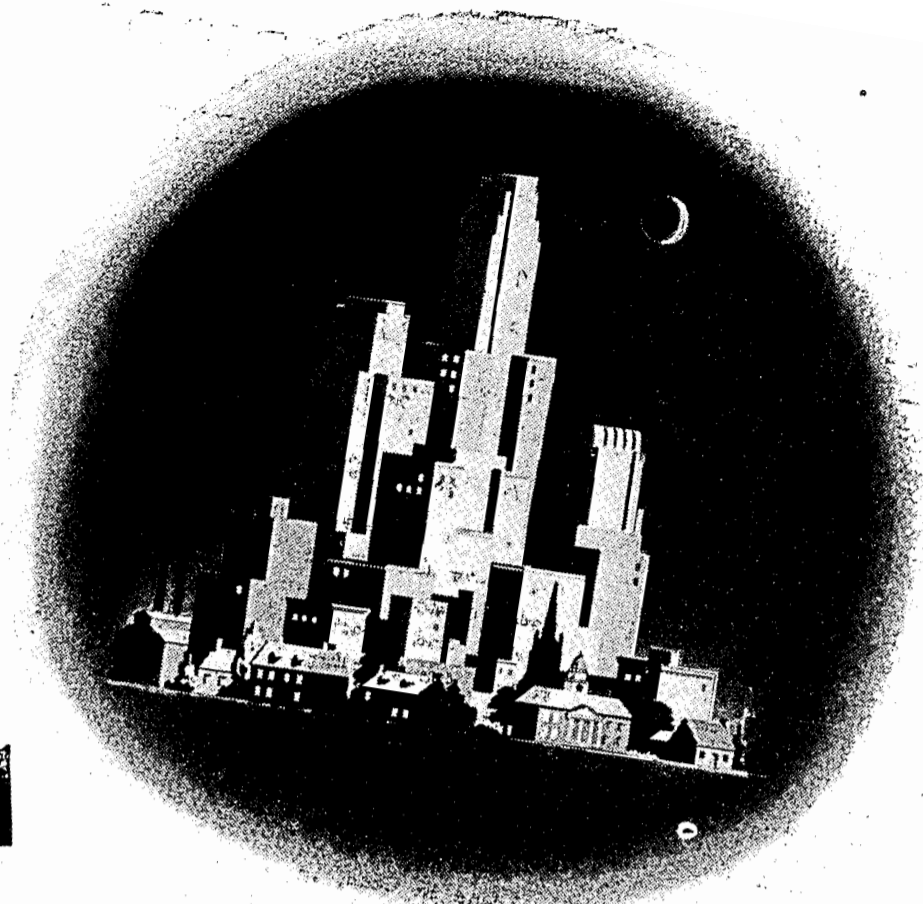


6% of the Radio Families "Listen Most" to Network C



9% of the Radio Families "Listen Most" to Network D

1077 cities



Ranking up by cities:
NBC leads by nearly 6 to 1



In 860 cities NBC leads all other Networks (total radio families 14,576,813)



In 154 cities Network B leads all other Networks (total radio families 1,254,996)



In 32 cities Network C leads all other Networks (total radio families 149,949)



In 14 cities Network D leads all other Networks (total radio families 50,158)

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

Musician-Quota Hit In Report By WLB

(Continued from Page 1)

sion. In a report on the case made yesterday by Herbert R. Northrup, senior hearing officer of the regional WLB, in New York, recommendations were made which, if upheld are likely to create repercussions in the entire broadcasting industry. These recommendations will enable the station to cut its quota from 12 to 5, less than half the number it now employs. The report also recommends a 15 per cent wage increase, retroactive as of April 1st last year, but only to those musicians retained by the station.

"It is first of all clear," states the report, "that radio station WOV has no need for, and cannot use, 12 musicians. The requirement that it must hire 12 musicians at all times is thus a 'make-work' rule which insures a weekly wage to a number of men who do virtually nothing to earn it except belong to the Musician's Union. Any attempt to characterize this provision otherwise just ignores the realities of the situation."

Explaining that "Statements and records of the union show that it has no local unemployment problem," the report says that "at all times, the Union has claimed that it is necessary to impose the quota upon the radio station in order to take care of unemployment."

"But as has already been shown, the Union is amply protected and to force the Company (WOV) to agree to a quota and wage increase would be analogous to double taxation."

The WLB report also points out that the "minimum quota system" is imposed at a time when: "(1) There is no unemployment of musicians either nationally or locally; (2) the Union will have the benefits of its 'unemployment tax' on records to care for its unemployed; (3) quotas which exceed the number of men needed can . . . now in fact be compared to 'double taxation'."

The WLB report condemns the practice of "pay-without-work" rules, and adds: "The War Labor Board cannot act in a vacuum; it is a creature of war and must never ignore that fact. We are today in this country faced with an extraordinarily serious manpower shortage. If the musicians herein involved cannot find employment in their trade . . . they will find ample opportunities in war work."

Treaty-Discussion On CBS

"Can Treaties Assure Peace?" will be debated informally on CBS' "People's Platform" tomorrow from 6:15-6:45 p.m., EWT.

Ave Maria Hour
WMCA — Sunday — 6:30
For 10 years the number one Religious drama of the Americas.
IT'S A DONALD PETERSON PRODUCTION



Reporter At Large . . . !

● ● ● There seems to be much discussion these days pro and con regarding the rivalry existing between the branches of the Armed Forces and we hope that this item, given us by Tom Slater, Director of MBSpecial Events and Sports, which to us reflects the true picture of the mutual regard our Fighting Yanks have for one another, puts the quietus on the question . . . each nite at the Stage Door Canteen in Gotham, a drawing is made and the lucky winner is rewarded with a free phone call to his home . . . a member of the Army outfit which relieved the U. S. Marines after the Devil Dogs had established and held the beachhead at Guadalcanal, was the winner . . . instead of accepting the free phone call to his home in Compton, California, the G.I. asked Slater to give the 'free call' to a Marine whom he recognized at the Canteen as one of the men his company had relieved . . . as he put it and we quote:— . . . because the Marines had preceded him on Guadalcanal when the going was toughest . . . unquote:— . . . ● Arthur Gary, subbing for ailing Don Goddard, doing a fine newscasting job on the 7:30-7:45 a.m. spot across the board on WEA. ● David Brooks, who sings most of the songs in the stage success, "Bloomer Girl," will trill them tonite on the "Stars of The Future" program via the Blue Net.



● ● ● Harry Wismer, ace Blue Net Sportscaster, is back in Gotham from Washington where he was guest of honor at the Touchdown Club Dinner and where he also attended the dinner tossed by the Capitol Correspondents Club in honor of President Roosevelt. . . ● Harold Lloyd and Fred Allen will be honored with a party Sunday following the broadcast of "The Show-off" on the 'NBCComedy Theatre' series. . . ● Jacob van Berkel, recently returned from Holland will make some interesting disclosures when he is interviewed tonite by Richard Harkness at 11:15 p.m. via NBC. . . ● Andy Razaf, composer of "Ain't Misbehavin'," "S'Posin'," "Massachusetts," and many other song hits, was rewarded with an invitation to FDR's Inaugural, for having written special War Bond songs for the Treasury Department. . . ● Radiolite Mildred Murray has come up with a Fashion Idea which is a 'natural' for television.



● ● ● Radio hasn't lost Arch Oboler to the movies . . . the prolific scripiter who has just completed his first picture assignment, the M-G-M flicker, "Alter Ego," on which he was writer-producer-director, will leave Hollywood for Gotham the end of this month to ready a new series that will be heard via the Blue or Mutual. . . ● Described by Charlie Chaplin as "the world's greatest pantomime artist" Jimmy Savo, currently starred at Cafe Society Uptown, has been signed to make five more appearances on the "NBCChesterfield Supper Club". . . ● Baritone Jerry Cooper doesn't know it but his sub rosa gift of 300 dolls to English War Orphans last Christmas is a SECRET no longer . . . (we would have to spill the beans). . . ● Lyle Van, WEAFeatured "11th Hour Newscaster," leaves for Chicago Sunday to address a meeting of Pure Oil Co. execs and employees, which sponsors the H. V. Kaltenborn NBCComments which he announces. . . ● A new fifteen-minute variety show, femceed by Frances Scott and featuring Frank Luther and Gwen Davies, may be coast-to-coasted soon by a national fashion concern. . . ● We've tossed him many a radiokay for his vocalsthenics this past year . . . Bud Barry evidently agrees with us for he's just sigond Baritone Johnny Thompson, currently featured with Pogy Mann on the Blue Net's "Set To Music," to an exclusive contract.



— Remember Pearl Harbor —

AGENCIES

LOUISE DYKES, space buyer, Benton & Bowles, spoke yesterday before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "The Place of Business Papers in Advertising." This meeting was held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

FAWCETT PUBLICATIONS announces that Adrian James Flanter has joined the public relations department in an executive capacity. Long identified in the broadcasting field as a promotional counsel, Mr. Flanter was previously connected with Spot Sales, Inc., J. M. Hickerson Advertising Agency and prior to that conducted his own advertising agency. . . . Another recent addition to the public relations department is Barbara Van Sleet. Miss Van Sleet formerly had been with NBC and the USO.

Spot News Campaign Set For C. F. Mueller Co

(Continued from Page 1)

recently by Gene Hulshizer, account executive of Duane Jones agency. Six more cities are expected to be added in the near future, he said.

Stations and newscasters included: Don Goddard, WEA, N. Y.; Baulhage for the following: WTRY, Troy, N. Y.; WGR, Buffalo, N. Y.; WARM, Scranton, Pa.; WRNL, Richmond, Va.; WGH, Newport News, Va.; Jack Scallion, KYW, Philadelphia, Pa.; Wayne Johnson, WGAR, Cleveland, Ohio; Charles Hobart, WNBF, Binghamton, N. Y.; Tom McCarthy, WKRC, Cincinnati, O.; Tom Maxwell, WGS, Atlanta, Ga.; John Barry, WDR, Hartford, Conn.; Charles Earl, KDKA, Pittsburgh, Pa.; Marvin Behrens, WBZ-WBZA, Boston-Springfield; Tom O'Connor, WBAL, Baltimore; Harry A. Moreland, WF, Providence-Pawtucket, R. I.



VAUGHN MONROE
records for
LANG-WORTH

WLB Upholds AFRA In Dispute With WMAL

(Continued from Page 1)

The board and made a "recommendation" to board, and that, therefore, the board should have reaffirmed an earlier decision in the case or consulted with the arbitrator to determine whether his conclusions would have been the same in either case. The earlier decision had rejected the arbitrator's award with respect to the payment of fees for commercial broadcasts, but approved the \$50 increase as in accord with WLB policy not to order a change in the method of wage payment.

The Evening Star Broadcasting Co., owner of the station, and AFRA were in agreement that the staff announcers should receive additional pay.

The fee system granted by the arbitrator, Dr. Royal E. Montgomery, and approved by the board as not violating wage stabilization, is similar to that contained in contracts between the union and three other stations.

Retroactive date of the arbitrator's award is October 15, 1943, the date on which the parties signed a stipulation to arbitrate the dispute.

In an opinion for the majority of the board, Lewis M. Gill, a public member, explained that the case was referred solely for appointment of an arbitrator and that the only function of the board was to appoint the arbitrator and "to review his award, if it involved a wage adjustment, to determine whether or not the award was compatible with the wage stabilization program."

In regard to the WMAL-AFRA decision, K. H. Berkeles, WMAL general manager, declared that "it is incomprehensible to me that the National War Labor Board, in the WMAL-AFRA case, can construe a hearing officer's report, embodying only his recommendations, as an arbitrator's award. The Evening Star Broadcasting Company is entitled to a decision based on the merits of the case, and, of course, we will take the necessary steps to that end."

Blue's Television Tie-Ups Will Make Debut On Feb. 25

(Continued from Page 1)

Tuesday, Feb. 27. Regular weekly half-hours on both stations will continue thereafter.

Cites Variety of Uses

In announcing the Blue's television plans, Robinson stressed the fact that the Blue is not limiting its experience to any one variation in the use of television nor to any one manufacturer's equipment. The Blue's television directors and engineers will be getting actual experience in studios, on location, and in experimental laboratories of two major manufacturers. "Out of this," Robinson said, "will come a well-rounded knowledge of equipment, and a full experience in the use of the medium. When the time comes, the Blue Network will be ready. Its people will be experienced and we will be free to move in any direction."

As a general policy in the begin-

ning of the Blue's television operation, Robinson said that there would be no attempt, at this time, to do anything other than experiment with the televising of radio shows, rather than the production of shows especially for television.

Blue television production will be under the supervision of Adrian Samish, Blue Network national program and production director, who has assigned directors to work with Paul Mowrey, in charge of television for the Blue Network. The directors will work directly with the station staffs on the production of the shows. The directors however, will continue most of their present duties with the Blue production department.

Negotiations are under way with Balaban & Katz to present suitable network programs by television from the studios of WBKB in Chicago.

War Messages On CBS 4,746 In Three Months

(Continued from Page 1)

to America's activities on both the home and the fighting fronts, shows that of the total broadcasts, 1,774 programs carrying 1,913 war-related items and occupying 361 hours and 52 minutes of air time, were sustaining. Commercial programs on the network carrying war messages totalled 2,398 covering 2,833 items, and occupying 376 hours and 27 minutes air time.

The number of war messages exceeded the number of programs due to the fact that some programs carried more than one message.

Major topics treated on the programs included messages and announcements on behalf of nearly every branch of the armed services, government departments, executive, legislative, post-war and morale campaigns and advices.

Programs with war news totaled 1,756 broadcasts occupying 316 hours and 46 minutes. The Armed Services and major war topics, like rationing and conservation, had top place in the categories covered.

Bob Hope Tops 'First 15' In Mid-January Reports

(Continued from Page 1)

Crosby, Jack Benny, Walter Winchell, Joan Davis-Jack Haley; Lux Radio Theater; Kay Kyser (first half-hour); Abbott & Costello; Eddie Cantor, Hildegard (computed measurement); Your Hit Parade and Aldrich Family.

C. E. Hooper also announces currently the availability of broadcast audiences measurement by "total audience" size to be furnished on survey basis to web subscribers.

GE Appoints Markham Manager Of Television

(Continued from Page 1)

Markham fills the vacancy created when Robert L. Gibson, former assistant to Peare, was named advertising and sales promotion manager of the new chemical department. In addition to his new responsibility, Markham will continue as manager of the company's frequency-modulation station WGFM, and in charge of farm and science broadcasting from WGY. No other changes are made in the personnel of WRGB and Hoyland Bettinger will continue as program manager of television.

Lawrence On "People"

Marjorie Lawrence, one of the few guests to play a return engagement on "We The People" in the same season, will be heard this Sunday on the CBS program on behalf of the March of Dimes campaign.

Porter FCC Nomination Confirmed By Senate

(Continued from Page 1)

expiration of his term in 1949. Senate confirmation actually was the naming of Porter as a member of the Commission, with the Chairmanship a matter of designation by the White House.

Religious Series On WNEW

WNEW's new program series will consist of dramatizations of the part religion plays in the war, starting Jan. 21, at 10-10:15 p.m., EWT. The series will be called "Pulpit In The Foxhole." Opening program is entitled "That Others Might Live," the story of the three chaplain, Protestant, Catholic and Jewish, aboard a sinking transport.

SEND BIRTHDAY GREETINGS TO---

January 19

Norman Barry Charles Henderson
Lew Preston Lanny Ross
Paul Small Alvin Weisfeld
Roger Williams Fair Taylor

January 20

George Burns Dinty Doyle
Mischa Elman Connie Haines
Ed Fitzgerald Al Rice
George V. Kelly Dick Kelly

January 21


Al Harding Sam Faust
Charlotte Manson Elizabeth Hart
Allen Prescott Muriel Pollock
Helen Reis George Putnam
Carveth Wells Jack Keasler

BOB MOODY

SPOTS
SELLING
TALKS

Call PL. 3-2195


What's cooking? If you're a graduate home economist—if you have broadcasting experience and can project personality over microphone—if you can do selling job on and off air—"what's cooking" for you at KMBC is job with present (participation in earnings) and future (station operating FM and planning television). You can take over immediately as KMBC's home economist with two nationally promoted (and sponsored) programs, "The Happy Kitchen" and "The Food Scout." Rush full details including experience, education, religion, marital status, age, photograph, voice transcription, etc., to Karl Koerper, managing director, KMBC, Pickwick Hotel, Kansas City.



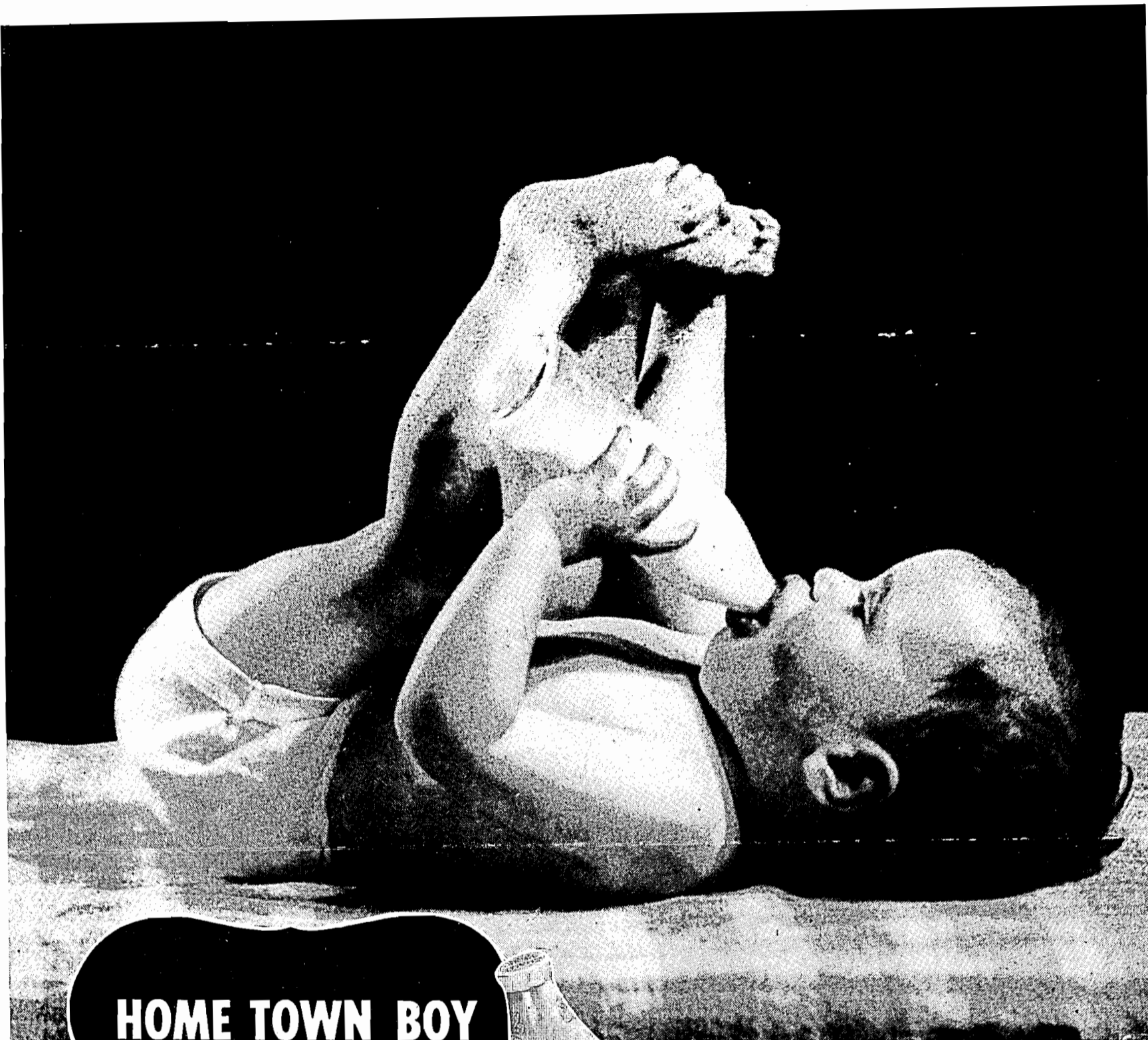
BECKLEY, WEST VIRGINIA

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**



**...or how to win the
Baltimore market!**

Remember 1936? A second term and nine years ago. That's when Cloverland Farms Dairy* started on Baltimore's Big Home Town Station WFBR. It was natural that the Cloverland people—home town boys who grew from small beginnings to Baltimore's biggest independent dairy—should turn to WFBR.

Since then Cloverland has consistently been on WFBR in programs of their own or on WFBR's specials—such as Club 1300. Right now they have

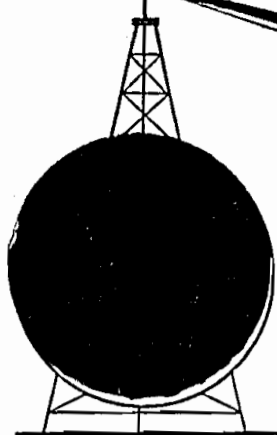
the 5 minute news period on Club 1300 six days a week at 11 A.M.

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 H. Mahool, Advertising

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

WFBR



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 15

NEW YORK, N. Y., MONDAY, JANUARY 22, 1945

TEN CENTS

Porter Clarifies "Freeze"

FM Men Assail FCC Re Allocation Move

Washington Bureau, RADIO DAILY

Washington—In the sharpest attack yet on the FCC's proposed post-war frequency allocations, the board of directors of FM Broadcasters, Inc., on Friday reaffirmed by unanimous vote their opposition to shifting the FM service from its present location in the spectrum—42-50 megacycles. Those frequencies should be retained, with additional contiguous channels added, FMBI believes.

It is significant that Dr. R. R. Lowdermilk, of the U. S. Office of Education was among those participating in the unanimous vote. The (Continued on Page 8)

Blue Web Advisory Group Closes Three-Day Meeting

Stations Planning and Advisory Committee of the Blue Network, ended a three-day session late last week, during course of which the committee discussed plans for Blue operations of the next quarter with network officials. H. Allen Campbell of WXYZ, is chairman of the committee.

Members of the committee, all of (Continued on Page 2)

Vandenberg Bill Passed; Puts Curb On Petrillo

Passing of the Vandenberg Bill by the Senate, long anticipated, occurred late last week. The old Senate had passed the bill last fall, but Congress was adjourned before the bill could reach the House. However, it is expected that this time the bill will be (Continued on Page 8)

"Dollar Dolly"

Edward R. Hitz, assistant to NBC vice-president in charge of sales, was the winner of the \$25 War Bond in the NBC employee's contest for the most suitable name for the scoring machine used on the "Finders Keepers" program. Hereafter, the device will be known as the "Dollar Dolly." The scoring machine was designed by C. L. Menger, NBC vice-president in charge of programs.

Drugs-Toilet Goods Led CBS 1944 Clients

Drugs and Toilet Goods, led the gross billings by industry classification on CBS during 1944, the network revealing a grand total of \$66,791,319 in gross revenue for the 12-month period. Leading industry classification showed billings of \$19,580,756, with Food and Food Beverages in second place with gross billings of \$15,925,268. General Foods Corp. was the leading client with expenditures of \$5,537,409 on the year, with Lever Bros. Co. second with a gross ex- (Continued on Page 7)

Kelvinator Tele Debut Via Kitchen Comedies

Television debut of the Kelvinator division of Nash-Kelvinator will be made with the performance of the Society of Amateur Chefs in a 30-minute comedy program series entitled "Fun (Continued on Page 2)

Says Tele And FM Permits Will Go Applicants Deemed Most Deserving Developmental Plea No 'Loophole'

Sees Future Of BMB Pending On Stations

Following the first annual meeting of the board of directors of Broadcast Measurement Bureau in New York recently, President Hugh Feltis said the future of BMB now rests squarely in the hands of the individual radio stations managements.

Weighing the importance of forthcoming NAB district meetings, Feltis declared that "with the bureau (Continued on Page 8)

Benoit Elected Vice-Pres. Of Westinghouse Stations

Baltimore—Election of Walter E. Benoit as vice-president of Westinghouse Radio Stations, Inc., was announced today by Walter Evans, vice-president of the Westinghouse Electric & Manufacturing Company and (Continued on Page 2)

Local Stations Co-Op In Peace-Prize Awards

Chicago—The first major peace treaty awards of World War II will be handled exclusively through radio with local stations and network outlets becoming sponsors of a "National (Continued on Page 7)

Washington Bureau, RADIO DAILY
Washington—Tele and FM applicants will not be served on a "come, first served" basis, FCC Chairman Paul A. Porter told the FCC Association, Friday night, nor developmental licenses be loopholes in the general "freeze."

Porter, in his first speech since taking over his new post, spoke some length on the history of "freeze" orders by the FCC during the period, quoting liberally from (Continued on Page 8)

Programming Of Will Completely Revamped

In the current plans to gear W for greater recognition in the New York metropolitan area, Wil Schroeder, general manager, stated on Friday that in the near future promotion and sales campaign will be launched to report to all advertising executives new developments and aims of the station.

Programs will be built to appeal (Continued on Page 7)

Program Promotion Div. New Blue Network U

The formation of a new division for program promotion, of the program department of the Blue Network has been announced by Hubbell Robi (Continued on Page 2)

★ THE WEEK IN RADIO ★

Allocations Proposals

By CHARLES MANN

THE FCC issued its allocations proposals and most eagerly sought were those regarding the television status: commercial tele stays below 300 mc. and 480-920 band for experimentation. FCC proposes to move FM from 42-50 to 84-102 megacycles, automatically causing this department to start from scratch as soon as materials are available, should the Com-

mission's report be accepted. Other pertinent proposals are: 20 channels for educational FM; railroads be allotted channels, "walkie-talkie" service to civilians. Discussions re the aforementioned will be heard by the FCC on Feb. 14.

Freeze: Collaborative efforts of the FCC, WMC and the WPB have re- (Continued on Page 6)

There are other ways to reach Northern New England—but WLAW is the most satisfying. Advt.

The busy Northern New England market is a profitable market—best reached by WLAW. Advt.

Appeal

Infantile paralysis victims whose way back to recovery was effected through the facilities made possible by the National Foundation, will make appeals for the March of Dimes drive by relating their personal experiences, briefly and pungently, in one-minute narrations to be broadcast several times during the course of each day over WPAT, Paterson, N. J.

Dimes

WMCA's Jerry Lawrence is going to charge a "dime a tune" all recording fans who write telephone requests to have their favorite selections aired on the station's "Air Theater," starting today. All dimes contributed will be sent to the President's Warm Springs Foundation crusader to help victims of infantile paralysis. The program will end Jan. 27.



30, No. 14 Mon., Jan. 22, 1945 Price 10 Cts.

HN W. ALICOATE : : : Publisher

ANK BURKE : : : : : Editor

RVIN KIRSCH : : Business Manager

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FINANCIAL

(January 19)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Tel. & Tel.	163 1/2	163	163 1/8	- 1/4
A	35 7/8	35 1/4	35 1/4	...
Key Corp.	33 1/2	33	33	...
Worth T. & R.	15 1/2	15 3/8	15 1/2	- 1/4
Electric	39 1/2	38 3/4	38 3/4	- 1/4
o	34 1/2	34	34	- 5/8
Common	11 3/4	11 3/8	11 5/8	- 1/4
First Pfd.	79	79	79	- 1/2
art-Warner	17	16 3/4	16 3/4	- 3/8
inghouse	120 1/4	119 1/4	119 1/4	- 1
h Radio	39 1/4	39 1/8	39 1/8	- 1 1/8

NEW YORK CURB EXCHANGE

Time Corp.	35 1/2	35 3/8	35 1/2	- 3/4
Union Radio	6 1/2	6 1/4	6 3/8	- 1/4

20 YEARS AGO TODAY

(January 22, 1925)

Radio's fight fans will be dismayed by the announcement that Jack Dempsey is through with the prize ring unless a fight is arranged before he carries Estelle Taylor some time in May. . . Mildred Delma, dark-eyed exponent of Spanish folk songs, is favorite of local airwaves.

Blue Web Advisory Group Closes Three-Day Meeting

(Continued from Page 1)

whom were in attendance, are: Dist. 2, H. Allen Campbell, chairman, WXYZ, Detroit; Dist. 1, William A. Riple, WTRY, Troy; Dist. 3, C. T. Hagman, WTCN, Minneapolis; Dist. 4, Henry P. Johnston, WSGN, Birmingham; Dist. 5, Harold Hough, KGKO, Ft. Worth; Dist. 6, Duncan Pyle, KVOD, Denver; Dist. 7, W. B. Stuht, KJR, Seattle and Dist. 8, W. C. Bochman, WCOS, Columbia, S. C.

Network officials who met with the committee during the various meetings included: Edward J. Noble, Chairman of the Board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Keith Kiggins, vice-president; Robert Kintner, vice-president; Hubbell Robinson, Jr., vice-president; E. R. Borroff, vice-president; John Norton, Station Relations Manager; Fred Smith, Director of Advertising and Promotion; C. P. Jaeger, General Sales Manager; Don Searle, General Manager of the Blue's Western Division; Adrian Samish, National Program and Production Director; Stanley Joseloff, National Director of Talent and Development; Charles C. Barry, National Director Program Operations; Murray B. Grabhorn, Assistant General Sales Manager; Stanley Florsheim, Manager Co-op Program Sales; Charles E. Rynd, Treasurer and Assistant Secretary; Frank Marx, Technical Advisor; and Paul Mowrey, Manager of Television.

Kelvinator Tele Debut Via Kitchen Comedies

(Continued from Page 1)

In the "Kitchen," over Du Mont's WABD, tomorrow from 8:45-9:15 p.m., EWT.

The initial program will feature Ben Irvin Butler, president of the Society, with Otto Soglow and Rube Goldberg, noted cartoonists, as guest stars. Zora Layman, radio and recording vocalist, will introduce a new song, "Fun In the Kitchen," written by Frank Luther. Present plans provide for a series of the programs with two different guests on each telecast.

The new program series is handled by Geyer, Cornell & Newell. Eleanor Larsen is producer, assisted by Jack Mason. Ted Estabrook is directing and Barbara Bender is the writer.

Benoit Elected Vice-Pres. Of Westinghouse Stations

(Continued from Page 1)

head of the broadcasting subsidiary. Benoit will take over substantial executive duties for all Westinghouse standard band and shortwave broadcasting facilities, Mr. Evans said, while continuing as assistant to the vice-president, Radio and X-Ray Divisions. He will maintain headquarters in Baltimore.

"Our stations now are busier than ever before," Mr. Evans pointed out, "making their respective contributions to the national war effort and planning new services for their millions of listeners after victory has been won. Five of them—KDKA, KYW, WBZ, WBZA and WOWO—already are operating frequency modulation transmitters, broadcasting regular program schedules by this latest radio technique. . . ."

Cites Television Activities

Evans mentioned Westinghouse's television activities and pending applications for licenses. Also the expanded responsibilities with the recent acquisition of KEX, Portland, Oregon.

Program Promotion Div. New Blue Network Unit

(Continued from Page 1)

Jr. network vice-president in charge of programs and production.

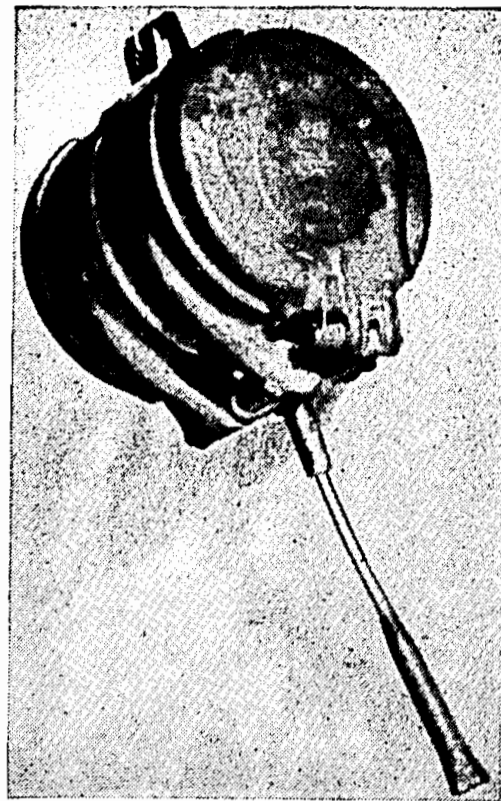
The new division will be headed by John Coburn Turner, formerly script editor of the Blue, and will be responsible for all promotion on the air of the Blue and its shows. The division will work in close association with, and following the directives of, the promotion and advertising department of the Blue under Fred Smith.

Working under Turner in the new division are three writers: Juliet Glen, formerly of Compton and recently resigned from the American Red Cross; Marjorie Duhan, also of Compton, and Patsy Cristy, formerly a researcher for Isabel Manning Hewson on the latter's "Land of The Lost."

Connect in Connecticut

WDRC

HARTFORD 4 CONNECTICUT
WDRC - FM



Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent . . . but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good . . . but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at . . . before you buy any time in Baltimore. We'll be glad to show them to you.



W-I-T-H
IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Exclusive!

CUBS '45
BASEBALL

W-I-N-D
CHICAGO

10 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.



**ARE
YOU READY
FOR
TELEVISION?**



The time is near for advertisers to revise their concepts of mass selling ...to become familiar with tomorrow's new measurements of production and consumption.

For full-scale Television is near—a medium of unparalleled mass impact, certain to create profound changes in our national life. The combined effectiveness of sight plus sound is generally estimated as ten times greater than sound alone. Consider the potentialities of such a selling force — projecting new thoughts, new ideas, new products, into millions of homes simultaneously...molding men's minds and

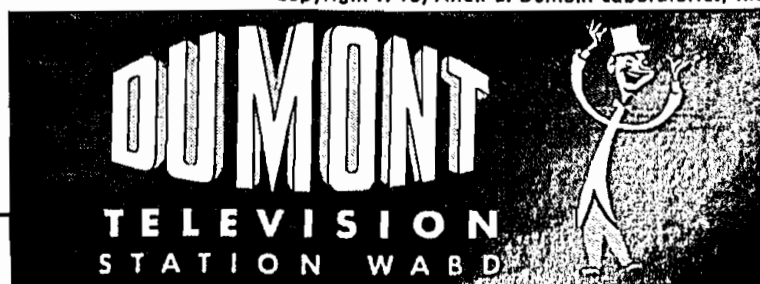
stirring their hearts to action in a matter of moments!

Don't sell Television short! Nine Television Stations are on the air today. More than eighty applications to construct stations have been filed with the Federal Communications Commission. Scores of advertisers and advertising agencies—for more than a year—have been developing commercial techniques by producing experimental Television programs at DuMont's WABD, New York. Better look into Television now before its inevitably swift postwar expansion moves into high gear. Get in touch with DuMont today.

DuMONT TELEVISION IS READY... ARE YOU?

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT,
2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND
STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

Copyright 1945, Allen B. DuMont Laboratories, Inc.





"The Network Most Peoples



NBC Winners in Eighth Annual Poll

Favorite Commercial Program	<i>Information Please</i>
Favorite Entertainer	<i>Bob Hope</i>
Favorite Male Vocalist (Classical)	<i>John Charles Thomas</i>
Favorite Male Vocalist (Popular)	<i>Bing Crosby</i>
Favorite Feminine Vocalist (Popular)	<i>Dinah Shore</i>
Favorite Symphonic Conductor	<i>Arturo Toscanini</i>
Favorite Comedian	<i>Bob Hope</i>
Favorite News Commentator	<i>Lowell Thomas</i>
Favorite Dramatic Serial	<i>One Man's Family</i>
Favorite Sports Commentator	<i>Bill Stern</i>
Favorite Quiz Show	<i>Information Please</i>
Favorite Announcer	<i>Don Wilson</i>
Favorite Comedienne	<i>Joan Davis</i>
Star of Tomorrow (Female)	<i>Jo Stafford</i>
Favorite Comedy Team	<i>Fibber McGee & Molly</i>



Highlights of Survey Sidelights (from Radio Daily)

Bing Crosby . . . with the largest individual vote of any artist or program . . . piled up a staggering plurality

Joan Davis never in danger as favorite comedienne

Information Please received many votes in the favorite educational classification

Lowell Thomas . . . heading the commentators . . .

. . . Dinah Shore outdistancing her competitors . . . by a margin leaving no doubt as to her popularity

Toscanini a tower of strength

Fibber McGee and Molly ran strongly ahead as a favorite comedy team . . .

. . . Jo Stafford headed the gal starlets . . .



Listen to Most" is Radio's radio, too

15 out of 26 places in Radio Daily
Poll go to NBC stars and shows

The National Broadcasting Company wishes to express its appreciation to the nation's radio editors and writers who again this year cast their votes overwhelmingly in favor of NBC programs and stars in the poll conducted by Radio Daily.

In voting NBC 15 out of 26 places, radio critics gave NBC stars

and shows three times as many firsts as any other network.

As these results indicate, "The Network Most People Listen to Most" is America's No. 1 Network with critics and reporters as well as with the millions of Americans who listen solely for entertainment, education and information.

National Broadcasting Company

America's No. 1 Network



A Service of Radio
Corporation of America

AGENCIES

WILLIAM H. WEINTRAUB & COMPANY has been appointed to handle the advertising of Miss Swank Slips and Miss Swank Classic Tailored Pajamas for women. Newspapers, magazines and network radio will be used during 1945.

DOHERTY, CLIFFORD & SHENFIELD, INC., have engaged Carl Nickel as account executive on Peterman's and Rubberset. Prior to his joining the agency he was merchandising executive for Compton, also for Lord & Thomas.

WILLIAM S. SHEPHERD has been named director of radio of the Minneapolis office of McCann-Erickson, Inc. He is being transferred to Minneapolis from Chicago where he has been a member of the agency radio department for two years.

THE IMPERIAL PEARL SYNDICATE and The Imperial Gem Syndicate, of Chicago, announce the appointment of Al Paul Lefton Company, Inc. to handle their advertising.



Memos Of An Innocent Bystander . . . !

● ● ● Radio has helped many a singer or ork pilot to acquire 'personal fan clubs' (many of them instigated and nurtured by their respective praise agents) . . . but without any fan-fare or promptings of any kind, Cyril Armbrister's Blue Network program, "Land of the Lost," has inspired the formation of hundreds of Children's Clubs throughout the country, bearing the name of that show . . . the motto is 'Never Say Lost,' and the main purpose of the groups is to repair and distribute toys to poor children, help salvage metals and paper for the War Effort and foster purchase of War Bonds and War Stamps. . . and while we're about it, kudos too, to three WABCitizens, Arthur Godfrey, Phil Cook and Margaret Arlen, who last month conducted individual drives on their morning programs for the benefit of members of the armed forces. . . Godfrey asked for and succeeded in obtaining 2,083 pints of blood for the local Blood Bank. Cook received over 20,000 books and magazines for war vets, hospitals and rehabilitation centers and Miss Arlen was showered with about 30,000 Christmas Gifts for distribution at nearby camps, bases, hospitals and P.O.E's . . . **A LOW BOW** to everyone concerned in the noble-spirited endeavors.



● ● ● Dan Tuthill has an NCACorking good idea which will be the new Dunninger radio vehicle when the mental quizard returns to the ether. . . ● Mary Cavanaugh who succeeds Sid Eiges' new assistant Tom Knode as head of the NBC Press Department in Washington, D. C., spent a few days in Gotham before leaving for a much-needed vacation in the mid-west. . . ● Baritone Dick Brown, whose MBSongfests are sponsored each Sunday by the Formfit Co. of Chicago, makes his Gotham theater debut at the Roxy starting February 7 . . . another Jimmy Rich protege. . . ● For their historical value, daily scripts of two NBCcommentators, John W. Vandercook and James Stevenson, are now being filed by Col. Adelno Gibson, librarian of the Army War College Library in Washington. . . ● After six years as the young wife in the NBC series, "When A Girl Marries," Mary Jane Higby took the marriage vows for 'keeps' when she middle-aisled it last week with Guy Sorel, a member of the NBCast of "Laura Lawton." . . ● After three successive guestrill spots on the "Family Hour," CBSunday afternoon show, Robert Shafer, tenoriole of the Broadway Musical, "Song of Norway," will henceforth appear on the program as a regular. . . ● Ted Collins has lined up another all-star array of talent for next Sunday's "Kate CBSmith Hour," including Sonja Henie, currently in Gotham with her own Ice Revue, Orson Welles and a return shot for Tom Howard's "It Pays To Be Ignorant' crew of madcaps.



● ● ● The Sammy Kaye-Paul Winchell "Tangee" program written by Arthur Henley and currently heard via Mutual, will move to the Blue Network starting Friday, Feb. 23 and will occupy the 10-10:30 p.m. slot. . . ● Jack Shaindlin, among other accomplishments, recognized as one of the finest pianists in the country, is the director, responsible for Jeri Sullivan's listenable musical short subject, "Tico Tico". . . ● WAC Pvt. Alice Brancato, who under the name of Alice Brent, was vocalovely with George Sterney's Orchestra, is spending her furlough in Gotham . . . she's stationed at Baer Field, Ft. Wayne, Ind. . . ● Brad Reynolds will make a return guestrill appearance Wednesday on the CBSquibb musical . . . Set as featured vocalist on the NBC "Mirth & Madness" series, Frank Connors had to change his plans . . . he'll report for induction Thursday. . . ● Bill Quinn's make-believing on the Blue Net's "Appointment with Life," is big-time.



— Remember Pearl Harbor —

THE WEEK IN RADIO

Allocations Proposals

(Continued from Page 1)

sulted in a freeze order of equipment stipulating no more authorizations for constructing or remodeling of stationary broadcast installations amounting over \$500, unless the grant will make primary service available where it is not now received, or contribute directly to the war effort.

Essential: The WMC revised report lists broadcasting as an essential industry, in a secondary classification. This means that the industry personnel between 26 and 29 may be pulled, according to OWM Chief James Byrnes, per classifications two, four or five.

Quota: Re the minimum quota system which declares that a station must, according to AFM, employ a specific number of musicians, necessary or not, it may be dispensed with as the result of the dispute between WOV and Local 802 of the AFL which is before the WLB for decision.

Spotshots: NAB urges broadcast stations to co-operate on the draft status. . . E. L. Bragdon sees the preparation for the 1945 IRE winter technical meeting as being the most extensive in four years. . . 16th Annual Institute for Education by Radio, originally sked for May 4-7, has been cancelled because of convention-ban.

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

Available

Recording Engineer, Age 21, 4-F Classification. Experienced master-studio control —off the air—Production live shows. Seeks position with future in radio or recording. Write RADIO DAILY, Box 114, 1501 Broadway, New York 18, N. Y.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED!
Blues KING is THE Bay Area Buy!



"Sorry, m'lud! WFDF, Flint, says I must conserve."

Exclusive!
Chicago's Only NEWS-ON-THE-HOUR SERVICE
W-I-N-D
560 Kc. 5000 WATTS

WCBM
A QUALITY STATION with MASS APPEAL in a RICH MARKET
WCBM BALTIMORE
THE BLUE NETWORK STATION
JOHN ELMER President
GEORGE ROEDER Gen. Mgr.
FREE & PETERS
EXCLUSIVE NATIONAL REP.

44 Leaders Of CBS Clients

(Continued from Page 1)
 re of over \$4,000,000.
 & Gamble also passed
 00,000 mark.
 g & Rubicam, Inc. led
 ancies in gross billings
 in 1944 with \$7,966,037,
 d by J. Walter Thomp-
 with \$7,091,514.
 of client and agency
 will be found else-
 on this page.

Monthly Billings, CBS, 1944

.....	5,658,968
.....	5,356,893
.....	5,801,569
.....	5,650,663
.....	5,818,018
.....	5,201,782
.....	5,369,338
.....	5,321,917
.....	5,386,014
.....	5,795,790
.....	5,577,351
.....	5,819,983
.....	\$66,791,319

Stations Co-Operative Prize Award

(Continued from Page 1)
 "reaty" contest, sched-
 ed launching soon after
 ay 15. WNEW, New
 ail WAIT Chicago, were
 stations to take over
 sorsorship in their areas.
 ice contest is being
 n a dramatization of
 k "The Gentleman
 Peace" by William B.
 und which a half-
 nscribed program of
 e title will open the
 n all major cities. In
 a spots listeners will
 t to write their own
 eaties. The best of
 vl receive up to \$750
 nds locally and sec-
 inners will become
 up for the national
 War Bonds of \$2,000,
 600 and many small
 izes. Distributors of
 Gentlemen Talk of
 as allocated \$10,000
 e budget for the cam-
 aich will include no
 or institutional pro-
 Aim of the contest
 aspire the non-liter-
 ary' people of the
 with a desire to voice
 inions on how the
 ace should be drawn
 the war is won."

Welles Guests

Henie, star of rink
 and Orson Welles
 Kate Smith's guests
 day from 7 to 8 p.m.
 BC and the Colum-
 rk.

Columbia Broadcasting System 1944 Sponsor Expenditure

General Foods Corp.	\$ 5,537,409
Lever Brothers Co.	4,842,781
Procter and Gamble Co.	4,348,795
American Home Products Corp.	3,215,834
William Wrigley Jr., Co.	2,386,781
Sterling Drug, Inc.	2,307,314
R. J. Reynolds Tobacco Co.	1,912,727
Standard Brands, Inc.	1,872,575
General Electric Co.	1,635,957
Colgate-Palmolive-Peet Co.	1,627,423
Campbell Soup Co.	1,576,473
Liggett & Myers Tobacco Co.	1,520,922
Phillip Morris & Co., Ltd.	1,412,707
U. S. Rubber Co.	1,306,719
General Mills, Inc.	1,169,433
American Tobacco Co.	1,037,713
Owens-Illinois Glass Co.	964,919
B. F. Goodrich Co.	963,025
E. R. Squibb & Sons	891,002
Johns-Manville Corp.	863,730
Texas Co.	811,940
Pet Milk Sales Co.	800,350
Eversharp, Inc.	782,443
Chrysler Corp.	782,064
Quaker Oats Co.	780,013
Emerson Drug Co.	772,800
P. Lorillard Co.	771,509
Celanese Corp. of America	756,093
Lady Esther, Ltd.	754,317
Bourjols, Inc.	716,868
Pabst Sales Co.	712,107
Continental Baking Co.	705,288
Chesebrough Mfg. Co.	658,706
Electric Companies Adv. Program	651,924
Prudential Insurance Co. of America	620,405
Schenley Products Co.	571,458
Gulf Oil Corp.	556,264
Anchor Hocking Glass Corp.	541,677
Roma Wine Co.	530,274
Coca-Cola Co.	520,720
Parker Pen Co.	516,616
Corn Products Refining Co.	496,428
Lewis-Howe Co.	465,264
Noxemia Chemical Co.	438,167
Pacific Coast Borax Co.	432,900
International Silver Co.	420,106
U. S. Tobacco Co.	411,504
Southern Cotton Oil Co.	407,566
Armstrong Cork Co.	403,395
Servel, Inc.	382,358
Goodyear Tire & Rubber Co., Inc.	380,702
J. B. Williams Co.	345,800
Cream of Wheat Corp.	337,499
Minneapolis-Honeywell Regulator Co.	334,626
Cudahy Packing Co.	330,991
Johnson & Johnson	311,340
Armour & Co.	295,792
Vick Chemical Co.	294,020
American Oil Co.	285,092
Admiral Corp.	259,435
Curtiss Candy Co.	257,975
Mennen Co.	256,198
P. Ballantine & Sons	233,316
Ballard & Ballard Co.	226,575
Lockheed Aircraft Corp.	224,583
Bowey's, Inc.	218,456
Pillsbury Mills, Inc.	214,304
Englander Co.	165,750
Gillette Safety Razor Co.	161,387
Democratic National Committee	148,999
Allegheny-Ludlum Steel Corp.	148,542
Republican National Committee	131,414
Los Angeles Soap Co.	117,086
Welch Grape Juice Co.	110,027
Manhattan Soap Co.	105,912
C. F. Mueller Co.	99,396
Planters Nut & Chocolate Co.	91,563
Joseph Tetley & Co., Inc.	68,569
Miles California Co.	61,425
Campana Sales Corp.	58,634
Hudson Coal Co.	52,760
Signal Oil Co.	49,255
Elgin National Watch Co.	47,96
So'l-Off Mfg. Co.	41,856
John Morrell & Co.	40,886
Western Sugar Refining Co.	38,961
Bekins Van & Storage Co.	38,281
Peter Paul, Inc.	36,977
Grove Laboratories, Inc.	34,591
"12" Products, Inc.	32,020
Business Men for Roosevelt, Inc.	30,812
Plough, Inc.	29,342
Socony-Vacuum Oil Co., Inc.	28,890
Hunt Bros. Packing Co.	28,054
One Thousand Club of the United States of America	25,636
Colonial Dames, Inc.	25,282
Packard Bell Co.	25,272
Ben Hur Products, Inc.	22,866
Andrew Jergens Co.	21,411
Yellow Cab Co.	20,706
McKesson & Robbins, Inc.	19,596
United Air Lines Transport Corp.	18,954
Lamont, Corliss & Co.	18,252
Calif. Prune & Apricot Growers Assn.	16,432
Maryland Pharmaceutical Co.	15,871

Columbia Broadcasting System 1944 Agency Gross Billings

Young & Rubicam, Inc.	\$ 7,966,037
J. Walter Thompson Co.	7,091,514
Dancer-Fitzgerald-Sample	6,033,399
Ruthrauff & Ryan, Inc.	4,434,356
The Blow Co.	4,057,915
Compton Advertising, Inc.	3,411,513
Batten, Barton, Durstine & Osborn, Inc.	3,204,361
Foote, Cone & Belding	3,040,127
Ted Bates, Inc.	2,248,027
Wm. Esty & Co. Inc.	2,232,440
Benton & Bowles, Inc.	2,123,510
Arthur Meyerhoff & Co.	1,698,519
Maxon, Inc.	1,555,966
Newell-Emmett Co., Inc.	1,520,922
McCann-Erickson, Inc.	1,321,420
Campbell-Ewald Co.	1,306,719
Pedlar & Ryan, Inc.	923,926
Ward Wheelock Co.	804,309
Gardner Advertising Co.	789,040
Buehnan & Co., Inc.	785,567
Wm. H. Weltraub & Co.	772,317
C. L. Miller Co.	754,403
Sherman & Marquette, Inc.	716,627
Warwick & Legler, Inc.	712,107
N. W. Ayer & Son, Inc.	670,878
D'Arcy Advertising Co., Inc.	520,720
Knox Reeves Advertising Co.	492,504
Roche, Williams & Cleary, Inc.	465,264
Arthur Kudner, Inc.	411,501
Kenyon & Eckhardt, Inc.	407,566
Duane Jones Co.	372,111
Addison Lewis & Associates	334,626
Grant Advertising, Inc.	330,991
Joseph Katz Co.	300,963
Morse International	294,020
Russel M. Seeds Co.	282,573
Henri, Hurst & McDonald, Inc.	267,155
Cruttenden & Eger	259,435
Sorenson & Co.	218,456
Lennen & Mitchell, Inc.	171,257
Walker & Downing	118,542
Raymond R. Morgan Co.	117,086
H. W. Kastor & Sons Adv. Co., Inc.	110,027
Erwin, Wasey & Co.	99,480
Barton A. Stebbins, Inc.	97,396
Spitzer & Mills, Ltd.	93,812
Wade Advertising Agency	61,425
Wallace-Ferry-Hanly Co.	58,631
lements Co., The	52,760
Tonalds Advertising Agency	43,635
Garfield & Guld	38,908
Brooks Advertising Agency	38,281
Trisacher & Van Nordem	36,972
Hillman, Shane & Breyer, Inc.	33,772
Franklin Bruck Advertising Corp.	33,180
Green-Brodie, Inc.	30,812
W. Earl Bothwell Adv. Agency	29,391
Lake-Spiro-Shurman, Inc.	29,342
Western Advertising Agency	28,008
Baker Advertising Agency	27,824
Glasser-Galley & Co.	25,283
Rhoades & Davis	20,706
Hixson-O'Donnell Adv. Inc.	20,286
Long Advertising Service	19,908
I. D. Tarcher & Co., Inc.	19,596
Flager Advertising, Inc.	12,892
Beaumont & Hohman, Inc.	11,583
Pacific National Adv. Agency	11,357
Sherman K. Ellis Co., Inc.	11,310
Gillham Advertising Agency	10,710
Sayre M. Ramsdell Associates	10,216
John L. Halpin	10,121
Donahue & Coe, Inc.	8,216
Kelly Nason, Inc.	7,722
Armand S. Weill Co., Inc.	7,540
Don B. Miner Co.	7,308
Cockfield, Brown & Co.	6,993
Lester H. Harrison Associates	5,681
Bostford, Constantine & Gardner	4,563
George M. Weessells Adv. Agency	4,060
Schwimmer & Scott	3,323
Elwood J. Robinson Adv. Agency	1,867
Allied Advertising Agencies	1,102
Furman, Feiner & Co.	908
Advertising Arts Agency	812
Clarence B. Juneau	812
Hugh A. Deadwyker	575
Cotter Advertising Agency	370
Copley Advertising Agency	125
Total	\$66,791,319

W. Atlee Burpee Co.	12,892
Consolidated Royal Chemical Co., Inc.	11,792
Pacific Greyhound Lines, Inc.	11,583
Washington Coop. Egg & Poultry Assn.	11,357
Dwight Edwards Co.	10,721
Phileo Corp.	10,216
Hoffman Radio Corp.	10,179
Democratic State Committee of N. Y.	10,121
Kay Jewelry Co.	10,018
Barbasol Co.	7,917
Herman Basch & Co.	7,722
Johnstone Drug Sales Co.	7,510
Wahlre Oil Co.	7,308
Coldstream Products Co.	6,999
Miscellaneous	51,975
Grand Total	\$66,791,319

Programming Of WINS Completely Revamped

(Continued from Page 1)
 the housewife throughout the daytime
 hours, he said, a radical departure
 from past WINS objectives. Musical
 programs, well produced, live and
 recorded, will be the chief fare dur-
 ing daytime hours, he added. This
 base will be supplemented by hourly
 news, news bulletins on every half-
 hour and adequate Home Science
 coverage. Appreciable expenditure
 in programming and promotion are
 projected, the main goal for 1945 be-
 ing greater listening audience and
 greater advertising billing, Schroeder
 said.

An expanding WINS sales staff is
 being trained in the new policy of
 presenting the station's services ag-
 gressively but honestly; much stress
 is being laid on complete and intel-
 ligent servicing on accounts sold. In
 line with continuing efforts for over-
 all improvement of the property, re-
 cent personnel additions include
 Charles Reynolds' appointment as
 chief engineer. Reynolds was form-
 erly New York's FCC examining
 officer, and while situated in Phila-
 delphia, he was radio inspector and
 acting inspector in charge. Previous,
 his other affiliates were with RCA
 and Bureau of Standards. As chief
 engineer of WINS, Reynolds has 15
 engineers under his direct supervi-
 sion.

sell
 Durham*
 county's
 100,000
 people
 with

WDNC 
 COLUMBIA NETWORK
 *NORTH CAROLINA
 Represented by Howard H. Wilson Co.

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Think about it, won't you? And when you see this lapel button, open wide the door!

SEND BIRTHDAY GREETINGS TO---

January 22

Sam Raskyn Jack Nadeau
Vivien Ruth

Exclusive!

BEARS FOOTBALL

W-I-N-D CHICAGO

560 Kc. 5000 WATTS

SPORTS MUSIC NEWS

W * H * N

50,000 WATTS DIAL 1050

Scoop!

FRANKIE MASTERS
(IN PERSON)

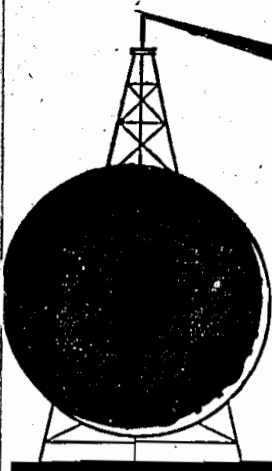
8:05 P.M. — 8:30 P.M.
EVERY WED. and FRI.

W-I-N-D CHICAGO

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WSAI A MARSHALL FIELD STATION

CINCINNATI 2, OHIO



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



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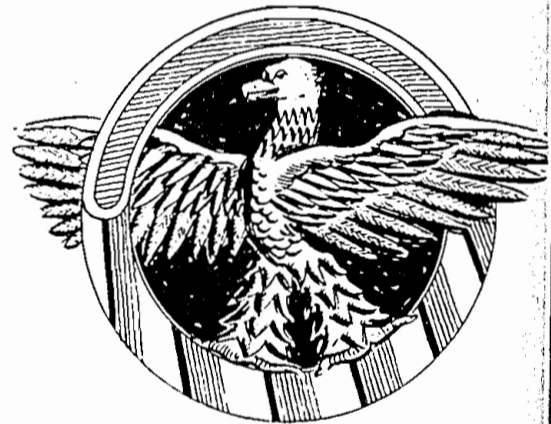
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560 Kc. 5000 WATTS



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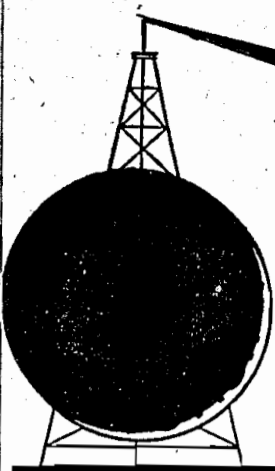
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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

Coming and Going

MORRIS NOVIK, director of WNYC, has returned from Washington, where he attended the Presidential Inauguration.

Z. C. BARNES, Mutual network's director of sales, and **CHARLES HIGGINS**, of the selling staff, off on a three-day business trip to Wheeling, West Va., and Steubenville, Ohio.

EDWARD LINDSAY, acting president and general manager of WSOY, Columbia's outlet in Decatur, Ill., a visitor yesterday at the headquarters of the network.

DOUG ALLAN, television writer and producer, went up to New Haven on Saturday to deliver an address before the Yale University Dramatic Theater.

JAY JOSTYN—"Mr. District Attorney" heard on NBC—is back from a visit to Milwaukee, his home town.

LILY PONS and **ANDRE KOSTELANETZ**, now on their second USO camp show tour, are in India, having completed an 11,000-mile trip in 53 hours.

GLENN MARSHALL, JR., commercial manager and sales promotion director of the CBS affiliate in Jacksonville, Fla., WMBR, paid a call yesterday at the New York office of the web.

CLYDE REMBERT, managing director of KRLD, Dallas, who conferred here last week with the national representatives of the station, has returned to the home offices.

JOSEPH B. CARRIGAN, general manager of KWFT, Columbia network outlet in Wichita Falls, Tex., in Gotham last week on station and network business.

ARTHUR HULL HAYES, general manager of WABC, key outlet of CBS, is back from Washington, D. C., where he conferred with officials of the OWI, for which agency he is regional consultant.

HILDEGARDE will broadcast her NBC "Raleigh Room" program from Chicago starting today. The chanteuse is filling an engagement at the Palmer House.

FRANK MILLS is in town. He's the general manager of WDWS, Champaign, Ill., affiliate of CBS.

RALPH EDWARDS, he of "Truth or Consequences," off for Philadelphia to do a March of Dimes benefit at the Academy of Music.

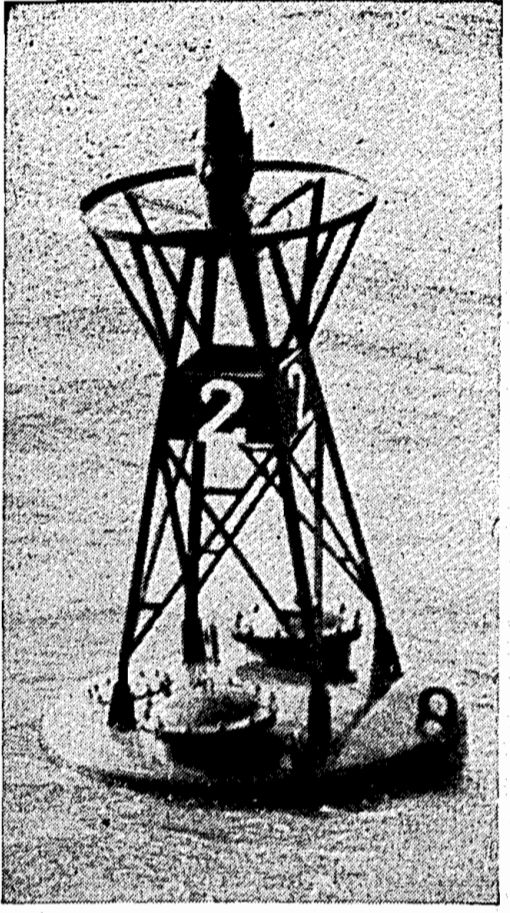
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BOB HOPE, is at Quonset Point, L. I., for the broadcasting of tonight's NBC program from the U. S. Navy base.

MARCIA RICE, a vocalist of WJZ's "Victory Troop," has left on a two-week theater tour of Boston, Worcester and Springfield.

HELEN AINSWORTH, head of the Hollywood office of National Concert and Artists Corp., has left for her West Coast headquarters after having spent the better part of a month in New York.

WALTER HAASE, manager of WDRC, Hartford, Conn., and **HARVEY OLSON**, program head of the outlet, were in New York last week on station business.



Buoys get out of line, too

Yes, those channel markers have to be checked time and time again. There's a tip for radio time buyers, in that Coast Guard service. When did you last check the facts that directed your time buying in Baltimore? The channel has shifted down here. To find out how to get the most results for the dollar you spend for a client . . . you need some new markers. They are available. Down in black and white. We'll be glad to show them to you—any time.

W-I-T-H
IN BALTIMORE
TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

FINANCIAL

(Monday, January 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel & Tel.	163 1/2	163 1/8	163 1/2	+ 1/8
CBS A	35 1/4	34 1/2	34 1/2	- 3/4
CBS B	34 1/2	34 1/2	34 1/2	- 1/2
Crosley Corp.	32	31 1/4	31 1/2	- 1
Farnsworth T. & R.	15	14 5/8	15	...
Gen. Electric	38 3/8	38	38 1/2	- 1/4
Philco	33 3/8	33 1/4	33 1/4	- 5/8
RCA Common	11 1/4	11	11 1/4	- 1/8
RCA First Pfd.	79	79	79	...
Stewart-Warner	16 1/2	16	16 1/4	- 1/8
Westinghouse	117 3/4	116 5/8	117 3/8	+ 1/8
Zenith Radio	38 1/8	37 3/8	38 1/8	- 3/8

OVER THE COUNTER

	Bid	Asked
WCAO (Baltimore)	23	...
WJR (Detroit)	39	42

Returns From Overseas

Don Drenner, radio engineer of the Overseas Branch of the Office of War Information, arrived in New York yesterday from Luxembourg where he is chief engineer of Radio Luxembourg.

20 YEARS AGO TODAY

(January 23, 1925)

It would appear that hotels in New York are jealously competitive. There are now no less than 10 hotel orchestras playing for the radio audience . . . Steamship companies are experimenting with a plan to place radio receivers on their vessels.

Two Networks!
Three City Market!!

• CBS • **WENT** • MUTUAL •

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

Closed Circuit Preview For Downey-MBS Show

(Continued from Page 1)

tions and the Coca-Cola bottlers who will sponsor his show over the MBS web starting February 5, five days per week, at noon.

"Take It Easy Time," featuring the Song Chef's vocal trio and Frank Novak's orchestra, will also debut over the network January 29, five days a week at 11:30 a.m. Mondays, Wednesdays, and Fridays the program will be under the sponsorship of Stokely-Van Camp Inc., while the other two days the program will be broadcast on a sustaining basis.

A new nightly quarter hour series, Mondays through Fridays, featuring baritone Curt Massey, will take the air February 5, under the title "Mutual Presents Curt Massey." The program will be carried by the entire Mutual web, replacing the "Sunny Skylar Serenade."

WFIL-Blue 'March Of Dimes' Broadcast Vetoed By Com.

(Continued from Page 1)

of the drive in New York vetoed the radio tie-in. Arrangements had been made through personal representatives of Jack Benny, Artie Shaw, Ann Sheridan and other stars appearing at the benefit to be heard on the WFIL-Blue half hour.

Howard London, radio director of the "March of Dimes" drive, said it was policy of the Foundation not to broadcast any benefit performances. He added that the committee turned down radio requests to pick up the Carnegie Hall all-star show of last Saturday night.

Calmer Back From Abroad

Ned Calmer, CBS news analyst and foreign correspondent, has returned from the European front, covering war in England, France and Italy.

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.



MAKE-BELIEVE BALLROOM
with *Martin Block*
Monday thru Saturday
10:00-11:30 mornings
5:35-7:30 evenings



THE WIFESAVER
with *Allen Prescott*
Monday thru Friday
9:35-10:00 a.m.



MILKMAN'S MATINEE
with *Art Ford*
Monday thru Sunday
12:00 mid.-6:30 a.m.



HOLLYWOOD DIGEST
with *Paula Stone*
Monday thru Saturday
5:15-5:30 p.m.



WAR DIARY
with *George Brooks*
Monday thru Saturday
7:35-7:45 p.m.



MAGIC OF MUSIC
with *Bill Williams*
Monday thru Saturday
8:00-9:00 p.m.



MUSIC HALL
with *Maurice Hart*
Monday thru Saturday
2:00-4:00 p.m.



TAKE IT EASY
with *Judy Lang*
Monday thru Friday
12:00 noon-12:30 p.m.

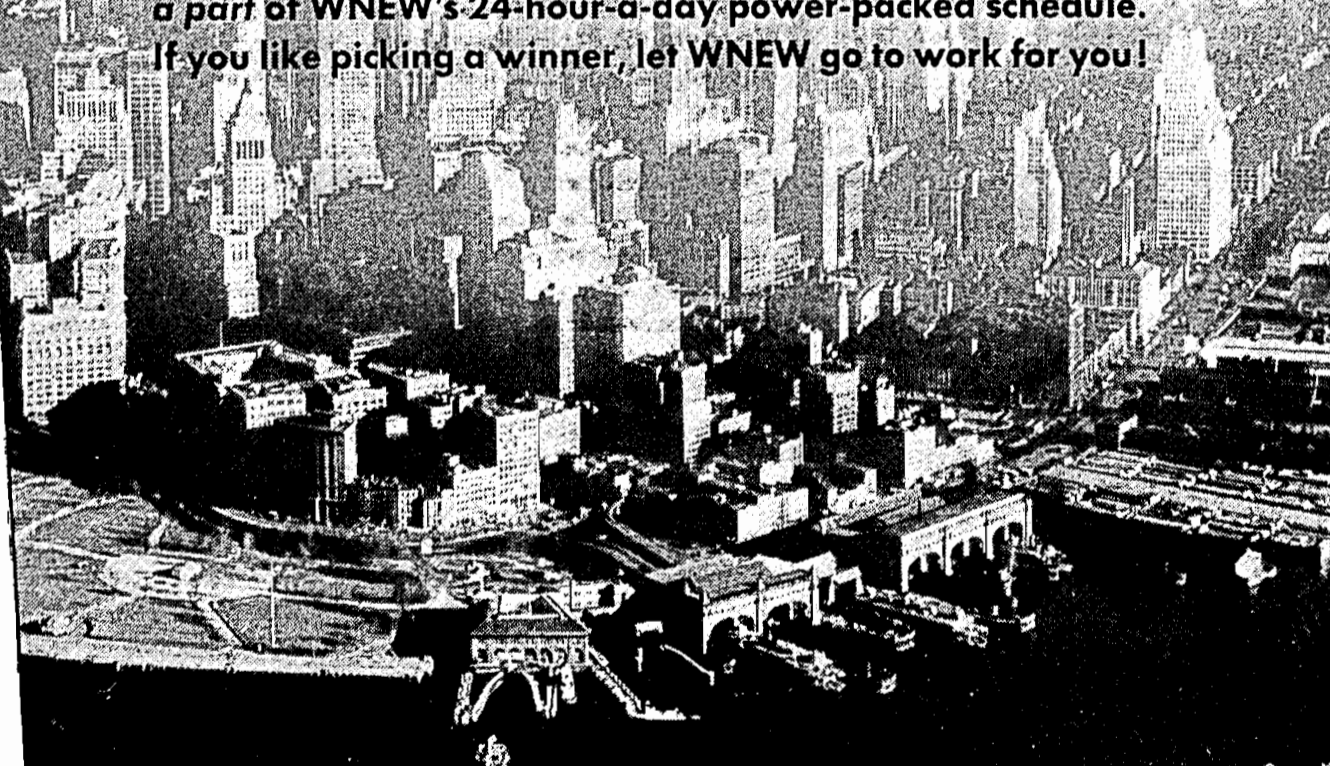
Here's one reason

WHY NEW YORK TUNES TO WNEW 24 HOURS A DAY!

WNEW knows how to pick the winners! Yes! After eleven years, it comes natural to WNEW to know just the type of radio entertainment New Yorkers enjoy.

Here, for example, are eight "winners" who have found a loyal audience in the millions of listeners who make up the Metropolitan area—winners who cause listeners to buy the products they recommend!

These are sales-producing programs! But they are only a part of WNEW's 24-hour-a-day power-packed schedule. If you like picking a winner, let WNEW go to work for you!



WNEW

NEW YORK 22, NEW YORK

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

CHICAGO

By **BILL IRVIN**

RENEWAL of Cloyd Head's quarter-hour news commentary, a new sponsor for the transcribed program, one for the book and the placement of 18 one-minute announcements comprised the business week at station WMAQ. The Chicago, Milwaukee, St. Paul and Pacific Railroad Company through Roche, Williams & Cleary, Inc., renewed the weekly commentary by Head for 10 weeks, effective Jan. 7. The commentator is heard Sundays from 9:45 to 10:00 a.m., CWT.

The Consolidated Royal Chemical Corp. (Krank's Shave Kreem) through Campbell Ewald Company, is sponsoring "new for the book," a transcribed five-minute sports commentary by Sam Balter, sportscaster, for 16 weeks effective Jan. 15. Program is aired Monday through Saturday from 11:15 to 11:20 p.m., CWT.

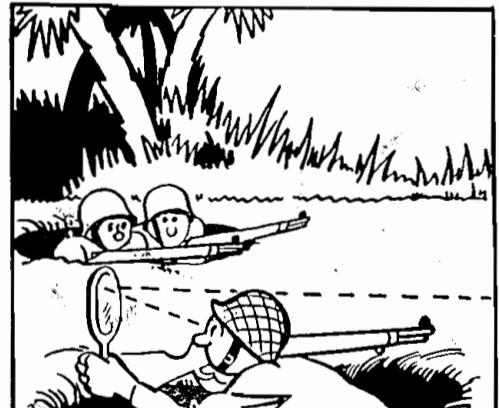
Robert K. Hoadley has been appointed director of the WBBM educational dept. Mr. Hoadley, recently discharged from the Army with the rank of captain, was formerly an instructor in a Tenafly, New Jersey high school.

Two NBC Chicago-originated programs, "National Barn Dance," sponsored by Miles Laboratories, Inc., and the "Carnation Contented Program," sponsored by the Carnation Company (evaporated milk), were extended to stations of the Dominion Network of the Canadian Broadcasting Corp. during January, with Wade Advertising Agency, Chicago, and Cockfield, Brown and Co., Ltd., Toronto, Ont., handling negotiations. Twenty-six Dominion network stations joined the "National Barn Dance" on Jan. 6. The Carnation program, through Baker Advertising Agency, Toronto, Ont., added 28 dominion stations on Jan. 8.

Three WNEW Sustainers Sold To Wright Aero Corp.

(Continued from Page 1)

announced yesterday by WNEW. The schedule calls for "These Are Our Boys" Monday and Friday from 7:45 to 8 p.m.; "Pacific Newsreel" Tuesday and Thursday and "Combat Correspondent," Wednesday.



"He says he wants to be televised over WFDF, Flint, after the war."



California Commentary!

● ● ● A cocktail party launching the new Judy Canova show attracted many important agency figures, including Ted Bates, Art Marquette, Bill Stuhler, Carleton Alsop and Frank Healy. Hollywood was represented

Los Angeles

by Judy, Gene Autry and John Wayne (among her former associates at Republic) Joe Rines, Art Linkletter, Henry Hoople, Fred Fox, Maury Folodare, Martha Currie, Homer Canfield, Noel Corbett, Hal Carlock and Eve Stanley. Lt. (i.g.) Bev Barnett, who was Judy's personal press agent before entering the service, dropped in, while his assistant, Maxine Hamilton, formerly of New York, who is handling his office, did nicely in taking care of the press. . . ● Sammy Geisen, former New York Boswell, now in the Navy, was in town for 24 hours, but found time to see Paul Mosher, Ed Dukoff, Jerry Mason and other former Gotham friends. . . ● Here's one for the book. When the "People Are Funny" boys decided to furnish ice-cream weekly to the youngsters at the Los Angeles Orphans home they were worried as to how they could deliver the popular stuff to the institution. Police Officer O. E. Everett, whose unpleasant duty is to hand out parking and speeding tickets in the Hollywood-Vine district, volunteered, and on his day off, takes the ice-cream to the waiting kids.

★ ★ ★

● ● ● Pat McGeehan, announcer-actor and Karen Holt, two of the radio colony's most popular figures, were married Jan. 17. Their romance started at Columbia Square, where Karen, who had won a beauty contest in her home town, Portland, Ore., was a member of the CBS press department. She later became an actress and more recently was heard on Don Lee shows. . . ● Haven MacQuarrie, Herbert Rawlinson, Marion Evans, Lynn Randle, Charles Ryder, Jr., Wallace Ford, Larry Stewart, Evans Plummer, George Fogle, Ernest Martin and Jean Meredith were among the well-wishers at the wedding reception at the Brown Derby. . . ● Jac Willen, formerly with RADIO DAILY and later with CBS-KNX, handling trade news, is now with Sam Kerner, Inc., radio agency, handling shows and personalities. . . ● Bill Taussig, radio writer, who has been scripting the Louella Parsons program for Jergens, has received a pay boost upon completion of his first 13 weeks with the noted columnist. . . ● Hal Bock, NBC's Western division Boswell, and his wife, Sybil Chism, organist on the Lum and Abner show, have sold their San Fernando Valley ranch, their home for nine years, and are now living in Hollywood.

★ ★ ★

● ● ● Bill Grey of the Jack Kirkwood show, and his wife, transplanted New Yorkers, have gone "native" and are strong Californians, although they have been forced to live in a San Fernando valley hotel, due to the shortage of homes. . . ● Frank Bull, who conducts the Smith and Bull advertising firm with V. R. (Dick) Smith, begins his 18th year as broadcaster of leading Western sports events with the current basketball series over KMPC. He has aired more than 1,600 baseball games, more than 350 football games, about 400 basketball contests, 80 track and field meets, 36 tennis tournaments, 28 golf matches and numerous events. He also presents the American Dances show for Marshall and Clampett five nights a week over KFVB. . . ● The Charlotte Greenwood show members are elated over the new Hooper rating. . . ● Bill Foreman is one of the most versatile actor-announcers on the Coast. He exchanges sallies with Charley McCarthy on the Bergen show, uses a British accent on the Kyser program, and also appears on "The Whistler" and "Sherlock Holmes" opuses. Producer Dick Mack, ill last week, discovered that producing the Danny Kaye show from a sickbed is a problem. Although confined to his bed, he anticipated that the Kaye writers and the cast would confer on the show at his home, but the doctor banned this. As a result Mack did all his work via telephone—and with a very hoarse voice.

— Remember Pearl Harbor —

First →

First →

First →

LISTENERS

All surveys agree WRC leads morning, afternoon and night!

PROGRAMS

39 out of 50 network Firsts and most highly rated local programs!

SALES

Lower rates than the second station . . . lowest cost per listener of all stations!

But This is the Usual Story for WRC We've Been FIRST Continuously Since 1923

WRC

Washington

Gov't Advises Webs On Military Clearance

(Continued from Page 1)

War Department in the future will not be committed to any project without the prior knowledge and sanction of the Bureau of Public Relations.

Colonel E. M. Kirby, formerly public relations director of NAB, is chief of the radio branch of the War Department in Washington. This office, according to reports is currently clearing some 20 to 30 network shows a day. These clearances include scripts for security and authenticity; appearance of military personnel on entertainment programs both from United States and overseas.

Los Angeles—A greatly augmented Basic Library Supplement, containing discs featuring many of the top names in dance band, radio studios, popular and classical music fields is now being shipped to American Expeditionary Stations overseas, it was announced yesterday by Col. Thomas H. A. Lewis, commanding officer of AFRS. This group of transcriptions will be sent via the Air Transport Command with a high priority, to expand the transcribed music libraries of more than 400 AFRS broadcast outlets abroad.

Names on this release (No. 13) are Richard Crooks, Joseph Szigeti, Nelson Eddy, Josef Hoffman, Howard Barlow and Victor Young orchestras, all in the classic division. Also Arturo Toscanini and the NBC Symphony have waxed six cuts including the Mozart Symphony Number 28.

In pop vocals Pat Friday, Kenny Baker, Dinah Shore, Dick Haymes, the Ink Spots, Johnnie Mercer, the Pied Pipers, Jo Stafford and Anita O'Day are represented.

Sonny Dunham, Tommy Dorsey (with Bob Allen and the Sentimentalists), Count Basie, Stan Kenton, Jimmy Lunceford and Jimmie Dorsey account for as many sides in the dance band class.

AFRS includes production numbers in this release by the studio groups of Major Meredith Willson, Robert Armbruster, Gordon Jenkins, Paul Whiteman (his "old and new" arrangements), Percy Faith, Andre Kostelanetz, Roy Shield (NBC Chicago), M/Sgt. Harry Bluestone's AAFTC orchestra, Frank DeVol, Donald Voorhees, Frank Black, Paul Tatum and Les Paul.

To round out the supplement, Armed Forces Radio Service adds a disc of spirituals by the Nash singers, hymns by the Lutheran Hour choir, and an extra platter of thematic, bridge, background and mood music cuts.

OFF THE AIR
**REFERENCE RECORDINGS
IN CHICAGO**

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

★ AGENCY NEWSCAST ★

DANIEL O'MEARA, has joined the New York merchandising staff of Ruthrauff & Ryan, Inc., in a drug merchandising capacity. For the past five years, he was divisional sales manager for Plough Chemical Company in charge of training and supervising the salesmen of the eastern division.

HOMER P. METZGER, for seven years sales and promotion manager of syndicate operations for the Zonite Corporation and more recently chief of national fat and wastepaper salvage campaigns for WPB in Washington, has joined H. W. Kastor & Sons as an account executive.

JAMES FLORA, advertising manager of Columbia Recording Corporation, Bridgeport, announces the appointment of Robert M. Jones to the advertising staff of art director. Jones formerly was assistant art director of "Life" magazine promotion and spent 34 months with the U. S. Military Intelligence doing propaganda and counter-propaganda work.

ELEANOR KILGALLEN, current casting director for CBS, will resign from her post there to assume similar duties at Young & Rubicam, Inc., Feb. 5, it has been announced.

SURPRISE PARTY was given in honor of Arthur Maroldi at his office in the Horan Engraving Building in Newark, N. J., by a group of his friends. He was presented with a check of \$542.00 to be used for his health farm for advertising men in Sussex, New Jersey.

CAPT. IRVING P. LAZAR, presently retired to inactive status after three years of service, has rejoined the Music Corporation of America, in New York. His duties will be to coordinate the legitimate theater activities and motion picture activities of the organization.

F. WILLIAM BURNSIDE, formerly executive vice-president of Arthur H. Fulton Advertising Agency, has returned after three years service overseas with the R.A.F., and has joined Norman D. Waters and Associates, Inc., New York, in an executive capacity.

AUGUSTO GODOY, formerly partner and president of Mestre & Godoy, Havana, Cuba, and Fermin P. Cross, formerly chief copywriter of the same firm, have formed a new advertising agency, Godoy & Cross. The new organization on Jan. 13 opened offices at Prado 51, Havana, Cuba.

Web Sales Executives Get New N. Y. Posts

(Continued from Page 1)

and Pittsburgh accounts for the past four years, is a graduate of the University of California and has spent 15 years in the advertising media including newspapers, magazines and radio.

Buckham will join Mutual on February 1st. He was associated with NBC for many years and when the Blue web was formed joined the network as eastern sales manager.

Will Direct Festival

Announcement was made yesterday by WNYC director Morris Novik, of the appointment of David Stimer, assistant music librarian, to full charge of the 6th Annual WNYC American Musical Festival, from Feb. 12 to 22. During this 10-day period WNYC is scheduling 150 programs which will feature all phases of American music.

Tom Lane Back In Washington

Thomas H. Lane, director of press, radio and advertising for the War Finance Division of the Treasury Department, returned to his offices in the Nation's Capital over the weekend after a brief business trip to New York City.

General Mills Buys Time For Regional NBC Program

(Continued from Page 1)

follow in content and form at the homemaker's portion of the General Mills hour (NBC five-a-week, 1:00 to 2:00 p.m., CWT) heard on Fridays from 1:45 to 2:00 p.m., CWT over NBC. The new program will be heard over stations KVOG, WKY, WFAA, WBAP, KGNC, KTBS, KARK, KPRC, WOAI, KRIS, KRGV, KOB and KTSM. Contract is for 52 weeks with Weddell handling negotiations for NBC.

Oklahoma's foremost station from every standpoint. Proved by the 1944 Oklahoma Radio Audience Survey.

WKY
OKLAHOMA CITY
The Kutz Agency Representative

Copy sent on request.

The OKLAHOMA RADIO AUDIENCE OF 1944



Olive Kachley
HER FRIENDLY ADVICE,
WIT AND HUMOR, KEEP
WOMEN TUNED TO . . .
W C K Y

**50,000 WATTS
C B S**

THE L. B. Wilson STATION

Thanks!

Here are some of the advertisers who have helped to make 1944 the biggest year in the history of

WAAT

NATIONAL & REGIONAL

American Express
A & P Stores
Bryl Hair Cream
Bulova Watch Co.
Carter's Little Liver Pills
Colgate Dental Cream
Crucible Steel Co.
Curtiss-Wright Corp.
Cuticura
Ex-Lax, Inc.
Federal Shipbuilding &
Drydock Co.
J. H. Filbert, Inc.
Florida Citrus Fruits
G & D Vermouth
General Motors
Hennafoam Co.

Kay Preparations
Kerr's Butterscotch
Walter Kidde Co.
Longines-Wittnauer Watch Co.
My-T-Fine Co.
National Biscuit Co.
National Union & Radio Corp.
New Jersey Bell Telephone Co.
Pirrone Wineries
Ranger Joe, Inc.
Republic Pictures
R. K. O.
Royal Crown Cola
Seeman Bros.
Super Suds
Venida Hair and Leg Lacquer
Ward Baking Co.
Wildroot Co., Inc.

RETAIL

Abelson's Inc., Jewelers
Simon Ackerman Clothes
A. S. Beck Shoe Co., Inc.
Broadway Hosiery Shops
Jack Dempsey Restaurant
I. J. Fox, Inc., Furs
Hotel St. George, Brooklyn
Howard Company, Jewelers
Janet Shop
Kresge Dept. Store
Michaels Dept. Store
Prentis Clothes
Schwarz Drug Stores
Tappins, Inc., Jewelers
Albert Turner Factory
Clothing Co.

73% INCREASE
OVER
1943!

This impressive increase was achieved in spite of the fact that 27% of all the available time on WAAT during 1944 was gladly contributed to the war effort!

*(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"

Canadian Stations Protest Fee Increase

(Continued from Page 1)

stations for the use of copyright music.

The amount sought by C.P.R.S. this year represents 14 cents a licensed receiving set, an increase of six cents a set over the 1944 tariff, which amounted to \$138,310.

The appeal board had said previously that a complete inquiry into the situation should be made before any change in the fee was considered, said Mr. Sedgewick.

O. M. Biggar, representing C.P.R.S., said the society had presented written submissions to the board regarding the increased fee sought, and that he had nothing to add.

Dowdell Joins INS As Sales Consultant

William Dowdell, radio news specialist, has joined the International News Service sales department as consultant to radio stations. Until recently Dowdell was news director for the Crosley stations in Cincinnati, WLW and WSAI (the latter now owned by Marshall Field), pioneers in the presentation of distinctive news programs.

Louis Cowan Overseas For OWI Inspection Tour

Louis Cowan, chief of the New York office of the Overseas Branch of the Office of War Information, has arrived in London to begin a short inspection of OWI and psychological warfare facilities in the European theater, it was announced yesterday. Cowan developed such radio programs as Quiz Kids and Kay Kyser's College of Musical Knowledge.

Jesse Thompson To MBS For Planning Board Job

Jesse Thompson, formerly with the Blue Network, has become associated with Mutual, it has been revealed. Thompson, who has an extensive agency and network promotion background, has been assigned to special studies and writing with Mutual's policies and planning board.

★ PROMOTION ★

A. C. Nielsen Brochure

"Adances in Scientific Marketing Research" is the title of an address that was given by Arthur C. Nielsen, marketing research specialist, before a post graduate group in marketing last March, and has now been put into book form. As such, it is a comprehensive picture of the present status of technical facilities now available in marketing research and deals with the more promising of new developments in this field. It has a table of contents enabling the reader to select quickly those portions which have particular interest to him. Pages 32 to 44 deal with the radio industry.

WWNC Diary Survey

WWNC is going all-out in its 1945 promotion plans based on a diary survey conducted by Industrial Surveys of 500 individuals. The WWNC study represents a greater percentage of listeners studied than in any other area in which this technique has been used. Specific figures from the survey will be used throughout WWNC promotion material for 1945 which will require the largest budget in the station's 18-year history. Trade paper and direct mail will be used.

Myron Selznick Agency Taken Over By New Firm

(Continued from Page 1)

Selznick, James L. Saphier & Company until further notice. Executors of the estate are David O. Selznick, Charles H. Sachs and Harry M. Bardt as vice-president of the Bank of America, and James L. Saphier.

Saphier announced that the personnel of the organization's branch offices will not be changed at all, but that additions will be made for the New York office for expansion of activities in the radio, television, theatrical and publishing fields. Fizedale will be general manager of the new organization; however, Myron Selznick and Co., Ltd., of London is no part of the new set-up. All the executors and Saphier pointed out that a working arrangement is practically completed whereby the London and USA offices will collaborate in an interchange of clients and in the development of the international phase of agency activities.

New Sponsor

"World News Roundup," currently heard over WEA, at 8:00 a.m. six days a week, will come under the sponsorship of Mennen Shave Creams, January 29, as the first in a series of programs heard in key cities as part of a spot broadcasting schedule. The account is being handled by the Duane Jones Company. "World News Roundup" features a summary of the news from NBC correspondents in world capitals and on the various war fronts.

Pure Oil's Booklet

"Europe 1945" is the title under which the Pure Oil Co. has published in a 27-page booklet the broadcasts of H. V. Kaltenborn from war-torn capitals during five weeks in the months of November and December of last year.

Talks from Rome, Paris, Holland and London are given as well as that in New York immediately after his return to the U. S. Cover states it is a "First-hand survey of the War and Peace Problems facing Europe in 1945." A photograph of Mr. Kaltenborn appears on the inside cover, together with an explanatory paragraph signed by him.

KMBC Boosts 25th Anni.

In connection with radio's 25th anniversary, KMBC in Kansas City is soon to distribute an elaborate 20-page brochure entitled "Setting the Stage for Broadcasting's 25th Anniversary" throughout the industry.

Brochure will explain the significance of KMBC's past campaign and set the stage for the new one which will salute radio stations that have pioneered in the development of broadcasting.

War Hero Leaves Hospital To Broadcast On WNYC

In spite of the fact that he was a patient in St. Albans Hospital, Commander Corydon Wassell, USN, whose exploits in Java were the subject of a recent film, left his bed at the hospital to broadcast over WNYC yesterday afternoon. Speaking on the progress made in the field of tropical diseases, he outlined the plans now being readied by the medical profession to control these diseases after the war aided by experiments made during the conflict.

Ryan Tells Coast NAB Of Advance During '44

(Continued from Page 1)

dispute at Columbus, Ohio, Pat Campbell, 16th district public relations chairman, said observance of the NAB's code would have eliminated the main issue between the station and the CIO to such an extent that a complaint might never have been filed with the FCC by the CIO. WHKC had sold time to the CIO local of Columbus but when the sponsor presented its script for a certain program, the station refused to accept it for broadcasting on a sponsored basis on grounds that it was controversial without offering time on a sustaining basis.

Among broadcasters attending the convention are W. J. Beaton, KWKW, Pasadena; Wallace S. Wiggins, KVOE, Santa Ana; L. F. Kroech, KTSM, Santa Barbara; Howard Lane, CBS, New York; C. Merwin Dobyns, KGER, Long Beach; Kenneth O. Tinkham, KMTR, Los Angeles; Robert O. Reynolds, KMPC, Los Angeles; Lewis Allen Weiss, Don Lee-Mutual, Los Angeles; L. W. McDowell, KFOX, Long Beach; Don Thornburgh, Columbia Pacific Network; Frank Samuels, Pacific Blue; Calvin Smith, KFAC, Los Angeles; Lee Wynne, KGER, Long Beach; E. L. Spencer, KVOE, Santa Ana; James S. Blumfield, KDB, Santa Barbara; Lee Little, KTUC, Tucson; Jack O. Gross, KFMB, San Diego; Ned Connors, KRKD, Los Angeles; Amos T. Baron, KECA, Los Angeles; Thelma Kirchner, KGFJ, Los Angeles; Horace E. Thomas, KMYC, Maryville, John L. Hogg, Albert Johnson, KOY, Phoenix; Ben S. McGlashan, KGFJ, Los Angeles; L. A. Schamblin, KPMC, Bakersfield; Maury A. Vroman, San Bernardino.

W. B. Ryan, chairman of the 16th district is presiding at session. At a luncheon Cleve Roberts, Blue Network war correspondent in the South Pacific, urged stations to give more time to broadcasts from abroad.

there's
NO QUESTION
...about SELLING
KANSAS when
you hire:
Ben Ludy,
GEN'L. MGR.
WIBW
The Voice of Kansas
TOPEKA

Renewed 2nd Consecutive Year

WALTER COMPTON
and his
"Background for News"

SPONSORED BY
FANNIE FARMER CANDIES
ON
WSAY

★ 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.

THANKS AGAIN TO THE 1051 EDITORS, WRITERS AND
COLUMNISTS FOR YOUR TIME AND CONSIDERATION IN
VOTING IN THE RADIO DAILY POLL
OF **THE ALL AMERICAN RADIO PROGRAM.**

B. E. JOLLEY

Director of Radio and Television

THESE WERE THE FAVORITES OF THE NATIONS PRESS:

- 1—Favorite Commercial Program....“Information Please”
- 2—Favorite Entertainer.....Bob Hope
- 3—Favorite Dance Band (Sweet).....Guy Lombardo
- 4—Favorite Dance Band (Swing).....Harry James
- 5—Favorite Male Vocalist (Classical).John Charles Thomas
- 6—Favorite Male Vocalist (Popular).....Bing Crosby
- 7—Favorite Feminine Vocalist (Classical).....Lily Pons
- 8—Favorite Feminine Vocalist (Popular).....Dinah Shore
- 9—Favorite Symphonic Program
N. Y. Philharmonic-Symphony
- 10—Favorite Symphonic Conductor.....Arturo Toscanini
- 11—Favorite Comedian.....Bob Hope
- 12—Favorite News Commentator.....Lowell Thomas
- 13—Favorite Dramatic Series.....Radio Theater (Lux)
- 14—Favorite Dramatic Serial.....“One Man’s Family”
- 15—Favorite Sports Commentator.....Bill Stern
- 16—Favorite Children’s Show.....“Let’s Pretend”
- 17—Favorite Educational Series..“American Town Meeting”
- 18—Favorite Quiz Show.....“Information Please”
- 19—Favorite Daytime Variety Show
“Breakfast Club” Don McNeill
- 20—Favorite Comedienne.....Joan Davis
- 21—Favorite Radio Announcer.....Don Wilson
- 22—Favorite Woman Commentator.....Dorothy Thompson
- 23—Star of Tomorrow (male).....Alan Young
- 24—Star of Tomorrow (female).....Jo Stafford
- 25—Favorite Popular Singing Unit.....Waring Glee Club
- 26—Favorite Comedy Team.....Fibber McGee and Molly
- 27—Favorite Song of 1944.....“I’ll Walk Alone”
- 28—Favorite Musical Composition of 1944
“Holiday For Strings”

ROSS FEDERAL RESEARCH CORPORATION
18 East 48th Street New York 17, New York

Kobak, Luncheon Host, Praises NAB's BMB

(Continued from Page 1)

vice-president in charge of station relations, Kobak explained that this department is in the process of expansion and that men will be added to the staff in New York, Chicago and on the West Coast. He characterized station relations as important service and believes that regional field men should be in constant contact with their stations.

Kobak revealed that he and associates were studying the "mutual" plan of network operation, as compared to other network operational setups. He said however, he was not prepared to give an opinion at this time.

Publicity Views

Speaking of publicity as it relates to publicizing shows, Kobak declared he was against publicizing a show until it has proven its air worth. He said that "a good radio show will get a good press and will build on its own merits." Many shows, he continued, "are over publicized and fail to live up to their ballyhoo."

Turning to war shows the Mutual executive declared himself against "one time shots." He said that he believed the most effective war effort shows were the ones with a good theme and most consistent airing. Kobak revealed that Mutual was seeking this particular type of a war effort show.

Likes Chicago Show

In reviewing his recent trip West, Kobak, referred to the "Chicago Theater of the Air" as one of the finest sustaining shows he had encountered and characterized the WGN sustainer as worthy of commercial sponsorship. He likewise pointed to some West Coast Don Lee shows as being of network calibre.

Tele-FM Comment

When asked about television and FM, Kobak spoke of the Don Lee television station in Los Angeles as a Mutual affiliate and referred to affiliated FM stations in New York, Boston, Chicago and Los Angeles now operating under the Mutual banner. He indicated network interest in both tele and FM.

Among the Mutual executives who attended the luncheon were Robert D. Swezey, vice-president and assistant general manager; Bob Schmid, promotion director, and Jim Bryon, publicity director.

New NBC Post

Whitney M. Baston, formerly transmission engineer of NBC, has been appointed to the newly created position of technical training director.

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

COAST-TO-COAST

— ARIZONA —

PHOENIX—Ralph Mahoney has been placed in charge of the Arizona Network News Bureau which serves KOY-Phoenix, KTUC-Tucson and KSUN-Bisbee-Douglas and has been named news editor of KOY. Mahoney is a former Phoenix newspaper man. Bill Travis, formerly with UP and Dick Salerno, just out of the Army, will act as assistants.

— CANADA —

EDMONTON—The biggest undertaking in the history of CJAT was carried out this past Christmas by the station as a promotion for Kootenay Family Almanac. It was a party at which over 2,000 gifts were distributed to the boys and girls of the city who sang carols around a huge tree and listened to the band of the Canadian Legion. Station officials expressed complete satisfaction with the result of their efforts.

— CALIFORNIA —

LOS ANGELES—American Chicle Company of N. Y. began a 52-week contract with KNX Jan. 1, calling for evening station breaks Monday, Wednesday and Friday. Account placed by Badger, Browning & Hersey, calls for copy on all products produced by Chicle Company. . . .

SAN FRANCISCO—Recent additions to KGO-Blue are Edward Murke, news writer; Barbara Kinney, sales promotion assistant; Imogene Martin, press bureau; Wylie A. Paul, studio field engineer.

— WEST VIRGINIA —

WHEELING—According to Lew Clawson, program director, WWVA plans to use the "Pledged to Victory" slogan, or something equally suggestive, on all program schedules throughout the 25th anniversary period. . . . Announcing staff of WWVA has been augmented by Charles C. Rutledge, formerly associated with WHJB in Greensburg and WLEU in Erie.

— COLORADO —

DENVER—During the National Western Stock show, Jan. 13-21, KOA gave all out coverage of each day's highlights which included livestock judging, auction sales as well as a daily matinee and evening show. Because of transportation and manpower problems and an increased interest in the event, station broadcast more frequently than in any previous year. KLZ is airing a new public service series titled, "I Sing America" in co-operation with Colorado College and the Rocky Mountain Radio Council. Folk songs sung and played by nationally famous Johana Harris are featured.

SEND BIRTHDAY GREETINGS TO...

January 23

Vernon Crane Madeline Ensign
Edward Harris Edward Phillip Lyon
Rosa Ponselle Maxwell Smith

— CONNECTICUT —

NEW HAVEN—A new series presenting Professor Wesley A. Sturges, Phelps professor of law at Yale University has started over WNHC. Continuity every Sunday at 8:30 p.m., Professor Sturges will analyze world problems of today. . . .
BOSTON—Most of the executive staff of WCOP spent some time in New York recently conferring with officials of the Katz Agency and Blue Network on the matter of policies and programs when WCOP becomes a Blue affiliate June 15.

— NEW YORK —

SYRACUSE—Six of WFBL's employees spent a day during the last waste paper drive manning one of the collection trucks. They are: assistant program manager Jim Deline, merchandising manager L. F. Wylie, salesman Al Friedrichs, Jim Mullen, Harry Martin, and entertainer Red Thomas. . . .
WATERTOWN—Dave Lane, WJNY transmitter engineer, spent 65 hours on duty recently when he was snowbound at the transmitter, and relief couldn't get to him.

— NORTH CAROLINA —

CHARLOTTE—WBT's press and promotion head, Bill Carley, has a remarkable hen. It laid an egg weighing five and one half ounces, seven and three quarter inches around the middle, and contained not a yolk but another egg complete with shell. Bill says anything can be expected from now on. . . .
SPARTANBURG—Management of WORD is now under direction of Frank R. Knuttim for the Spartanburg Broadcasting Co. Until recently, Knuttim was flight instructor in the AAF. Latest addition to WORD is Lionel Nowak, associate professor of music at Converse College.

— DISTRICT OF COLUMBIA —

WASHINGTON—During the illness of emcee Arch McDonald, Arthur Godfrey of WTOP's early a.m. shift will take over the "Moondial" program, which he originated several years ago until he gave it up to take the "Sundial" program, at the other end of the clock.

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

first in Chattanooga in

LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

Treasury Salute Series Successful On Station

Washington Bureau, RADIO DAILY

Washington—Because they are appearing at excellent listening spots on 756 stations, the Treasury has decided to continue its series "Treasury Salute" discs until the War Loan, Tom Lane, director radio, press and advertising, announced Friday. The schedule has called for only 13 weeks from Dec. to the end of the Sixth War Loan, with three discs weekly.

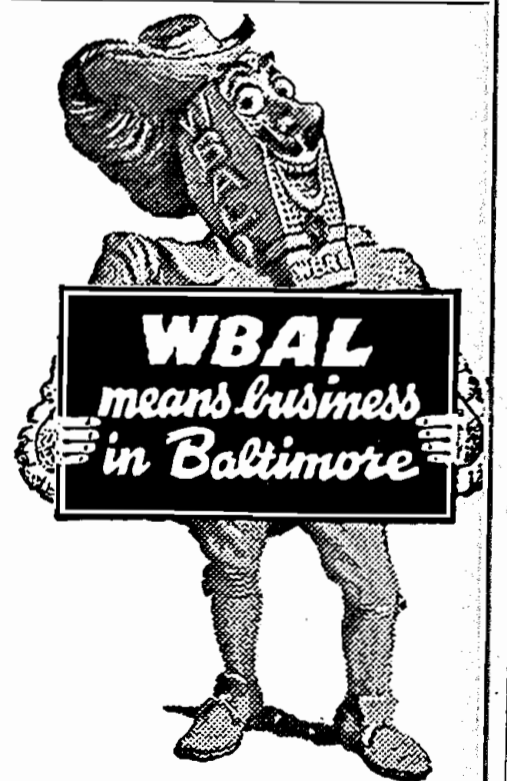
Use of Records Checked

NAB and Treasury have been studying the use of these records, and their check has convinced both organizations that the salutes are being given every opportunity by broadcasters to sell war bonds.

Three discs a week will go on until May or June, when the Seventh War Loan is expected to get underway again. At that time it is likely that the schedule will again go six weekly.

Cleveland Station Aids In Drive For Manpower

Cleveland—Opening gun of drive to place 8,700 people in Cleveland area war plants occurred Sunday when the chiefs of armed forces and civilians responsible for war production in this area met for round table discussion over WJW. Mayor Thomas A. Burke of Cleveland was moderator of the program which also included Colonel E. A. Lynn, chief Cleveland ordnance district; Captain R. T. Hanson, director of inspection of Navy materials; Lt. Col. Willie Walter Phelps, Cleveland area representative, central district ATS; Robert C. Goodwin, regional director of War Manpower Commission; and John Virden, regional director WPB.



Edward Petry & Co., National Representative

RADIO IS CHALLENGED!

\$350,000.00

will be given by a
philanthropic foundation

IF

RADIO WILL RAISE \$150,000.00

THE PURPOSE: to develop a camp for New York's boys — white and black — Catholic, Jewish and Protestant — to provide wholesome outdoor fun and the training of the BOY SCOUTS OF AMERICA to prepare our boys for leadership in the world of tomorrow.

THE CHALLENGE HAS BEEN ACCEPTED

on behalf of New York Radio
by the

RADIO EXECUTIVES CLUB

THE WEEK OF JANUARY 29th will be used by the radio stations of the New York area to promote the \$750,000 campaign of the Greater New York Councils, Boy Scouts of America, of which the \$150,000 Alpine Camp Fund will be part.

EVERY \$1.00 RAISED BY RADIO WILL BE MATCHED BY \$2.00 TO BE GIVEN BY A PHILANTHROPIC FOUNDATION TO DEVELOP THE

ALPINE SCOUT CAMP

725 acres of forestland near Alpine, N. J., nine miles from the city, an ideal camping reservation for winter and summer use by New York's 71,000 annual Scout membership.

The help of artists, sponsors, stations, etc., is needed!

RADIO EXECUTIVES CLUB BOY SCOUT COMMITTEE

120 West 42nd Street, New York 18, N. Y.

Wisconsin 7-4251

HELP PREVENT THE SPREAD OF WARTIME JUVENILE DELINQUENCY



It's vital in a Library too!

THE POINT we're making here is—*variety*, combined with *quality*. A mighty important consideration in the life of a program director . . . and a station's balance sheet.

For the number of listeners and clients you'll attract is in pretty direct ratio to how well you vary your shows, *and still keep them appealing*.

That's where ASSOCIATED is your best bet!

From hillbilly to grand opera, from jive to popular

concert, from sacred music to modern dance . . . ASSOCIATED brings you all this and *showmanship*, too. Not just a few peaks and a lot of fillers, but topnotch entertainment value *throughout*.

The word is getting around fast: ASSOCIATED offers *most* hours of the best *radio* music! An endless stream of big-time, big-name, *big-audience* music . . . designed for maximum use, variety and sales power!

Get the facts without obligation. 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. 17

NEW YORK, N. Y., WEDNESDAY, JANUARY 24, 1945

TEN CENTS

IRE Winter Meet Opens

Naval Officer Joins Treasury Dept. Staff

Lieut. (j.g.) David Levy, USNR, former Young & Rubicam radio producer and writer, has been assigned to the War Finance Division of the Treasury Department by the Navy, it was announced yesterday by Thomas H. Lane, director of advertising, press and radio for the Treasury Department.

"We are deeply indebted to Admiral DeWitt Ramsey, head of the Bureau of Aeronautics, in making this assignment possible," said Lane. "Lieut.

(Continued on Page 3)

Lieut. Orrin K. Boice Missing In Action

Lieut. Orrin Kendall Boice, son of Hugh Kendall Boice, vice-president in charge of sales for WQXR, was reported missing in action by the War Department. Lt. Boice who graduated from Princeton in 1938, received his commission in the U. S. Navy in 1940 and immediately requested active duty.

Another son, Hugh Kendall Boice Jr., is in radio at a Peoria, Ill. station.

Canadian News Editors Hold CBC Conference

Montreal—A three-day conference of the CBC's senior news editors has just been held in Montreal. The meetings took place in the board room of the CBC offices in the Keefer Building and were under the chairmanship of D. C. MacArthur, chief news editor of the CBC.

E. L. Bushnell, director general of

(Continued on Page 2)

Anniversary

Detroit—Galloping along with undiminished vigor the storied "Lone Ranger" will enter his 13th year of broadcasting on January 30th. The "masked man of justice" is currently heard on the Blue Network Monday, Wednesday and Friday, at 7:30 p.m., EWT.

British Programming Influenced By AFRS

Changes in programming techniques of the British Broadcasting Corporation are being greatly influenced by the type programs broadcast by the American Forces Radio Service, it was pointed out by Morton Downey at a press gathering yesterday held at the USO-Camp Shows headquarters. Downey returned recently from the ETO where he and his troupe entertained service men and women in England and France. His unit consisted of: George Pren-

(Continued on Page 3)

WAC Advertising Budget Declared Unnecessary Now

Washington Bureau, RADIO DAILY
Washington — Barring unforeseen developments, paid advertising as an aid to WAC enlistment is a thing of the past, it was learned at the War Department yesterday. Although a five-million dollar budget for adver-

(Continued on Page 2)

More Than 2,000 Engineers To Attend Thirty-Third Annual Gathering Of Radio Technicians

Asks Free-Radio Plank Written In Peace Plans

West Coast Bureau, RADIO DAILY

Hollywood—Pointing to Mexico as a country formerly recognized as one of the most revolutionary in the world, but that is now peaceable due to its free radio, W. L. Gleeson, president of KPRO, of Riverside, Cal., told the 16th District NAB convention

(Continued on Page 8)

WFBR Leaving Mutual; Will Join Blue, June 15

WFBR, Mutual outlet in Baltimore, will join the Blue Network, on June 15th, it was announced yesterday by Keith Kiggins, vice-president in charge of stations for the Blue, and Hope H. Barroll, Jr., executive vice-

(Continued on Page 7)

WWJ Ban On Spots Not To Affect OWI

WWJ, Detroit, which recently banned all transcribed announcements, will continue to co-operate with the OWI Domestic Radio Bureau in the broadcasting of OWI station announcements, according to Harry Bannister, WWJ's general manager.

Stations Volunteer Support To 1945 Red Cross Drive

Representatives of New York radio stations pledged their support to the Red Cross 1945 campaign drive at a luncheon meeting yesterday at the Waldorf-Astoria Hotel which was sponsored by Jim Sauter, radio chairman of New York drive, with Red Barber, general chairman, and S/Sergeant Steve Seinfeld, overseas Air Corps veteran, as guests of honor. Plans for radio's participation call

for a four-network program on February 28 and individual station participation in a "Get Ready to Give" campaign the last week in February. The formal drive for funds in Greater New York starts on March 1st.

Chairman Barber paid glowing tribute to the radio industry for the support of the Red Cross and other drives in the past and expressed con-

(Continued on Page 7)

Successful campaigns in Northern New England include WLAW. Send for coverage map. Adv.

If it's better sales you want—WLAW can sell your product to Northern New England. Adv.

Over 2,000 engineers, physicists and representatives of the armed forces are expected to register at the Hotel Commodore, New York, today for the opening sessions of four-day gathering of the 1945 Winter Technical Meeting of the Institute of Radio Engineers.

Highlight of the first day's agenda will be the award of the Edison medal to Dr. E. F. W. Alexanderson of the General Electric Company. The award will be made by IRE and the

(Continued on Page 7)

Ohio State 'U' Revamps Plans For FM Stations

Columbus—Not entirely satisfied with its proposed plans for a network of 18 educational FM stations, located chain-like throughout Ohio, the Ohio State Department of Education is studying plans to set up four to six high-powered FM stations which would provide basic network cover-

(Continued on Page 8)

Brines Made Assistant To Schreiber At WGN

Chicago—Paul C. Brines, former public relations director of the George S. May Co. has been named assistant to Frank P. Schreiber, manager of WGN, it has been announced. Brines will be in charge of publicity

(Continued on Page 2)

Trans-Atlantic

Bob Hope and Jerry Colonna will broadcast via trans-Atlantic circuit to Britain on NBC-BBC "Atlantic Spotlight" Saturday, January 27th 12:30 p.m., EWT. Hope and mustached eye-rolling partner both making first appearance on two-way "Atlantic Spotlight." Hope, since his arrival in New York last week, has received several honors for his war work.

Dislike Thrillers

London, Ont.—Results of a questionnaire sent to parents by the Ontario Federation of Home and School Associations showed that the average parent objected to about 40 "Thriller" radio programs produced for children in after-school hours. They claimed the programs, as currently broadcast over the air, emotionally upsetting to their children.



Vol. 30, No. 17 Wed., Jan. 24, 1945 Price 10 Cts.

JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

FINANCIAL

(Tuesday, January 23)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	163 3/8	163	163	- 1/2
CBS A	34 3/4	34 3/4	34 3/4	+ 1/4
CBS B	34 3/4	34 5/8	34 5/8	+ 1/4
Crosley Corp.	32 1/8	32	32	+ 1/2
Farnsworth T. & R.	15 3/8	14 3/4	14 3/4	- 1/4
Gen. Electric	38 5/8	38	38	- 1/2
Philco	34 1/4	33 3/4	34 1/4	+ 1
RCA Common	11 3/8	11	11	- 1/4
RCA First Pfd.	79	79	79
Stewart-Warner	16 7/8	16 3/8	16 3/8	+ 1/8
Westinghouse	118	116	116	- 1 5/8
Zenith Radio	38 1/4	37 3/4	37 3/8	- 1/4
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	35	35	35
Nat. Union Radio	6 1/4	6 1/8	6 1/8	- 1/8
OVER THE COUNTER				
Du Mont Lab.			7 1/4	8
Stromberg-Carlson			17	18
WCAO (Baltimore)			23
WJR (Detroit)			39

20 YEARS AGO TODAY

(January 24, 1925)
Among those responsible for the very entertaining programs heard over WOR, the Bamberger station of Newark and New York, is "Hollywood" McCosker, very much in demand because of his "I See By The Papers" program and motion picture reviews.

WHO CONDUCTED A TELEPATHIC TALENT SEARCH?

SEE PAGE 8

Coming and Going

GENE CAGLE, president of the Texas State Network, and CHARLES B. JORDAN, general manager of WRR, Dallas, Tex., were in Gotham yesterday and now are en route to their posts in the Lone Star State.

MRS. RALPH M. LAMBETH, president of WGBC, Greensboro, arrived yesterday from North Carolina on a business trip that will keep her here until the end of the month.

CLARENCE B. GOSHORN, president of Benton & Bowles, Inc., has returned from Mexico City, where he spent several weeks.

EVERETT HOLLES, assistant director of news broadcasts at CBS, spent last week on vacation.

MARGARET KENNEDY, manager of press information for the Latin-American network of CBS, has left on a two-week trip to Havana.

RONALD B. WOODYARD, president of WAAC, Ft. Myers, Fla., who was here early this week for talks with his national reps, left yesterday for Washington, D. C.

HAROLD V. HOUGH, general manager of KGKO, Fort Worth, Tex., in town last week on a short visit.

H. V. KALTENBORN, commentator on NBC, aired his programs on Monday and yesterday from the network's studios in Chicago.

LLOYD MOORE, manager of CFRB, Toronto, spent the past week in New York visiting with the national representatives of the station.

GEORGE E. REEDY, Blue Network news commentator, has arrived from Havana by way of Miami aboard the Cuba Clipper.

LOREN WATSON, executive vice-president of Spot Sales, Inc., national station representatives, is back from two weeks in Tampa.

HAROLD L. McCRACKEN, manager of KVRS, Rock Springs, Wyo., a visitor yesterday at the headquarters of the Mutual network.

HERBERT J. LEDER, television director of Benton & Bowles, is back at the agency following a brief home-stay resulting from a severe cold.

T/SGT. JOHN F. MURPHY, back from 18 months overseas with the Army Airways Communications System, is visiting in Chicago with his former cronies at the offices of Burn-Smith Company.



Gets what he goes after

That's the Army's first fighting falcon. He can dive at speeds up to 300 miles an hour. He can spot a mouse a quarter of a mile away. He gets what he goes after.

That last phrase is the one we want to hang this ad on. "He gets what he goes after."

Down here in Baltimore, radio advertisers get what they go after IF they buy W-I-T-H, the independent station. Facts from outside sources prove that W-I-T-H produces more results per dollar spent than any other station in this 6th largest market.

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



W-I-T-H

IN BALTIMORE

TOM TINSLEY, President
REPRESENTED BY HEADLEY-REED

Brines Made Assistant To Schreiber At WGN

(Continued from Page 1)
and promotion for WGN among other duties. He will assume his new position Jan. 29. Brines, a native of Rushville, and a graduate of the University of Illinois, was formerly mid-western editor of Broadcasting Magazine and prior to that was with the FBI in Washington, D. C. One of Brines' duties was secretary of the George S. May Business Foundation, an affiliate of the May Company.

WAC Advertising Budget Declared Unnecessary Now

(Continued from Page 1)
tising was set up for this year, no time or space has been bought since November 1, a responsible official assured RADIO DAILY, and there is no immediate plan to resume buying advertising. The volume of sponsored advertising has been extremely gratifying, he said, and there is no reason now to expect it to fall off. In the meantime, enlistment has been sufficiently high so that the corps does not feel the need for a serious drive at this time. Earlier this month a special call was sent out for 8,000 medical technicians, the only special call so far.

Canadian News Editors Hold CBC Conference

(Continued from Page 1)
programs, and Charles Jennings, director of program planning, were in attendance. Dr. Augustin Frigon, general manager, addressed one of the sessions. The senior editors who came to Montreal for the conference were Richard Elson, of Vancouver; William Metcalfe of Winnipeg; William H. Hogg, of Toronto, and James Kinlock, of Halifax. The Montreal studios were represented by Jean St. Georges and Robert Bryden.

Maria Montez Signed For Radio Package Show

Hollywood—Maria Montez, has been signed for radio via an exclusive contract with Joe Rines. The Universal Picture star will be offered in a package show titled, "Fiesta." Rines who recently arrived on the Coast from New York to help start the Andrews Sisters program on the Blue, is currently directing the new Judy Canova program heard on NBC Saturdays.



That's why...
ALL PHILADELPHIA

has formed the habit of dialing 1400 regularly.

THAT'S WHY SPONSORS BUY TIME ON **WDAS**

AFRS Influencing British Radio Program Techniques

(Continued from Page 1)

...nce, Jimmy Rule, Joseph Geneli, Frances McCoy, Joyce Breazelle and Diane Lure.

"The time element is still being disregarded by the BBC program producers, consequently a performer is permitted to run sometimes as much as 10 or 15 minutes overtime, while the production staff goes on with its chores unconcerned," Downey said.

Programs produced by the servicemen over AFRS, designed along the lines of formats broadcast by the four major webs in this country, are obviously emulated by BBC program

designers; they resemble rather closely the musical, dramatic and variety type features aired here, he said.

Downey participated in five programs over BBC, each of which was transcribed for rebroadcast to the servicemen and women. ET programs of the Downey broadcasts were rebroadcast approximately 35 times in all while he was there, it was disclosed.

Most Popular Songs Listed

The songs most popular with the G.I.'s are: "I'll Walk Alone," "Spring Will Be a Little Late This Year," "Dear Old Girl," "Melancholy Baby."

Downey said he was very much impressed with the WACS', nurses' and USO-Camp Shows' accomplishments, and proof of that is the high morale of the servicemen. However, the greatest morale builder is Major Glenn Miller's Band, he concluded.

Naval Officer Joins Treasury Dept. Staff

(Continued from Page 1)

Levy will act as special radio consultant in a three-fold capacity. He will be in charge of programming our own shows such as radio appearances by the Secretary and similar special broadcasts. He will supervise all our transactions and material going out to stations in order to maintain a high professional standard, and he will be available to work with the networks and other outside groups on their War Bond programs."

While at Young & Rubicam, Lieut. Levy directed "We, the People," "Manhattan At Midnight" and other leading network commercials. In the Navy, he was assigned to the training film branch as a writer. Much of his work in this branch has been devoted to the promotion of War Bond programs.

Desfor Promoted

Effective immediately, Sidney Desfor has been appointed photo editor of the National Broadcasting Company press department, Sydney H. Eiges, manager of the department has announced. He joined NBC in 1934.



Meet WHB's Don Davis— who lives in a suitcase at "Spot Sales" offices

And that's neither dust nor dandruff on his shoulders. It's Ivory Snow—sprinkled on by the photographer to indicate that Davis travels from frozen north to sunny south, constantly... the better to serve WHB advertisers. He is probably the only radio station president in America who travels as the station's national advertising representative.

Now, as an associate of Loren Watson at Spot Sales, Davis has the assistance of "Watso", Fred Wester and Bill Ewing in New York... Jameson Brinkmeyer and Willie Kissick in Chicago... John Livingston on the West Coast. Six new reasons why "the swing is to WHB in Kansas City"... with five offices over the nation to submit market information and availabilities whenever you phone.

Time clearances are made the same day from Kansas City, and

submitted by telegraph, telephone or air mail letter. Along with program information and Hooperatings to prove that WHB is your best buy in the booming Kansas City market!

Ask about the new Rush Hughes Show on WHB—the "Song and Dance Parade." In its first five weeks it has definitely increased the sale of Bond Bread (General Baking), first co-sponsor on this popular participation program originated by Hughes at KWK, St. Louis. WHB participation is available in quarter-hour units, one to six times weekly, "across the board."

You'll like doing business with WHB, "the station with agency point-of-view"... where every advertiser is a client who must get his money's worth in results. 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



THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means more business for its stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

- NEW YORK • BOSTON • CHICAGO
- DETROIT • SAN FRANCISCO • HOLLYWOOD

WHO FOUND A NEEDLE IN A HAYSTACK?

SEE PAGE 8

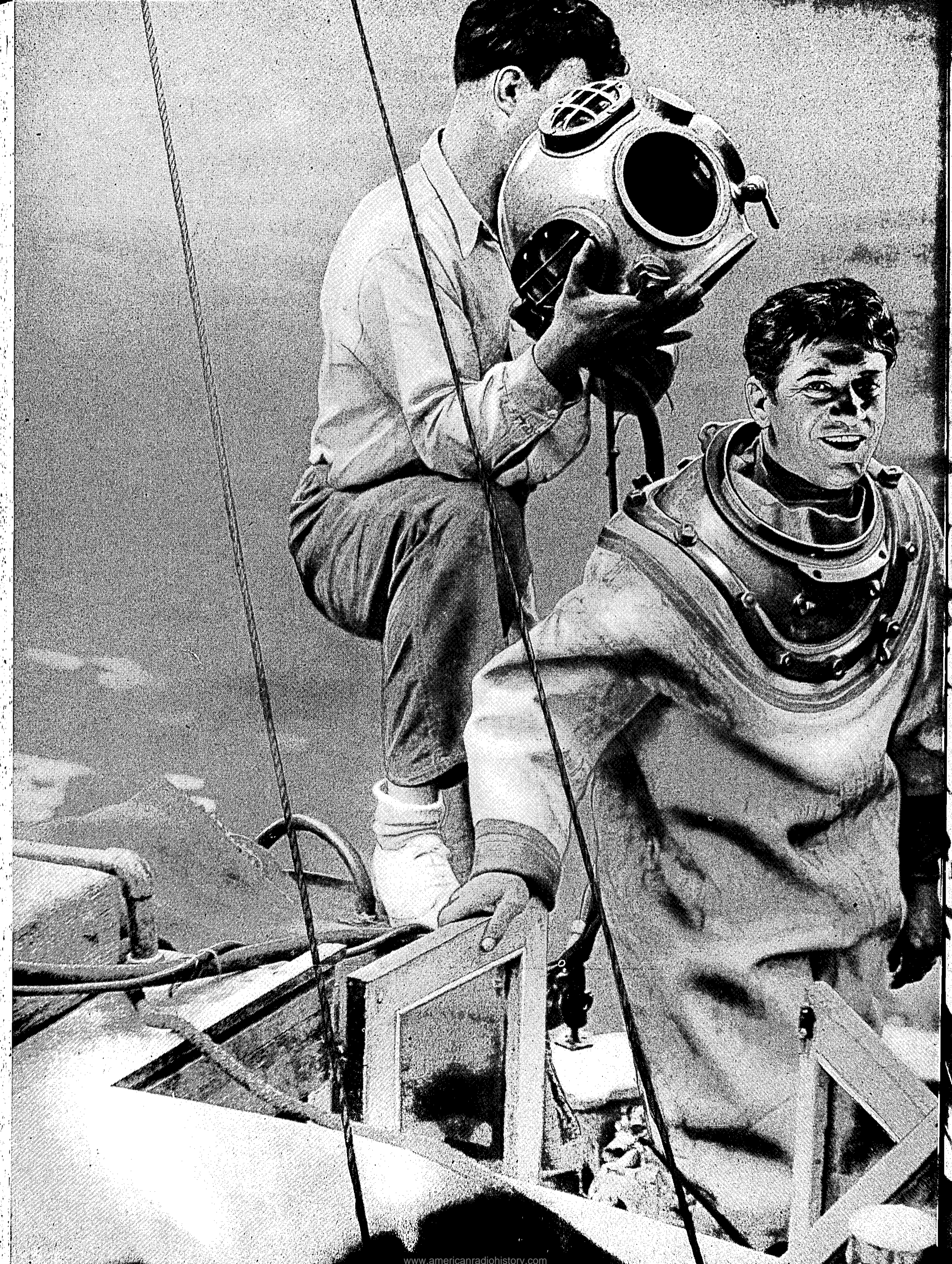
Chicago's

BEST NEWS SERVICE

AP-UP-INS

W-I-N-D

560 Kc. 5000 WATTS

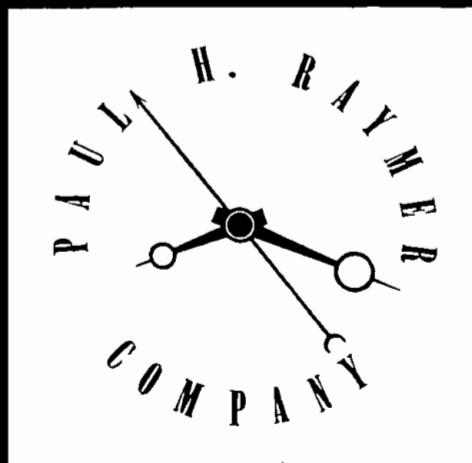




The Confidence of One Man in Another

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

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



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

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

JANUARY 20th
CONCERT

BRUCE ROBERTSON

Broadcasting Magazine
New York, N. Y.

The enthusiastic outburst of applause that followed the final movement of Lalo's "Spanish Symphony" last Saturday evening marked the appreciation of the audience in Symphony Hall, Boston, for a performance in which the contributions of composer, conductor, soloist, and orchestra were memorably combined. At home, endorsing the Hall's appreciation, millions of listeners were grateful to Allis-Chalmers and The Blue Network for bringing the Boston Symphony Orchestra to them. Ruth Posselt, Soloist, gave technical perfection to the violin passages by which Lalo expressed the emotion of Spain with a clarity reminiscent of Cesar Franck. George Szell, Guest Conductor, interpreted the three compositions comprising the evening's program with accuracy and warmth, sympathetically giving Smetana's Symphonic Poem, "From Bohemia's Meadows and Forests," its full nostalgic color. Orchestra and Conductor did their best with Still's "In Memoriam: The Colored Soldiers Who Died for Democracy," but it remained a pastel program piece lacking in the force and distinction called for by its title.

JANUARY 27th PROGRAM

Haydn's Symphony No. 97 in C Major
Hindemith's Metamorphosis of
Themes of Weber
George Szell, Conducting
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 . . . !

● ● ● It was a clever piece of promotion and Rutgers Neilson and Fred Norman of RKO rate a kudo or two . . . they staged a special screening of the forthcoming RKO-release, "The Woman In the Window," a suspense-filled mystery for an audience composed of radio editors, columnists and radio sleuths . . . five minutes before the ending of the film, the lights went up and cards were distributed to the guests upon which each was asked to write the answer to the quiz, quote:—how do you think the picture will end? unquote . . . actors Johnny Martin (Bulldog Drummond), Joseph Curtin (Mr. North), Bill Barret (Perry Mason) Eric Pinker (Inner Sanctum), Lon Clark (Nick Carter) and directors Phillips Lord (Counter-Spy and Gangbusters), Hi Brown (The Thin Man, Bulldog Drummond and Inner Sanctum), Roger Bower and Jock MacGregor (Strange Dr. Weird, Mysterious Traveller and Nick Carter) and Carlos de Angelo (Perry Mason) wrote opinions . . . Jock MacGregor and Phillips Lord both turned in correct answers. . . ● William Demarest, former vaude headliner and later featured comic in many flickers, will make his commercial radio debut in the new "Eddie Bracken Show" which will NBCommence Sunday, Feb. 4 (8:30 p.m.) EWT. . . ● The 1944 CBSeries of quarter-hour dramas titled, "War Town," proved so successful in aiding National Community Chests and Councils, Inc. that a new series of 13 or 26 discs will be transcribed next week . . . titled "Crisis In War Town," they will be supervised by Nick Keesely, Program Sales Manager of CBS, directed by Robert Lewis Shayon with Jon Gart composing the music and conducting the orchestra.

☆ ☆ ☆

● ● ● Burns & Allen will make a guest appearance next week on Eddie NBCantor's funfest. . . ● Diane Pendleton, former singer on Kay Kyser's "College of Musical Knowledge," is singing lullabies to a baby girl as of early this week. . . ● George Gale has written and sold to Paramount Theater execs, a new half-hour program, "Screen Quiz" emceed by Jack Waldron which will originate from the stage of the Gotham Paramount as soon as a sponsor for the show is found. . . ● Happened last Thursday . . . a couple of unemployed bacilli influenzi (or to use the plebeian term) a severe cold which attacked Jimmy Scribner, silenced 22 voices . . . Jimmy is the WKRC actor who portrays every character heard in "The Johnson Family". . . ● WNEW will honor the memory of Thomas (Fats) Waller during the week starting Feb. 4 and will invite the late composer's friends and co-workers to play or sing his compositions. . . . Ted Cott will produce with special material scripted by Milton Robertson. . . ● The WOR all-nite recorded program, starting tonight, will be emceed by Barry Gray who succeeds Steve Ellis. . . Curt Massey left NBChicago for Hollywood and will start a new five times a week musical MBSeries (8:15-8:30 p.m.) beginning Feb. 5. . . ● Is Bill Thomas, former publicity head of Young & Rubicam headed for a berth at NBC?. . . ● "The Roy Rogers Show," has been renewed for an additional 13 weeks over Mutual, starting February 20th.

☆ ☆ ☆

● ● ● The kilocycle grape-vine has it that Frank Sinatra will join Jimmy Durante's USO troupe when and if the Schnozz goes overseas next summer. . . ● Jack Benny emceed a March of Dimes show in Philadelphia last night . . . while the 'boss' is in the East, Rochester is finding heaps of 'moolah' guesting on other programs with a p.a. scheduled at Loew's State next week at a fancy fee. . . ● Milton Berle's book, "They Laughed At These," will be published this summer. . . ● Sammy Kaye has been named national Chairman of the Band Division of the 1945 Boy Scout Campaign. . . ● Sally Moore, CBSongstress and the Four Chicks & Chuck will entertain tomorrow at the American Advertising Women's Club dinner at the Biltmore.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

BOZELL & JACOBS, INC., handling the leaf gum show, "Tin Par Alley of the Air," invited the press to the premiere broadcast of the NBC series on Saturday, from Chicago studios in the Merchandise Mart. The 15-minute program starred Jack Owens, with Johnny Neblett, the Vagabonds, Jimmy Blade and the leaftans. Following the broadcast cocktails were served in the M. & M. Club.

Lt. Norman Barry and Lt. Henry Cooke, former Chicago NBC announcers, have returned to this country after service in the Pacific theater. Barry, a PT boat skipper, was cited for meritorious services in enemy areas during May. Cooke has 4 bombing missions and 500 combat hours over enemy territory to his credit.

Ralph Hatcher of the CBS station relations department of the western division, attended the NAB district 6 meeting in Memphis, Tenn. He then headed for Dallas, Texas, to attend the NAB meeting for District 3.

Eleanor Howard Injured In Washington Accident

Washington Bureau, RADIO DAILY

Washington—Eleanor Howard, director of WOL Women's Activities, who conducts daily show "Listen, Ladies," was seriously injured Friday afternoon when struck and dragged by Washington trolley as she was leaving White House after receiving invitation to the inauguration. She is at emergency hospital resting comfortably. No temporary successor chosen to conduct her program yet.

63 RADIO STATIONS

now using

"SERENADE IN FURS"

Six original 1 minute

MUSICAL PROGRAMS designed to sell furs

Wire—Write for Audition Programs

ARTP, Inc.

11 West 42nd St. New York, N. Y.

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

RE's First Session Has 2,000 Attending

(Continued from Page 1)

American Institute of Electrical Engineers. Leaders in AM radio, Radar, television and FM will participate Thursday in panel discussions of 41 papers covering the progress of the radio during wartime. Panel sessions will be held morning and afternoon. In the evening, the Institute will hold its 33rd annual banquet and present its two leading honors to outstanding scientists in the communications field. The Morris Lehmann Memorial Prize representing the income from a fund of \$10,000, established in memory of the late Lt. Cl. Liebmann, of the 23rd Regiment, New York National Guard, will be awarded to W. W. Hansen of Stanford University. H. H. Beverage, associate director of the RCA Laboratories, Princeton, N. J., will receive the Medal of Honor. Presentations will be made by Dr. W. L. Everitt, newly elected president of the Institute. H. B. Richmond, chairman of the board of the General Radio Co., will act as toastmaster and the principal speaker will be Francis Colt de Wolf, chief of the telecommunications division, Department of State, Washington, D. C. In addition to the reading of papers on Friday and Saturday, the guests will attend a luncheon on Friday for Dr. Everitt and on Saturday for men in the armed forces, principally those in the Signal Corps. In conjunction with the symposiums and panels, the engineers and their guests will witness displays of many war-born devices, revealed for the first time at the Winter Technical Meeting in exhibits provided by manufacturers. Among the papers on the four-day schedule are "The Interdepartmental Radio Advisory Committee," by Capt. E. M. Webster, U.S.C.G.; a discussion of "Airplane Landing Systems," by Lt. Col. F. L. Moseley of Wright Field and a description of the extensive Radio Relay Communications Systems in the U. S. Army," by Lt. Col. W. S. Marks, Jr., Capt. O. D. Perkins and Mr. W. R. Clark.

Joins Mutual

Effective June 15, WJHP, Jacksonville, Florida, will become a Mutual affiliate, replacing WPDQ in that city. The station operates on 1,320 kilocycles, with a signal strength of 250 watts.

PROGRAM REVIEWS

"GASLIGHT GAYETIES"

Procter & Gamble's Teel
Biow

NBC-WEAF, Sat., 8-8:30 p.m., EWT
Director-Producer: Al Rinker
Writers: Mildred Kaufman, Margaret Lewerth, Morton Friedman
Music: Ray Bloch Orchestra and Chorus
Instead of resorting to old songs alone for regular weekly listening, which no doubt stigmatized the program by the constant airing of nostalgic fumes of the gaslight era, a revision was in order when this department focussed its ear trumpet to last week's program. Although the song has literally been "done in" on other programs, it was very stimulating to hear "The Trolley Song" rendered by the soubrettish Beatrice Kaye, in a style quite definitely her own. Al Rinker & Company realize, at this not too late date, greater listening results are obtained by striking a happy medium.

The other change, although not very original, calls for a guest to appear on the program each week. Nevertheless, Edward Everett Horton did a great deal to help the situation-comedy matter out. The script had him attempting to win the love of Miss Kaye. Michael O'Shea was in on it, too, in addition to his master-of-ceremonial chores, which he does in his infectiously broguish manner. The questionable love scene among the three of them was amusingly burlesqued. On the whole, listeners should agree that the program has greatly improved.

On the other hand, the thing we

"TIN PAN ALLEY OF THE AIR"

NBC, Saturdays, 5:45 to 6 p.m., EWT
Featuring Jack Owens, the Vagabonds, Johnnie Neblett and Jim Blade's instrumental group
Sponsor, Leaf Gum Company through Bozell and Jacobs, Inc. Agency.

America's song writers are glorified in "Tin Pan Alley of the Air," new 15-minute NBC commercial heard on a 79 station hookup. Idea of the show is good and while it got off to a rather shaky start it should develop in to a first rate plug for the song writing profession. Johnnie Neblett narrates the show; Jack Owens, baritone-song writer, warbles the hit tunes and Jimmy Blade gets a lot of music out of a four-piece combo called the "Leafpens." Vagabonds, Negro quartet, add excellent harmony to this musical potpourri.

don't like about the program is the comediantics of Genevieve Rowe, whose birthright is being a coloratura, and a very good one, also. For some unknown reason, Miss Rowe is being misdirected into a giggling comedienne; Miss Kaye appears to be doing all right as the comedienne.

Ray Bloch and his orchestra provide some well orchestrated arrangements and the chorus was in very good harmony. In capsule, the program has improved since its advent to New York. The Teel commercials are neatly transitioned into the program portions and Roland Winter announces them effectively.

Dr. Sachar Will Broadcast Sponsored Series On WOR

Dr. A. L. Sachar, educator, historian and lecturer, will begin a series of 15-minute sponsored news commentaries three times a week over WOR, beginning, Monday, February 5. Dr. Sachar will be heard on Mondays and Thursdays from 10 to 10:15 p.m., and on Sundays 10:15 to 10:30 p.m. The Monday sessions will be sponsored by Paramount Pictures Inc., the Thursday editions by Reliance Textile Company, and on Sundays by Krasdale Foods, Inc.

KMOX Appoints Doebler To Head Promotion-Adv.

St. Louis—KMOX of this city, owned-and-operated station of CBS, has named C. W. Doebler as director of advertising and sales promotion.

Arthur Gary Renewed

Arthur Gary, narrator for the Stradivari Orchestra, heard on WEA-F-NBC, Sundays at 12:30-1:00 p.m., EWT, has been renewed for another 13 weeks by Prince Matchabelli, sponsor. Morse-International is the agency.

Stations Will Support '45 Red Cross Drive

(Continued from Page 1)

confidence in the success of the coming campaign. He emphasized the value of radio plugs in advance of the actual campaign.

Harry Levin, OWI radio representative, declared that the Red Cross would have top priority in the OWI packets for March and that his agency would co-operate in every way in presenting the Red Cross message.

Revealing WJZ's plan to have some of the station's top personalities include Red Cross messages in their regular programs, John Hade, commercial program manager of the station, recommended this procedure rather than hit and miss spot announcements. He disclosed that 10 sponsored programs had agreed to participate and named such personalities as Raymond Gram Swing and John Kennedy.

Among those attending the luncheon were Tony Provost, WEA-F; Dave Driscoll, WOR; Leon Goldstein, WMCA; Mrs. Eleanor M. Sanger, WQXR; Jo Ranson, WNEW; Lola Woursell, WOV; Paula Gould, WLIB; Henry Greenfield, WEVD; Frank Johnson, WBNX; George Lewis, WHN; Morris S. Novik, WNYC; Robert Mann, WWRL; Charles Baltin and Florence Warner of WHOM; William Norrins, WBYN; Marvin Kirsch and Frank Burke, RADIO DAILY; Thor Krogh, Broadcasting; Milton Livingstone, Motion Picture Daily, and Arnold Blom of "Pm."

WFBR Leaving Mutual; Will Join Blue, June 15


(Continued from Page 1)

president and general manager of the Baltimore Radio Show, Inc., licensee of the station. WFBR is one of the oldest stations in the country. It was established in 1922 and operates full time with 5,000 watts on a frequency of 13,000 kc.

WHO FOUND
A BOOK UNDER A
TREE THAT GROWS
IN BROOKLYN?


SEE PAGE 8

"A Bit of Paris in New York"



Est. 1906
FRENCH RESTAURANT
REAL FRENCH CUISINE
LUNCHEON From \$1.50
DINNER From \$2.00
Famous French Candies
15 EAST 52d ST.

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




**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



★ AGENCY NEWSCAST ★

Asks Free-Radio Plank Written In Peace Plans

(Continued from Page 1)

delegates that a world-wide free radio plank should be incorporated in peace plans. Gleeson pointed out that, with the close of the European war and that with Japan, working hours in the United States, will be reduced first to 40 hours per week and possibly to 30 hours, resulting in an increased number of hours the public will have to listen to programs. He declared that present listening time, from three to four hours daily, might be increased to six to eight hours, increasing broadcasters peacetime service to the listening audiences.

Wants Better Programming

Gleeson told of his pet theory that radio set manufacturers should spend important sums with network and local stations to help in improving programs and that better programs would bring a big market for sets.

John Morgan Davis, general counsel for NAB spoke on legislative and labor matters.

Lewis Avery, NAB director of broadcast advertising, said there are 393 small market stations in the United States and that these outlets should emphasize better programming and more aggressive selling. He pointed out that certain groups of small town stations are now beginning to gain national recognition.

Fifteen out of 22 stations represented at convention, or 68 per cent of outlets at session, signed for the Business Measurement Bureau. They are KOY, Phoenix; KTUC, Tucson; KFOX and KGER, Long Beach;

EDWARD F. THOMAS, director of public relations for Geyer, Cornell & Newell, Inc., has been elected vice-president. Thomas joined the agency early in 1943. He was formerly account executive and director of research and planning for Carl Byoir & Associates. He is currently chairman of a special committee of the National Association of Public Relations Counsels serving the War Department, vice-chairman of the public relations advisory committee for the Boy Scouts of Greater New York.

CO-OPERATIVE ANALYSIS OF BROADCASTING has announced the names of five advertisers whose applications for membership have been accepted. They are the Allis-Chalmers Manufacturing Company, the Book-of-the-Month Club, Inc., the Borden Company, Columbia Pictures Corp., and the Electric Auto-Lite Company.

KECA, KFI, KHJ, KMPC, KNX and KMTR, Los Angeles; KPRO, Riverside; KVOE, Santa Ana; KTMS, Santa Barbara; KICA, Clovis, N. M.

Some of other stations also promised to sign up shortly.

At a luncheon attended by 22 advertising agencies, Don Belding, chairman of board of directors of Foote, Cone & Belding, assisted Hugh Feltis in presentation of the bureau plan and also presided.

Among resolutions adopted were those condemning duplicates for single service or "pay within pay" and aimed at AFRA, approving action of NAB's board of directors in May 1944; condemning use of platter turning, and opposing J. C. Petrillo's action in reference to NAB, and lauding work of President Ryan.

Other Subscribers Announced

Hugh Feltis announced the list of station subscribers to the NAB Broadcast Measurement Plan in the Memphis and Dallas districts as follows:

Memphis: KUOA, Siloam Springs; KFFA, Helena; KARK, Little Rock; KOTN, Pine Bluff; WJBO, Baton Rouge; KMLB, Monroe; KTBS, Shreveport; KWKH, Shreveport; WROX, Clarksdale; WCBI, Columbus; WELO, Tupelo; WJPR, Greenville; WJDX, Jackson; WSLI, Jackson; WAML, Laurel; WOPI, Bristol; WDOD, Chattanooga; WJZM, Clarksville; WKPT, Kingsport; WBIR,

GORDON AYMAR, vice-president and art director, Compton Advertising, Inc., will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Advertising Layouts and Illustrations." This meeting will be held at the Engineering Societies Building, 29 West 39th Street at 6:15 p.m.

SPENCER SHOE CORPORATION, Boston, have engaged Norman D. Waters & Associates, New York Agency, to handle their advertising, effective February 1st. Newspaper and radio will be used to promote the 55 Spencer and Triplex stores.

McCANN-ERICKSON's San Juan, Puerto Rico, office has been appointed to handle all advertising on the island for the Puerto Rico Cement Corporation of that city.

Knoxville; WHBQ, Memphis; WMC, WMPS, WREC, Memphis; WLAC, WSIX, WSM, Nashville.

Dallas district subscribers include KRBC, Abilene; KFDA, Amarillo; KGNC, Amarillo; KNOW, Austin; KFD, Beaumont; KBST, Big Springs; KEEW, Brownsville; KBWD, Brownwood; KRIS, Corpus Christi; KTBC, Austin; KRIC, Beaumont; KAND, Corsicana; WFAA, WRR, Dallas; KTSM, El Paso; KFJZ, Fort Worth, KGKO, WBAP, Fort Worth; KPRC, KTHT, KXYZ, Houston; KRLH, Midland; KNET, Palestine; KPLT, Paris; KIUN, Pecos; KGKL, San Angelo; KABC, San Antonio; KONO, WOAI, San Antonio; KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco; KRRV, Sherman.

Hardy To NBC Script Div.

Jean Connelly has been succeeded by Mrs. Jean Hardy on the playreading committee of NBC's script division. Miss Connelly resigned to return to her home in Worcester.

Ohio State 'U' Revamps Plans For FM Stations

(Continued from Page 1)

age to a selected group of local stations.

At the request of the large group of Ohio educators who are studying possibilities of post-war FM radio, a steering committee of nine members has been appointed by the State Director of Education, Dr. Ray William Levenson, director of FM station WBOE, Cleveland, is committee chairman.

Advantage of the alternate plan, now being studied, is that it would provide a greater choice of FM educational programs. Under the first plan, an interdependent chain of 18 stations of approximately the same strength, each station would find it necessary to carry the same program at the same time or else originate its own.

One of the basic precepts that is guiding all educational planning in Ohio is that the resulting FM network shall be democratically controlled—that every Ohian shall have an opportunity to help determine the type of programs that shall be carried.

WHN 'The Navy Reports' To Salute U. S. Shipyard

"The Navy Reports," an all-star tribute to the war-workers on the home front from the men of the fleet, with prominent entertainers as an added plus, will be broadcast each Sunday, in co-operation with the U. S. Navy, over WHN, 4-4:30 p.m., beginning Feb. 4. Jay Jostyn, Mr. District Attorney, and Jerry Wayne, singing star of the Ed Wynn show, will guest on the first show.

"The Navy Reports" will include each week a salute to the shipyard of the nation, and detail the manner in which the men and women on the home front are helping us to get material "over there."

SEND BIRTHDAY GREETINGS TO---

January 24

- | | |
|-------------------------|-----------------|
| Alwyn Bach | Anne Jamison |
| J. S. Davidson | Milton Kaye |
| Dean Fossler | Jack McMonagle |
| Frank La Marr | Leo Fitzpatrick |
| Ken Sisson | Jay Wesley |
| Oscar Bradley | Bill Davidson |
| George Marshall Durante | |
| John I. "Bud" Edwards | |

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

AGRICULTURE A FIXED ASSET OF THE DENVER REGION

TODAY'S MOST OUTSTANDING RADIO PERSONALITY



DUNNINGER 26 NATIONAL MAGAZINES RAN FEATURE ARTICLES ON THE MASTER MENTALIST IN 1944!

Poll Radio On BMB Plan

De Mille-AFRA Case Dropped By Court

Action brought by Cecil B. De Mille, Hollywood producer of Lux Radio Theater on CBS, to restrain the American Federation of Radio Artists from keeping him off the air in the event he did not comply with the payment of a \$1 assessment, has virtually been thrown out by the Superior Court of California. Court yesterday decided to dismiss De Mille's complaint without "leave to amend"; dissolved his plea for a temporary injunction and denied his plea as well for any other form of restraint upon AFRA. Understood that the only legal (Continued on Page 3)

French Journalist Heard Over OWI Shortwave

Pierre Denoyer, one of eight French journalists who arrived in New York City last week for a seven-week tour to observe and report back to the French people on America at war, will make weekly reports to France through the shortwave radio facilities of the Overseas Branch of the Office of War Information. At 1:15 p.m. every Tuesday and (Continued on Page 3)

Don McNeill Arrives To Discuss New Web Contract

Don McNeill, emcee of the Blue Network "Breakfast Club" arrives from Chicago tomorrow to discuss a proposed new five-year contract with Blue executives, meet prospective sponsors, and to give consideration to (Continued on Page 2)

S O S
 Interesting sidelight on the March of Dimes benefit Saturday at Carnegie Hall was the fact that the day before the benefit an SOS was telephoned to all the stations in New York by the National Foundation for Infantile Paralysis, asking them to plug the benefit, as ticket sales were lagging, in spite of the fact that the event had been advertised in the daily papers for some time.

IRE Attendance May Reach 3,000

Judging from the number of registrants listed up until closing time last night at the opening sessions of the four-day meeting of the 1945 Winter Technical Meeting of the Institute of Radio Engineers, the number of attendants is expected to exceed 3,000, it was disclosed last night by E. L. Bragdon, publicity chair- (Continued on Page 8)

Buffalo Radio Editor Sees Trend In Poll

Buffalo—Interpreting results of RADIO DAILY's certified poll as indicating a trend in radio listening, Darrell Martin, radio editor of the Buffalo Evening "News," devoted his column yesterday to analyzing the poll results. "Radio men who make a specialty of taking things apart are probing (Continued on Page 3)

Believe FCC Will Permit FM To Remain In Present Bands

Washington Bureau, RADIO DAILY
 Washington—Consensus of opinion in radio circles here is that the FCC will not put up a strong argument against re-establishing FM in its present band, extending that band and pushing tele up in the spectrum. Every indication is that the FM industry will plead strongly for just

Seventy-Five Per Cent Of Broadcasters Endorse Measurement Bureau; List 25% As Undecided

By FRANK BURKE
 Editor, RADIO DAILY
 Seventy-five per cent of the broadcasters polled by RADIO DAILY in a nation-wide survey voted "Yes" in answer to the question: "Do you approve of the NAB Standard Measurement Plan?" Twenty per cent had no opinion on the subject and less than 5 per cent voted against the plan. The survey, suggested by the current NAB district meetings at which the new Broadcast Measurement Bureau plan is being presented, covered 832 broadcasters and produced a good cross section expression of the industry's attitude. Coupled with the survey, reports from district NAB meetings held in Memphis, Dallas, and Los Angeles indicate that a high percentage of the broadcasters are signing up for the BMB plan. In Los Angeles early this week 15 of 22 stations at the District 16 meeting signed up, 68 per cent of the outlets represented; at the Sixth district meeting in Memphis last week, 80 per cent of the (Continued on Page 6)

La Roche Investigates, Clears Commentator

In a statement issued yesterday Chester J. La Roche, vice-chairman of the Blue Network, announced that following an investigation he had decided to retain the news commentary program on WJZ conducted by William Gailmor under sponsorship (Continued on Page 3)

Drafting Of Nurses Subject Of CBS Debate

"Should Nurses Be Drafted?" will be informally debated on Columbia's "People's Platform," Saturday on WABC-CBS, 6:15-6:45 p.m., EWT; (Continued on Page 2)

Texas Stations Co-op On Overseas Shows

San Antonio—Written for and about South Texas men in the service overseas, "Let's Go To Town" a half-hour radio program co-operatively arranged by all local radio stations, was presented at WOAI last Sunday afternoon. This is to be the first in a series to be recorded for overseas broadcast. It was not to be released locally. Format of the show emceed by (Continued on Page 2)

Bonanza
 Musicians have an extra reason these days for wanting to be a part of Harry Sosnik's band on the Hildegard "Raleigh Room" program which is aired every Tuesday over NBC. As each musician takes his seat on the night of the broadcast, he finds on his chair a carton—not a pack, a carton—of cigarettes, Raleighs of course, a gift from the sponsor of the show.

Don't let your product suffer from public indifference—put WLAW on your schedule. Advt. Check on WLAW's coverage—then sign up to realize its good returns, too. Advt.

Such Is Fame
 Boston—New quiz show, "Tello-Test," which presents questions of popular appeal, recently offered a real memory-leaser. According to quizmaster Fred Lang, the question, "Who wrote Casey at the Bat?" had Boston and vicinity completely at a loss. Frederick L. Henderson of Canton, who knew the author, Ernest L. Thayer, was declared winner.



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

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

FINANCIAL (Wednesday, January 24)

Table with columns: Stock Name, High, Low, Close, Net Chg. Includes Am. Tel. & Tel., CBS A, CBS B, etc.

Joins Hildegarde Mark Young, vocalist heard over WHOM, has left the station to appear with Hildegarde on her program.

20 YEARS AGO TODAY

(January 25, 1925) According to the British Postmaster General of Great Britain, approximately 636,000 broadcasting licenses and 56,000 experimental licenses have been issued in the city of Newcastle-on-Tyne.

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

Coming and Going

EDGAR KOBAK, president of the Mutual network, is in Cleveland to address the Radio Council of that city. He's expected back in New York tomorrow.
GEORGE C. HATCH, president of the Inter-mountain Network, off on a business trip to New York and Washington. He plans to be in the East for approximately three weeks.

ROBERT KENNETT, manager of the CBS program relations division, will leave today on a two-week trip to visit affiliates. His stops will include Louisville, Evansville, St. Louis, Kansas City, Peoria, Chicago and Topeka, and he'll attend the NAB meeting in Kansas City on Feb. 6 and 7.
ED OTIS, supervisor of the Sammy Kaye program, and ARTHUR HENLEY, scripter on the show, in Atlanta this week with the maestro.
WILLIAM TYLER, of Doherty, Clifford & Shenfield, arrived yesterday in Cincinnati where he delivered an address at a meeting of the Cincinnati Advertising Club.
FRANK DOHERTY, JOEL JACOBS and JACK MULLEN off for Washington to attend the War Advertising Council's conference on post-war rehabilitation problems.

Drafting Of Nurses Subject Of CBS Debate

(Continued from Page 1) participants at the round table will be Dorothy Thompson, internationally famous author, lecturer and journalist, Dr. Edward Bernecker, Commissioner of Hospitals in New York, Miss Katherine Densford, President of the American Nurse's Assn. and Miss Dorothy Wheeler, executive secretary of the New York City Nursing Council.

Don McNeill Arrives To Discuss New Web Contract

(Continued from Page 1) other network offers. McNeill, who won first place in the "Favorite Day-time Variety Show" classification, will originate his portion of the "Breakfast Club" show from the Blue's studios in New York on Friday and Saturday. Rest of the show will come from Chicago.

Maguire Coast Tele Head Of Foote, Cone & Belding

In line with Foote, Cone & Belding's announced plans to expand into the television field, is the appointment of Arnold Maguire as manager of television in the firm's Hollywood offices. Maguire has been with the agency since its formation two years ago, and is one of the senior producers. The appointment was an-

Texas Radio Stations Co-op On Special Overseas Shows

(Continued from Page 1) WOAI's Bill Shomette, gave Texas boys a figurative trip through colorful San Antonio, telling them how the old home town looks since they left, how it has changed and in what respect it has remained the same. Two returned veterans compared notes on their reaction to homecoming, and well known natives of the city spoke to the boys.

Familiar musical groups — The Texas Tumbleweeds, Red River Dave, "Los Charros," Rosita, vocalovely, and Emilio Caceres, hot violinist, all joined in giving the Texas lads a bit of the old western, hillbilly and popular music.

Ken McClure and Corwin Riddell, news chiefs of WOAI and KABC respectively reported news of the home front to the boys on the battle front. Bud Thorpe, WOAI sports and special events reporter interviewed several local sports writers.

A special message in Spanish was read to the Mexican soldiers from the Lone Star State.

Show was presented by stations KOMO, KABC, KTSA and WOAI. Distribution of the recordings of this show will be made to the men and women serving overseas through the facilities of the Armed Forces Radio Service.

announced by E. L. Cashman, vice-president in charge of Hollywood operations.



TRICK STUFF

That kind of picture stuff is okay in a circus . . . but we don't think tricks have a part in radio time buying.

That's why radio station W-I-T-H sells only on facts. And maybe that's why advertisers get their biggest results per dollar spent when they use W-I-T-H.

If you'll take the big factors most stations use in selling time, you'll come up with power, popularity, and cost. Don't take them one at a time. But look at all three. Using a common denominator gives you the answer advertisers look for: the most for their money.

In Baltimore there is only one answer . . . if you want the biggest results per dollar spent . . . you'll buy W-I-T-H, the successful independent station.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

ON TARGET! "PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA. Includes image of a hand holding a pen with 'WDAS' on it and a Philadelphia Phillies baseball.

De Mille-AFRA Case Dropped By Court

(Continued from Page 1)

means open to De Mille should he decide on further action in the courts, to seek to have his complaint reinstated.

Word of the decision as received at AFRA headquarters in New York by Emily Holt, executive secretary, leaves AFRA with no alternative but to keep De Mille off the air next Monday night unless he contributes the \$1 sought. Dispute goes back to last Fall before election when the Los Angeles chapter of AFRA voted unanimously to assess each member to fight the proposed state law which would make the closed shop illegal. This was known in California as Proposition No. 12 on the state ballots.

De Mille refused to pay the assessment on the ground of constitutional rights and brought the court action.

De Mille will reply today to yesterday's action of the court.

French Journalist Heard Over OWI Shortwave

(Continued from Page 1)

Friday throughout his trip, Denoyer will make a five-minute broadcast to France. The broadcast will be relayed to the French people over the Paris radio at 9:30 p.m. French time. Denoyer will record his impressions of this country at co-operating radio stations in the cities he visits and these will be shipped to New York or shortwave to France.

Joining Armed Forces

Edward Wallis, program director of WIP in Philadelphia is entering the Armed Forces on next Monday and will be replaced by Samuel Serota who is at present the assistant program director. Mr. Serota's successor hasn't been named as yet.

Monogram Plugs Pix Via Radio

Monogram Pictures will utilize spot radio, among other media, on behalf of "They Shall Have Faith" and "Dillinger" two forthcoming releases; Weiss & Geller, New York, is the agency.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

La Roche Defends Analyst; Declines To Remove WJZ Show

(Continued from Page 1)

by the Electronic Corporation of America. Gailmor had been the object of critical appraisal by Westbrook Pegler, Hearst columnist, the past few weeks.

"An investigation of charges concerning the program, together with evidence submitted to us, does not warrant removal of the program from the air," La Roche declared.

The charges included that Gailmor was pro-Communist; that he was morally unfit to be a news commentator and that the radio time was purchased to advance the political philosophy of the President.

Welcomed Inquiry

"We are glad that the public inquiry was made of Mr. Gailmor's fitness and of the purpose of the Electronic Corporation of America program," La Roche continued. "We welcome such inquiries because as a holder of public franchise, we believe that our policies should be subject to public appraisal. The Blue Network permits broad freedom of expression to its news commentators because, in

Walton On "Europe"

Appointment of Sidney Walton, WHN news director-commentator, to the editorial board of the forthcoming magazine "Europe in Review," has been announced. The magazine is scheduled for publication in February, with Walton writing on Europe from the American point of view.

Continue Classes

Los Angeles--At the termination of classes of the NBC Institute, many of the members wished to continue with their education in the radio field. KFI, in co-operation with the Extension Division of U.C.L.A., has organized a series of classes for Friday nights which are being held at KFI. Don McNamara, KFI's Program Manager, is the instructor.

1st CHOICE
IN
CHATTANOOGA
IS

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

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

Buffalo Radio Editor Sees Trend In Poll

(Continued from Page 1)

deeply into the case of 'Information Please' voted America's most popular poll in the carefully supervised RADIO DAILY poll," Martin wrote: ,

"While all agree that the honor was placed properly, they do conjecture that it takes more than music now to get Americans to turn on the radio. The day has come when listeners want more than a popular tune in exchange for their rationed time.

"Definitely this is a trend. The surge forward of a thirst for increased knowledge has been expressed in numerous other programs such as the Chicago Round Table, America's Town Meeting, Dr. I. Q., Take It Or Leave It, American Forum and News Quiz."

12,973 LETTERS TO SANTA

More than twelve thousand letters came flooding in to WGAR after Santa greeted youngsters of Northeastern Ohio in his annual pre-Christmas radio visit (sponsored by Coca-Cola for the past 4 years). It was more than an exceptional demonstration of mail response. It was another expression of the friendliness that Ohio people, both young and old, have for The Friendly Station.



WGAR

CLEVELAND



ONE of New York's busiest amateur detectives solves mystery after mystery without even leaving Radio City . . . and he does it in 5 minutes flat. We're talking about Drex Hines, producer of *5-Minute Mysteries* for NBC-RRD. This show has had such a terrific listener reception on over 250 stations all over the nation that 65 new programs have been put in the mill. The new *5-Minute Mysteries* have a clever new production pattern with the "solution" withheld until after the last commercial. And, oh yes, that organ theme you hear on the program is an original Drex (he-used-to-be-a-song-writer) Hines' composition.

Also along the line of personalities . . . Claude Barrere, Manager of Syndicated Sales, having attended various regional NAB meetings in the Southwest, may be found unpacking his suitcase in a certain hotel in San Antonio today or tomorrow . . . preparing to see what THAT part of Texas thinks of NBC-RRD shows.

And we might as well make this issue *completely* personal with a bit of news about a most musical young lady on our staff. She's tiny, brunette Muriel Reger, THESAURUS scripter who is responsible for such popular programs as *Aloha Land*, *The Music of Manhattan*, *Church in the Wildwood* and *Concert Hall of the Air*. Although Muriel comes in a small package, she has as much energy as General Patton. Several weeks ago she felt that *Aloha Land* needed a new slant, so she spent hours researching for historical material about various Pacific Isles and their peoples . . . then wove this info into the neatest set of musical scripts for *Aloha Land* you ever listened to. Muriel's spare moments are absorbed as Managing Editor of "Jazz" magazine, Musical Editor of the Funk & Wagnalls encyclopedia and competent instructor of boogie-woogie piano.

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.



A SERVICE OF RADIO CORP. OF AMERICA



Michigan Ave. Memorandum!

● ● ● Alvin J. Steinkopf, who had distinguished himself as an Associated Press foreign correspondent (particularly as chief of the AP's Berlin bureau) before he turned to radio commentating, has been granted a leave of absence by WBBM so that he can rejoin the AP's foreign staff as a correspondent in the Central European theater. Al will do his last WBBM broadcast on Feb. 2. . . .

Chicago ● H. V. Kaltenborn was in town for two broadcasts this week from local NBC studios . . . and Bandleader Harry Sosnik is commuting between New York and Chicago for Hildegard's Tuesday night NBC stanzas. . . . Chicago is home to Harry for it was here that he got his start in commercial radio back in 1923. Harry's first sponsor was a candy maker and he got paid off in candy bars. That was all right until the future radio baton bigwig got sick on so much candy and had to quit. Harry is working for a ciggie sponsor now and is very happy about the whole thing . . . Who wouldn't be? . . . ● Happiest papa around these parts is Al Mitchell, WGN's Answer Man. Whose daughter, Dolly, is Kay Kyser's new College of Musical Knowledge thrush. . . ● Marshall Field, WJJD prexy, was recipient of an award from the Chicago unit of the American Women's Voluntary Services during the organization's second anniversary broadcast over WJJD recently. . . ● Breakfast Clubber Don McNeill headlined the all-star cast of the Chicago press photogs' first annual revue and dinner at the Morrison Hotel . . . Don also shared guest honors with Hizzoner, Mayor Kelly, on Hildegard's airing Tuesday night.



● ● ● Jack Benny will broadcast from some military base near Chicago on Feb. 11 en route back to the West Coast from his eastern trek. . . ● Bandleader Ted Weems, recently discharged from the service, goes into the Boulevard Room of the Stevens on Jan. 26 . . . and Spike Jones and his City Slickers take over at the Oriental theater on Feb. 2. . . ● Home economist Beulah Karney has literally been snowed under by an avalanche of Christmas cards to be used by hospitalized servicemen in making lamp shades, wastepaper baskets and other household items. Miss Karney made her first request for the cards on Christmas Day via her WENR broadcast. More than 25,000 cards were received in one mail after her first request. In addition to Christmas cards, some of which date back to 1911, contributions include New Testaments, hometown newspapers, jig-saw puzzles and cartoons. . . ● NBCarton of Cheer stars are busy with extra-curricular assignments while the program is being aired from Chicago (Jan. 10 through 31), Comedian Henny Youngman is the stage attraction at the Chicago theater, songstress Carol Bruce is drawing rave notices at the Mayfair Room of the Blackstone Hotel, and Maestro Eddy Howard is wielding the baton at the Aragon Ballroom. . . ● Ervin Lewis, WLS war correspondent, just returned from four and a half months in the European theater, has begun a new series of broadcasts over WLS to report on his trip abroad. Lewis' new evening series will supplement the short-wave broadcasts he made while overseas in which he included interviews and description of meetings with hundreds of Midwest service men and women.



● ● ● Al Helfer, former WGN-Mutual sportscaster, who was recently discharged from the Navy after considerable overseas service with the rank of lieutenant commander, has a Hollywood movie contract and here's why: Helfer was cooling his heels in a New York office waiting for an audition when a talent scout for 20th Century-Fox happened by. The scout arranged a technicolor screen test and the contract was the result. . . .

● Sid Desfor, NBC's eastern picture chief, in town on business.



— Remember Pearl Harbor —

LOS ANGELES

By RALPH WILK

MARY HARRIS from Young & Rubicam's New York office, arrived here to be the new agency producer on the "General Electric House Party" program which went on the air January 15, over CBS, with Art Linkletter as emcee.

Walter Tetley, "Leroy" on the "Great Gildersleeve" show over NBC Sundays, is writing and directing a series of Junior Red Cross shows for presentation in San Fernando Valley elementary schools.

Canada's two leading radio stations, CKAC in Montreal, and CFRB in Toronto, are now releasing the CBS show "Adventures of Ozzie and Harriet," aired Sundays. Show is sponsored by International Silver and co-stars Ozzie Nelson and Harriet Hilliard, with music by Ozzie Nelson's own orchestra.

Another milestone in the career of John Charles Thomas, famed baritone, was passed Sunday, January 7, when his program, heard every Sunday on NBC, entered its third year. The program, sponsored by Westinghouse, also features Victor Young and Westinghouse Symphony Orchestra, the Ken Darby Chorus and John Nesbitt, the story teller. Clare Olmstead of McCann-Erickson produces the show.

The Hoffman Transmitter, monthly employee house organ of the Hoffman Radio Corp., in January issued a special 32-page number commemorating the Army-Navy "E" production award of December. The firm was the fourteenth to receive it in the 11th naval district out of 2,500 contractors. It was the only one of the 14 to receive the award for the type of Radar and electronic equipment it produces.

Press Tieup

A varied schedule of quiz programs, newscasts and service features is being used to advertise the Minneapolis "Daily Times" to the Twin Cities market. Maty O'Neill, sportscaster, is heard daily on WMIN. "Mr. Fixit," based on the "Daily Times" column of that name is portrayed by Ben Kern, reporter, twice weekly on WJGY, which is also used for a news summary and a program of news anecdotes based on a column titled "Under Your Hat." "Barb and Bill" read the comics every day over WTCN. Curtis Edwards, announcer, is "Bill and 'Daily Times' radio promotion writer Barbara Flanagan is Bar." Station WLOL airs a Sports Quiz every Wednesday emceed by Frank McInerney of the paper's advertising staff.

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.

EQUIPMENT

Bendix Appointments

Two more new distributors have been appointed to handle the post-war line of home radio equipment, Leonard C. Truesdell, general sales manager of the home radio division of the Bendix Aviation Corporation, announces. Assigned the state of Florida, with the exception of the extreme north-west portion, was the Florida Radio and Appliance Corporation, located in Miami. The Kelly Howe Thomson Company in Duluth, Minnesota, received the distribution rights to Minnesota, North Dakota, Montana, and parts of Wyoming, Wisconsin, Michigan and South Dakota. These appointments make a total of 19 key distributors who have been assigned to market Bendix radios from coast to coast.

New General Manager

Appointment of Wesley L. Wilson as commercial manager of the Quartz Crystal Division of the North American Phillips Company, Inc. has been announced by Pieter van den Berg, vice-president and general manager. Wilson has served as purchasing agent for the company since 1942. While the firm is devoting most of its resources at the present time to war work and war research, they plan to continue the production of crystals, fine wire, and other materials used in the manufacture of electronics equipment in the period following the close of the present war.

Gets Southwest Distrib.

The Midland Specialty Company of El Paso, Texas has been named as distributor for RCA-Victor products in the west Texas, New Mexico, Arizona territory, according to an announcement by J. W. Coker, Dallas regional manager for the RCA-Victor division of the Radio Corporation of America.

This selling agency will also handle export sales in parts of Mexico and Lower California. The newly organized agency will be headed by J. Myles Regotta, president, with J. M. Knaut and R. D. Azcarraga as vice-presidents.

Talent List Completed For Eddie Bracken Show

Talent for the Eddie Bracken show, which will originate from Hollywood, has been signed, a spokesman announced over the week-end. They are: William Demarest, actor; Robert Reilly Crutcher, writer, and formerly of "The Silver Theater" and the "Screen Guild"; Mann Holiner, director, and formerly with Bob Benchley, Fannie Brice and Frank Morgan. Holiner will continue his directorial chores on the Rudy Vallee show; Leigh Harline is musical director, but will retain his post as musical director of RKO.

The feminine lead for the series has not been chosen yet; however, the choice will come from: Jeanne Crain, Virginia Weidler, Ann Gillis. Miss Crain has the lead, a spokesman said.

The Bracken-owned - and - styled package show will be sponsored by Standard Brands, for Fleischmann's Yeast and Blue Bonnet Margarine. Bracken is affiliated with Music Corporation of America, and Standard Brands is handled by Kenyon & Eckhardt. The program bows in over NBC, Feb. 4, 8:30-9 p.m., EWT.

WABC's War Effort Shows

During the third quarter of 1944, a total of 5,740 items occupying 698 hours and 36 minutes of air time, were broadcast by WABC-CBS in support of the nation's war effort, it has been revealed by CBS' research department. During this three month period, records show that the time was divided almost evenly between sustaining programs by the network, and commercial shows. The number of items exceed the 5,028 programs involved because some programs carried more than one message or announcement.

Arrives On Philippines

Cincinnati—Word has been received at WLW that Milton Chase has arrived on Leyte in the Philippines. Chase, far eastern observer for WLW since May 1942 left Cincinnati two months ago to serve as war correspondent in the South Pacific for WLW. He will be attached to General Douglas MacArthur's headquarters.

Clare Luce Starts Sunday Over Mutual For Textron

Textron, Inc., will sponsor Clare Booth Luce over Mutual effective Sunday, Feb. 25, 10:15-10:30 p.m., EWT, it has been announced. J. Walter Thompson is the agency. Miss Luce will discuss general topics with emphasis on the Washington and political scene. The program will originate from various sections of the country. WOL of Washington, D. C., and WOR have been mentioned as the regular outlets for her program.

Chaplin Gets Post With Press Wireless, Inc.

Appointment of Joseph W. Chaplin to the post of director of communications for Press Wireless, Inc. has been announced by A. Warren Norton, president of the firm. Chaplin succeeds D. K. deNeuf, who recently resigned, and has been with the company for 15 years, working his way up rapidly from the position of telegraphist.

Seek FM License

Akron—Allen T. Simmons, owner WABC, has filed with FCC application for permission to construct as soon after granting as materials are available a ten-kilowatt FM station, would incorporate new station with WADC, operating same studios WADC.

AGENCIES

JAMES M. CECIL, president of Cecil & Presbrey, has accepted the chairmanship of the Committee on Public Information of the Red Cross 1945 War Fund of Greater New York, it was announced late last week by Red Barber, city wide chairman of the \$21,187,000 Red Cross campaign which opens March 1. Cecil, who also serves as chairman of the Committee on Public Information of the New York Chapter of the American Red Cross, is leading the Red Cross War Fund committee for the fourth time. In 1942 he served in the same capacity in the USO campaign.

GRANT ADVERTISING, INC., announces that their Rio de Janeiro subsidiary Grant Anuncios, C. A. has been appointed to handle the advertising and promotion of Cia. Industrial de Conservas Delrio of Brazil and their products of canned pears, fruit salad and tomato ketchup. . . . The agency also reveals that it has added to the staff of its Mexican subsidiary, Grant Advertising, S. A., Manuel Bustillo and Peter Lowry. The former previously was connected with McCann-Erickson, while Lowry, one-time Washington correspondent for United Press, has been active in publicity and public relations fields in Mexico.

A FAVORITE SPOT
on Pittsburgh dials
since 1919



ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

KORN KOBBLERS

RADIO'S LARGEST LIST OF SATISFIED SPONSORS:

Rogers Jewelry	Mountain Fuel Supply
WKBZ	KSL
Allan Furniture. WGAL	D. O. Summers. . WHK
Arrow Furniture	Chambers Storage
WJAC	KTAR

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERIC W.
ZIV
COMPANY
2436 READING RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

Poll Radio On BMB Plan

Almost Unanimous Approval Voiced By Big Outlets

(Continued from Page 1)

35 stations represented signed for the plan and in Dallas, 82 per cent of 45 stations subscribed.

Analysis of the answers to the RADIO DAILY question indicated that opposition to the plan seems to come from small stations in crowded areas who are doubtful of gaining any prestige from such a survey. Some of the broadcasters expressed opinions on the proposed plan. Others declined to comment until they saw evidence of the BMB plan in operation.

Poll Expressions

Below are expressions from some of the stations polled in the survey:

KPLT, Paris, Texas—Has not been developed far enough for an intelligent opinion, consequently, we are neither for or against the plan at present.

Questions Value

KFIO, Spokane, Washington—Not until complete details on mechanics are available. Phrasing of questions of extreme importance e.g.—strongly disapprove of question: "What station do you listen to most?" In the case of stations which do not consistently occupy first or second place this could mean elimination of many mentions in areas where such stations enjoy substantial audiences.

WGAC, Augusta, Ga.—In principle we do—Our objection is that we do not believe the mail surveys are giving a proper picture as it is natural for listeners to name first stations from which they may receive a few outstanding programs but forget to mention stations from which they receive a good portion of the daily services.

Miami Okay

WFTL, Miami, Fla.—We approve definitely of the general idea for organization of the Standard Measurement Plan—we do not approve of the method of coverage determination so far offered by the newly organized bureau because we feel it contains provisions whereby penalizing inaccuracies will be possible. In short we feel that more thought and discussion will be necessary to develop a method whereby coverage may be determined on a basis both more accurate and fair for all stations regardless of respective popularity.

KWLM Against Plan

KWLM, Willmar, Minnesota—No—I do not believe that the Standard of Measurement is fair to the small

stations. The reason is that with the new plan it covers counties, so that a small station which covers parts of several of the counties adjacent to its transmitter would not get credit for this count, unless it dominates the whole country. The large stations cover parts of states, but a few counties more or less in a state get counted whereas in the smaller stations in the area should be figured down to townships and towns in the county, or at least a small station should get credit for the small sections that it covers in a county.

WSPB, Sarasota, Florida—Am not completely familiar with plan but from information available believe cost for small stations will be excessive.

WFLA, Tampa, Florida—Do not understand it.

WSGN, Birmingham, Ala.—It is unfair to say that we either approve or disapprove of the NAB Standard Measurement Plan until the plan is actually formulated and the survey is in our hands.

WSFA, Montgomery, Ala.—Prefer field strength measurements.

KXO, El Centro, Calif.—The industry has needed a yardstick for the measuring of audiences. Some of our big brother stations have been lying for years. The industry should get behind this and every city should accept it as a means of protection; protection of stations from one another; protection to the client.

WAGA, Atlanta, Ga.—Yes—as, at least, the initial step toward a badly needed standard measurement.

WEDC, Chicago, Ill.—No—Unable to measure foreign language programs which aggregate 60 per cent of station's time.

WILL, Urbana, Ill.—In principle yes (although would reserve opinion on details; of course we are non-commercial, educational).

WASK, Lafayette, Ind.—Am not familiar.

WAVE, Louisville, Kentucky—No—does not measure audience but we will play sucker.

WOMI, Owensboro, Kentucky—It is a good start in the right direction. We hope it proves workable.

WCAO, Baltimore, Md.—We are on the fence on this subject. It may or

may not prove anything altogether but no doubt will be one straw which will indicate listener habit, the information obtained by this method may be worth having provided it does not cost too much to get.

WFMD, Frederick, Md.—Yes—providing sampling is adaptable to rural areas of lower intellectual rating. Only reason for disapproval would be a sampling ballot form too complex for a substantial proportion of listeners. If this is overcome we are 100 per cent in favor of a plan showing exact substantiation for claims of various stations in the same service area.

WEEL, Boston, Mass.—Being a company owned station of CBS, we use approximately the same plan as adopted by NAB—except that our requirements for primary and secondary coverage are higher.

Okay in Principle

WSPR, Springfield, Mass.—Yes—in principle but cannot see how one page of data every two years can be of much value to station or anyone else or how it can be otherwise than always out of date. Seems as though proposed output of data is extremely small for the proposed organization and appropriation. Radio data becomes obsolete quickly with station and program changes once in two years is a long time.

WMBH, Joplin, Missouri—Depends on final set-up.

KWK, St. Louis, Missouri—Not exactly—I think that the Standard Measurement Plan as it is now proposed is a problem which deserves serious consideration and a measurement plan set both to the media and the buyers needs to be evolved. No, KWK does not approve of the NAB Standard Measurement Plan as it is now proposed.

KOIL, Omaha, Nebraska—Yes—because it will be easier for accounts and agencies to buy broadcasting advertising.

WOW, Omaha, Nebraska—Yes—we would like to comment further by saying that we are not in accord with the plan except that we feel that the standards which have originally been set-up are too low and should be advanced as soon as possible.

WINS, New York, N. Y.—Prefer to

Scepticism Noted Amongst Several Small Stations

reserve opinion until actual workings observed.

WLIB, New York, N. Y.—Will be an unfair measurement of local stations in New York City.

WFAS, White Plains, N. Y.—Not entirely—From the discussion of the plan at the Radio Executives Club it seemed that the sample for a given locality would be too small to give as accurate a picture of station coverage as does a good coincidental story.

WCAE, Pittsburgh, Pa.—Approve of more accurate means of measuring radio audience. Hope NAB has set formula which will answer need.

WCSC, Charleston, S. C.—Yes—CBS proved agencies will accept this sound plan.

WHBQ, Memphis, Tenn.—Final approval must of necessity be withheld until after the first release is made possible in order to be able to determine the efficiency of the method chosen.

Among the stations who answered yes to the question are as follows:

ALABAMA — WHMA, Anniston; WAPI, Birmingham; WALA, Mobile; WLAY, Muscle Shoals City; WBHP, Huntsville.

ARIZONA—KOY, Phoenix.

ARKANSAS—KELD, El Dorado; KFPW, Fort Smith and KWFC, Hot Springs.

CALIFORNIA — KSM, Fresno; KMTP, KFI, KGFJ, Los Angeles; KYYC, Marysville; KDON, Monterey; KLX, Oakland; KCRA, Sacramento; KPRO, Riverside; KFMB, San Diego; KGO, San Francisco; KQW, San Jose; KVEC, San Luis Obispo; KHUB, Watsonville; KYO, El Centro; KTMS, Santa Barbara.

COLORADO—KLZ, Denver; KMYR, Denver; KFXS, Grand Junction.

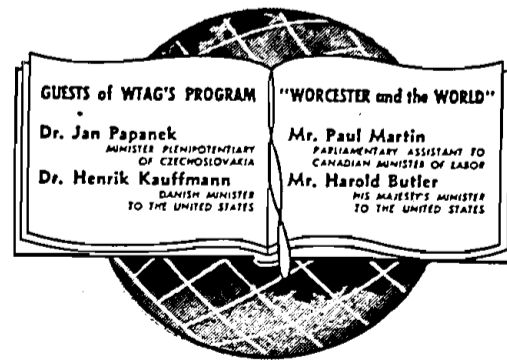
CONNECTICUT—WTIC, Hartford and WBRY, Waterbury.

DISTRICT OF COLUMBIA —

(Continued on Page 7)

"LISTENERS' DIGEST"

A new program idea — AVAILABLE NOW — For national sponsorship. For complete details, write RUSSELL & ROBERTS, 7 Church Street, Paterson 1, New Jersey.



DISTINGUISHED WORLD FIGURES have been coming to WORCESTER

WTAG
WORCESTER

OFF THE AIR

REFERENCE RECORDINGS
IN CHICAGO

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

Overwhelming Acceptance Of BMB Revealed By Poll Of U. S. Stations

(Continued from Page 6)

WMAL, WTOP and WWDC, Washington.

FLORIDA—WSHP, WPDQ, Jacksonville; WLAK, Lakeland; WIOD, Miami; WDBO, Orlando; WCOA, Pensacola; WFOY, St. Augustine; WTSP, St. Petersburg; WFTL, Miami.

GEORGIA—WALB, Albany; WAGA, WATL, WGST, Atlanta; WDAK, Columbus; WBLJ, Dalton; WSB, Atlanta; WLAG, La Grange; WAYX, Waycross and WGAC, Augusta.

IDAHO — KIDO, Boise; KFXD, Nampa; KID, Idaho Falls and KTFI, Twin Falls.

ILLINOIS—WAAF, WGN, Chicago; WMBD, Peoria; WHBF, Rock Island; WILL, Urbana; WBBM, Chicago; WTMV, East St. Louis and WTAD, Quincy.

INDIANA — WHBV, Anderson; WTRC, Elkhart; WJOB, Hammond; WFBM, WIBC, WISH, Indianapolis; WKMO, Kokomo; WLBC, Muncie; WSBT, South Bend; WBOW, Terre Haute; WAOV, Vincennes and WGL, Fort Wayne.

IOWA—KBUR, Burlington; WMT, Cedar Rapids-Waterloo; KROS, Clinton; WOC, Davenport; WKBG, Dubuque; KVFD, Fort Dodge; KBIZ, Ottumwa; KOTA, Rapid City; KMA, Shenandoah; KTRI, Sioux City.

KANSAS—KTSW, Emporia; KIUL, Garden City; KANS, Wichita and KFH, Wichita.

KENTUCKY — WHLN, Harlan; WBIR, Knoxville; WSON, Henderson; WHOP, Hopkinsville; WINN, Louisville; WOMI, Owensboro; WLAP, Lexington.

LOUISIANA—KALB, Alexandria; KMLB, Monroe; KWKH and KTBS, Shreveport.

MAINE—WABI, Bangor and WCSH, Portland.

MARYLAND—WFMD, Frederick.

MASSACHUSETTS—WEIM, Fitchburg; WMAS, Springfield; WTAG, Worcester; WSPR, Springfield and WHAI, Greenfield.

MICHIGAN—WELL, Battle Creek; WBCM, Bay City; WJBK, WJR, Detroit; WDBC, Escanaba; WSMS, Ironwood; WKZO, Kalamazoo; WKLA, Ludington; WDMS, Marquette; WHLS, Port Huron; WEXL, Royal Oak; WSAM, Saginaw; WSOO, Sault Ste Marie.

MINNESOTA—KATE, Albert Lea; KYSM, Mankato; WCCO, Minneapolis-St. Paul; WLOL, St. Paul; WLB, Minneapolis; KVOX, Moorhead, and KWLM, Willmar.

MISSOURI — KFRV, Columbia; KHMO, Hannibal; KWOS, Jefferson City; KGBX, Springfield; WEW, St. Louis and KWTO, St. Louis.

MONTANA — KGHL, Billings; KGVO, Missoula; KGCX, Sidney.

MISSISSIPPI—WROX, Clarksdale; WJPR, Greenville; WSLI, Jackson; WAML, Laurel; WELO, Tupelo; WSKB, McComb and WCBI, Columbus.

NEBRASKA — KORN, Fremont; KMMS, Grand Island; KFAB, Lin-

coln; KFOR, Lincoln; WJAG, Norfolk; KODY, North Platte; KBON, Omaha; KOIL, Omaha and WOW, Omaha.

NEW HAMPSHIRE—WMUR, Manchester and WHEB, Portsmouth.

NEW JERSEY—WSNS, Bridgeton; WAAT, Newark and WTTM, Trenton.

NEW YORK—WBNF, Binghamton; WBEN, Buffalo; WEBR, Buffalo; WENY, Elmira; WHCU, Ithaca; WHEC, Rochester; WSTN, Jamestown; WALL, Middletown; WGNY, Newburgh; WABC, New York City; WJZ, New York City; WHDL, Olean; WKIP, Poughkeepsie; WHAM, Rochester; WTRY, Troy; WIBX, Utica and WMCA, New York City.

NORTH CAROLINA — WISE, WWNC, Asheville; WAYS, Charlotte; WBT, Charlotte; WGBR, Goldsboro; WBIG, Greensboro; WGTC, Greenville; WFTC, Kinston; WPTF and WRAL, Raleigh; WCBT, Roanoke Rapids; WRRF, Washington; WGTM, Wilson; WAIR, and WSJS, Winston-Salem.

OKLAHOMA—KADA, Ada; KCRC, Enid; KVO, Lawton; KTOK, Oklahoma City; KGFF, Shawnee; KTUL and KVOO, Oklahoma City.

NORTH DAKOTA—KFYR, Bismarck; KILO, Grand Forks; WDAY, Fargo; KSSB, Jamestown and KLPM, Minot.

OHIO—WHKK, Akron; WICA, Ashtabula; WHBC, Canton; WCKY, Cincinnati; WGAR and WHK, Cleveland; WCOL, Columbus; WHKC, Columbus; WHIO, Dayton; WFIN, Findlay; WLOK, Lima; WMRH, Marion; WPAV, Portsmouth; WSTV, Stuebenville; WSPD, Toledo; WTAM, Cleveland; WTOL, Toledo; WRRN, Warren; WFMJ, Youngstown and WHIZ, Zanesville.

OREGON—KWK, Albany; KBND, Bend; KOAC, Corvallis; KUIN, Grants Pass; KWRC, Pendleton.

PENNSYLVANIA—WCBA, Allentown; WSAN, Allentown; WFBG, Altoona; WCFD, Du Bois; WHP, Harrisburg; WJAC, Johnstown; WKST, New Castle; WCAU, WDAS, WFIL and WIP, Philadelphia; KQV and WWSW, Pittsburgh; WRAW, Reading; WKOK, Sunbury; WMBS, Uniontown; WJPA, Washington;

SOUTH CAROLINA — WCSC, Charleston; WCOS, Columbia; WIS, Columbia; WOLS, Florence; WFBC, Greenville; WCRS, Greenwood; WORD, Spartanburg.

TENNESSEE—WAPO, WDEF and WDOD, Chattanooga; WTJS, Jackson; WJHL, Johnson; WROL, Knoxville; WMC, Memphis; WSM, Nashville; WLAC, Nashville.

TEXAS—KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KTBC, Austin; KFDM, Beaumont; KBST, Big Spring; KGKO, Ft. Worth; WFAA, Dallas; KISM, El Paso; KFJZ, Ft. Worth; KTRH, Houston; KOCA, Kilgore; KFYO, Lubbock; KNET, Palestine; KPND, Pampa; KTUN, Pecos; KONO, San Antonio; KXOX, Sweetwater; KTEM, Temple; KCMC, Tex-

arkana; KRGV, Weslaco; KSAM, Huntsville.

UTAH—KSUB, Cedar City; KOVO, Provo; KDYL and KUTA, Salt Lake City.

VERMONT—WCAX, Burlington.

VIRGINIA—WCHV, Charlottesville; WBTM, Danville; WLVA, Lynchburg; WGH, Newport News; WTAR, Norfolk; WDBJ and WSLS, Roanoke; WINC, Winchester, WFVA, Fredericksburg.

WASHINGTON—KXRO, Aberdeen; KELA, Centralia; KWLK, Longview; KGY, Olympia; KEVR, KJR, KOMO, KRSC and KYA, Seattle; KIT and KTYW, Yakima.

WEST VIRGINIA—WSLS, Beckley; WGKV, Charleston; WSAZ, Huntington; WAJR, Morgantown; WPAR, Parkersburg; WWVA, Wheeling; WMMN, Fairmont.

WISCONSIN—WMBV, Appleton; WATW, Ashland; WEAV, Eau Claire; WCLO, Janesville; WKBH, La Crosse; WMAM, Marinette; WHBL, Sheboygan; WDSM, Superior; WRHR, Wisconsin Rapids; WOSH, Oshkosh.

WYOMING — KFBC, Cheyenne; KWYO, Sheridan.

Twelve Answered "No"

The stations answering no are: WSFA, Montgomery, Ala.; KFAC, Los Angeles; WQAM, Miami; WIBW, Topeka, Kans.; WAVE, Louisville, Ky.; WEDC, Chicago; WRLC, Toccoa, Ga.; KCKN, Kansas City, Mo.; KWK, St. Louis, Mo.; WEMP, Milwaukee, Wisc.; WAGE, Syracuse; WLIB, N. Y.

Spadea Takes Post With CBS In Detroit

Joseph R. Spadea joined the CBS sales department as its Detroit representative this week, according to an announcement by William C. Gittinger, CBS vice-president in charge of sales. For the past two and a half years Spadea has been in the Army, with the rank of sergeant. Prior to his induction he was Chicago manager of Joseph Hershey McGillvra, Inc., station reps. Before taking up his duties in Detroit, Spadea will spend some time in the net's New York offices familiarizing himself with CBS operations.

Gets Sesac Post

Appointment of Irvin Graham to the post of advertising and publicity director of SESAC, Inc. was announced yesterday. Prior to his present position, Graham wrote advertising copy for Scott & Bowne, Bloomfield, N. J., and Schwab & Beatty, in New York.

Connecticut Company Formed

Stamford, Conn.—The Western Connecticut Broadcasting Co. has filed certificate of incorporation with the Secretary of State, showing Kinsley Gillespie, Edna Gillespie and Warren F. Cressy, all of Stamford, as incorporators.

Hooperatings Issues 'Top 10' For January

"When A Girl Marries" leads the top ten daytime network programs in the January Hooperatings. Others in the order of their survey popularity are Ma Perkins, Portia Faces Life, Pepper Young's Family, Life Can Be Beautiful, Breakfast At Sardi's, Young Widder Brown, Backstage Wife and Just Plain Bill. Top ranking Saturday daytime shows, not included in the week-day list above, were first: Grand Central Station and second, Stars Over Hollywood. Three shows tied for first place in the terms of listeners per listening set. They are Jack Armstrong, Tom Mix and Don McNeill's Breakfast Club.

Fred Waring Case Sets New Legal Precedents

Several legal precedents were set recently when Fred Waring won his case against Grombach Productions, Inc. Walter Socolow, of the firm of Socolow & Pepper, counsel for Waring, reviewing the case stated that this established the fact that there is no such thing as an implied contract such as Grombach claimed was created when he gave John O'Connor, Waring's agent, an idea for a program. This idea, Grombach claimed, was used by Waring on his program during four broadcasts in the early part of 1939. The feature referred to was the "Tune that Changed the Tide" theme, wherein listeners were asked to write in and name a song that had changed their life. Socolow pointed out that, while the prevailing practice is to submit ideas with the understanding that they will be purchased, or that the originator will be employed, this is by no means binding.

Another phase brought to light during these court proceedings, Socolow asserted, is that telling an idea to an agent or manager, does not in any way bind the talent. This would indicate that such a contract would not be valid unless the talent were a party to it directly.

Wedding Bells

Chicago—Wedding bells rang recently when Betty Arnold became the bride of T/Sgt. Owen Smith, U. S. Army, at the John Timothy Stone Chapel of the Fourth Presbyterian Church in Chicago. The couple met four years ago when the bridegroom was an account executive of the Leo Burnett Advertising Agency in Chicago.

Chicago—Kennedy Nelson, WJJD musical director, and June Felcher, will be married on March 6.

FM Applications

Washington—FM applications were received at the FCC yesterday from the Commodore Broadcasting Co., and from the Messenger Publishing Co., of Athens, Ga.

IRE Attendance May Reach 3,000

(Continued from Page 1)

man, in the headquarters at the Hotel Commodore.

Although the official meetings of the organization commence today, approximately 2,500 people were on hand at the presentation ceremonies of the coveted Edison Medal to Dr. E. F. W. Alexanderson, consulting engineer of the General Electric Company. H. M. Turner, retiring president of the IRE, made the presentation at a joint meeting of the American Institute of Electrical Engineers and the IRE, in the auditorium of the Engineering Societies Building.

Everitt Presides

W. L. Everitt, chief of the operational research branch office of the Chief Signal Officer, U. S. Army, newly elected president of IRE, presided at the opening meeting.

Speakers who will deliver papers today are: J. P. Minter, Measurements Corp.; K. A. Norton, War Department; E. W. Allen, Jr., FCC; H. A. Wheeler, Hazeltine Corp.; M. G. Crosby, Consulting Engineer; J. D. Reid, Crosley Corp., and Coleman Dodd, Sperry Gyroscope Co.

Following the ceremonies, Capt. J. B. Dow, U. S. Navy, addressed members of both organizations on "The Navy Electronics Program and Some of Its Past, Present and Future Problems."

The Edison medal was established by a group of friends and associates of the great inventor "as an honorable incentive to scientists, engineers and artisans to maintain by their works the high standard of accomplishment" set by Edison himself. It is awarded each year as the AIEE's highest honor "for meritorious achievement in electrical science, electrical engineering or the electrical arts."

Alternator Inventor

Dr. Alexanderson, this year's recipient, is noted for his outstanding contributions to radio, television and communications, and especially for his development of the Alexanderson high frequency alternator which made it possible for this country to maintain its position in the field of trans-Atlantic communication immediately after World War I.

Exhibitors represented in the West Ballroom at the Commodore include: Acme Elec. & Mfg. Co., Ampere Electronic Corp., Alfred W. Barber Labs., Boonton Radio Corp., Sigmund Cohn & Co., Communication Measurements Labs., Allen B. Du Mont Labs., Inc., Eicor, Inc., Electronics (McGraw-Hill Pub. Co.), Electronic

★ PROMOTION ★

Record Tie-Up

In an over-all promotion tie-up with Victor Records, Columbia Pictures home office exploitation department has arranged a campaign to get "A Song To Remember" across to the music lovers of the nation.

Three national radio programs, sponsored by Victor Records, in addition to day-and-date local shows in New York, Boston, San Francisco, and Cincinnati, are included in the deal, calling for ample plugs for Columbia's Technicolor hit. One of the Victor shows, "Music You Want," has been made available on records for first-run theaters to plant with stations other than those regularly carrying the program.

The Victor radio programs, tied in on the deal, are: the "Music America Loves Best" program, heard Sunday on NBC coast-to-coast; the "Music You Want," Tuesday and Thursday show, heard on 54 stations, and the Intercollegiate Network program, which is also heard two days a week.

Mechanics, Inc., Erie Resistor Corp., Federal Tel. & Radio Corp., Ferris Instrument Co., General Electric Co., General Radio Co., Hallicrafters Co., Hewlett-Packard Co., Measurements Corp., National Union Radio Corp., New York Transformer Co., Presto Recording Corp., Shallcross Mfg. Co., Superior Electric Co., Superior Tube Co., United Transformer Co., Westinghouse Elec. & Mfg. Co., and Western Electric Co.

Executives Attending

Among those attending the four-day session are: Adam E. Abel of Bendix Radio Division; Benjamin Adler of the Blue Network; Ben Akerman of WGST, Atlanta, Ga.; Ivan H. Anderson, CBS, Minn.; Oliver L. Angevine, Stromberg-Carlson; Horace Atwood, Jr., Allen B. Du Mont Labs.; O. G. Ayer, Airadio, Inc.; Austin Bailey, American Tel. & Tel. Co.; E. C. Balentine, RCA Victor Div.; F. S. Barton, British Air Commission; R. R. Beal, RCA; Joseph Behr, Radio Engineering Labs.; Z. Benin, Zenith Radio Corp.; Louis W. Berg, WMCA; Roy V. Berthold, Western Electric Co.; L. T. Bird, Canadian Marconi; T. J. Boerner, RCA; H. H. Buttner, Federal Tel. and Radio Corp.; Lewis M. Clement, The Crosley Corp.; David De Witt, Radio Receptor Co.; Henry Dietz, Radio Engineering Labs.;

SEND BIRTHDAY GREETINGS TO...

January 25

Teddy Bly Robert Durham
Portland Hoffa Bob Keyworth
C. A. Snyder

WCKY Public Service

"Home Loan Benefits for Ex-servicemen and Women Under the GI Bill of Rights," is the title of a public service broadcast now scheduled by WCKY, Cincinnati. Program is featuring a group of local service and ex-servicemen and women some of whom have applied for GI home loans at local lending institutions. Paul Westerfield, banking executive who has made an intensive study of the home loan provisions of the GI Bill of Rights, will interview the young people and explain the bill to them.

KMBC Calendar

Decal calendars for 1945 bearing the familiar KMBC trademark "heart" figures, "Kitty of Kansas City" and "Aunt Polly," have been sent out by the Midland Broadcasting Company to more than 4,000 retailers and advertisers throughout the country. Attractively designed in red, yellow and blue, the calendars offer the challenge to America at war—"Let's Finish the Job in 1945."

Bertram P. Haines, Philco Corp.; A. E. Harrison, Sperry Gyroscope Co.; Sanford Helt, American Broadcasting Corp.; Mark L. MacAdam, World Wide Broadcasting; Edward L. Markman, Conn. State Network.

FCC May Permit FM To Hold Present Bands

(Continued from Page 1)

move FM up in the band simply in order to provide something which will rouse the FM broadcasters to definitive and informative argument on the proposition. They believed that a proposal to leave FM in its present position would not have evoked the full discussion they hope to elicit since FM broadcasters would not appear to argue against that proposal.

It is frankly admitted that trying to choose between the two bands is a hazardous project, since there is evidence of interference in both bands. Present FM service is commercially practicable; the higher frequencies may be even more satisfactory, but they are untried.

Setting of the FM band at above 40 megacycles, and enlarging of the band, would mean the moving of the two sets of tele channels together.

New Artist Bureau

A new division of WJW, Cleveland, has been created with Gene Carroll, actor and producer, at the head, according to an announcement by William O'Neil, president of the station. The new division has set up offices in the WJW studios as an entirely separate organization. Mr. Carroll will direct the hiring and developing of all types of talent and will book acts for WJW artists.

Available for Sponsorship

These two great names

Monday through Friday

John B. Kennedy, 2:00 P.M., E.W.T.

"Baukhage Talking," 1:00 P.M., E.W.T.

Write, Wire or Phone

WSPR

SPRINGFIELD, MASSACHUSETTS

Basic Blue Network

GEORGE P. HOLLINGBERRY

National Sales Representatives

ANNOUNCER

wanted for 50 kw station. Salary \$50 week. Give references. Address Box 115, Radio Daily, 1501 Broadway, New York 18, N. Y.

RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 30, NO. 19

NEW YORK, N. Y., FRIDAY, JANUARY 26, 1945

TEN CENTS

Radio Top Bond-Drive Aid

Government Plans Inter-Amer. Union

Francis Colt de Wolf, chief of the Telecommunications Division of the U. S. Department of State, yesterday announced that formation of an Inter-American Telecommunications Union, similar to the International Telecommunications Union at Bern, Switzerland, to study and solve radio problems in this hemisphere is one of the projects now being considered by the Government. His paper was one of seven papers on technical radio subjects that highlighted the second day of the four-day Winter Technical Meeting of the Institute of Radio Engineers at the Hotel Commodore yesterday.

The State Department has invited
(Continued on Page 13)

Chicago Show Transcribed for Armed Forces Overseas

Chicago—At the request of Supreme Headquarters, Allied Expeditionary Forces, through the information and educational division of the U. S. Army, station WMAQ has recorded a half-hour program titled "Let's Go to Town," for the entertainment of Chicagoans at Army centers overseas;
(Continued on Page 2)

Service Award Of Merit Given To AFRS Personnel

Los Angeles—First "Service Award of Merit" to be given to any unit serving in the United States was presented to the Armed Forces Radio Service (AFRS), on behalf of Major General Frederick H. Osborn, director;
(Continued on Page 4)

... and Glamor, Too

Vivian Della Chiesa, radio, opera and concert star, has been selected by the Artists and Sculptors Institute as one of the Ten Most Glamorous Women of the World for 1944. The soprano will be guest artist today on the Cities Service program which will be broadcast over WEA and the National Broadcasting Company from 8-8:30 p.m., EWT.

Pay Off?

Movie recognition of radio as media is contained in the special radio press manual on "For Whom The Bell Tolls." Excerpt reads: "RADIO is an important channel of publicity for you. . . . when you plan your campaign set aside a large chunk of EFFORT for RADIO . . . IT pays off!"

'School Of Air' Marks 15 Years On CBS, Feb. 5

February 5 will mark the 15th anniversary of the CBS "American School of the Air." Launched in 1930 as a twice-weekly series for 15 weeks, broadcasts now are serving 177,000 classrooms, 400 service hospitals as well as G. I. outposts.

"American School of the Air" started as a service to a few thousand classrooms using 45 CBS stations. Today it uses some 100 CBS stations in the United States and 38 in Canada;
(Continued on Page 4)

Ascap Signs Philharmonic; First In Serious Field

Licensing of the Philharmonic-Symphony Society of New York by Ascap was announced yesterday by Fred Erdman, who is director of the newly formed concert and recital division of the composers organization.

The signing of the New York Philharmonic orchestra through Arthur
(Continued on Page 14)

ANA Chairman Gives Views At Advertising Women Dinner

There is a great need for self-regulation of advertising among advertisers, agencies and media, a recent nation-wide survey of public opinions reveals, Charles C. Carr, chairman of the Association of National Advertisers and director of public relations of the Aluminum Company of America, declared before the semi-

Profits for WLAW advertisers march steadily on—get your share. *Advt.*

Treasury Figures Show Trade Leader Of All Media In 6th Loan Campaign; Time And Talent Value, \$11,250,000

Supreme Court To Get AFRA Case—De Mille

West Coast Bureau, RADIO DAILY
Hollywood—Cecil B. De Mille yesterday announced that he would carry to the Supreme Court his fight against payment of the \$1 assessment to AFRA. "It is still my conception that principles of American citizenship are more important than the large salary involved" said he, and added,
(Continued on Page 13)

G. I. Script Writers Contest Sponsored By Army & CBS

A radio script writing contest for servicemen overseas is being conducted by Colonel Thomas H. A. Lewis, commanding officer of the AFRS, in association with CBS producers and writers, it was announced
(Continued on Page 15)

Seaborne Unit Launched By Press Wireless Group

Accompanying General MacArthur's invasion convoy to Luzon was a seaborne communications unit organized by the Press Wireless crew at Leyte, it was revealed yesterday. Release
(Continued on Page 2)

Washington Bureau, RADIO DAILY
Washington—Promotional support of the record-breaking \$21,621,000,000 Sixth War Loan was equally record-breaking, Ted R. Gamble, national director, and Thomas H. Lane, director of advertising, press and radio of the War Finance Division, have announced. Dollar value of war bond advertising totalled \$25,264,329.92 as against \$24,981,670.55 in the Fifth War Loan, the previous high mark. Radio's time and talent figure again out-
(Continued on Page 13)

CBC Official Gives Programming Views

Montreal—Addressing a meeting of CBC officials, Dr. Augustin Frigon, general manager, stated that it was not the intention of the corporation to take thriller or horror programs off the air. Any statement to the effect that the CBC is ordering private stations not to renew contracts involving certain of these programs
(Continued on Page 2)

Radar Expert Gets Post At Stanford University

Palo Alto, Calif.—Now head of the government's gigantic Radio Research Laboratory at Cambridge, Massachusetts, and in charge of its secret wartime development of Radar, Dr. Fred-
(Continued on Page 13)

Invitation

Gals from the WOR offices met Edgar Kobak, president of Mutual on the elevator the other day, and didn't know him. Now they are inviting him to pay a visit to WOR as soon as his official Mutual organizational chores will allow time for him to drop in. Kobak, they point out, has already paid calls on WGN, Chicago, and the Don Lee crowd on the West Coast.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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

Robinson Leaving Nat. Union

National Union Radio Corporation has announced the resignation of its assistant sales manager, Mr. J. H. Robinson, who leaves at the end of the month to accept the position of vice-president and general manager for the American Radio Hardware Company, Mount Vernon, New York.

20 YEARS AGO TODAY

(January 26, 1925)

An important radio premiere took place Thursday evening over W.E.A.F., New York. It was the Atwater Kent Radio Hour with an outstanding array of talent... Programs over W.S.B., Atlanta, contain much real humor and a noticeably unformed human touch.

CKLW BEST RADIO BUY in the DETROIT AREA 5,000 WATTS DAY and NIGHT 100 Kc. WOODWARD SYSTEM

Coming and Going

JANE TIFFANY WAGNER, NBC director of Home Economics, will go down to Washington next Monday to address the District of Columbia Home Economics and Business Group at the Colonial Hotel.

HELEN M. LAMBETH, who was here from WGBC, Greensboro, for conferences with the national representatives of the station, left for North Carolina yesterday.

JOE M. DAWSON, chairman of the executive committee of Geyer, Cornell & Newell, is spending the winter in California and making his headquarters at the Hollywood offices of the agency.

PHIL SPITALNY and the members of his all-girl orchestra are on a concert tour, making appearances at Washington, Baltimore, Harrisburg, Philadelphia and Hartford.

W. P. WILLIAMSON, Jr., president and general manager of WKBN, CBS affiliate in Youngstown, Ohio, is back at the station following a short business trip to New York.

JAMES A. MAHONEY, western division station relations manager of the Mutual network, will meet with members of the NAB's District No. 4 at Salt Lake City Feb. 1 and 2.

JESSICA DRAGONETTE, MONICA LEWIS and DANNY O'NEIL, singers on CBS, will go down to Wilmington, Del., over the week-end to entertain at a two-day sport show for the benefit of the ATC.

NORMAN THOMAS, president of WDOJ, Chattanooga, and CARTER M. PARHAM, commercial manager of the station, visiting this week at the offices of the network. He arrived in town on Wednesday.

Seaborne Unit Launched By Press Wireless Group

(Continued from Page 1)

of the invasion news was permitted by the military authorities as soon as security permitted, and the Press Wireless men flashed the word back immediately. Contact was established between the P-W unit at Luzon and the main Pacific station of the company located in Los Angeles. However, according to E. N. Dotson, manager of the Pacific Division of the company, the traffic from Luzon will be relayed from the Leyte station, for technical reasons. Dotson indicated that as soon as possible the main seat of operations would be shifted to Luzon, and thereafter all communications would be direct from Luzon to Los Angeles.

Chicago Show Transcribed For Armed Forces Overseas

(Continued from Page 1)

based on familiar aspects of life in the Windy City, the recording is one of a series of four to be recorded by Chicago stations of the four major networks.

Among the several sounds familiar to any Chicagoan which are featured on the recording are noises at the stockyards, a policeman's whistle at State and Madison Streets, crowd and organ effects at a Blackhawk hockey game, sounds along Randolph Street, Chicago's Rialto at night and the chimes at Chicago's Temple in the loop. The program was scripted by Robert Carman and music was under the direction of Dr. Roy Shield. The entire program was supervised by Jules Herbuveaux, program manager, and William Ray, news and special events manager, all of the NBC central division.

CBC Official Gives Views On Programming

(Continued from Page 1)

is not correct. The CBC is of course against any program which tends to upset the emotional equilibrium of both children and adults by excessive stimulation of the nervous system but the corporation's policy will continue to be, as it has been in the past, to point out such excesses and ask sponsors and producers to co-operate in their elimination.

FINANCIAL

(Thursday, January 25)

NEW YORK STOCK EXCHANGE

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, Stewart-Warnr, Westinghouse, Zenith Radio.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, High, Low, Close. Includes Nat. Union Radio.



Made to order

There's another kind of made to order... it's in Baltimore radio.

If ever there was a perfect pattern for covering a town that's big enough to be the 6th largest market... it's the W-I-T-H coverage. For it's a fact that W-I-T-H, the successful independent, delivers more results per dollar spent than any of the four other stations in town.

If you're thinking about the oldtime "buyer" market that's on its way back... you'll want to know more about W-I-T-H. That's the Baltimore station that sells merchandise. It always has.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE

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.

THE PACIFIC COAST HAS **2** MARKETS



INSIDE MARKET. This represents counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

50% OF ALL RETAIL SALES MADE HERE



OUTSIDE MARKET. This represents 126 counties outside those in which the 7 principal Pacific Coast cities are located.

50% OF ALL RETAIL SALES MADE HERE

ONLY DON LEE COVERS BOTH MARKETS COMPLETELY*

* Regular Hooper reports of the "inside" market reveal that during the past year, all of the shows that have switched from any of the other 3 networks to Don Lee, have received higher Hooper ratings within 13 weeks.

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. The reason is most cities in the "outside" market are surrounded by mountains, and long-range broadcasting of other networks won't work.

With 38 stations completely blanketing the 16-billion-dollar Pacific Coast market, the Don Lee Network has more than 9 out of every 10 radio families living within 25 miles of one of its stations.

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

SOUTHWEST

ONE of the largest department stores in San Antonio, Joske's started the new year off with an extensive radio campaign. Joske's will air "Living Fashions" with Ann Travis, for a quarter-hour Monday through Friday over KABC. Over KONO, store will air "For Members Only," a half-hour request program Monday through Saturday and an AP newscast daily at 9 a.m. titled "News at Nine." Also scheduled over WOAI nightly is a five-minute news summary and a quarter-hour period each Sunday. Fulton Lewis, Jr. is being sponsored locally by Joske through KMAC and the Mutual network for a quarter-hour Monday through Friday.

Marian Kate has been named assistant to Ralph Maddox, program supervisor of WFAA-KGKO, Dallas. Miss Kate formerly wrote continuity for WFAA. Evalena Caton has taken over that desk and Mary Long is filling the vacancy on KGKO continuity vacated by Miss Caton.

'Service Award Of Merit' Given To AFRS Personnel

(Continued from Page 1)

Director of the Information and Education Division of the ASF this week. Accepting the award was Col. Thomas H. A. Lewis, commanding officer of AFRS, the only organization assigned the mammoth task of bringing radio entertainment and information to military personnel serving in the widely scattered outposts overseas. The award is the highest which can be bestowed on an organization that does not take an active part in actual combat, and can only be presented by an officer of the rank of major general or higher.

"School Of Air" Marks 15 Years On CBS, Feb. 5

(Continued from Page 1)

In addition, "School of the Air" programs are beamed overseas by both OWI and Armed Forces Radio Service and its broadcasts to service hospitals are a part of the Government's rehabilitation work for servicemen.

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



Reporter At Large . . . !

● ● ● It was Bugs Baer Day at the Banshees luncheon in the Wedgewood Room of the Waldorf-Astoria Hotel yesterday and Joe Connelly's effervescent humor was never in better form. . . . Baer, following the suave emceeing of Jimmie Walker, and the keen wit of Frank Fay regaled a celebrity filled room with stories reminiscent of 25 years with the Hearst organization. . . . He spun yarns about Jimmy Walker as mayor of New York, the late James J. McGraw and the Hearst feud back in the Arthur Brisbane days with the Lambs Club.

★ ★ ★

● ● ● The Banshees luncheon was laugh packed from start to finish. . . . Comedians such as Ole Olsen, Harry Hirshfield, Senator Ford and Joe Laurie laughed their way through the proceedings and dignified gents like James Lawrence Fly, Jim Farley, Allen McClosker, Jack Alicoate, and Joe Connelly added hearty guffaws. . . . Proceedings got underway with Jimmy Walker introducing a promising young singer, Danny O'Neill, whom he characterized as the fair haired boy on the CBS network. . . . Next was the bewitching blonde songstress, Carole Landis, of screen and stage, who was heard in song hits from her starring vehicle, "The Lady Said Yes" . . . then came an hour of spontaneous wit with Frank Fay, Jimmy Walker, Eddie Eagan and the irrepressible Bugs Baer figuring in the proceedings. . . . Among those at luncheon tables were Ed Coblentz, publisher of the San Francisco "Call"; Richard E. Berlin, general manager of Hearst Magazines; William A. Curley, publisher of the New York "Journal-American"; Harry M. Bitner, publisher of the Pittsburgh "Sun Telegraph"; Jack Fendell, King Features and INS representative in South America; John McKay, promotion and advertising manager of King Features Syndicate; George Dixon, Toots Shor, Bill Corum, Marvin Kirsch, Nick Kenny, Frank Burke, Bob Ripley, Gregory Rice and Bob Considine.

★ ★ ★

● ● ● Paramount Pictures will score a 'triple plug' Sunday with Eddie Bracken tossing a line or two about his latest vehicle, "Bring On the Girls," on Old Gold's NBC Comedy Theater, Dorothy Lamour's appearance on the NBC Chase & Sanborn hour will plug "A Medal for Benny" and Gil Lamb will ad lib some promotion for "practically Yours" on Philco's 'Hall of Fame' via the Blue. . . . First place Morton Downey visited upon his return from an overseas entertainment tour last Friday was studio 3A at the Gotham studios of Radio City, whence his series of Coco-Cola songfests originates. . . . A Salute to Don Paquette, Y/2 U.S.N. who won twelve silver dollars on the NBC morning program, "Finders Keepers," and when asked by emcee Bob Sherry what he would do with the money answered, "turn it over to the Mile-O-Dimes" . . . William Franklin is back in Gotham after a successful nation-wide tour as 'Porgy' in Gershwin's "Porgy & Bess." . . . Mary Lou Williams, Cafe Society Downtown pianiste, who composed twelve songs each one titled after the Signs of the Zodiac, dedicated the tune titled, "Taurus the Bull" to Ivan Black, her Praise Agent . . . tee-hee. . . . Announcers Harlow Wilcox and Harry Von Zell will co-emcee a Columbia flicker, a behind-the-scenes glimpse of radiolites currently being shot at the NBC studios in Hollywood.

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

BARRY KEIT has been appointed eastern sales service supervisor for MBS. For 18 years connected with the Kelly Smith Co., newspaper representatives, Keit, since 1943, has been Detroit manager for the Headley Reed Co., radio station representative.

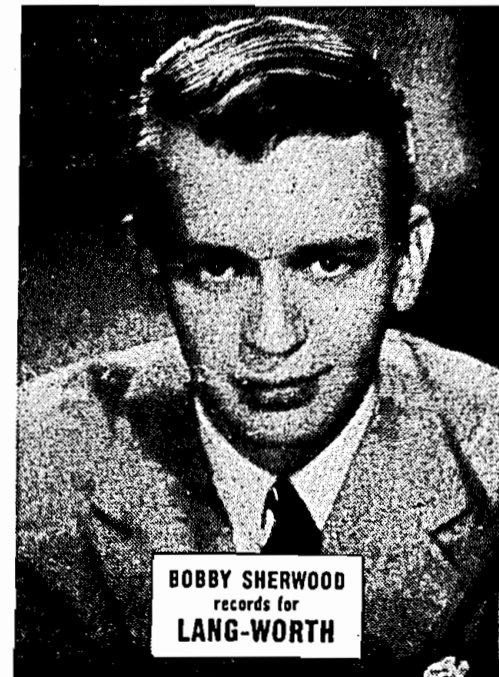
WLS has received another million letters—1,045,939 to be exact, in 1943. In the 15 years WLS has been under its present management, 15,942,644 letters have been received from listeners. More than a million a year average for 15 consecutive years is quite a record.

The American Crayon Co., Sandusky, Ohio, through Triangle Advertising Agency, began sponsorship of Malcolm Clair on WENR Jan. 6, 1944. It has been announced by Roy McLaughlin, WENR sales manager. The program features Clair in his role of reading children's stories and is heard each Saturday from 4:30 to 4:45 p.m. CWT. The contract is for fifty-two weeks.

Bert Whaley has joined the NBC central division staff as a director of music programs. Whaley replaced Harold Bean, who resigned to join an advertising agency in Indianapolis. The new Chicago director, veteran of 12 years of radio dramatic and musical work and former production director of a station, has been heard on several network daytime serials and musical shows.

Harry C. Kopf, vice-president and general manager of the NBC central division; Sidney Strotz, vice-president in charge of the NBC western division, and A. W. Kaney, manager of station relations of the NBC central division, are in New York for the network's management meeting.

Songstress Nancy Martin of the Breakfast Club is telling friends the handsome ring she's wearing is from a member of J. Edgar Hoover's FBI. The wedding will probably take place in March.



BOBBY SHERWOOD
records for
LANG-WORTH

TELEVISION DAILY

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★ ★ SECTION OF THE RADIO DAILY • JAN. 26, 1945 ★ ★ ★

Tele Moved Ahead In 1944

Allocation Follow-Up Before FCC On Feb. 14

With the proposed frequency allocation plan issued by the FCC scheduled for oral argument before the Commission beginning 10:30 a.m. ET on Feb. 14, pro and con forces are marshalling their legal talent for the occasion, with FM interests strongly opposed to some of the provisions. Television interests, how-

The Proposals

Briefly, the proposals are:

FM moved up from 42-50 to 84-102 megacycles.

Educational FM gets 20 channels.

Commercial television stays below 300 mc; 480-920 band for experimentation.

Railroads allotted channels.

Civilians get "walkie-talkie" service.

ever, are not as much concerned with the proposed changes.

The Commission pointed out, however, that most of the proposals cannot be placed into effect until after transmitter, receiver and other materials,

(Continued on Page 7)

Television In Hospitals Boon To Wounded Vets

Television broadcasts are of great interest and value in the psychiatric treatment and reconditioning of mentally ill patients, according to a staff report submitted to the commanding officer of one of the nine service hospitals near New York City, which

(Continued on Page 7)

Decorated

Award of the Air Medal to Purple Heart wearer S/Sgt. Ben Lifschien, former staff member of the CBS tele station WCBW-N. Y., for "meritorious achievement while participating in bombardment missions over enemy territory," has been announced by the 2nd Bombardment Division under command of Major General William E. Kerner.

Review Of The 12-Month Period Shows Many Progressive Steps Were Taken To Advance Video Interest

Television made important strides during 1944 and the nation became conscious of the new media through a chain of events which brought unprecedented publicity to the video field.

Many developments contributed to the advancement of television during the past year. Among them were the formation of the Television Broadcasters Association in January; the Television Seminar conducted by the Radio Executives Club in New York during May and June; the FCC's Allocations hearings in Washington; and a series of industry showings conducted by the leading equipment manufacturers.

Controversial issues fanned the flame of press acceptance of video as the year progressed. Several schools of thought representing TBA, American Television Society, network leaders and manufacturers figured in the pro and con of these controversies. Most of the arguments stemmed from whether video should be frozen at its present standards for the duration of the war and whether tele should move to the higher spectrum under the allocations plan of FCC.

The controversy gained momentum with the parade of witnesses before the FCC allocations hearings in Washington during October. These hearings, featuring views of expert witnesses, and the recommendations of the RTPB formed the basis for the allocations recommendations which

were made by the FCC during January of this year.

Another development which indicated growing interest in television was the first annual conference of the Television Broadcasters Association, which met at the Hotel Commodore in New York during December. The conference attracted 700 registrants and one of the highlights of the meeting was the presentation of sixteen

(Continued on Page 8)

Five Companies To Produce Facilities For Tele Relays

Five companies have already indicated their intention of providing television relay facilities after the war, Paul L. Chamberlain, transmitter sales manager of General Electric's Electronics department, told the television audience of WRGB in a recent program commemorating the fifth anniversary of television network inaugurated by the General Electric Co.

One of these, the International Business Machine Corporation which plans to use relaying equipment developed by General Electric, will install its initial circuit connecting Schenectady with New York, he said. The present circuit relays programs one way only, from New York to Schenectady. In this new circuit

there will be two relay points, located atop Round Top Mountain and Beacon Mountain, thus providing boosters about 43 miles apart between sending and receiving points on this stretch adjacent to the Hudson River.

"This circuit completed, it is planned next to extend it to Washington, by way of Philadelphia and Baltimore," according to Chamberlain. "Later, it is contemplated to extend it farther south to Richmond, Atlanta and other southern cities and to continue it west from Schenectady through Utica, Syracuse, Rochester, Buffalo, Cleveland, Detroit to Chicago."

Such a network will not be used exclusively for television relaying.

(Continued on Page 8)

TBA Elects Bingley As Gibson Successor

Resignation of Robert L. Gibson highlighted the meeting of the TBA board of directors, held last Friday. Gibson, who was vice-president and a member of the board had to resign because his firm, GE, had shifted him to another department in the company. The board voted to accept the resignation with regret. Therefore an election was held, and F. J. Bingley, chief tele engineer of Philco, and a TBA board member, was elected to the post of vice-president. The position on the board vacated by Gibson was not filled at this meeting.

Bingley has been with Philco since 1931, and was made chief tele engineer in 1940. Prior to that he was associated with Baird Television Ltd. in England, and later represented the firm in New York. He is a member

(Continued on Page 10)

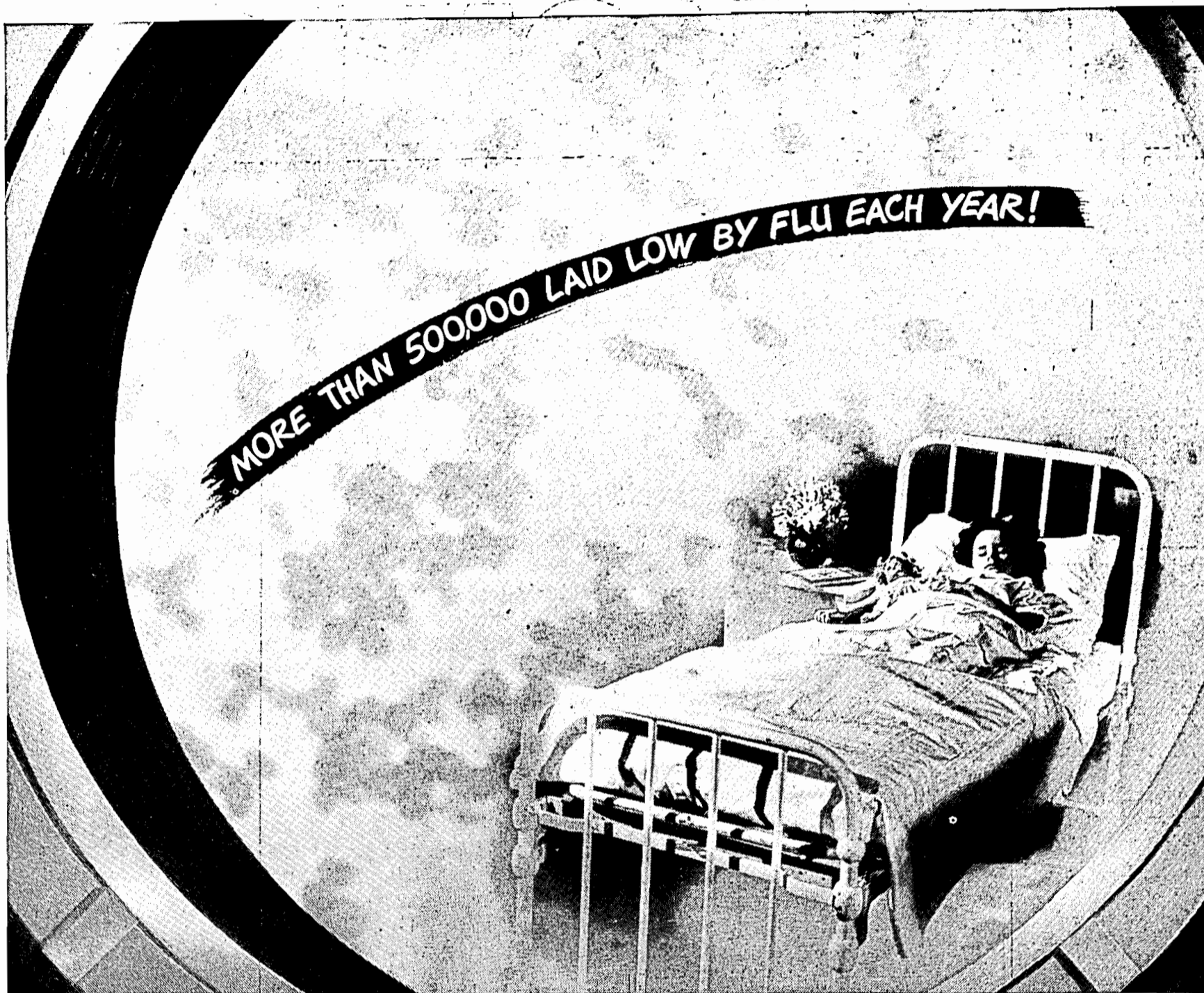
Stephens And Mel Cooper Set For WABD Sunday

Screen star Harvey Stephens, and Melville Cooper, of both stage and screen, who was seen in the recent Broadway play, "While the Sun Shines," will both appear with Frieda Inescort, currently appearing in a "Soldier's Wife," in the television play "Sham," by Frank G. Tompkins, to be broadcast over DuMont television station WABD this Sunday at 8 p.m., EWT. The program, sponsored by Knox Hats, will be produced and directed by Ransom P. Dunnell.

Stephens has recently been signed for the lead in Phil Waxman's "Star Spangled Widow." The Sunday performance marks his second appearance on television and the debuts of his co-stars.

R & R Activity

Ted Houston, formerly with WRGB, Schenectady, and CBS, has joined Rulhauff & Ryan as writer and director, it has been announced by Lee Cooley, television director of R&R. The appointment becomes effective February 5. Houston replaces Tom Viotor who goes into U. S. Service in the near future.



to destroy 'em you have to see 'em

Microscopes are gunsights in Medicine's battle on bacteria.

Optical microscopes, however, were not powerful enough to "draw an accurate bead" on the deadly virus that caused influenza.

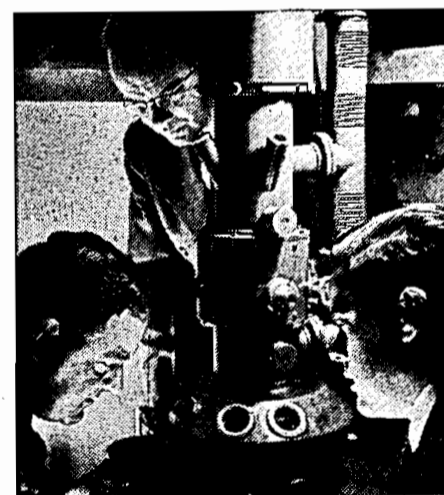
But today, medical men have seen what no optical microscope could bring into focus—the infinitesimal influenza virus that previously had lain craftily camouflaged among larger cells.

This revelation came about through the Electron Microscope, developed by scientists at RCA Laboratories. And now, having been seen, influenza may be forced to unconditional surrender, saving the lives of thousands each year.

Here is but one facet of the genius shown by scientists behind RCA research... the

"ever-onward" research that saves lives or creates a better radio with equal skill... the "there-when-you-need-it" research that gave super-secret equipment to the United Nations... the "way-ahead" research that goes into everything made by RCA.

When you buy an RCA radio or phonograph or television set or any RCA product, you get a great satisfaction... enjoy a unique pride of ownership in knowing that you possess the very finest instrument of its kind that science has yet achieved.



They see what human eyes have never seen before!

Drs. Arthur Vance and James Hillier, scientists at RCA Laboratories, with Mr. E. W. Engstrom, Research Director (standing), examine the RCA Electron Microscope that has useful magnification up to 100,000 diameters, revealing unseen new worlds to the eyes of man.

RADIO CORPORATION of AMERICA

PIONEERS IN PROGRESS



Allocation Follow-Up Before FCC On Feb. 14

(Continued from Page 5)

facilities and manpower again become available for civilian use.

Television Status

Commercial television is permitted to remain roughly where it is in the lower part of the spectrum. Specifically, it now has 18 channels six mc wide at intervals from 50 to 294 mc. The new allocation gives it six channels, also six mc wide, from 44 to 84 mc and six from 180 to 216 mc. This gives television the same number of channels—12—below 225 mc as heretofore. No additional frequencies can be assigned to television between 225 and 300 mc because all these frequencies are required for government services.

However, to permit the development of a system for color pictures and higher definition monochrome pictures through the use of wider channels, the Commission proposes space for experimental television between 480 and 920 mc in the ultra high frequency portion of the spectrum.

Whether television should stay "downstairs" or go "upstairs" was one of the most controversial questions discussed at the allocation hearings.

Explaining this decision, the report says: "The Commission does not believe that broadcast service to the public through the use of a 6-mc channel with the improvements now available over pre-war developments should be abandoned and commercial television held in abeyance, until a wide channel system in the ultra-high frequencies can be developed and proven. The time which may elapse before a system can be developed to operate on wider channels in these ultra-high frequencies is indefinite and primarily dependent upon the resourcefulness of the industry in solving the technical problems that will be encountered."

At present, six commercial television stations are in operation, three are under construction, and three experimental stations are rendering a limited program service; 100 applications for commercial stations are on file. It is estimated that there are about 7,000 television receiving sets.

Television In Hospitals Boon To Wounded Vets

(Continued from Page 5)

have been equipped with television receivers.

Wounded and ill servicemen, the report continues, enjoy all types of programs. In sports, they favor boxing over wrestling, but dramatic productions also have wide appeal.

According to figures supplied to NBC, the average audience per hospital television set is 35.

At the present time, 55 sets, supplied through the cooperation of the General Electric Co., Radio Corporation of America and NBC, have been installed in the hospitals.

Television Educational Role Discussed By Angell On WNBT

Possibility of making television useful in education has attracted the attention of broadcasters and teachers for some time, and while no one can predict how soon it may be practicable to make use of it on any significant scale, much less how broad or how narrow its field of operation may turn out to be, certain obvious possibilities are to be recognized, Dr. James R. Angell, NBC public service counselor, said in an address before the NBC-Columbia University course in television Wednesday night. The address was telecast over WNBT as part of an hour-long program on the subject of educational possibilities in tele.

Children Angle

"It has long been a practice of schools, so located as to render it feasible, to send children on occasional expeditions to museums, galleries, factories and industrial plants of various kinds where, under special guidance, they are shown important objects and activities that cannot be effectively brought into the classroom. Here is a situation in which obviously, when television becomes flexible and the cost of its employment not prohibitive, it will be entirely possible to bring directly into the school auditorium the objects and activities which previously have been available only to those who could make the necessary visits. Furthermore, under such conditions as television would provide, there would be much greater certainty that all the children in a group should see and hear explained the situations which in a gallery or a museum they are often able most imperfectly to see and grasp.

"Needless to say, when color tele-

vision is really perfected it should be possible to bring children into direct contact with the great paintings of our galleries. Sculpture is already effectively accessible in our black and white television.

"Again, there seems no reason why many significant natural objects should not similarly be brought into the classroom, although at this point the well devised movie may perhaps do the work equally well.

"It requires no very alert imagination to suggest many other forms in which television can thus be used to contribute to the enrichment of the instruction given in the classroom. Moreover, we may say with some assurance that we know by experience that many of these things can be done with great effectiveness. We demonstrated several years ago in the National Broadcasting Company the possibility of presenting scientific experimentation to a considerable group of students who were several miles away from the laboratory in which the experiments were being conducted.

Tele War Series

"Furthermore, at the outbreak of the war our television facilities were employed with notable and dramatic success to give training to hundreds of air wardens who could not well be brought together at any single point," Angell pointed out.

"All things considered, I think it may be said with entire confidence that within a relatively brief space of time, granted freedom to proceed, television will be able to make a very real contribution at almost every level of our educational process," he concluded.

Television—No Art Picnic!

By FREDERICK J. WIDLICKA

Art Director of Charles M. Storm Co., Inc.

THERE is written somewhere something about the worm's eventual turning. It has occurred to me more than once during my last year of television that had the man who wrote it found himself in the shoes of today's agency art director and faced with the accompanying present-day tele-problems, he might easily have had in mind a utopian future world of limitless materials, perfected technical facilities, and—no 24-hour deadlines! The dream's a nice one, even if a little far removed from the tele-picture of today.

Television, almost more than any other medium, warrants minutely careful planning of backgrounds, for each show—whether dramatic, variety, special events, or a mixture of them all—demands a character setting all its own IF it is to create the proper visual impression on its viewing audience. Settings must har-

monize in mood and purpose to attain an ultimate client-producer-director-performers efficiency. Thus the designing and execution of a set requires not only a technical knowledge of the composition of pictures, the materials at hand and the versatility of completed backgrounds in the studio; it also requires an understanding of television and audience psychology—and a pretty good-sized sense of humor.

Quite naturally, I prefer to look at television through the eyes of an advertising man, since it will be, to all practical purposes, the advertising agencies' medium—a medium which, although dependent on both aural perception and visual representation, has been shown by survey to have 95 per cent of the emphasis on the transmitted picture. The art director's problem, then, from the adver-

(Continued on Page 9)

Philco Commends Allocation Findings

Fullest possible development of television will, be stimulated in the immediate post-war period and the public will have the benefit of this great new service just as soon as war conditions permit as a result of the allocations recommendations of the FCC according to Larry E. Gubb, Chairman, and John Ballantyne, President, of Philco Corp., who made public yesterday a letter they wrote to the Commission this week commending its action.

Philco, it is pointed out, has pioneered in television research and development since 1928 and has invested millions of dollars to advance the new art.

Philco says it plans to be ready with post-war television sets for the general public within a few months after the end of the war.

Text of Letter

Text of letter follows:

"We have studied with great interest and attention the recommendations of the Federal Communications Commission with reference to post-war frequency allocations for all the various radio services, which have just been issued after lengthy hearings and a thoroughgoing investigation of the whole subject.

"In our judgment, especially when consideration is given to the magnitude of the problems confronting the Commission, a splendid over-all job has been done in reconciling the claims of the many different radio services for portions of the available spectrum. While we should have preferred that a greater number of channels below 216 megacycles be reserved for television, we believe that the Commission adopted a sound, forward-looking policy in making it possible to give a high-quality television service to the public in the part of the spectrum already being used for television where most of the presently available engineering and operating experience lies, while at the same time encouraging research and development work to go ahead in the ultra-high frequencies.

Action Encouraging

"This action of the Commission offers great encouragement to all those who have pioneered in television. It means that the fullest possible development of television will be stimulated and encouraged in the immediate post-war period and that the public will have the benefit of this great new service, which will so profoundly affect our ways of living, just as soon as war conditions permit the use of technical personnel and materials for the purpose.

"We believe that the Commission's analysis of the whole allocations problem and the resulting recommendations it has made represent a public service of great importance. The blueprint that the Commission have given us should make possible the development of all those services using the spectrum to a higher degree of perfection and general usefulness than ever before."

TELEVISION SECTION

Tele Interest High During 1944 As Revealed By Review Of News

(Continued from Page 5)

awards to leaders in the video field for their achievements of the past year.

Chronologically the highlights of the events of the past year in television follow:

JANUARY

The newly-formed Television Broadcasters Association discussed and adopted its by-laws at the first annual meeting held in Chicago on the 18th.

Senor Bonifacio Fernandez Aldana, New York correspondent for a group of South American newspapers, told members of the also new Television Press Club, at the group's first monthly luncheon, that Mexico will be one of the centers of television for Latin America.

A 50-week television course for staff engineers was inaugurated by NBC in anticipation of post-war development of television.

FEBRUARY

On February 2 the Television Broadcasters Association, Inc. elected Allen B. DuMont as the first president. Other officers chosen were Lewis Allen Weiss, Don Lee Broadcasting System, vice-president, and John R. Poppele, WOR, assistant secretary-treasurer.

The first television application of 1944 was filed on February 8 by the Jamaica (N. Y.) Radio & Television Corp., which put in for channel three, previously unassigned.

MARCH

Will Baltin, program manager of W2XWV, DuMont station, was named secretary-treasurer of Television Broadcasters Association.

In an address before the Television Press Club, Dr. Alfred N. Goldsmith, vice-chairman of the RTPB, forecast no conflict between FM and television in the post-war period. He was of the opinion that an improved sound service and an expanded service are complementary.

Statements made by NBC, CBS and A. T. & T. indicated steadily increasing interest in planning television's future. Plans for a \$2,000,000 trial of short-wave radio relays for intercity tele and telephone relays was made by A. T. & T. Paul W. Kesten, executive vice-president of CBS, forecast post-war tele in full and natural color in the annual report to stockholders.

Plans were announced by Stromberg-Carlson for a tele station and a new "Rochester Radio City" which would house AM, FM and television as a post-war development.

APRIL

The belief that television programming would be advanced 10 years through a merger of sight and sound facilities by the webs and others interested for a training period of three years was expressed by Gerald Cook, former BBC tele director.

Announcement was made that the Radio Executives Club would conduct a "Television Seminar" starting in May and continuing through September which would cover all phases of the subject.

At a special press luncheon on April 7, General Electric revealed its post-war television plans.

First television premiere of a film to be televised at key points across the country was MGM's "Patrolling the Ether." James L. Fly appeared before the NBC tele cameras in New York to introduce the film.

Eddie Cantor announced from Chicago that he plans to jump the gun on television next season by doing away with scripts and staging his broadcasts as though they were being presented in front of television cameras.

Locations for "Vaqueros Ride," believed to be the first television "Western" movie,

were shot at Coe's Cove Rancho in Hollywoodland. Telecine 16mm. film was used for the first time.

MAY

Transformation of color in television to gradations of black and white was demonstrated by Bud Gumble of Farnsworth Television & Radio Corp. at a meeting of the TPA held in New York May 5.

The first commercially sponsored television program on the Balaban & Katz station, WBKB, was purchased and broadcast the night of May 5 for Marshall Field Co., Chicago.

In step with the industry's progressive thinking and planning, Radio Daily presented the first issue of Television Daily as a monthly supplement to this publication. Television Daily will be published monthly for the duration of the war as an enterprising voice in the new field of revolutionary electronics.

On May 31, television as it may be applied to department store advertising was demonstrated by NBC and RCA for 22 representatives of retail organizations comprising the Associated Merchandising Corp.

JUNE

First film company to enter the television film production field was RKO with a new subsidiary known as RKO Television Productions, Inc., which will produce news and entertainment shorts exclusively for video.

A three-city tele network picked up the video signals of WNBT, New York, and the pictorial proceedings of the Republican National Convention in Chicago were made available to about 7,000 television receivers in the eastern area.

JULY

Award for the year's outstanding contribution to the art of television programming was presented to WRGB, Schenectady, July 24, by Dan S. Halpin, president of ATS.

Opening of WABD, new DuMont studios, was marked by the staging of a two-hour musical comedy, "The Boys From Boise," July 13. This represents television's most ambitious program planning to date in the New York area.

Pacific Coast Independent Television Producers Association was formed with Patrick Michael Cuning, Hubbard Hunt, Rudi Feld, Armand Paggi and Joseph Sawyer as charter members.

AUGUST

First advertising agency to set up regular weekly advertisements for commercial tele talent was Ruthrauff & Ryan, with try-outs scheduled for every Friday at WABD.

Announcement was made of an ambitious plan to educate agency executives and advertisers in post-war potentialities of television with the launching in Baltimore on August 20 of a 10-day tele demonstration by NBC and RCA in cooperation with radio station WBAL.

SEPTEMBER

Presentation of a plaque by the American Television Society to Allen B. DuMont, president of DuMont Laboratories, Inc., for the "best contribution to television during the year" highlighted the first fall meeting of the ATS, Sept. 14.

In a closed meeting of the television and FM panels of RTPB held in New York City Sept. 8, preliminary discussions of allocations were held in preparation for the hearings to be conducted in Washington beginning Sept. 28.

OCTOBER

A settlement of the differences of opinion between the television and FM panels of the RTPB was reached at the frequency allocation hearings conducted by the FCC October 2. This dispute, the first to be brought into the open since sessions began, involved

claims for that portion of the spectrum between 50 and 56 megacycles, present No. 1 video band.

In collaboration with the University Extension of Columbia University, NBC University of the Air inaugurated a television course which is recognized for credit toward a degree.

In Washington, D. C., television witnesses paraded before the FCC allocation hearings giving views for and against development of video in its present stage as a sight and sound media.

Supporting the statement of Lewis Allen Weiss that television is too expensive for any but the larger cities, James D. McLean, GE television sales manager, told the FCC, October 19, that the initial expense for a television station would run from \$150,000 to \$300,000, with operating expenses amounting to about another \$350,000 per year.

NOVEMBER

Television, heralded as a major media in the presidential election to come in 1948, played an interesting role in the election returns of November 8 by devoting full time on three New York stations, one in Chicago and one in Los Angeles. Other tele election programs were carried in Schenectady and Philadelphia with stations participating in an inter-city network linked with New York.

Plans for the first annual conference of the TBA were disclosed at the press luncheon at the Hotel Commodore in New York City November 13, with Jack R. Poppele, chairman of the conference; Will Baltin, secretary of TBA, and Ralph Austrian, chairman of the program, discussing the convention planning.

A discussion panel on television in advertising agencies was organized in order to strengthen agency television directors' voice in the forthcoming annual TBA conference, it was announced by Elkin S. Kaufman, executive vice-president of William H. Weintraub & Co. and moderator of the panel.

DECEMBER

Rene Barthelmy, French television expert, in an interview with Charles Collingwood, CBS correspondent in Paris, told of successful experiments with 1,000 line screen and predicted the eventual adoption by television interests throughout the world.

Plan to introduce television in Utah was announced by S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation which operates KDYL with the filing of a license application with the FCC.

On December 15, Klaus Landsberg, director of television station WGXYZ, Hollywood, told a special events meeting of the American Television Society at the Museum of Modern Art in New York that television will be the motion picture industry's most powerful medium of exploiting the glamour of Hollywood and its stars.

WKY, Oklahoma City, NBC affiliate, used television effectively during the Sixth War Loan drive on a tour of 19 Oklahoma cities. Thousands lined auditorium aisles for close-ups of reflector pictures of local dignitaries, citizens, children, pets and bombarded technicians with amazingly searching questions.

First annual conference of the Television Broadcasters Association, Inc. got under way at the Hotel Commodore, New York, with about 700 registrants expected to be on hand for the opening session of the two-day meeting. Sixteen television leaders were presented awards for outstanding contributions to video development at the conference banquet.

Speaking before a class in tele-techniques at New York University, P. D. McLean, GE sales manager of television equipment, predicted that there will be at least 150 tele stations in operation within five years after the war. He also pointed out that television would be brought to the smaller communities with the use of satellite stations, low power relay stations drawing their programs direct from the networks and lacking the usual studio facilities.

Five Firms Will Make Tele Relay Facilities

(Continued from Page 5)

Chamberlain pointed out. In addition to two two-way television circuits, this same network of relays will provide facilities for eight regular network channels for broadcasting, two channels for radio photo or facsimile transmission and 100 channels for use by the International Business Machine Corporation. "And all these various channels can be in operation at one time" he declared.

Wave Lengths Short

An idea of the extremely short wavelength on which television is relayed was pointed out by comparison with WGY, a standard broadcast station in Schenectady. WGY transmits on a frequency of 810 thousand cycles. The new television circuit to New York will operate on a frequency of two thousand million cycles. Another comparison was in the size of antennas. That used by WGY is 625 feet long, whereas the television relay antenna will be but three inches long. This, according to Chamberlain, when mounted in a parabolic reflector, will concentrate all energy into a beam but six degrees wide, so that 10 watts of power at the transmitter will give the same effect as 10,000 watts radiated by the ordinary non-directional antenna.

Participating also on the anniversary program was Niles Trammell, president of the National Broadcasting Company, who spoke and was televised from New York, and Robert S. Peare, vice-president of General Electric in charge of advertising, publicity and broadcasting, from the studio in Schenectady.

Trammell Lauds Engineers

In commenting on the relay which for the past five years has carried television programs from New York to Schenectady, Trammell paid high tribute to the engineers of WRGB. "We can expect a great expansion after the war, even a coast-to-coast network. Both NBC and General Electric share in the importance of network systems," he said.

Peare told of the 900 or more shows which WRGB has televised from the Schenectady studio, then paid tribute to the audience served by this station, which "by their many letters have given General Electric some idea of the type programs which are enjoyed and desired."

Preview

On the front cover of RCA's January issue of "Radio Age" is a four-color picture of the company's newest television receiver model. Although spokesmen will not confirm queries put to them, it has been reliably confirmed from another source that the television picture is that of the much discussed 19 x 24" screen, which was to have been press-previewed soon.

TELE-ART

(Continued from Page 7)

viewer's point of view, is this: he must deal with pictures, which means he must appeal pictorially to the consumer, at the same time executing the best possible background for the combined talents of all those contributing to the finished production.

So there's the problem—simply stated. The solution? Well now, that's a—uh—something else again. The primary current bone-in-the-throat is the time factor, brought about by the fact that at this point shows are presented, for experimentation purposes, on a week-to-week basis, which requires the designer to furnish a new scenic environment every seven days. To add fuel to the fire, he finds these sets in direct competition with both the best of theater sets and the imposing effects created for motion picture audience—and all this with only a fragment of the budget allotted to either of the other two media. Too, with its present necessary limitations, television can, at best, give only an impression of a mood or scene—which presents problem number two: sets must be designed and executed with an almost brutal severity. Refinements and fine overtones are out! Shadows on objects can't be implied; they actually have to be painted on the set.

Real Props

Or when Daisy Bell sits on the barn fence, it can't be a real fence. No, sir! That's too simple. So a "simulated" fence is brought in; the grain of the wood is exaggerated three or four times its normal size so that it will televise truly and clearly; a couple of carpenters nail it to the floor while the studio managers yell threats of imprisonment for mutilation of property—and the show goes on! Then, of course, there's the added problem of space. In the Esquire-sponsored "Boys from Boise," television's pioneer musical comedy produced by this agency, the ranchhouse, barn, corral and several miles of grain were crammed into a studio measuring 17 feet across, with a working depth of about eight feet. The set, by the way, already housed fifty-four actors—excluding an 11-piece orchestra—and there was some talk at the last minute about having the hero slide in on a real horse! Oddly enough, though, such handicaps as having to substitute the exaggerated for the actual, having to rely on ingenuity and imagination, can be turned to an advantage, for it can open up such opportunities for creative design as to make future televisual settings the designer's dream.

The general opinion of those not currently engaged in this new medium seems to be that television can adopt the already established rules of photography. Unfortunately, however, due to television's translation of light into electronic waves, this is not true—at least not at this point. Photography, for example, can rely on dim and shadowy lighting for its sinister

WHO'S WHO In TELEVISION

J. R. POPPELE

THROUGHOUT the entire broadcasting industry there are few personalities who hold a record of service equal to that of J. R. Poppele, WOR's chief engineer and secretary of its board of directors, and of course, the recently elected president of Television Broadcasters Assn. Today, engineering head of a 50,000 watt station, Poppele became affiliated with WOR on February 18, 1922—four days before the first tiny 250-watt broadcaster took to the air on the roof of the L. Bamberger store in Newark, N. J.

Since 1922, he has been a guiding figure in the growth of the station, following the rise of the outlet from its modest beginning to its present 50,000 watt status.

Poppele was born in Newark, N. J., on February 4, 1898. The son of a mechanical engineer, he showed a natural aptitude towards radio when he was quite young—at the age of fourteen he constructed his own wireless set. Poppele attended school in Newark, studied electrical engineering at Newark Tech, and before the first World War turned to radio as a lifetime career.

At seventeen, Poppele got his first job on the S.S. Iroquois of the Clyde Line, and served as a radio operator both on commercial vessels and in the Army Transport Service during World War I.

Under Poppele's guidance and constant contact with the latest developments and trends of radio, WOR has enjoyed a continued rise in power as well as prestige. Jumping from 250 to 500 and then to 5,000 watts, WOR threw the master switch on a giant, 50,000 watt transmitter on March 4, 1935.

During his association with WOR, he has instituted and maintained a research laboratory in which many devices now in common use have been developed to help the advance of broadcasting.

In 1926, Poppele rigged up what was probably the first portable radio. After buying seats for the Dempsey-Tunney fight in Philadelphia, found his seats in the last row of the stadium, almost a mile from the ring. Undeterred, he created a small radio receiving set, brought it with him to the stadium, set it up—with the batteries in his pocket—the aerial hanging behind his seat.

In 1926 he started television experiments; pioneered in FM; and invented the directional signal which concentrates 200,000 watts in a designated area.

Besides his activities with WOR, retains membership in many organizations. He is a senior member of the Institute of Radio Engineers, was assistant secretary and treasurer of the Television Broadcasters Association before being elected president; also he is a member and chairman of the scholarship committee of the Veteran Wireless Operators Association, a Fellow of the Radio Club of America, belongs to the Acoustical Society of America, to the Society of Motion Picture Engineers.

The WOR executive lives in South Orange, N. J., and is the father of three girls. His hobby is taking technicolor amateur movies of his family and he is also interested in golf and gardening.



Background of Activity

effect. Dim lighting in television is deadly! Nor is there a third dimension in television, this must be effected in the execution of the set itself. And, just as photogenic people are not always telegenic people, so photogenic colors are not always those which televise best. On the contrary, color in sets must be conceived with relative value to blacks, greys and whites. Red, for instance, will televise white unless broken with sufficient light-absorbing color to hold its desired value; "unbroken" red can, on the other hand, be exploited as highlights or contrast to an adjacent mass of color—and so on, right down the color line.

The answer to the art director's tele-problem? Well, let's boil 'em down to a simple one, two, three:

(1) *The primary factor in an ultimate good design—in television as in all other fields—is the thought which goes into the*

project before the pencil ever touches the paper;

(2) *the creation of a mood in keeping with the idea or theme of the thing at hand is essential;*

(3) *—and most important—the principal aim is to present in the most advantageous light possible the salient points of the product represented — that is to temper the background so that it serves only as a complementary part in the completed picture*

True, television is a great challenge to the art director of today, for today, more than ever before, the art department of an advertising agency is an ant-hill of activity. Still it is now, while television is young, that he must experiment in the new medium—while agency business "goes on as usual." It is now that he must learn the 'musts' and 'must-nots' so that he may be better equipped to set up

TELE REVIEW

"SOCIETY OF AMATEUR CHEFS"

Sponsor: Nash-Kelvinator Corp.

Agency: Geyer-Cornell-Newell

Producer: Eleanor Larson

Director: Ted Estabrook

Writer: Barbara Bender

Cast: Rube Goldberg, Otis Soglow, Ben Irwin Butler, John Reed King

Employing close-ups, clever angle shots and a good script, Ted Estabrook cooked up a half hour of enjoyable entertainment that made excellent use of the laugh-provoking capabilities of cartoonists Rube Goldberg, Otis Soglow, Ben Irwin Butler, John Reed King was emcee.

The story centered about the intentions of Rube Goldberg to build an apple sandwich machine to simplify cooking. While proceeding with these plans, John Reed King demonstrated to Goldberg and his two other assistants how easily the kelvinator could speed up cooking better than the apple sandwich machine. Close-ups of the four comedians going through their humorous paces enabled the audience to observe the facial expressions and bodily movements of them.

Excessive plugging of the commercial and long shots attempting to take in too many actors at once were the only flaws. The very fact that the kelvinator was used in the set should have been sufficient in proving the effectiveness of this kitchen device. In one or two spots Ted Estabrook tried to shoot scenes with the performers placed too far apart, with the result that the artists were out of focus.

Tele Fashion Series To Star Betty Furness

Betty Furness, stage and screen actress, will be starred in a television program sponsored by Sanforized Products, it was announced yesterday. "Fashions Coming & Becoming" is the title of the program, and it will be telecast over Du Mont-WABD tonight at 8-8:15 p.m.

The program will be under the supervision of Wes McKee. Donald O'Brien of Young & Rubicam, Inc., is the account executive.

Cluett, Peabody Series

The first major agency series to be launched over the DuMont station since the FCC decision was handed down is Cluett, Peabody and Company's Sanforized Division program produced by Young & Rubicam. Wes McKee of Y. & R. will put on shows on alternate Wednesdays at 8 p.m.

and supervise what will eventually be a television art department in its own right. Now's the time to meet that deadline! Now is the time, if I may be permitted, to give that worm we were talking about in the first paragraph a friendly, helping hand!

TBA Elects Bingley As Gibson Successor

(Continued from Page 5)

of the RTPB, IRE and Franklin Institute.

Several new committee chairmen were appointed by TBA president J. R. Poppele, including Paul Raibourn, president of Television Productions, Inc., a Paramount subsidiary, to the chairmanship of the publicity committee, with Douglas Day of the Buchanan agency as co-chairman. F. J. Bingley will head the engineering committee, with Ralph Austrian of RKO doing the same for the membership committee.

In addition to the appointments made at this meeting, the board voted to establish a new committee to be called the Television Operations, Standards, and Personnel Committee, to be headed by O. B. Hanson, chief engineer and vice-president of NBC.

Mid-West Sponsor Sets "Queen In Kitchen" Show

A 35 mm. film will be made of their 8:30 p.m., EWT, Sunday, tele program by the American Central Manufacturing Co., of Connorsville, Ind., latest advertiser to tele-cast over the DuMont tele station WABD. The program is titled "The Queen Was in the Kitchen," and is produced by Gerald O. Kaye, advertising merchandising manager for Bruno-New York and instructor in television at CCNY, will feature Allen Prescott as commentator.

It is an original comedy written especially for television by the radio scripter, Sheldon Stark. A movie of the full show will be made after the broadcast for use in sales promotion throughout the country. Ted Cott will direct both the television program and the movie.

Geo. Foster Joins WNEW; Tele Expansion Plans

Television expansion plans are under way at WNEW with the addition of George Foster, former production assistant in the television department of the Charles M. Storm agency, it was announced yesterday by Ted Cott, program director. Foster will devote his time and talents to WNEW's television department, Cott added.

Milton Kaye, former sound effects technician at NBC, and before that with Muzak and W2XMN, has joined the regular production staff of the station.

Tele Press Club Meets

Television Press Club met early this week and elected officers to serve till the end of 1945. Stanley Kempner, was elected chairman; Louis Winner, vice-chairman; Betty Forsling, secretary and Cliff Denton, treasurer.

Industry Problems

That various problems beset the tele industry apart from allocations is indicated in the following excerpts from the press conference held by the FCC a few days following the Commission's proposals being made public last week. The Commission frankly stated that it was up to the "industry" to iron it out. Questions and answers follow:

Mr. Kennedy (New York Times): You recognize, I believe, that the large apartment house has a distinct problem in putting up an antenna system, a centralizing antenna. I have data which leads me to believe you cannot tolerate more than three antennas on any one moderate sized roof. That means numbers of families above that, cannot be served. It has been the case on several New York apartment houses.

Commissioner Jett: What are you talking about? What kind of service?

Mr. Kennedy: Television reception.

Commissioner Jett: We have testimony to the effect that an antenna can be built in the set. It depends on the receiver and its location. I think you will agree that if an apartment house is close enough to the transmitter, it may not be necessary to place the antenna on the roof. Further out, of course, there will be problems with respect to the antennas.

Mr. Kennedy: When you live in a place like New York, probably Chicago, Washington, you will find a great many big apartment houses cannot have adequate reception unless you have a good master antenna on the roof.

Commissioner Jett: You will find commercial television operating in New York City today when there are more than three people with television receivers living in one apartment house and getting pretty good television service.

Mr. Kennedy: They have a number of ghost images due to various ups and downs all on the antennas on the roof. That is something I have gone into, definitely gone into. In the case of my reception, I can't tolerate it. I found if another person erects one on my roof within forty feet, getting near the limit of the roof, assuming the central point is forty feet, take it off the edge, they can't put up the antenna. In one big apartment house which has a hundred prospects, I venture to say that they couldn't sell more than half a dozen television receivers and make them work under present conditions, without a master antenna. What is going to be done in large cities to accommodate a million receivers?

Commissioner Jett: Do you want to try that?

Mr. Adair: It seems to me that is a problem that has to be solved in each particular case. It is true that regardless of whatever allocations may be made, you are going to have antenna problems. They will have to be solved in each particular case in the best way suitable to those concerned. I assume on a large apartment house that way, either the landlord or co-operation among the tenants will provide for some type of master antenna that you refer to that will give proper service, if their individual antennas are unsatisfactory.

Mr. Kennedy: I would like to further assure you that is a considerable problem, I believe.

Commissioner Jett: Isn't it an industry problem?

Mr. Kennedy: Yes, it is. I wanted to see if the Commission was going to suggest to real estate owners the difficulty they are going to be in? A lot of them I have talked with won't have anything to do with it. They don't want to touch it. I don't see how you are going to sell receivers en masse until you do something about that.

Commissioner Jett: I think the industry will find a way to make the receivers work in various apartments. They may not work as well in every apartment. There will be a way found that industry will take care of it. I believe that is an industry problem.

Mr. Kennedy: There is one thing further, if you don't mind. Industry has not in the past shown any great degree of concern over the individual manufacturers, rather—over what becomes of their receivers once they sell them. I don't believe television could be sold on that basis. I believe it is going to be a continual problem of service until such time as it becomes very well established. Certainly the quality and transmission and reception is what you are after.

Commissioner Jett: Very definitely. We are glad to have your comments.

Theater Television

Since theater television, says the FCC, is still in the experimental stage, the Commission has not allocated any specific frequencies for the service but announces that it will consider applications for experimental authorization, in bands being allocated for that purpose.

During the allocations hearing, it was stated that the major motion picture companies at the end of the war will begin experimentation with the production and exhibition of theater television programs in special local theaters and with the transmission of such programs to distant cities.

Special (Tele) Events Plentiful, Says Halpin

Dan D. Halpin, of RCA Victor Division, who addressed the Television Producers' Association meeting at the Hotel Pennsylvania earlier this week pointed out that television will lack for special events, including sports pickups all over the country or at least in the acknowledged producing centers.

Although his topic was "Television and Post War Merchandising," Halpin revealed charts showing nearly a dozen auditoriums, arenas and various cultural centers in New York where television programs could be picked up with a large ready-made audience. He also listed the attendance at these places and type of attraction.

In the Los Angeles area, Halpin listed 16 regular and seasonal events suitable for tele pickup and more than 25 special events that take place regularly each year. All are more or less of national interest.

Experimental Tele CP Asked By Brooklyn Co.

Washington—An experimental television application was filed with the FCC yesterday by the Sherron Metallic Corp., of Brooklyn, N. Y., and returned for completion. Operation on channels from six to 18 was asked. The Charlotte, N. C., Broadcasting Co. filed for a new standard broadcast station on 1600 KC, with one kilowatt, and John Stenger asked for a power boost from 100 to 250 watts. WBAX, Wilkes-Barre, Pa.

Eight French Journalists Visit NBC Tele Studio

Eight French journalists, all of whom were active in the French underground during the Nazi occupation, were guests Wednesday of NBC at a luncheon and a visit to the NBC broadcasting and television studios in Radio City.

The group, which is visiting the United States under the auspices of the Office of War Information, included the following:

Madam d'Ardene de Tizac (André Viollis) of Ce Soir and L'Humanité of Paris; Pierre Denoyer of France Soir and Radio France of Paris; Stephane Pizella of Le Parisien Libere and Liberation Soir of Paris; Jean Paul Sarte of Figaro and Combat of Paris; Louis Lombard (Piquelin) of Les Allobroges of Grenoble; Robert Wichener (Villers) of Lyon Libre of Lyon; Madam Etienne Benichon (Gallois) of Voix du Midi of Toulouse; and Joseph Antoinors (Priour) of Marseilles.

Hosts to the group during the visit to NBC were Fred B. Brown, manager of the NBC International Division; Dr. James Rowland Angell, head of the Public Service Department of NBC; and Herman L. Rogge, head of the French Section of NBC International Division.

I SEE What You Mean

By TED COTT

Program Director, WNEW, New York.

When I was a young man in an earlier part of the twentieth century I received constant injunctions that I was to be seen and not heard. Later in radio I found that it was better to be heard and not seen. Now we find that both are not only desirable but practical.

How can you televise a record? That's the question mark that independent stations must shoot at whenever the word television appears in conversation. Independent stations have done a wonderful job using records and transcriptions; when television comes the problem must be solved. But indie stations do not break bread by records alone.

Creative programs have given local stations a better chance for community service and an easier place to experiment with new ideas—our station for example has had 172 new program series in the past year.

Names make news, but they don't necessarily make television. Certainly not today when you cannot substitute a lot of big names for imagination. And imagination is what indie stations have plenty of.

Some months ago, encouraged by our station director Bernice Judis, we arranged with Samuel H. Cuff of DuMont a reciprocal trade treaty that set in motion an ambitious project that enabled WNEW to do a television program every three weeks over WABD and for WNEW to broadcast a series about television. It was an interesting project; two mediums of mass communication doing setting up exercises. We didn't promise to shake the world but we did agree to put our hands and heads together to try out this new formula for entertainment.

"First Ghost" Classic

Our first program was a WNEW program provocatively titled "TNT, Television, Now and Tomorrow." This was a combined dramatic biography of Allan B. DuMont, who is known as the father of television and was tied together with a round number of DuMont executives around a round table, frankly discussing television's programming problems and possibilities. That very night we found out about both when we did our first program on WABD. We had selected one of our station features, the "Crime Quiz," for the experiment. We created a few firsts; we had the first ghost on television, we played—or attempted to play—a few records and found that the tropic weather caused by the lights had melted them down, and that the quizmaster had to sing the tunes so that the question could be put and answered.

We opened our first television program with a picture of a WNEW mike (blown up six and a half feet for the occasion), superimposed the DuMont announcers voice calling for

Tele View of the Month



Two stars of the television program, "Fun With Fay," receive a sample of the sponsor's product. Little Eve Jordan, who played the role of "Bit-O-Honey" in the Schutter Candy Company's initial tele show over WABD, presents candy bars to Frank Fay, of the Broadway hit, "Harvey," and Betty Kean, song and dance artist of the show.

us to come out from behind that mike. Our first picture for television placed WNEW in a very enviable light—two of the prettiest girls from our staff, stepped out from behind the mike and held up the frame announcing our first show, "The Crime Quiz."

Our second program was another station feature, "British Buddies." We made a rather unique use of movies in this program; cutting film from the epics of "Desert Victory" and "The Battle of Britain" and using them to illustrate the stories of the various British soldiers who were on the show. Actually we set the scene in a London pub with a yank soldier being introduced to England's beer and fighters. As the fighter told of his experiences we dissolved from the "live" scene into the movies and the fighter's voice then became the narrator.

Election Night Cover

On election night, we brought together the Daily News, WNEW, and

WABD to cover the returns. The Charles Storm agency produced the show which was replete with charts of electoral colleges, maps, political personalities election jokes, newsreel clips from previous election nights. Just as an election in wartime was a keynote of democracy, so was the act of three mediums of communication collaborating on a great story.

All in all, it has been an exciting project; it's always easier to keep your eye on tomorrow when you're wide awake. We are pleased that our management and staff are wide awake to the possibilities of television. They have given us a free hand to experiment, our manager has asked us to let everyone on our staff pitch in. This has been done; our receptionists have displayed their handsome legs, our announcers their voices, our actors their faces, and our production staff their ingenuity. An independent station, which by training must be quick, aggressive, and exciting to command audiences

Tomorrow's "Projection Television"

By D. W. EPSTEIN and I. G. MALOFF
(Radio Corporation of America)

Projection television, which is simply the projection on to viewing screen of the picture originating on a cathode-ray tube seems, at present, to be the most practical means of producing large television pictures.

The two basic problems of projection television are:

(1) The problem of providing a cathode-ray tube capable of producing very bright pictures with the necessary resolution and,

(2) The problem of providing the most efficient optical system so as to utilize the largest possible percentage of the light generated.

These problems were very vigorously attacked over a period of years and the progress made toward their solution has been very satisfactory.

Problem (1) has been solved largely by the development of cathode-ray tubes capable of operating at high voltages.

Problem (2) has been solved by the development of a Reflective Optical System about 6 to 7 times more efficient than a good F:2 refractive lens. The reflective optical system consists of a spherical front face mirror and an aspherical correcting lens.

A handicap of this optical system, for use in a home projection receiver was the high cost of the aspherical lens. This has been overcome by the development of machines for making aspherical molds and by the development of a process for molding aspherical lenses from plastics. RCA reflective optical systems are designed for projection at a fixed throw and require cathode-ray tubes with face-curvatures fixed in relation to the curvature of the mirrors in the system. A number of such systems, suitable for projecting television pictures with diagonals ranging from 25 inches to 25 feet, have been developed.

in network towns can bring these qualities to this new medium. We can get a lot from television and they can get a lot from us.

Telecast 12 Games

This past season Atlantic telecast 12 games from Franklin Field and Shibe Park, which included all the home games of the University of Pennsylvania as well as three "pro" games of the league-leading Philadelphia Eagles. For the past five years, Clarence Tholaman, director and Paul Knight, program manager, of station WPTZ, have developed a highly satisfactory technique of covering the game.

TELEVISION

Quiz



FOR PROSPECTIVE STATION OWNERS

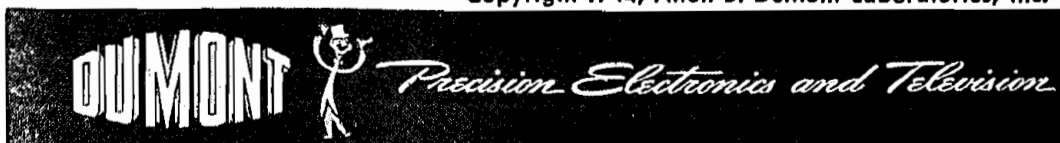
1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first *clear* pictures... and made television commercially possible?
2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?
3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?
4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?
5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?
6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?
7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques... and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?
8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?
9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness... and in installation and operating economies?



The one-word answer to all these questions is: **DUMONT**

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation... and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

Radio Led All Media As 6th War Loan Aid

(Continued from Page 1)
stripped all other media, with a total of \$11,250,000.

"Sixth War Loan advertising was the best balanced of any of the war loans," Lane declared; "The various media strengthened each other's appeal by the nature and volume of their contributions. Thus no matter where Americans looked or listened or read, they felt the constant impact of the war bond story. Advertisers and agencies, newspapers, radio, outdoor, periodicals, all contributed their magnificent driving force to a degree never before surpassed.

"Six successive war loans have shown that advertising will suffer no battle fatigue and will continue its support of the war until there is no longer an American in a foxhole anywhere in the world.

"National advertisers, the various media, the advertising agencies and their staffs and thousands upon thousands of local firms again gave their talents and money to make the Sixth War Loan record possible. No other segment of American life is activating its desires for a speedy victory more effectively."

Dollar value of Sixth War Loan advertising, at standard space and time rates, was as follows:

Daily and weekly newspapers, \$7,709,603.44; daily newspapers display, \$5,051,357.44; weekly newspapers, \$2,658,246; radio, \$11,250,000; outdoor, \$3,419,573.48; general magazines, \$1,661,965; business publications, \$835,738, and farm magazines, \$387,450.

John M. Delehanty, Lane's assistant, reported that the NAB tabulation of radio's contribution to the Sixth War Loan amounted to \$11,250,000 in dollar value as against \$11,000,000 in the Fifth War Loan.

To Dramatize Case History On WMCA For N. Y. Fund

Case histories taken from the files of the 408 local voluntary hospitals, health and welfare agencies will be dramatized for WMCA's new weekly series called "My Story," which bows in Tues., Jan. 30, 9:45-10 p.m., EWT, it was announced recently by Nathan Straus, president of WMCA, and Arthur A. Ballantine, president of the Greater New York Fund. The program will be produced as a public service on a co-operative basis. Ruth Adams Knight has written the first program entitled, "War-Time Mother," from the files of the Play School Association.

Gov't Plans Union To Study Hemispheric Communication

(Continued from Page 1)

other interested federal agencies, as well as private industry, to join with it in studying what should be the position of the United States at forthcoming international conferences. The first one of these, The Third Inter-

Patent Pool

Capt. J. B. Dow, chief of the electronics division of the Navy's Bureau of Ships, proposed the establishment after the war of a Radar patent pool to deal with the expected complications that will arise from conflicting claims involving 2,000 to 3,000 different essential patents. The pool would operate as a corporation, initially financed by a Government loan.

American Radio Conference, will take place in Rio de Janeiro in June 1945.

Thereafter, we anticipate a world conference to continue the work of the Berlin, London, Washington, Madrid and Cairo conferences.

"We have other plans also for the saving of radio frequencies," de Wolf disclosed. "We are considering means to assure radio services to certain points for 24 hours a day without interference from the magnetic pole. We have already accomplished this in one case by assuring a 24-hour service between New York and Moscow through an American operated radio station at Algiers."

The engineers were informed by de Wolf that Government experts are studying the possibilities of an equatorial belt system of communications, and a second system which seems to have even greater possibilities of success in long distance communication.

He outlined the development of inter-nation co-operation in radio traffic since 1903. He pointed out that prior to that time individual companies and nations had refused to handle messages for competitors thereby creating a condition which seriously limited the effectiveness of radio transmission.

For any move to modernize international telecommunication bodies, de Wolf said, the Government must determine whether we are prepared to surrender a certain modicum of sovereignty to insure a more efficient control of radio. This condition, he pointed out, is caused by the fact that in previous radio conferences different categories of users have tended to gravitate toward each other. As an example, he mentioned English and American broadcasters who band together against British and American aeronautical radio services in

their attempt to acquire more space in the radio spectrum. He concluded by adding that the Government anticipates an early conference with representatives of the British Commonwealth of Nations looking toward a more efficient and more economical means of communications between the English speaking people of the world.

The day ended with the Institute's annual banquet at which the Institute's Medal of Honor and Morris Liebmann Memorial Prize were awarded. H. H. Beverage, associate director of the RCA Laboratories at Princeton, N. J., received the Medal of Honor in recognition of his "distinguished service in the field of radio communication."

The Morris Liebmann Memorial Prize was awarded to W. W. Hansen, of Stanford University. He was the recipient because he is "a member of the Institute who in the recent past

New Receiver

A radio receiver that is tuned in the same way that a sale is run up on a cash register was described today by John D. Reid, research manager of the Crosley Radio Corp., at a session of the Institute of Radio Engineer's Winter Technical Meeting at the Hotel Commodore. The receiver—a post-war probability—uses a circuit so selective that it is possible to tune in stations on adjacent channels without interference of any kind and regardless of station power.

has made an important contribution to radio communications." The award consists of the income from a gift of \$10,000 established by E. J. Simon to perpetuate the memory of the late Col. Morris N. Liebmann who as a Lt. Colonel in the 23rd Regiment, New York National Guard, was killed in action in France in 1917.

For Army Archives

Daily scripts of two NBC commentators, John B. Vandercook and James Stevenson, are now being filed in the Army War College Library, in Washington, D. C. because of their potential historical value.

Supreme Court To Get AFRA Case—De Mille

(Continued from Page 1)

"if the right of free speech over air is denied me, I shall be compelled to say 'au revoir' and ask the kind thoughts of my many millions of listeners into whose homes I have been received every Monday night for many years."

Radar Expert Gets Post At Stanford University

(Continued from Page 1)

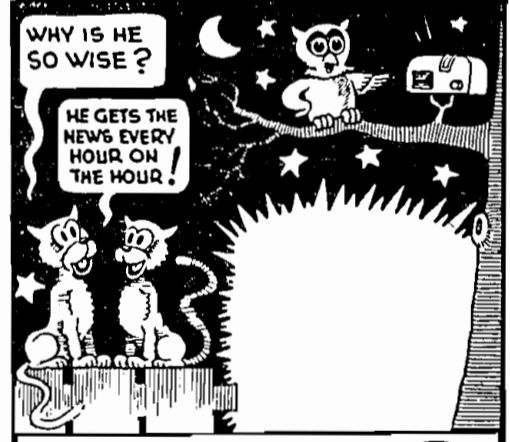
erick E. Terman has been appointed Dean of the Stanford University School of Engineering, President Donald B. Tresidder recently announced.

Dr. Terman is the son of Professor Lewis M. Terman, Stanford psychologist whose "I. Q." intelligence tests are world famous. He has been executive head of Stanford's Department of Electrical Engineering since 1937 and is the author of five standard texts on radio engineering, used throughout the English-speaking world as a "bible" of the profession.

In 1941, Dr. Terman served as president of the Institute of Radio Engineers, first man to be chosen for the position from west of the Atlantic seaboard. The new dean will assume his duties upon release from his present position.

Anniversary For 'Viva America'

"Viva America," CBS musical revue in the Latin-American manner, celebrated its first anniversary on the network last night.



WHKC
C O L U M B U S

★
Full Time Day & Night
The News Voice of
Central Ohio
Central Ohio's Only
Mutual Station
610 KC.

★
DOUBLE POWER & NEWS
EVERY HOUR ON THE HOUR

★
NATIONAL REPRESENTATIVE
RADIO ADVERTISING CO.
521 5th Ave., New York City
333 N. Michigan Ave., Chicago, Ill.

T-T

THE SAN FRANCISCO RADIO
PICTURE **HAS** CHANGED!

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

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!
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

AGENCIES

J. PENFIELD SEIBERLING, president of Seiberling Rubber Company, has been unanimously elected president of the Advertising Club of Akron at a meeting attended by 150 charter members of the club. Other officers elected were: vice-presidents, Galen C. Cartwright, sales promotion manager, The Goodyear Tire & Rubber Company, and Gerald Hornbein, advertising manager, M. O'Neil Company; treasurer, E. S. Patterson, president, First Central Trust Company, and secretary, Glen Martin, advertising department, The B. F. Goodrich Company. Bruce Barton, chairman of the Board of the Advertising Federation of America and president of Batten, Barton, Durstine & Osborn, Inc., New York, will present the charter of affiliation in the Advertising Federation and address the club at a dinner meeting Feb. 1 at the Hotel Mayflower.

EDWARD A. COLLIER, for the past two years assistant director of information for the War Manpower Commission, has joined the War Advertising Council in New York, it has been announced. He has been named staff manager on sponsorship, and will work with the seven full-time sponsorship representatives recently made available to the Council by major publishing companies, co-ordinating the efforts of 300 volunteer part-time members of sponsorship committee throughout the country.

Ascap Signs Philharmonic; First In Serious Field

(Continued from Page 1)

Judson, manager, marks the first Ascap membership in the serious music field. Others are expected to be signed within the next few weeks.

"This will be an incentive for creative work among composers," Erdman said. "Heretofore symphony orchestras such as the Philharmonic had to get the individual permission of composers or publishers before giving consideration to their works. Now clearance can be obtained directly through Ascap for use of creative works of many of the foremost composers."

Exclusive!

**CUBS '45
BASEBALL
W-I-N-D
CHICAGO**
560 Kc. 5000 WATTS

WOMEN IN RADIO

By MILDRED O'NEILL

DO YOU ride a hobby-horse? If so, we'd like to hear about it and feature from time to time many of the interesting and unusual hobbies that gals of radio must have. We've already heard that Elsie Dick, religious editor at WOR has just finished crocheting a pillow top of "The Lord's Prayer" which will be part of her home decoration. Elsie has now started on a hooked rug of the various Army, Navy and Marine shoulder insignias. . . . Helen King, WOR exploiteer, goes in for contests in a big way. Besides being a writer on the subject, she was contest editor of the World's Fair, which reminds us of WOR's Hillegas And Clymer war bond contest and sets us a'wonderin'. . . . Also in our midst we have a CBS songstress who makes all her own clothes. Her name is Vera Holly . . . Kate Smith likes to make things somewhat less permanent. Cakes and pies are her hobby, but what happens to them after they're made, Kate doesn't tell. . . . Colleen Moore collects dolls of all kinds which she takes great pleasure in exhibiting.

☆ ☆ ☆

Marion Steinle, whose "We Women" program has long been a highlight of the WWRL in Woodside program schedule, is very much in demand as a speaker. She appeared in Albany as speaker for the Old Age Pension Fund and Mortgage Moratorium Committee. She represented WWRL at the FCC hearing in Washington. She's chairman of the radio committee for Community Councils on WWRL. Recently she represented the station at a conference conducted by General Electric in Bridgeport. And now 'tis said the tea industry is after her. A busy gal, Marion O'Connor Steinle, now in her third year as commentator on "We Women!"

☆ ☆ ☆

When WTMJ's (Milwaukee) sportscaster Russ Winnie asks "George" for more information or the name of a certain player during a play-by-play broadcast of a football game, he is talking to none other than his wife. "George" is Mrs. Russ Winnie who for the past 14 years has been working beside her husband as his one and only spotter. Russ is mighty proud of the acclaim that has come her way from football experts and fans that she is one of the best spotters in the business.

☆ ☆ ☆

And did you know that twenty-one-year-old Ruby Hunter of KPO (San Francisco) was a "play spotter" in eastern collegiate football? Marion spotted games for WMCA's sportscaster Joe O'Brien until she came to Frisco recently to visit her father, Lieut. Commander Fred Hunter, stationed at Moffett Field. This was in addition to acting and writing for both stage and radio. Ruby played the lead in the Broadway production of "Native Son," opposite Canada Lee.

☆ ☆ ☆

Three years ago Ann Davenport was introduced to WSRR (Stamford) listeners through an original program titled "Homespun Heroes," a broadcast that paid tribute to the achievements of residents of southern Connecticut and became the popular commentator for the C. O. Miller Company and director of women's activities at the station. Just recently, Ann Davenport, also known as Mrs. Rees Daugherty, was named chairman of New England for the Association of Women Directors of the NAB, an appointment which came from Ruth Chilton of WCAU (Philadelphia), national president of the organization.

☆ ☆ ☆

Evelyn Hart of CBS (New York) press information is taking orders for Persian lamb coats. Coats without collar are promised for 1952; with collar, 1955. First come, first served, of course. For Evelyn is the owner of a live baby lamb now grazing in an Ohio pasture, completely oblivious to the possibility that it will one day hang in a lady's closet. . . . After nine years of playing Susan Price on NBC's "David Harum," Peggy Allenby reveals some very interesting statistics on the joy of giving. Five sewing sets, thirty lace doilies, a tablecloth and more than 10,000 fan letters have come to her through the years, plus forty birthday cakes for her own birthday which falls on February 14.

☆ ☆ ☆

PROMOTION

War Advertising

The War Advertising Council has prepared a new brochure to go to advertisers and agencies throughout the country in an appeal for continued and increased support of war theme advertising. The brochure is authored by the Plans Board of Young & Rubicam.

Presenting the idea that as long as our men are suffering mutilation and death in battle, our advertising has a responsibility to discharge, book is illustrated with pictures graphically portraying war casualties, and carries on the last page captions which read: "This man gave half a leg. . . . This man gave half an arm. . . . This man gave half his eyes. . . . Will you give half your ads?" The moving message in this book is a reflection of the realities of war witnessed at first hand by the author during a recent three months' tour of the battlefields in Italy, France and Germany.

WHOM New Operation

With the idea in mind that the Katz Agency, as representatives of WHOM, will be asked definite questions on station operation, Gardner Cowles, Jr., president of the Cowles Broadcasting Company, has answered a number of most frequently asked questions in a new booklet titled "A Statement of Policy—WHOM." Besides taking in the question of foreign language broadcasts, queries on station promotion, advertising, coverage, facilities and rates are replied to.

New Sinclair Announcer

Ed Pearson will do the commercials on the Frank Singiser news program over Mutual beginning Jan. 30. The program is heard Tues., Thurs., and Sat., 8-8:15 p.m., EWT, for Sinclair Refining Company.

TIME BUYERS 15 SECOND SPOT ANNOUNCEMENT

ANN: HERE IS ONE REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...PULSE OF NEW YORK FINDS 75% OF WLIB'S LISTENERS ARE WOMEN.
BIZ: CASH REGISTER RINGS.
ANN: WLIB'S AUDIENCE IS THE FAMILY'S BUYER.

WLIB NEW YORK
1190 KC. CLEAR CHANNEL

PROGRAM REVIEWS

"SYMPHONIES FOR YOUTH"

Mutual Network, Saturdays
1:30-2:30 p.m., EWT

Here are symphonies not only "for youth" but, in a pleasing measure, "by youth," since Alfred Wallenstein, conducting the Los Angeles Symphony, is assisted by young soloists and the Youth Chorus. Saturday's program offered a tasteful selection of 19th Century works by von Weber, van Beethoven, Wagner, Goldmark and Grieg.

The piece de resistance, to this observer at least, was the finale of the program, "The Entrance to the Hall of Song," from the second act of "Tannhauser," a blending of chorus and orchestra that probably is unmatched in the whole field of opera. Although Mr. Wallenstein, owing possibly to limitation of time, set a tempo far in excess of that called for in Wagner's score, the general effect of the rendition was delightful. The well-trained young voices, their exuberance, enthusiasm and commendable unity, despite the too-rapid pace, impressed deeply.

The program, which was broadcast from the Don Lee studios in Hollywood, featured Rosita Chang, a Chinese schoolgirl, playing the A Minor Piano Concerto of Edvard Grieg, a Norwegian. Here was not only an admirable performance for a youngster, but also an impressive, profound reminder of music's universality, of its awesome potentialities as a bond capable of linking the peoples of the world in a brotherhood of culture.

To further that cause is radio's grandest opportunity. No better start can be made in that direction than by acquainting the young mind with the immortal music of the great composers, men who through the centuries invariably have held themselves above the petty squabbles and intolerance of dictators, bigots and other species of tyrant.

May programs of this type increase in number and scope.

"Mignon" From "Met"

Abroise Thomas' "Mignon" will be aired over the Blue tomorrow from the Metropolitan Opera House.

Exclusive!

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

W-I-N-D

560 Kc. 5000 WATTS

ANA Chairman Gives Views At Advertising Women Dinner

(Continued from Page 1)

Public Relations Committee of the Association of National Advertisers by Opinion Research Corporation.

Bruce Barton, president of Batten, Barton, Durstine & Osborn, and "duration" chairman of the Board of the Advertising Federation of America, was the co-speaker. Allan T. Preyer, president of the Advertising Club of New York, and chairman of the board of Morse International Company, was the master of ceremonies.

After Carr's talk, a new sound slide film, entitled "What the Public Thinks About You," dramatizing the results of the recent ANA survey, was projected.

"There have been discussions for many years about how to elevate the tone of advertising and in some manner educate or force the few recalcitrant advertisers to play the game fairly and to exercise good taste," Mr. Carr said. "The motion picture industry has achieved marvelous results in the matter of self-regulation. So has the baseball industry. There is every reason to believe that the same results can be accomplished in the field of advertising if media, advertising agencies and advertisers sit down together to work out a modern code of practices and establish a code authority."

Re the ANA public opinions survey, Carr pointed out that while it showed that most people have a good understanding of the social and economic values of advertising, it was found that a fair-sized minority of the people seriously object to certain elements of advertising, such as exaggeration, singing radio commercials, repetitiveness, and bad taste in presentation.

It is encouraging to note that 85 per cent of the people know that private industry is devoting a substantial part of its advertising to official war campaigns, he added. Such official war-theme advertising,

he said, was shown conclusively to be twice as popular with the public as any other kind of copy.

Another pertinent finding of this opinion research, according to Carr, is the fact that the public has very serious misconceptions about the rate of profit that American industry has been making during the war era. Although the public thinks 10 per cent would be a fair rate of profit, it actually believes industry is netting a profit of 30 per cent at the present time, he declared.

"This misunderstanding on the part of the public tends to foster false notions that industry has a bottomless till from which it can provide liberal severance pay, guaranteed annual wages and other benefits," Mr. Carr concluded. "This shows that there is need for tremendous improvement in our annual reports, our advertising copy and our public relations on the subject of explaining profits."

The dinner meeting included entertainment by Sally Moore, Columbia Broadcasting singer, and Four Chicks and Chuck harmonizers.

G. I. Script Writers Contest Sponsored By AFRS & CBS

(Continued from Page 1)

yesterday. Judges in the contest include: Norman Corwin, CBS producer-director-writer; William Spier, producer-director of the CBS "Suspense" program; William N. Robson, producer-director of the CBS "Radio Reader's Digest"; and Ranald MacDougall, who wrote Columbia's prize-winning series "The Man Behind The Gun."

The judges will select the three best scripts and direct production of them for the Armed Forces Radio Service. The productions will feature screen stars selected for the leading roles by the service-man-writer.

COAST-TO-COAST

— INDIANA —

INDIANAPOLIS—W. A. (Bob) Spencer is the newly-appointed merchandise manager of WIBC, Indianapolis News station. Mr. Spencer will assume complete charge of all national and retail merchandise accounts for the new department which is a part of WIBC expansion. Spencer, a Kansan, was formerly a sales representative. . . . **FORT WAYNE**—Jay Gould, WOWO farm director, has become a member of the Allen County Agricultural and Home Economics Extension Committee for 1945.

— ILLINOIS —

CHICAGO—"The World and America," informal discussions of America's progressive historical progress, which began over WJJD, is sponsored for an entire 52 weeks by the Chicago "Sun." Agency is Ivan Hill.

— SOUTH DAKOTA —

RAPID CITY—A brochure and weekly letters to 400 firms and individuals are announcing KOBH as the new call letters of KOTA. Each letter in the new designation has Indian meaning and mailings explain their background of tribal usage. Symbols tie in with plans for expanding power, studios, merchandising and service. Station is slated for 5,000 watts in mid-February.

— IOWA —

DES MOINES—John Hackett, recently granted a medical discharge from the Army Signal Corps, has been named sports director of KRNT. Before entering the service, Hackett did radio work at Excelsior Springs and earlier was with WING at Dayton, Ohio. . . . New assistant auditor is Joseph Davenport, who comes to the station from Solar Aircraft.

— KANSAS —

WICHITA—Early this month KFH broadcast the actual official army acceptance test flight of a super bomber turned out by the Boeing Corp. George Gow, news editor of KFH made the flight and recorded the highlights by shortwave at 25,000 feet, which were broadcast from the studio a few days later.

SEND BIRTHDAY GREETINGS TO...

January 26

- Rita Ascot Ed Ballentine
- Wyllis Cooper Charles E. Green
- Joseph Koehler Ross Smitherman
- Donald W. Thornburgh

January 27

- Bernice Claire B. G. DeSylva
- C. T. Hughes Lee Hughes
- Jerome Kern Singing Sam
- Harry Ruby Benay Venuta


January 28

- Irene Beasley Don Briggs
- Frank Healy Nelson Olmstead
- Beatrice Pons Mort Silverman
- Arthur Gary

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 GIRL MAKES GOOD



Some 27 years ago a Baltimore woman started with an idea. The idea was a better Margarine—a woman's idea of a margarine. It was her idea and her margarine—so she called it Mrs. Filbert's Margarine.* Today Mrs. Filbert's Margarine is sold all over the Atlantic Seaboard and inland to Ohio.

Early in 1943 Mrs. Filbert asked a woman to view the news over Baltimore's big hometown station WFBR and pipe it to Hagerstown and Salisbury, Maryland. The woman is Katherine Dierken—a WFBR

... A Woman Views the News ... For a Woman

exclusive—the time is 4 P.M.—Five days weekly—the news is the world's—for a woman—by a woman and to women.

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: Booth, Vickery and Schwinn, 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. 20

NEW YORK, N. Y., MONDAY, JANUARY 29, 1945

TEN CENTS

New Allocations Deadline

Trammell Discusses Post-War Tele & Radio

Cincinnati—Speaking before the Queen City Club last Friday night, Niles Trammell, president of the NBC, envisioned radio and television as instruments "to carry to the four corners of the earth the post-war story and the picture of a civilization founded upon the principles of justice and freedom, and upon the realities of peace and goodwill."

Turning to the prospects of post-war television, Trammell declared that "twenty-five years ago sound broadcasting stood where television stands today."

"It began to grow where nothing ever grew before," he continued. "It

(Continued on Page 6)

Boston Representatives Plan 1945 Red Cross Drive

Boston—One hundred per cent attendance by top representatives of all of Boston radio stations marked the opening meeting of the Radio Advisory Committee of the 1945 Boston Red Cross War Fund Campaign.

At an informal luncheon held at the Harvard Club, last week, pre-

(Continued on Page 2)

Gordon Hyde Leaving McCann-Erickson Soon

Gordon E. Hyde, announced his resignation as an officer and director of McCann-Erickson, Inc. on Friday. He will continue at the agency for a few weeks until various matters pending in the service of his clients

(Continued on Page 4)

Citizen Bob Hope

During the Advertising Club of New York's presentation of the Bronze Plaque Achievement Award to Bob Hope for "distinguished service" to the service men and women, persevering press photographers were trying to focus the bewildered Hope so that the flag behind him could be brought into the picture, too. Suddenly aware of this, Hope snapped, "Oh, you want to confirm the fact that I'm not a foreigner."

Joan Davis' Show Sold To New Drug Sponsors

Joan Davis, Hollywood comedienne heard on the Sealtest show Thursdays over NBC, Saturday signed contracts for sponsorship by the United Drug Company over either the NBC or CBS networks for a four-year period at a reputed price of \$4,000,000 for the package.

Consummation of the deal was announced by Justin W. Dart, president of the United Drug Company, through the N. W. Ayer agency. The sponsor,

(Continued on Page 4)

Pat O'Brien Makes Award To Bill Stern On NBC Show

Hollywood—Pat O'Brien, speaking from Hollywood Friday night on Bill Stern's NBC sports program, paid tribute to radio for "bringing sports into the American home," and then awarded Stern a RADIO DAILY scroll

(Continued on Page 2)

FCC Extends Date For Filing Of Appeals Objecting To Bands As Announced; Commissioners On 10-Day Trip

Washington Bureau, RADIO DAILY

Washington—Responding to complaints from the industry of insufficient time to prepare briefs and arguments on the recent frequency allocation proposals, the FCC Friday announced a postponement for filing and oral appearances. The final date for filing the briefs has been extended from Feb. 9 to Feb. 21, with the trial argument moved up from Feb. 14 to Feb. 28.

This move will also permit the Commission a fuller opportunity to

(Continued on Page 5)

Frisco Cool To BMB, NAB Meeting Reveals

San Francisco—Proposal to have the NAB pay the bill to set up a radio "Audit Bureau of Circulation" received a lukewarm reception at the NAB's 15th District two-day session which closed here Friday. Hugh Feltis president of NAB's Broadcast Measurement Bureau, announced at the close of the meeting that seven sta-

(Continued on Page 6)

Carlin Asks MBS Liaison Between Chicago And NYC

Chicago—There will be closer liaison between Chicago and New York on Mutual program matters in the future, Phillips Carlin, vice-president and program director of the Mutual Broadcasting System said on Friday after several days of confer-

(Continued on Page 6)

New York Radio Stations Will Aid Boy Scouts Drive

Wholehearted co-operation by the radio industry in New York City with the Radio Executives Club in its campaign to raise funds to provide a Boy Scout camp at Alpine, N. J. was announced Saturday by Warren Jen-

(Continued on Page 7)

CBS Forms Institute To Study Television

Formation of a Television Audience Research Institute was announced last Friday by John K. Churchill, director of Research for CBS. Operating as a separate division the Institute will have its own offices and staff and will be under the management of Dr. Donald Horton.

The function of the new institute

(Continued on Page 5)

BBC And Blue Expand Time On "Trans-Atlantic Quiz"

The first half-hour version of "BBC's Trans-Atlantic Quiz," featuring Frank Fay and Christopher Morley at the New York end and Denis Brogan with H. W. Auburn in London, will be heard today at a new

(Continued on Page 2)

★ THE WEEK IN RADIO ★

Broadcasters Endorse BMB

By CHARLES MANN

ONLY five per cent of the broadcasters are opposed to the NAB Standard Measurement Plan, according to the survey recently taken by RADIO DAILY. Twenty per cent refused to vote because they felt they had no opinion to volunteer. The 75 per cent in favor of the Plan is a cross-

During 1945 show increases in your sales in Northern New England by using WLAW. Advt.

section coverage of 832 broadcasters in the country.

Clarification: FCC Chairman Paul A. Porter informed the FCC Bar Association that television and FM applications will not be handled in a "first come, first served" manner, nor will

(Continued on Page 5)

There'll be no postwar slackening of consumer buying in Northern New England—so don't neglect WLAW. Advt.

Jackpot Aid

The Army and Navy relief agencies were the recipients of \$1,232 from the jackpot money on Phil Baker's "Take It Or Leave It" program on CBS during the past year. The jackpot money is accumulated from contestants failing on their questions and the money thereby being turned into the jackpot. If jackpot question is also missed the agencies receive the money.

Close Call

With a Chicago train two and one half hours late on arrival in New York, Don McNeill, emcee of the Breakfast Club, narrowly missed getting on the 9 a.m. Blue web show last Friday. The train arrived at Grand Central at 8:35 a.m., and McNeill was in the studio at 8:55 a.m. He was cut in unrehearsed with the Breakfast Club crowd in Chicago.



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

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

FINANCIAL (January 26)

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

20 YEARS AGO TODAY

(January 29, 1925) Ursula Greville, a visitor to our shores from Great Britain, was an interesting speaker on local airwaves the other evening. Miss Greville, though puzzled by the rate of exchange in telling how many dollars Galli Curci would receive for a broadcast in her country, decided it would be about \$6,500.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KING is THE Bay Area Buy!

Coming and Going

H. L. McCLINTON, vice-president of N. W. Ayer & Son in charge of radio; PHILLIP A. YOUNG, commercial copy chief in that department, and JACK ROURKE, producer of the forthcoming "Hires Icebox Follies," are in Hollywood setting the stage for the program's debut which takes place Wednesday.

LT. ROLF WARNER, formerly sales service manager of WBBM, Chicago, and now of the Army Air Forces, was on furlough in the Windy City last week and greeted his old cronies at the station. He's expecting orders for points abroad very shortly.

DONALD DWIGHT DAVIS, president and commercial manager of WHB, Kansas City, Mo., who was in town last week, left for the home offices following a cocktail party which he tossed at the Ambassador for his Mutual network friends.

JOHN L. SINN, Frederick W. Ziv partner, has returned from a business trip to Washington, D. C.

PARKS JOHNSON and WARREN HULL are in Birmingham, Ala., for the broadcasting over CBS of tonight's "Vox Pop" program from the war plant of the National Cast Iron Pipe Company.

IVON NEWMAN, commercial manager of WNCL, New London, Conn., is in Gotham on another of his periodic visits.

RALPH EDWARDS, skipper of the good ship "Truth or Consequences," skips up to Boston today for a March of Dimes benefit at Symphony Hall.

NELSON KING, sales promotion manager of WKRC, Cincinnati, last week was in Lincoln, Nebr., visiting with his brother, first pilot on a B-17, awaiting assignment overseas.

BEN F. HOVEL, general manager of WSAU, Columbia network affiliate in Warsaw, Wisc., and J. W. KILLEEN, commercial manager of the station, were visitors last week at the offices of the web.

Pat O'Brien Makes Award To Bill Stern On NBC Show

(Continued from Page 1) identifying him as 1944's Favorite Sports Commentator in the paper's certified poll. O'Brien said: "Here in these United States radio has proven a fine medium in bringing sports into the American home. In fact so important has radio become to sports, that radio's official publication "Radio Daily" has each year selected the nation's outstanding sports reporter. "Radio Daily" canvassed over three times as many editors and publishers this year as ever before to make this a real National Popularity Poll, and you, Bill Stern, were chosen by an overwhelming majority as the greatest sports announcer in the country! "It's the biggest honor radio can pay you Bill . . . and so Bill Stern, on behalf of "Radio Daily" and the sports fans of this nation, I congratulate you on again winning the title of "America's Favorite Sports Commentator."

Gets Mexican Post J. L. Fields, formerly assistant chief of sales and operations in the Hollywood plant of RCA Victor, has been appointed to the staff of RCA Mexicana, S. A., as technical consultant to RCA film sound recording licensees in Mexico. His headquarters will be in Mexico City.

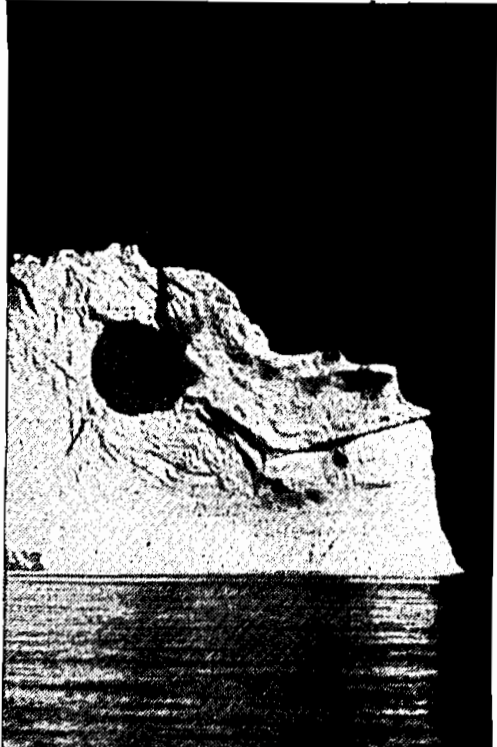
Boston Representatives Plan 1945 Red Cross Drive

(Continued from Page 1) liminary plans for Boston radio stations all-out participation in this year's campaign were outlined by John C. Dowd, Boston advertising executive and chairman of the Radio Advisory Board, and by Phillips Ketchum, general chairman of the 1945 campaign, who complimented the radio group for its pledge of complete co-operation.

Radio station officials and representatives present included: Linus Travers, George Steffy, Yankee Network; Lawrence Flynn of WMEX; A. N. "Bud" Armstrong, Jr.; John D. Malloy, and Harry Goodwin of the Cowles station, WCOP; Charles S. Young and Gordon Swan of WBZA; George Lasker of WORL; Fred Garigus of WEEI; Russell Offhaus of WHDH, and Gerard H. Slattery, John C. Dowd, Inc.

BBC And Blue Expand Time On "Trans-Atlantic Quiz"

(Continued from Page 1) time, 10:30-11:00 p.m., EWT over WJZ-Blue Network. This is the result of an agreement by the Blue and BBC to not only continue the show, but to extend its time to a half-hour period. Show was previously heard on Saturdays at 11:30 to 11:45 a.m.



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.



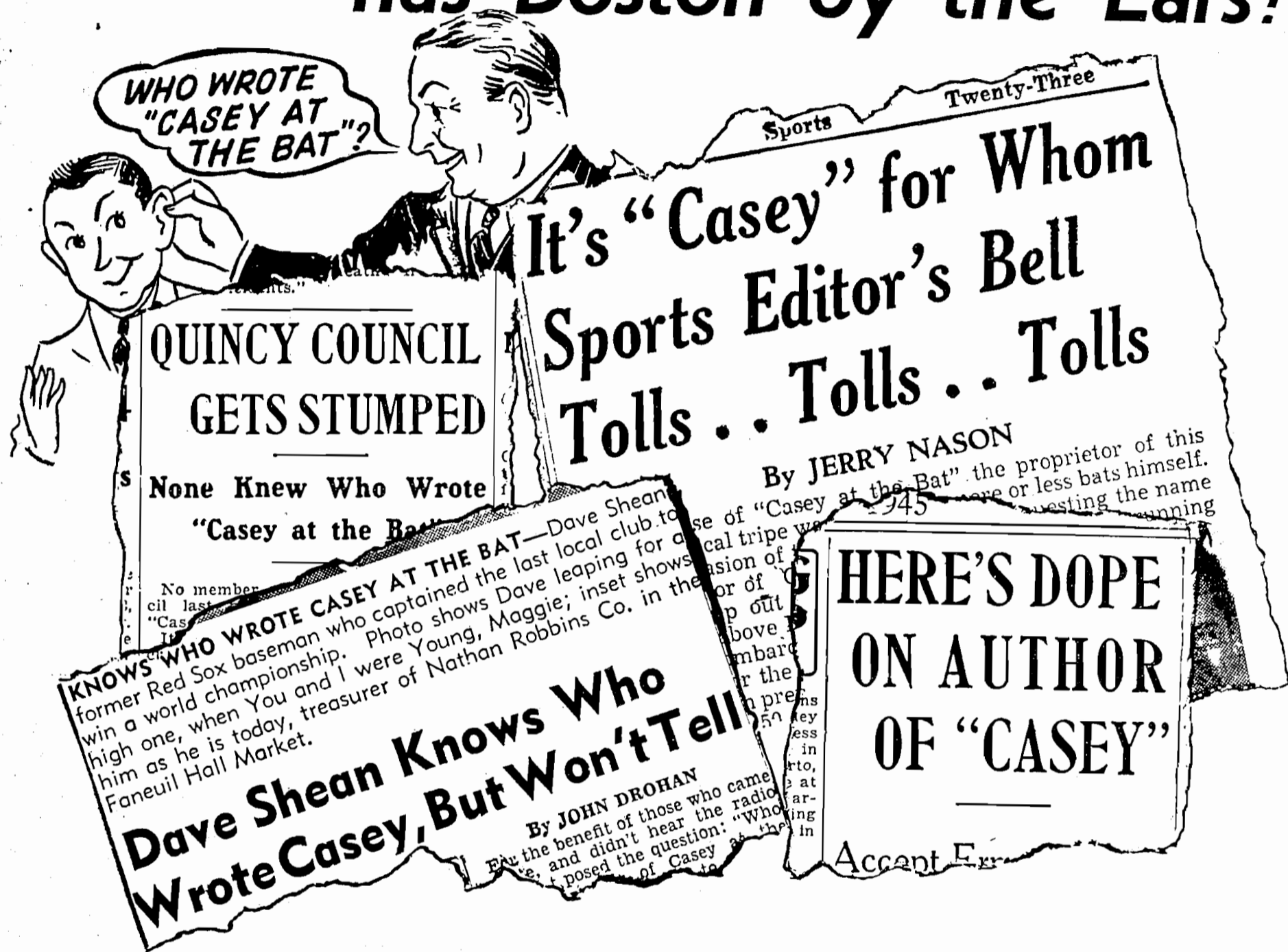
W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-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.

TELLO-TEST

has Boston by the Ears!



TELLO-TEST
 WITH
FRED LANG
 9:15 - 9:30 A.M.
 7:15 - 7:30 P.M.
 MONDAY thru FRIDAY
WNAC

It's a fascinating feature that is receiving more spontaneous, unasked for publicity than any program in years.

One question remained unanswered through 26 broadcasts . . . Started a debate in Quincy City Council . . . Caused greater Boston libraries to be deluged with requests for the answer — and Boston sports writers on all papers to be swamped with phone calls.

Sponsored Monday, Wednesday and Friday evenings by Gude's Pepto-Mangan.

Ask your Petry Man for availabilities in

Boston	Worcester	Providence
WNAC	WAAB	WEAN

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVE., BOSTON 15, MASS. EDWARD PETRY & CO., INC., National Representative

LOS ANGELES

By RALPH WILK

SPADE COOLEY has lost his star accordionist and assistant arranger, Larry De Paul, to Uncle Sam. De Paul has checked in at Fort MacArthur.

John Palmquist, for many years a part of the engineering staff of KHJ-Don Lee, has been appointed assistant chief engineer for the network by Frank M. Kennedy, chief engineer and director of FM for the West Coast web of the Mutual Broadcasting System.

Congratulations are in order for Hal Peary, NBC's "Great Gildersleeve" and his lovely wife, Betty. They have just passed their 15-year milestone on the marital way. As for Ken Carpenter, Gildy's announcer, he has been selected to play himself in the motion picture, "Week-end at the Waldorf."

Connie Haines is appearing every Friday night at the Hollywood Canteen to record with live audience participation a new "G. I. Journal" show which she originated and which is now being added to the shows sent overseas by the Armed Forces Radio Service.

When Jack Junior, three-year-old son of Jack Carson, was born, his Dad immediately enrolled him at St. John's Military Academy, Dalafield, Wisconsin. The older Carson was graduated from St. John's in 1928 . . . and his son will be an alumnus of the Class of '64.

"Describe a vacated Indian tent in four letters," emcee Art Baker asked a Columbia Pacific Network "Trading Post" contestant recently. Though the lady missed this question, she won on a later quiz. The answer! MT TP (empty tepee—get it?)

Joan Davis' Show Sold To New Drug Sponsors

(Continued from Page 1)

who features Rexall products, serves 8,000 Rexall drug stores and the Liggett, Owl and Sontag chains throughout the nation.

The Joan Davis contract with Sealtest will be completed late in June and the new sponsorship will become effective in the fall. Plans for presenting the show call for an unprecedented advertising and exploitation budget.

It is believed that the format of the Joan Davis show will remain the same with Jack Haley continuing with the comedienne under the new sponsorship. The William Morris agency handled the deal for Miss Davis.

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.



Reporter At Large . . . !

• • • This morning's mail brought us a letter from far off New Guinea which of course took priority over the other pieces of literature???? from bill collectors, praise agents and fans (both of them) . . . my correspondent from the South Pacific was an old friend, Marie Kenney, former independent film producer and mother of Radiolite Craig MacDonnell. . . Mrs. Kenney, a member of a USO Camp Show, while having a cup of java with a GI. Pfc. Sid Schwartz, learned that he was also a friend of ours, and so our misdeeds was the subject of their conversation . . . the fact that the darker side of our past is bandied about in the jungles of New Guinea doesn't feaze us in the least . . . but what did give us a thrill was the fact that five minutes after Mrs. Kenney left the GI, she received a letter from Craig in which he enclosed a recent "Main Street" column with a yarn which we had itemed about him. . . Craig, no doubt, will send this to his mother and so we add our personal respects to the lady for her courage, unselfishness and determination which prompted her to volunteer for this patriotic and arduous job.

★ ★ ★

• • • Thursday nite Marvin Kirsch, Radio Daily vee-pee, scheduled to emcee a show for the benefit of wounded GI's convalescing at Camp Kilmer, N. J., under the auspices of the War Activities Committee, found himself with a severe case of laryngitis so yours truly took over the chores . . . we want to go on record with the statement that the thrill, seeing the enthusiasm of the vets and hearing their applause and verbal appreciation for the efforts of our troupe, which included Gypsy Markoff (herself a survivor of the Lisbon Clipper crash almost two years ago), Tom Scott, American Folk Songster, who starts his own series today at WQXR, Operatic Baritone Aubrey Pankey, the Four Notes Quartette, Eleana Imaz, South American dancer and comedian Victor Lamonte, is unforgettable . . . as time goes by, more and more hospital cots are becoming occupied . . . if you haven't already joined some of these entertainment troupes, you owe it to yourself and to these Yanks to check your rehearsal and program schedules and volunteer your services where and whenever you can. . .

• Mary Harkins, daughter of Jim Harkins (Fred Allen's man Friday) heard WMCAnarying Thursday nites, is definitely big time. . .

• Gene Hamilton, recently honorably discharged from the Army, has been signed to announce the new John B. Kennedy newscasts, Tues. and Thurs. at 2 p.m. via the Blue.

★ ★ ★

• • • Continuing her successful efforts to snare as program guests outstanding personalities of the day, Mary Margaret McBride, Thursday interviewed Capt. Edward Steichen, who is in charge of the "Power of the Pacific" exhibit at the Museum of Modern Art in Gotham and producer of the 20th Century-Fox flicker, "The Fighting Lady," and 'Red' Mueller NBC correspondent who had been with General Dwight Eisenhower since D-day. . . • The New York Press still talking about the swell service Earl Minderman of FCC gave them on the allocations story. . . • William S. Gailmor's news comments (11:05 p.m.) seems to have that WJZip each time we tune in. . . • Barry Gray succeeds Steve Ellis as emcee of the WOR all-nite record show, "Moonlight Saving Time."

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

RENEWAL of Just For Fun, quarter-hour musical program, placement of 216 time signal announcements and a new order for four one-minute transcribed announcements comprised the business week at station WMAQ. Just For Fun, sponsored by the Atlantic Brewing Company through Campbell-Mithun, with songstress Barbara Marshall and the Art Van Damme quartette as talent, was renewed for 13 weeks effective February 5. Program is heard Mondays, Wednesdays and Fridays, 10:30 to 10:45 p.m., CWT. Of the new time signal announcements, 156 were placed by the United Fruit Company through BBD&O to run at the rate of three a week extending over period of 52 weeks.

WBBM visits this week include Edward R. Murrow, director of CBS European offices, and Mrs. Murrow, Jan Shimek, continuity director of CBS; C. W. Doebler, new production manager of KMOX, and Everett Holles, CBS news analyst.

Ralph Buehlman, WJJD engineer for the past six years, has been appointed supervisor of engineers, Arthur F. Harre, general manager of WJJD, has announced.

Jack Ryan, press manager of the NBC central division, addressed the annual dinner meeting of the Mendota, Ill. Women's Club on "Your Electronic Future."

Gordon Hyde Leaving McCann-Erickson Soon

(Continued from Page 1)

have been arranged to the mutual satisfaction of the clients and the agency.

Mr. Hyde has been connected with McCann-Erickson for the past six years in the capacity of Group Supervisor of Service with 10 leading accounts under his immediate service administration.

After concluding his work with McCann-Erickson sometime in mid-February Mr. Hyde plans to take a short vacation, and on his return to the city will announce his future plans.



" . . . I wish you'd forget about WFDF, Flint, just this once!"

RTPB In Statement Clarifying Actions

Declaring that "it is the opinion of the Radio Technical Planning Board that due weight was given to all pertinent classification information in arriving at the conclusions and recommendations," the RTPB issued a statement to the press the past week clarifying their position on the FCC recent allocations hearings.

The statement follows: "The Panels of the Radio Technical Planning Board include engineering representation from all interests in the radio industry which can contribute to the discussions and solutions of the problems confronting each panel.

"These engineers are fully qualified and among the most experienced in their profession. It is natural, therefore, that they are among those who have been called upon to carry on the research and development necessary to the conduct of the war. Broadly, therefore, they had available to them the classified information necessary to the deliberations of the respective panels (even though they were not permitted to make direct reference to such information). It is the opinion of the Radio Technical Planning Board that due weight was given to all pertinent classified information in arriving at the conclusions and recommendations.

"Because the membership of the panels was drawn from widely different interests, individual opinions in some instances, of necessity, differ from the broad conclusions reached. However, the weight of the panel's recommendations rests upon the fact that these conclusions are the result of broad experience and the wide representation of its panel membership, and have the support of large majority opinions."

NBC Forms Institute To Study Television

(Continued from Page 1) will include a continuing study of television audience as it exists and as it develops; evaluation of programs and program ideas through audience reactions, maintenance of television operation records and program reference data.

New Kaltenborn Book

"Europe Now" is to be the name of a book now being written by H. V. Kaltenborn, dean of NBC commentators.

DO YOU NEED HELP?
WE HAVE
The Right Person for That Job
Radio—Television—Motion Pictures
Kathryn Fecke
POSITION SECURING BUREAU
Agency
331 Madison Ave., New York 6, N. Y.
Phone MUrray Hill 2-6494

THE WEEK IN RADIO

Broadcasters Endorse BMB

(Continued from Page 1)

experimental licenses be loopholes in the general "freeze." . . . In sum and substance, any decisions on applications requiring more than \$500 for expenditures will depend largely on the war situation.

Instructions: The Radio Guide for Public Relations Officers, issued by the War Department recently, contained new instructions for the networks re the clearance of military information and programs. In the future, the War Department will not be committed to any project without the advance knowledge and sanction of the Bureau of Public Relations.

Tops: Radio topped all other media when figures were finally totalled to determine who accomplished what in the Sixth War Loan Drive, according to Ted R. Gamble, national director, and Thomas H. Lane, director of advertising, press and radio of the War Finance Division. The dollar value of war bond advertising came to \$25,264,329.92. Radio's portion was \$11,250,000. Daily and weekly newspapers' portion came to \$7,709,603.44 as runner-up.

Spotshots: Francis Colt de Wolf of the Telecommunications Division of the United States Department of State, before the IRE meet, said that the Government plans an Inter-American Telecommunications Union. . . . Charles C. Carr, chairman of the ANA, says there is a great need for self-regulation of advertising among advertisers, agencies and media. . . . G. I. script writers contest is being sponsored by CBS and the Army. . . . The AFRA-De Mille case goes to the Supreme Court. . . . CBS' "American School of the Air," celeb's its 15th anniversary Feb. 5. . . . Ascap has signed the Philharmonic-Symphony Society of New York, first in long-hair. . . . The Myron Selznick & Co., is now headed by Tom Fizdale and James L. Saphier. . . . Prexy Edgar Kobak of MBS plans to revolutionize network rates; also endorses the BMB

of NAB plans. . . . Carol Irwin, daytime radio manager of Y & R, has resigned. . . . John Donohue, Detroit district manager of Blue, succeeds Duncan R. Buckham, who goes to MBS as eastern sales manager. . . . Willard Schroeder, general manager of WINS, is revising the station's status from the mike down. . . . Kelvinator debut'd into tele. . . . The passing of the Vandenberg Bill restricts Petrillo. . . . FMers hope to readjust the FM proposals made by FCCers. . . . Chester J. La Roche, vice-president of the Blue Network, will retain newscaster William Gailmore despite Westbrook Pegler's assertions. . . . Word from Washington, D. C., indicates that FM may remain in present bands. . . . IRE attendants number 3,000. . . . All stations are behind the 1945 Red Cross Drive. . . . NABers are urged to urge free-radio status written into peace decisions. . . . Morton Downey says BBC programming is greatly influenced by AFRS.

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

FCC Extends Deadline On Allocation Appeals

(Continued from Page 1)

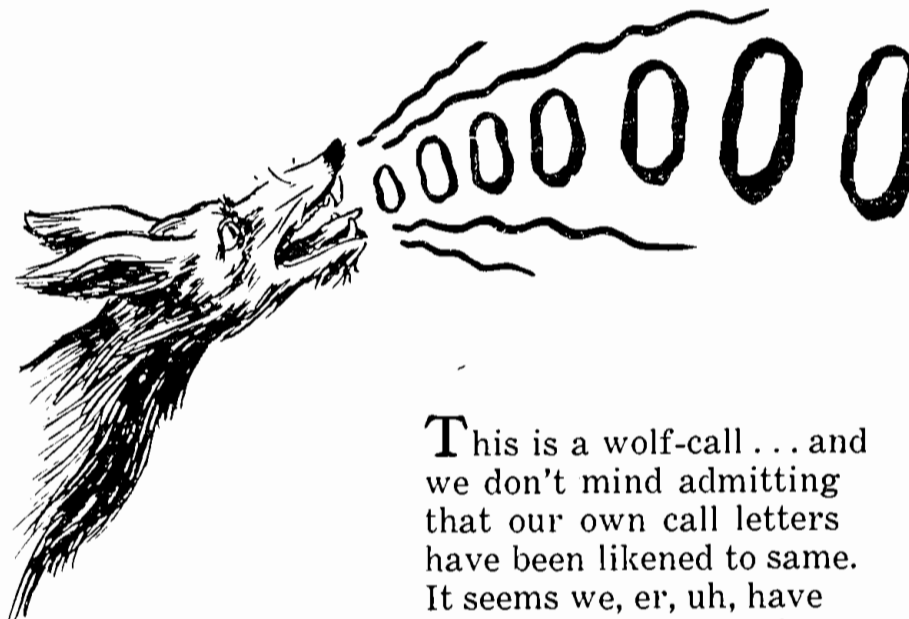
study the briefs, since its members left Friday on a 10-day inspection trip of Army Air Force communication installations in this country. Florida, Texas, Ohio and the Pacific Coast will be visited by the group, which includes all Commissioners but C. J. Durr, who is presently in the hospital, and the engineering and RID officials.

Kaufman To Radio Post On "Hollywood Reporter"

Ben Kaufman, formerly managing editor of Television magazine, has been appointed eastern radio editor of The Hollywood "Reporter." Making his headquarters in New York, he will also be in charge of television and music coverage in the East.

Named Sales Head At KEX

R. E. Rudolph has been named sales manager of KEX, newly-acquired Westinghouse Blue Network station in Portland, Oregon, according to J. B. Conley, station manager. Rudolph was formerly account executive of KEX and KGW.



This is a wolf-call . . . and we don't mind admitting that our own call letters have been likened to same. It seems we, er, uh, have a way with the wimmin . . . or why else would 16,000 ladies of Cincinnati write in to become active, participating members of our afternoon show, Petticoat Partyline—without diamond-bracelet-bait ????????

WCBM
A QUALITY STATION with MASS APPEAL in a RICH MARKET
WCBM BALTIMORE
THE BLUE NETWORK STATION
JOHN ELMER President
GEORGE ROEDER Gen. Mgr.
FREE & PETERS
EXCLUSIVE NATIONAL REP

WSAI A MARSHALL FIELD STATION
CINCINNATI, OHIO

Trammell Discusses Post-War Tele & Radio

(Continued from Page 1)

competed with the theater and motion pictures, with newspapers and magazines, and with the phonograph. But it did not replace any of them. It created a special audience of its own. By rendering an advertising service that had never been rendered before, broadcasting obtained a revenue largely comprised of advertising dollars that had never been budgeted before. It greatly increased the sales and distribution of consumer merchandise.

"Similarly, the success of television will not depend upon replacing or cancelling out the services and revenues of older forms of entertainment or advertising media. The net effect of television will be a tremendous addition to the social and economic life of the nation.

Tele Appeals to Advertisers

"Television is going to attract many new sponsors because of its ability to provide a visual presentation of their merchandise. It will appeal strongly to department stores, chain stores, and other retailers, for the coverage of a television station is practically identical with the retail trading area of the average city.

"National advertisers and advertising agencies have evidenced the greatest interest in television. Some 125 advertisers already have made their television debuts over our New York station WNBC. Those include department stores, banks, insurance companies, and manufacturers of food products, clothing, automobiles, gasoline, cosmetics, watches, and—last but not least—soap.

"Every day we are interviewing returning service men, and the large proportion who express keen interest in television is striking. Already we are conducting training courses for television technicians and program specialists. A rapidly growing post-war television industry is expected to create many thousands of new jobs for men and women in radio manufacturing plants and broadcasting studios. It is not unlikely that television may offer even more new employment in the coming post-war period than sound broadcasting did after the last war.

"The direct employment created by the new television industry will be only the beginning. The jobs which television, by stimulating consumer demand, can create in the factories, stores and offices supplying goods and services to the nation, may be greater in number than the jobs afforded by the television industry itself," Trammell said.

O'Connell Gets New Post

Frank O'Connell, of the Blue's Chicago National Spot and local sales office, has been transferred to the Co-Operative Programs Division to head up its Chicago sales office. O'Connell joined the Blue Network in November 1942 as a member of the National Spot and Local Sales Division.

★ AGENCY NEWSCAST ★

WILFRED S. KING has been elected a director of J. M. Mathes, Inc. He had been a vice-president of the agency since 1940 and has headed the radio and motion picture department since the agency's founding in 1933.

MEL WILLIAMSON has joined Geyer, Cornell & Newell, Inc., in charge of West Coast production, it has been announced today by Don S. Shaw, radio director of the agency.

HAROLD LEVINE, formerly with the Franklin Bruck Company and more recently the recipient of an honorable discharge from the U. S. Army, has joined Herbert Chason Company in an executive capacity.

EVERETT W. HOYT, president of Charles W. Hoyt Company, Inc., announces the election of three new officers to the agency's executive staff. Max Sheridan, art director and with the agency for 21 years, has been made a vice-president. Robert W. Mickam, of the copy and service department, with Hoyt since 1940, becomes a director, as does F. J. Becker, assistant treasurer, head of the accounting department, who joined the agency in 1927.

JOE BALABER, formerly publicity director of E. B. Marks Music Corporation, has joined David O. Alber Associates, as an account executive.

McCANN-ERICKSON, INC., has established an office in Bogota, Colombia. Reinaldo D. Verson, who joined McCann-Erickson's foreign department in October, has been appointed manager of the new office.

GLENN HOLDER, has been named advertising and sales promotion manager of Standard Laboratories, Inc., new proprietary drug and toiletries organization. Fourteen leading proprietary companies will be merged in Standard Laboratories, including Dr. Earl S. Sloan, Inc., the Vince Laboratories, Pfeiffer Chemical Co., the Nonspi Co., and Waterbury Chemical Co. The new organization is being formed by William R. Warner & Co., Inc., of New York and St. Louis. Mr. Holder was formerly advertising manager of the Vitamins Plus division of Vick Chemical Co., and was for ten years an executive of Morse International advertising agency.

SEIDEL ADVERTISING PUBLICITY AGENCY will start its operations on Feb. 5 in the Times Tower Building, New York City. For many years Mr. Seidel was president and radio director of his agency in Washington, D. C. Prior to forming his agency, he served Scripps-Howard newspapers for 17 years. In 1942 he retired from his business to do special duty for the United States Coast Guard aboard his craft the "Penguin." When this branch of coastal duty was abolished, he joined The Billboard Publishing Company in New York. He will resign his Billboard Publishing Co. post February 2nd.

FOOTE, CONE & BELDING, Advertising Agency, has just announced the appointment of Gregory Dickson as director of publicity in its New York office. In his new post, Dickson will specialize on publicity for Lederle Laboratories, Inc., one of the agency's leading accounts.

Christmas Story—Delayed; Radio's G. I. Santa Claus

(Special to RADIO DAILY)

With the 45th Division of the 7th Army in Germany—Christmas this year was brighter for a few fortunate tots in Alsace—and all because Corporal Albert Morgan, a combat correspondent and former CBS script writer, played Santa Claus with toys he had received from his home in the States.

Morgan, who lived in New York City in his balmier days, received a strange package from the States recently. It contained—of all things—toys! There were building blocks, dolls, music boxes and big red Christmas stockings filled with hard candy in the package.

In the same mail was a letter explaining the situation. "I know," it read, "that you feel as I do that Christmas is a very special time of the year for children. So just in case the man in the red suit doesn't get around to whatever part of the world you happen to be in around Christ-

mas time, I'm appointing you his deputy."

Morgan distributed most of his toys before he crossed into Germany with the 45th "Thunderbird" Division.

As a free lance writer, 26-year-old Morgan wrote "Manhattan At Midnight"—"The Falcon" and "The Columbia Workshop." He also produced television shows for "Metropolitan Television" in New York. On the side he was a contributor to the New Yorker magazine.

When Al was inducted into the Army, the powers-that-were looked at his classification card, saw of his association with radio—and handed him a walkie-talkie! He carried it on his back with a frontline infantry company on the Anzio beachhead and the early stages of the invasion of Southern France. The Army finally caught up with his qualifications and reassigned him as a combat correspondent.

Frisco Cool To BMB, NAB Meeting Reveals

(Continued from Page 1)

tions out of 26 had signed contracts. The seven stations which have subscribed to BMB are KRE, Berkeley; KGO, Blue, San Francisco; KIEM Mutual, Eureka; KLX, Oakland; KSFO, San Francisco, and KQW, CBS, San Francisco.

Feltis was given a rough going over. There were many questions asked, number of which he was in no position to answer on the record at this time. He revealed at the meeting that of 20 stations attending the meeting of the 15th District in Los Angeles, 15 had signed contracts. This is 75 per cent and is considered an excellent response of immediate subscribers.

He also revealed that the Memphis meeting now reports 28 stations signed and that the Dallas total of stations subscribing now stands at 40.

Feltis leaves tonight for a Portland meeting on Monday and will be in Seattle Tuesday. He will address the Salt Lake City meeting February 1.

Carlin Asks MBS Liaison Between Chicago And NYC

(Continued from Page 1)

ences with executives and personnel of WGN, the network's key Chicago station.

"We hope to make WGN the source of some important programs," said Carlin, and added, "I wanted to find out how much WGN could help, how large a staff it had and what its plans are. I told them about some of my program ideas and what I wanted to try to do."

Carlin said he had seen and talked with everybody at WGN, including producers, salesmen and writers with whom he held a 45-minute conference.

"They are a great gang here with a lot of power which Mutual would like to harness" said Carlin, "I like the setup here very much."

Carlin left for the Coast Saturday but said he would be in Chicago more often in his Mutual job than he has been in the past.

Hade Gets New WJZ Post; Whipple On Station Staff

John Hade has been named program manager of WJZ and James Whipple has joined the program department staff under Hade in the capacity of producer-writer, John E. McNeil, station manager, announced. Hade was formerly commercial manager of WJZ and Whipple previously was daytime program supervisor for Ruthrauff & Ryan, Inc.

Mahon With Mutual

Jack Mahon, former Pacific correspondent for INS, has joined MBS foreign staff, and will be attached to the Admiral Chester W. Nimitz division.

Tele Outlook Bright According To Experts

Omaha—Houses of the future will be designed about the combined television-radio receiver just as homes of the past were designed about the radio receiver, Commander William C. Eddy, commanding officer of the Radio Chicago, the Navy's electronic school, said here on WOW night at an Omaha Advertising Club meeting. Participating with Com. Eddy in a panel were Stephen W. Pozgay, General Electric Company television transmitting engineer; Richard H. Cooper, Radio Corporation sales promotion executive and the moderator, and Cyril Wagner, television editor of a trade publication.

Mr. Pozgay said the receiver itself will be here just as soon as production can begin after the war. He said his firm is prepared to start manufacturing home receivers within 60 to 90 days after war restrictions are lifted. Other manufacturers are similarly prepared, he added.

The cost of the receiver, both Com. Eddy and Mr. Pozgay stated, will depend on the size of the screen and other accommodations, but will run from \$150 to \$350. Mr. Pozgay believes a popular size will be one with 10-inch by 12-inch screen to retail for about \$200.

Mr. Pozgay predicted that in five years after the war there would be 70 television stations serving an estimated 67,000,000 people.

Plan No Wac Advertising For Coming Recruitment

No budget is involved for the intensive national campaign for recruiting more than 8,000 WACS during the next few weeks for service in Army hospitals, it has been announced by the War Advertising Council, following completion of plans worked out with the U. S. Army and Office of War Information.

Irwin Robinson, director of information, said sponsorship of the advertising conducted in the various media will be taken care of by local advertisers or by groups of advertisers, and in some cases donated by the media operators gratis. Young & Rubicam is handling the location plans administered by OWI.

Zenith Semi-Annual Report

Estimated consolidated operating profit of the Zenith Radio Corp. for the first six months ended October 31, 1944 amounted to \$4,904,112, after depreciation, excise taxes and reserves, including reserves for voluntary price reduction and renegotiation on war contracts, but before provision for federal income and excess profits taxes. Estimated operating profits for first three months of this period amounted to \$2,533,263, before provision for federal income and excess profits taxes amounting to \$466,985. Estimated operating profits for last three months of period amounted to \$2,370,849, before net excess profits taxes of \$1,999,405.

Washington Front

By ANDREW H. OLDER

ALTHOUGH the FCC's frequency allocation proposals were quite ambitious on the subject of subscription FM, the feeling persists here that the service didn't fare too well. In order for subscription FM, as planned by Muzak, to be a completely successful affair it must operate in numerous cities, with three outlets per coverage area. In order that it may have three transmitters per area—and more than half a dozen outlets in all—it must be treated as a service quite apart from AM, FM or tele. . . . But the commission's proposals seem to imply that the service, if licensed, should be treated as an FM broadcasting service. . . . While with the FCC, Larry Fly, counsel for Muzak, devoted much energy to putting through very sane and sensible limitation of ownership clauses and the ban on dual ownership of broadcasting facilities, i.e., more than one station in a single coverage area. It could be that the policy to which he devoted so much effort will impose an extremely serious limitation on the subscription radio service.

★ ★ ★

The new "freeze" order of the FCC will last precisely as long as the military manpower situation remains tight. If the European situation lifts in a couple of months and the need for more manpower becomes less urgent, look for the "freeze" to start thawing once again. . . . It looks as if the FMers will be making themselves heard by the FCC in a few weeks. Complaint aplenty is abrewing about the allocation for that service, we're told. . . . WOKO, Albany, N. Y., whose license has been ordered revoked because Sam Pickard's interest was hidden for about 10 years, must file a reply to the commission by February 6.

★ ★ ★

The Army tells of some recent tests which are really disillusioning. We had thought all along that if radio proved to be just an overpromoted pipe dream, we could at least depend upon pigeons. Now we discover that even homing pigeons aren't the same since radio came about. . . . Tests were made with six groups of birds, all released from a radio station ten miles from their home loft—three of the groups while the station was on the air and three while it was off the air. The groups released with the station silent lit out in a hurry and were home in from 18 to 21 minutes. The others were so interested in the commercials and the Lone Ranger that they circled around the station for 10 or 15 minutes, not reaching the home loft until a minimum of 42 minutes had passed.

★ ★ ★

But homing pigeons aren't only things to occupy the Signal Corps these days. Another job they're doing will be studied by radio engineers with great care. . . . During the pursuit of the Nazis across France, wirelayers often were unable to keep up with our advance units. In order to provide adequate communications, the Signal Corps came through with a series of high frequency relay stations set 25 to 100 miles apart, each beamed on the next like a rifle on a target. . . . Considerable testing of relay operation had gone on in America and England, and these stations were first tested in North Africa. Much police scout car equipment was used. . . . Combat line communications are built around radio, with even the smallest field units having equipment to link them in one of hundreds of tiny networks and some which aren't so tiny. To keep in touch with United States, a multi-channel 40 kw transmitter has been installed in France. It came packed in 1,000 boxes and required 25 full days of work by 45 soldier technicians before it was on the air—which, incidentally, is an amazingly short time. It is now sending, with radio and landline teletype machines, about 400,000 words daily. . . . Poor Ed Hart! For two years he had the headaches of the Lea (Nee Cox) Committee to bother him. And now they toss the new Committee on Unamerican Affairs to him, just as he thinks he might have a brief rest from special committee assignments. Along with the committee they toss him Silent John Rankin.

New York Stations Will Aid Scouts Drive

(Continued from Page 1)

nings, REC president. With a goal of \$150,000 set, which, if achieved, will be matched by \$350,000 from a philanthropic organization, Jennings stated that at least 30 quarter-hour programs have been pledged by the stations, with 14 out of 17 already committed and the other three expected any time. In addition to the

Overseas Greeting

Greetings from the British Boy Scouts to the Boy Scouts of Greater New York will be carried by the BBC, Friday, Feb. 2, at 1:45 p.m. on a special "Junior Bridge-builders" program arranged by the BBC in cooperation with the Radio Executives Club of New York. The program will be carried in New York by WOR, and is part of the campaign being readied by the REC and the local radio industry to help the scout organization obtain a new camp at Alpine, N. J.

quarter-hour shows, there will be one 10-minute and one 25-minute program together with innumerable spots and participation plugs.

All of the programs are being offered to the campaign on a sustaining basis, with several scheduled across the board. One station plans to make an all out effort in one day, and will devote every available minute to the campaign, as well as readapt all sustaining shows along the lines suggested by the REC. Several of the stations have slated a series of two or three, and the great majority of them will plug not only the campaign for funds but the special programs as well, even to including announcements in their regular news periods.

Six one-minute announcements were recorded gratis yesterday by the NBC Radio Recording Division, and will be distributed to all the stations in the area. WOR announcer Henry Gladstone contacted AFRA asking permission to make the recordings free, which permission was readily granted by the association.

It is suggested that all contributions be made directly to the station, or to: The Boy Scouts of New York City 18, N. Y.

Tobin Joins Blue Web News Department

Richard L. (Dick) Tobin, joins the staff of the Blue Network News and Special Features department today, working under G. W. Johnstone, on special assignment. Tobin comes to the Blue from the New York "Herald Tribune" and recently returned from overseas where he corresponded for the newspaper and was picked up several times weekly from abroad on the Tribune's WOR news period at 11:15 p.m.

Before going overseas, he was heard on the Tribune's 11:15 p.m. news period as a newscaster.

COAST-TO-COAST

MICHIGAN

LANSING—WJIM staff news says: Bob Neal, announcer, has returned to the mike following two weeks in the hospital. . . . Hailing from Washington, D. C., Jack Pardee now on the sales staff. . . . Continuity editor Bob Innes spoke recently at Michigan State College on adult education. . . . "Close To My Heart" is musical director Bob Clayton's new opus now in work. Bob is composer of "Time and Tide" and other popular songs.

LOUISIANA

SHREVEPORT — Feminine half of KWKH's audience is listening to a new program these days titled "Women's Club of the Air." Narrated and written by Melba Cates, program is heard Monday through Friday at 10:15 a.m. Series features fashion highlights and discussions on home problems. Miss Cates, however new to Shreveport and KWKH, has had considerable experience in radio. . . . NEW ORLEANS—Newcomer to the continuity staff of WWL is Mabel Thompson who comes with previous experience in this work. . . . The Jackson Brewing Company follows the practice frequently of entertaining service personnel through WWL.

MISSOURI

ST. LOUIS—KXOK was the only station to broadcast the inauguration of the new Lieutenant Governor. Pfc. John Stookey, son of Charles Stookey, Farm Editor, reported missing in action. Bob Hyland, Jr., Navy discharged, has joined the sales staff. . . . WIL's program director, and amateur astronomer, was recently elected to the American Meteor Society. . . . Recent visitor to KWK was Lt. J. Taylor Grant, former sportscaster and night supervisor, home on leave from his Marine base. . . . Important personnel change at KFBC is appointment of Dr. Charles Church, brother of Arthur B. Church, to the post of educational director. The Doctor will continue as acting research director.

MINNESOTA

MANKATO—KYSM has welcomed a few new members to the staff. Bob Redeen has been replaced as news editor by Burton Passer who comes from the Mankato "Free Press" where he was staff reporter and photographer. Second newcomer is Bill Wobus, former Chicago radio copywriter. With an honorable discharge

PICTURE OF THE WEEK



"ALL AMERICAN." Lowell Thomas, who was voted favorite News Commentator in the Certified Poll conducted by RADIO DAILY, receives from Hugh Baillie (left), president of United Press, the engrossed certificate symbolizing the award. Presentation was made during a recent broadcast of the analyst's news program on NBC.

from the AAF in his pocket, Bob Gardner has arrived at the studio to direct programming and Kay McKenna is announcing and doing promotion. Kay was with KABR, Aberdeen.

KENTUCKY

LOUISVILLE—WINN new business includes: 78 airings of "Correspondents Around the World" for the Louisville Trust Co., through Farson & Huff; 20 spots for E. I. du Pont de Nemours; 650 spots for Bensinger Outfitting Co. . . . Gene Beuchmann of the WINN announcing staff has been vacationing in St. Louis. . . . Latest addition to the engineering division is Edwin Robb.

MONTANA

MISSOULA—KGVO Newsletter says: Additional office space recently taken will house accounting and promotion. Weed and Co., of Chicago, have been named station reps. "MSU Talks To You," once-weekly quarter-hour program of the Journalism School of Montana State University, has returned to the air. A. J. Mosby, general manager, happy over news that the U. S. Bureau of Mines drilled through 14 feet of copper, lead and gold ore in a test drill of his "Queen Mary."

MASSACHUSETTS

LAWRENCE—The Lawrence Chapter of the Red Cross needed a blood type for an injured boy. Appeal was

broadcast over WLAW during the 10:30 a.m. newscast and the hospital received over 50 responding telephone calls. Station officials reported the boy recovering satisfactorily. . . . BOSTON—Adele Sabbagh, continuity writer formerly with NBC and WTBO, Cumberland, has joined WCOP, the new Cowles outlet, and Caroline Harrison has been appointed to handle publicity.

NEW HAMPSHIRE

PORTSMOUTH—Phil Johnson, former program head, WCSH, Portland, and more recently with WHDH, Boston, has been appointed production manager of WHEB. . . . Dal Wyant has given up production management to direct sales promotion. . . . Other new additions include announcer Bob Fuller, engineer E'drigde Hooker and Beatrice Salls, secretary.

SEND BIRTHDAY GREETINGS TO...

January 29

Joy Hodges Florence Muzzy
Joe Parker Alice Patton
Eileen Palmer

PROMOTION

Toscanini In Cartoon

A biography of Arturo Toscanini, conductor of the NBC Symphony Orchestra, is portrayed in a five-page color cartoon feature of the January-February "True Comics," just published. The story, headed "Music His Weapon," tells of his desire from boyhood to liberate Italy. Maestro Toscanini's defiance of the Fascists is vividly portrayed and his musicianship extolled. Formation of the NBC Symphony especially for his direction is highlighted along with some of his outstanding performances. The cartoon article concluded with a view of the Maestro on the podium.

WGAR's New Piece

A first mailing of several thousand copies of WGAR's latest promotion currently being sent to agency people and advertisers throughout the country. Attached to the booklet is a letter which explains that the collection of war stories therein are by "our own Dave Baylor"—those which he did for the station while in the European theater of operations. Booklet beautifully turned out on coated stock and contains photographs of the writer. Interesting character study of Dave Baylor at his typewriter points up the cover which contains the line, "V take you now to. . . ."

Tele Corporation Formed

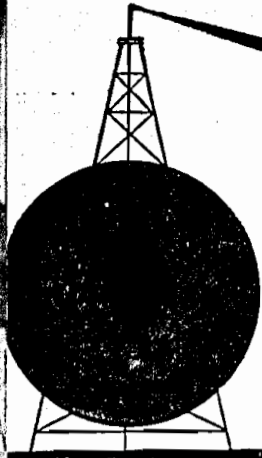
Springfield, Ill.—The Consolidated Television Corp., Chicago, has been chartered by the Secretary of State's office. It will have 2,500 shares of non par value stock. Incorporators were M. G. Miller, I. E. Brooke and W. F. Dolke. It is authorized to produce, manufacture, distribute, lease and otherwise deal in motion pictures recorded programs. Arthur Frankel, Chicago, is attorney for the company.

TIME BUYERS 15 SECOND SPOT ANNOUNCEMENTS

ANN: HERE IS ONE REASON WHY WLIB IS PAYING OFF ON THE CASH REGISTER...PULSE OF NEW YORK FINDS THAT 61% OF WLIB'S LISTENERS DO NOT TUNE IN ANY OTHER STATION FIFTEEN MINUTES BEFORE OR AFTER LISTENING TO WLIB.
BIZ: CASH REGISTER RINGS.
ANN: (with emphasis) WLIB INCREASES THE TUNE-IN AND REACHES PEOPLE NO OTHER SINGLE STATION SERVES.

WLIB NEW YORK 1190 KC. CLEAR CHANNEL

SPORTS
4 EXCLUSIVE Sports Broadcasts IN TWO DAY
KMPC
LOS ANGELES
710 KC. 10000 WAYS
THE WEST'S GREATEST INDEPENDENT



RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 21

NEW YORK, N. Y., TUESDAY, JANUARY 30, 1945

TEN CENTS

NABET Hearing Opening

Northwest Likes BMB; 75% Sign With NAB

Portland, Ore.—Seventy-five per cent of a total of 40 Washington and Oregon stations, yesterday signed up for NAB's Standard Measurement plan at the 17th District meeting of NAB in Portland, Ore. Hugh Feltis presented the new Broadcast Measurement Bureau plan in the fifth of such district meetings being held across the country. Further commitments are in line for today, the meetings final day. Sol Hass, vice-presi-

(Continued on Page 6)

Hirschmann Endorses FM FCC Allocation Findings

—Expressing accord with the FCC allocations on FM, I. A. Hirschmann, vice-president of the Metropolitan Television, Inc., yesterday made public a letter addressed to Walter Damm of the FMBI.

"As members of the Frequency Modulation Broadcasters, Inc., we wish to inform you that we have studied the recommendations of the Commission relative to frequency modulation, and are in complete ac-

(Continued on Page 2)

Annual Consultants Confab Arranged By CBS Educators

Annual meeting of the national board of consultants for CBS' "American School of the Air" will be held in New York on February 16, it was announced by Lyman Bryson, CBS director of education.

Dr. William C. Bagley, is chairman

(Continued on Page 8)

"March of Dimes"

Bobby Riggio, ten-year-old infantile paralysis victim who made an appeal for the "March of Dimes" on the Ralph Edwards "Truth or Consequences" show over NBC a week ago, turned over a check representing \$50,000 in dimes to Mrs. Eleanor Roosevelt at the White House last Saturday. New York offices of the Edwards show have thus far tabulated \$79,620 in dimes.

McClintock Elected Director Of Film Co.

Miller McClintock, formerly president of the Mutual network, has been elected a director of Encyclopaedia Britannica Films, Inc., and will also be retained as special consultant for the film company, William B. Benton, chairman of the board announced yesterday. Members of the board of directors include Ches-



MILLER MCCLINTOCK

ter Bowles, OPA administrator; Marshall Field, publisher; Richard de Rochemont, producer of "The March of Time"; Raymond Rubicam, president of Young & Rubicam and Beardsley Ruml, treasurer of the R. H. Macy Company.

Miniature Tube Developments Presage New Type Receivers

Smaller home radio receivers and compact radio-television-record player combinations are forecast as post-war possibilities as the result of new miniature electron tubes developed by RCA. This was revealed at the closing session of the Institute of Radio Engineers at the Hotel Commo-

WLaw is a contributing factor to a product's success in Northern New England. Advt.

New York Panel of NLRB Will Begin Testimony Over Platter Turner Dispute Involving Webs

DeMille Off Lux Show; Appealing Court Edict

West Coast Bureau, RADIO DAILY
Hollywood—Cecil B. DeMille is expected to file his appeal from Superior Court Judge Emmett Wilson's adverse ruling with appellate court a branch of State Supreme Court Tuesday or Wednesday.

As an aftermath of his controversy with AFRA, Assemblyman Davis has introduced a bill in the State Legislature to protect union members from contributions to political campaigns;

(Continued on Page 7)

Ohio Legislators Proposes Radio Libel Law For 1945

Columbus, O.—Legislation to make group libel a misdemeanor and to make radio broadcasters and broadcasting stations subject to prosecution has been introduced in the Ohio Senate (1-24) by Fred Reiners, of

(Continued on Page 2)

Capt. Tom Knode Named Assistant To Sid Eiges

Captain Tom Knode, (AUS, Ret.) formerly manager of the NBC press department in Washington, has been appointed assistant manager of the

(Continued on Page 5)

Opening session of the NLRB hearing on the NABET—network-AFM-platter turner jurisdictional dispute will begin at 10 a.m., today in New York with witnesses from NBC, Blue Network and the unions summoned to give testimony.

Alan Perl will represent the New York regional office of NLRB at the hearing. NBC will be represented by John T. Cahill, Joseph H. McDonald and Charles S. Detmar. Franklin S. Wood, Blue board member, and Walter L. Emerson of Chicago will be present for the Blue Network.

A complaint was brought against

(Continued on Page 6)

Ross Federal Research Launches Tele Survey

A mail survey to obtain audience reaction to the current television programming of New York stations is being made by the Ross Federal Research Corporation. Eleven programs telecast last Sunday night are listed on the questionnaire. Television listener is asked to rate them "excellent, good, fair or poor."

Senator Wheeler Cancels REC Luncheon Appearance

Second cancellation of a planned appearance before the Radio Executives Club by Senator Burton K. Wheeler of Montana, yesterday sent

(Continued on Page 7)

Cooperation

Lathrop Mack, manager of guest relations at NBC, New York, received a signed blank check in payment for two tickets for the "Hit Parade." Mack turned the check and request over to Lorette Banks of the CBS ticket division. CBS is returning the check with two tickets to the "Hit Parade" to the very trusting listener, who is a resident of Norfolk, Va.

Commendable

Longview, Texas—When Harmon General Hospital sought music for their servicemen's orchestra, KFRO, through James R. Curtis, president, made a gift of orchestrations from the station's library. Colonel G. V. Emerson of the hospital, impressed with the station's cooperation, suggested it would be a fine idea for other radio stations throughout the nation to do likewise.

People do not merely listen to WLaw—they react (and favorably) to advertising messages. Advt.



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

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FINANCIAL (Monday, January 29)

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, Nat. Union Radio, Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

20 YEARS AGO TODAY

(January 30, 1925) Dr. William D. Ettinger, superintendent of public schools in New York, is a firm believer in the value of broadcasting and has had a microphone installed in his office for sending out educational programs. "The woman in the home and the man on the street determine the standard of education," says Dr. Ettinger.

THE SAN FRANCISCO RADIO PICTURE HAS CHANGED! Blues KING is THE Bay Area Buy!

Coming and Going

THAD HOLT, president and general manager of WAPI, Columbia network affiliate in Birmingham, Ala., left late last week for the South, after having spent a few days in New York on network business.

TOMMY TUCKER and the members of his band are in Atlanta, Ga., for the broadcasting of tonight's "Spotlight Bands" program over the Blue Network as a feature of the March of Dimes Ball.

DONALD SHAW, radio director of Geyer, Cornell & Newell, has returned to the New York offices following several weeks in Hollywood, where he was engaged with the program chores of the "Andrews Sisters."

ANN HUNTER, feminine news commentator heard for more than two years over WAIT, Chicago, is leaving soon for a tour of the European battle fronts. Effective Thursday, her station time will be filled by Hal Totten and Tom Moore in a joint news and gossip program.

VIRGINIA TRAVERS, publicity director of Compton Advertising, Inc., is back at her desk following an illness that kept her bedded for several days.

LT. KENNY GARDNER, formerly singer on Guy Lombardo's program, is back from overseas on furlough. On his first day back in town he showed up at the old stand in the Hotel Roosevelt to say hello to Guy and the rest of the bandmen.

BOB HOPE is in Tampa, Fla., for tonight's broadcast over NBC, which will originate at the air base of the AAF.

ROBERT G. SOULE, vice-president and merchandising manager of WFBL, Syracuse, is in Gotham this week for conferences at CBS and with the national representatives of the station.

HARRY SOSNIK and HERB MOSS are in Chicago for tonight's broadcast of Hildegard's "Raleigh Room" program over NBC. They'll return to New York tomorrow.

L. S. MITCHELL, station manager of WDAE, CBS affiliate in Tampa, Fla., is visiting at network headquarters in New York.

GEORGE HICKS, Blue Network correspondent currently vacationing in this country but now about to return to overseas duty, tomorrow will be in Atlanta, Ga., where he will meet officials of Scripto Manufacturing Co., his sponsor, and of the agency, Tucker, Wayne & Co.

DOLPH MARTIN, director of the CBS sustainer, "Youth on Parade," has arrived in town for confabs at the offices of the network. His program originates at WEEL, CBS-owned station in Boston.

WILLIAM B. LEWIS, vice-president of Kenyon & Eckhardt, Inc., in charge of radio, left Friday for Hollywood, where he will attend the premiere of the Eddie Bracken program, which makes its debut next Sunday.

Ohio Legislators Proposes Radio Libel Law For 1945

(Continued from Page 1) Cincinnati, and Maurice W. Lipscher, of Youngstown. The measure defines group libel as "A malicious publication by writing, printing, picture, effigy or other representation, or by any form of radio broadcasting, which tends to expose persons designated, identified or characterized therein by race or religion to hatred, contempt, ridicule, or obloquy, or tends to cause such persons to be shunned or avoided, or to be injured in their business, profession, or occupation." The bill is aimed at preventing the dissemination of racial and religious prejudice.

Hirschmann Endorses FM FCC Allocation Findings

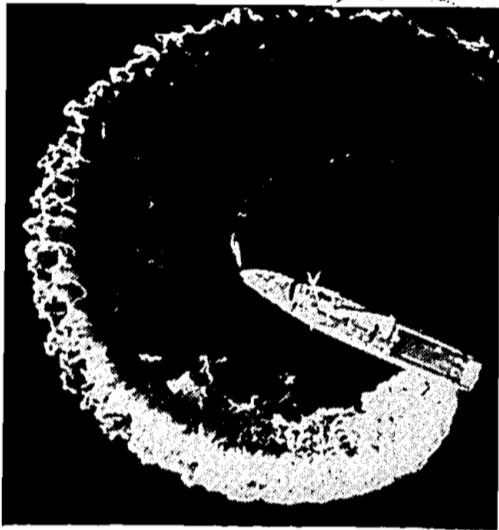
(Continued from Page 1) cord with them," the letter stated. "It is our intention to urge their final adoption. "Will you therefore record radio station WABF as dissenting in any proposal to register a protest against the new allocations."

Two Networks! Three City Market!! CBS WENT MUTUAL. Gloversville • Johnstown • Amsterdam • THOMAS CLARK, Nat. Rep.

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

"NEWS ON THE HOUR EVERY HOUR"

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



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

TELEVISION

Quiz



FOR PROSPECTIVE STATION OWNERS

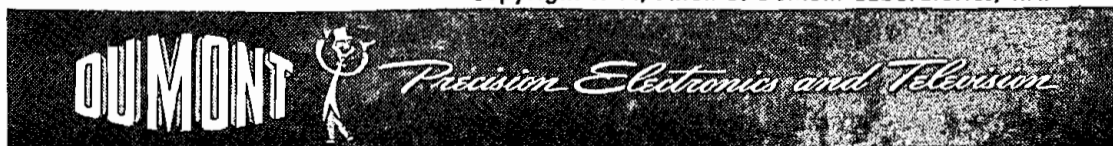
1. What firm's pioneering development of the Cathode-ray Tube (the heart of a television set) gave television its first *clear* pictures...and made television commercially possible?
2. What manufacturer's national advertising—for more than a year—has been devoted to answering the public's eager questions about television?
3. What company designed and built 3 of the 9 television stations on the air today (more than any other company)?
4. What firm's extensive experience in television station design, construction and operation has set a pattern for profitable management of an average-size station?
5. What manufacturer's experimental station telecasting equipment provided a week-in-week-out demonstration of low operating cost and rugged dependability since the summer of 1940?
6. What firm's strong patent position assures clients of exclusive and important features not matched by other companies' television station equipment?
7. What company's experimental television station was the first to offer the use of its facilities during wartime to advertisers and advertising agencies to develop commercial techniques...and to provide experienced directors, writers and talent for television's inevitably-swift postwar expansion?
8. What manufacturer has provided a plan to instruct operating executives and technical crews, which will insure the efficient commercial operation of your postwar station?
9. What firm's telecasting equipment is rated "tops" in signal transmitting efficiency and effectiveness...and in installation and operating economies?



The one-word answer to all
these questions is: **DUMONT**

A copy of "Planning Your Television Station" is yours for the asking. This booklet outlines equipment requirements for a complete, low-cost telecast operation...and suggests plans for expediting postwar delivery of equipment and training of personnel.

Copyright 1944, Allen B. DuMont Laboratories, Inc.



ALLEN B. DUMONT LABORATORIES, INC., OFFICES AND PLANT, 2 MAIN AVE., PASSAIC, N. J.
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

LOS ANGELES

By RALPH WILK

WALTER TETLEY, the "Leroy" of the "Great Gildersleeve" program heard over NBC, started his fifth year with the show on Sunday, Jan. 21. Tetley also is playing increasingly important roles, in pictures.

The new song series, "Anita Ellis Sings," began over KHJ-Mutual Don Lee, January 25th. With the lilting strains of "I'm Yours" as her theme, Anita Ellis is bringing her ballads to the KHJ-Mutual Don Lee network each week on Monday and Thursday.

George Irwin, recently honorably discharged from the U. S. Navy, returned to "Music Box," KMPC, Mondays through Fridays, and "Off the Records" KMPC, Sundays, last week. Ira Cook, who replaced Irwin when he went into the service, continues his "Lucky Lager Dance Time" show nightly over KFAC.

Woody Herman's Orchestra has been chosen the most popular in radio's third annual popularity contest, it was announced by Al Jarvis, originator of the "Make Believe Ballroom," who conducted the balloting. David Street was winner in the male vocalist division, Helen Forrest in the female vocalist group, and the King Cole Trio in the novelty group classification.

Cline Back To Treasury For Radio Section Work

Washington Bureau, RADIO DAILY
Washington—William R. Cline of WLS, Chicago, has returned to the Treasury's War Finance Division to work with the Radio section, Thomas H. Lane, director of advertising, press and radio announced Friday. Cline was loaned by Burrige D. Butler, WLS president, for six weeks during the Sixth War Loan, and will now be on hand for at least several more weeks.

"Mr. Cline did an outstanding job for us during the Sixth War Loan," Lane said, "and we are indeed grateful to Mr. Butler for letting him return. This time Mr. Cline will be able to sit in on the early planning of the Seventh War Loan, and we are sure his counsel and advice will be a great help."

Chicago's

ONLY
24 HOUR
STATION

W-I-N-D

560 Kc 5000 WATTS



Capital Comment!

● ● ● Blue's "Spotlight Band" pickup from the National Press Club last Saturday night was an excellent piece of public relations for the web, the Coca Cola sponsor, guest stars Jack Benny and Jan Savitt's orchestra. . . .

Benny's adlibbing and his violin solo had the Fourth Estaters rolling in the aisles and must have netted the comic a good press pickup . . . another highlight was Vice President Harry S. Truman being photographed at the piano while playing an accompaniment to Benny. . . . "Spotlight Band" party brought out the press "who's who" in Washington with Ed Jameson, president of the club, participating in the airing.

★ ★ ★

● ● ● A veddy social month here is January, with the trade turning out en masse thrice in six days. First, of course, for the Radio Correspondents dinner—which must certainly have been the most successful "first" on record here. . . . To which everyone from the President to the busboys in the dining room agreed. . . . The latter, of course, having crowded the doorways to watch Jack Benny, Connie Boswell, Bill Robinson and others in the very super show. . . . Cliff Durr got left out of the news stories for some strange reason, but was there having wonderful time. . . . Larry Fly didn't show up, although a place card was laid out for him. Assistant Secretary of the Treasury Herbert Gaston sat at his place, next to Wythe Williams—who's down here to try to help Jesse Jones stay in the cabinet. . . . All the nets tossed cocktail parties before the show, and most of the guests tried to get to each of the four. . . . Not only the reporters and radio correspondents, but the congressmen and senators, the government officials and others on hand. . . . Jack Benny talked plenty about trying to put a Lucky in the President's cigaret holder, but we're doubtful about how close he could have come to Mr. Big while pointing even a cigaret at him. It wasn't obvious, but that room was mighty well guarded—as several people found after they slipped out to telephone. . . . Earl Godwin awarded FDR an honorary membership in the Radio Correspondents Club. After all, FDR has lasted on the air longer than any other commentator with the exception of—stop us if we're wrong—Lowell Thomas.

★ ★ ★

● ● ● Followed on Tuesday by Tom Joyce's appearance before the Washington Ad Club—with more representation from government departments and capitol hill, as well as the biggies of local business life. . . . Carleton Smith did a bangup job in arranging this luncheon. . . . Of course, radio came out second best in one respect: A special news broadcast was piped in from a local station. The announcer quoted the local power company as declaring that WPB's brownout order was "drastic," and that it should mean saving in Washington of "twelve to fifteen tons of coal per year." . . . Carleton finally corrected the figure to "twelve to fifteen thousand tons" as he introduced the horrified president of the power company. . . . The next night came the dinner tossed to America's typical farm couple by WNAX, the Cowles station in Yankton, S. D. It was a fine dinner at the Statler, honoring a lovely couple and their children. . . . The emphasis was on the Republican side, leading us to suspect that the guests of honor—who hail from Minnesota—lean that way. Senator Shipstead of that state was on hand, but not Joe Ball. . . . Republicans Case and Wakefield represented the commission, and the entire congressional delegation was of the same party. . . . All of which occurred to us later. We were too busy enjoying ourselves there to think of it while at the Statler.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

A COUNCIL on radio journalism to train newscasters was organized at a meeting Thursday afternoon in the LaSalle Hotel, when representatives of the American Association of Schools and Departments of Journalism met with the radio news committee of the National Association of Broadcasters. The council is made up of five members from schools and five from the radio industry; I. Keith Tyler, director, Office of Radio Education, Ohio State University; Wilbur Schramm, director, School of Journalism, University of Iowa; Mitchell Charnley, professor of Journalism, University of Minnesota, and Floyd Baskette, Emory University, Atlanta, Ga., representing education institutions. The broadcasting industry members are: Carl Koerper, KMPC, Kansas City, Mo.; Arthur Stringer, National Association of Broadcasters; William Brooks, director of news and special events, National Broadcasting Company; Paul White, news editor, Columbia Broadcasting System, and E. R. Vadeboncoeur, WSYR, Syracuse, N. Y.

An open meeting of the Chicago Radio Writer's Guild will be held Wednesday, Jan. 31, to discuss the kind of radio scripts now in demand and the kind that will be wanted in the future. Speakers will be L. T. Wallace, president of Wallace, Ferry, Hanley Advertising Agency ("Grand Hotel"); Myron Golden, assistant continuity editor of the NBC central division ("Author's playhouse"), and Sherman H. Dryer, WGN-Mutual producer ("Human Adventure"). Meeting will be held at 7 p.m. in Room 800, 203 North Wabash Avenue.

Niles Trammell, NBC prexy, was in Chicago last week for the 1944 NBC All-County Survey presented at the Stevens Hotel on Wednesday.



Edward Petry & Co., National Representative

SOUTHWEST

THE Laurel Land Memorial Park has renewed yearly contract for "Music That Inspires," heard each Sunday at 8:45 a.m. over KGKO, Fort Worth. Dr. W. S. Palmer, optometrist has signed a contract for a year's announcement schedule over KGKO, and James K. Wilson Company is sponsoring a quarter-hour Saturday evening program titled "The Sportsman's Corner" also on KGKO. Eston Pace, KTSA, San Antonio, announcer, is the latest staffer to join the service. Pace leaves to become a Marine.

Al Horton, formerly with KRLD, Dallas, has joined the announcing staff of KWBU. Newcomer to the news room of WFAA-KGKO, Dallas, is John Steele, who comes from KFBI, Wichita, Kansas.

Edward R. Murrow, CBS European news chief, made a special quarter-hour broadcast over KTSA, San Antonio, recently. Murrow was on a trip around the country and stopped off to visit with KTSA staff members. Former KTSA news chief, Charles C. Shaw, is now a member of the CBS news staff in Stockholm.

Well known in Texas radio circles, Mack O. Mitchell has been named manager of the Majestic Theater in San Antonio. Mitchell is still active on the airlines, appearing on the Interstate Theatre's "It's Showtime" broadcasts, heard each Sunday over the Texas Quality Network.

Gum Firm's Second Show Starts March 18 On MBS

Gum Labs., Inc. of Chicago, will sponsor a musical program on MBS beginning Sun., March 18, 1:30-2 p.m., EWT, it has been announced. Ivoryne will be commercialized, and the program will be entitled, "Hello, Sweetheart, Hello." McJunkin of Chicago is the agency for Gum Labs., Inc.

"Hello, Sweetheart," also sponsored by Gum Labs., Inc., is currently heard on the Blue Network, Saturdays, 5:45-6 p.m., EWT. A renewal of contract became effective Dec. 15, for 52 weeks, ending Dec. 15, 1945.

Will Make ETs

Enoch Light and his orchestra have been signed to do another batch of Lang-Worth transcriptions.

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

★ AGENCY NEWSCAST ★

TWELVE NEW MEMBERS have been accepted by the board of governors of Co-operative Analysis of Broadcasting. New members are Atherton & Currier, Inc.; John Blair & Company, Canadian Broadcasting Corporation, University of Chicago; Richard A. Foley Advertising Agency, Free & Peters, Inc.; Grey Advertising Agency, Inc.; Mason United Advertising Agency, Ltd.; Ohio State University, James L. Saphier, Sutherland Abbott and Frederic W. Ziv Company.

RALPH BUTLER is now daytime production supervisor in the radio division of Young & Rubicam. Butler started his radio career with the advertising agency in 1938, beginning as an assistant producer and ultimately handling full production assignments on many Y & R shows, including this season "Adventures of the Thin Man," "Joyce Jordan, M.D.," "Hop Harrigan," and "Bulldog Drummond."

OLIAN ADVERTISING CO. reveals that Harold Arthur Thomas, executive in the St. Louis office, has been appointed a vice-president in charge of merchandising and new product development. Thomas in his many years connection with the Shell Oil Co. was manager of package goods sales and later retail merchandising manager.

Capt. Tom Knode Named Assistant To Sid Eiges

(Continued from Page 1)

NBC press department in New York, it was announced yesterday by Sydney H. Eiges, manager of the department. Capt. Knode joined NBC as a news editor in 1938 and in 1940 was appointed director of the Washington news department. He left the network in March, 1942, to enter the Army as a second lieutenant. Capt. Knode served overseas for a year, was wounded in action and received the Distinguished Service Cross and Purple Heart. In October, 1943, he was named manager of the NBC press department in Washington.

AVAILABLE RADIO EXECUTIVE

Script editor, supervisor and writer of two of the leading night time dramatic shows on the networks (figures by Hooper and Crossley) desires to make a change.

CAPABLE TAKING COMPLETE CHARGE PRODUCTION AND SCRIPT DEPARTMENTS.

Write Box 117, RADIO DAILY, 1501 Broadway, New York 18, N. Y.

DOHERTY, CLIFFORD & SHEN-FIELD, INC. have added Virginia Scussel in their copy department. Prior to her joining the agency she was associated with the Compton Agency for two years.

FREDERIC W. ZIV COMPANY has been retained by the Ralph H. Jones Advertising Agency to package and produce the daytime serials "Mary Foster, Editor's Daughter" and "Hearts in Harmony," for their client Kroger Grocery & Baking Company.

BISHOP & COMPANY, INC., Los Angeles, manufacturers of candy bars, have appointed the Franklin Bruck Advertising Corp. to handle their advertising, effective immediately.

EQUIPMENT

New Bendix Outlets

Ten new distributing firms to handle the post-war line of Bendix radios were named by Leonard C. Truesdell, general sales manager of Bendix' home radio division. The firms are the Philadelphia Electronics, Inc., a newly organized firm, the Enterprise Wholesale Furniture and Stove Co. in Kansas City, Mo.; Schwabacher Hardware Company in Seattle, Wash.; Southern Bearing and Parts Co., in Charlotte, N. C.; Mid-Atlantic Appliance Distributors, Inc. in Washington, D. C.; Loyal Distributors, in Wichita, Kansas; Newburgh Distributing Company, in Newburgh, N. Y.; Crest Corp., St. Louis; Acme Floor Coverings, Indianapolis; F. A. Davis & Sons, Baltimore.

532 Free Acts Weekly

BLUE

KXEL

CLEAR CHANNEL

1540 ON YOUR DIAL

50,000 WATTS

JOSH HIGGINS BROADCASTING CO.
WATERLOO — IOWA
STUDIOS IN WATERLOO AND CEDAR FALLS, IOWA

Platter-Turner Dispute Before NLRB Today

(Continued from Page 1)

the webs by NLRB declaring that the NABET, an independent, alleges that the companies refused to bargain with them over wages and working conditions of platter turners.

Web Statements

The two webs recently issued statements of the jurisdictional determination of the NABET and the AFM over the webs' platter turners. The statements were issued by Niles Trammell, president of NBC, and Mark Woods, president of the Blue.

The letters were dispatched to Allan T. Powley, president of NABET, pointing out the webs' decision not to bargain with either union until the question of jurisdiction had been determined. Pending such a decision, they expressed the hope that the status quo would be maintained and wartime broadcasting would not be hampered by any interruption of service by the platter turners, the employees who operate the record playback equipment and who put on, turn and take off recordings used in broadcasting.

Other portions of the correspondence from the two web presidents were divulged by the NLRB in which they disclosed to the NABET that they were unable to bargain with them because Petrillo threatened to call out the AFL musicians in a series of strikes in retaliation. Trammell recalled that it had prevented a strike of Hollywood musicians on the Jack Benny show last Dec. 3 only by agreeing to Petrillo's demand that the network refuse to recognize the NLRB certification of the independent union as bargaining representative for platter turners in stations outside Chicago.

Will Give ET Version

Believing that the four major networks broadcast of the all-star March of Dimes benefit program "America Salutes the President's Birthday" is scheduled too late in the evening for a great many of the listeners, WNYC plans to record the program and broadcast it at 9:00 p.m. the following evening, January 31. The net airing of the show will be from 11:15 p.m. to 12:15 a.m. Tuesday January 30.

★ PROMOTION ★

Indie 25th Anniversary

The first station to bring to our attention its plans to commemorate the 25th anniversary is KMBC of Kansas City, Missouri. E. P. J. Shurick, sales promotion and publicity director, has taken the progressive step—has written a letter and composed a questionnaire which are being sent to all "American broadcasting stations." A paragraph from the letter explains adequately the purpose of the promotion: "In recognition of this event KMBC advertising during the next year is being dedicated by Arthur B. Church, KMBC's founder and president, in salute to those stations which have contributed so much to the growth of this great industry.

"Starting with a full page on WWJ of Detroit as an American pioneer broadcaster, it is the plan of KMBC to mark the milestones of this industry's progress by telling the story of those stations which made history."

KCMO Program Schedule

With the January 15 issue of KCMO's monthly program, schedule has been issued in a new style designed to facilitate the checking of programs and availabilities. Each program is keyed to indicate immediately whether network or local, commercial or sustaining. Local commercial pro-

Montreal Church Group Seeks Ban On "Thrillers"

Montreal—The Montreal Presbytery of the Presbyterian Church in Canada asks that "radio programs of the thriller and gangster type" be banned from all Canadian radio stations, in a resolution which was passed unanimously at a meeting held under the chairmanship of Rev. C. Ritchie Bell, moderator of the presbytery.

A second resolution, also introduced by Rev. Dr. W. Standford Reid, of the life and work committee, asked that the Canadian Broadcasting Corporation, "in the interests of a large body of worshippers by radio in city, town and country" grant the use of the radio for evening religious broadcast purposes.

The presbytery, in this resolution, noted with "surprise and dismay that a Government—owned and managed radio corporation, has seen fit to refuse this evening religious service even though the Montreal Committee offered to pay full commercial rates; such refusal being in effect, a denial of the principles of freedom of wor-

NBC Handbook

A handbook for the new NBC University of the Air series, "Home Is What You Make It," is now available to listeners. Designed to supplement the series with background information on various aspects of homemaking, book was written under the supervision of Jane Tiffany Wagner, Director of Home Economics. Each chapter contains a comprehensive bibliography of suggested reading on the subjects which include family relations, housing, food and nutrition and others.

WINN Bulletin

Titled "Blue Pointers," WINN sends out a large size monthly bulletin which gives a breakdown of their program schedule for that period. Under the classifications of news, drama, forum, children's programs, music, comedy and variety, the station lists the titles and times on the air for the benefit of their Louisville, Ky. listeners. The bulletin is distributed among the 12 Louisville public libraries, as well as all the school and college systems, women's groups and civic organizations in the entire vicinity.

grams open to participating sponsors are so designated. Complete, simple key is to be found beside each program listing.

Transcribed Shows Off WJZ Beginning Feb. 1

WJZ's plan to eliminate transcribed programs between the hours of 8:30 a.m. and midnight will become effective February 1, John H. McNeil, station manager, announced Friday. Two transcribed shows on the station will be permitted to run until the end of their present contract but will not be renewed. The new policy, McNeil said, will in no way affect transcribed announcements, nor the use of recorded music on live programs.

ship, laid down as a fundamental right in the Atlantic Charter."

Members of the presbytery acted in connection with radio thrillers "in view of the fact that responsible educational and medical opinion are agreed that radio programs of the thriller and gangster type are definitely harmful to the mental and bodily health of our Canadian children." The action of the pediatrics section of the Canadian Medical Association in requesting such a ban was cited.

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.

Northwest Likes BMB; 75% Sign With NAB

(Continued from Page 1)

dent of KIRO, CBS, Seattle, opened up the signing stampede by presenting a signed check with his signed contract.

Representing the AAAA, Miss Frankie Coykendahl, vice-president in charge of media of Botsford, Constantine and Gardner, after Feltis presentation, said, "It is our fervent hope as agencies that all stations will co-operate. This is the answer to the national agencies' prayer for standard measurement that we have needed for years."

"It has horse sense," George Weber, vice-president, MacWilkins, Cole & Weber, Seattle, and president of Pacific Advertising Association, which has just concluded a conference in Portland, stated, and added, "It has all the practical approach such a plan should have, and it fits with the theme of our conference—a challenge for post-war selling. If the plan is uniformly accepted, it can be a milestone in radio progress."

Harry Spence, KXRO, Aberdeen, Wash., 17th district director, presided over the meeting sessions which opened at 10 a.m., Monday and will continue through Tuesday.

NAB President J. Harold Ryan reported on NAB activities and objectives at the morning session, followed by John Morgan Davis with a report on labor matters.

Special guests present are Jennings Pierce, NBC, Hollywood; Ed Bucklew, CBS, Hollywood; Jerry King, Standard Stations; Bob Morrison, NBC Recording; Marion Sabatini, OWI, Washington, and Lou Kiplinger, OWI, San Francisco.

Stations signing by Monday afternoon were: Oregon-Albany, KWIO; Baker, KBKR; Bend, KBND; The Dalles, KODL; Eugene, KORE; Grant Pass, KUIN; La Grand, KLBM; Coos Bay, KOOS; Medford, KMED; Pendleton, KWRC; Portland, KALE; KGW, KEX, KOIN; Roseburg, KRNR.

Washington: Aberdeen, KXRO; Centralia, KELA; Everett, KRKO; Longview, KWLK; Seattle, KEUR; KIRO, KOMO, KJR, KRSC; Tacoma, KMO, KVI; Vancouver, KVAN; Walla Walla, KUJ; Yakima, KTYW.



"Hey, you correspondents — cable this to WFDF, Flint!"

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

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

Canada Tele Outlook Discussed By CBC

Montreal—Television prospects in Canada were discussed at meeting of CBC governors by Dr. Augustin Frigon, general manager of CBC.

Dr. Frigon made it clear that he had not meant in former statements to give the impression that this type of broadcasting would not be available to the general public for another 15 or 20 years. However, he did feel that it would be some time before it would be ready for the public to the extent that the present system of network broadcasting is now available to almost every home in Canada. He maintained that his opinion in this regard coincided with the attitude of leading American and British authorities on television. He said that in the light of present television operations in the United States and considering the steps the CBC has already taken to further its development in Canada, it would not be logical to state that television would not be available to the general public in certain areas for another 15 or 20 years.

Dr. Frigon said that the CBC had obtained a site in Toronto for the purpose of building a television station and he added that other stations would be established across Canada in due time.

He pointed out that the CBC is represented on various inter-national committees and conferences which hold hearings both in Canada and the United States, and is constantly abreast of the latest developments in this field.

He repeated the statement he had made on previous occasions that the CBC would as soon as possible, in line with what is being done in the United States and within the scope of finances available in this development in Canada.

Senator Wheeler Cancels REC Luncheon Appearance

(Continued from Page 1)

Warren Jennings, president of the club, scurrying for a replacement speaker for the luncheon scheduled for Thursday at the Hotel Roosevelt. Senator Wheeler had been scheduled to address the REC on "What's Wrong With Radio."

PROGRAM REVIEWS

"ETERNAL LIGHT"

NBC—Sunday, January 28, 12 noon to 12:30

Sponsored by Jewish Theological Seminary in honor of the Liberation of Warsaw

Starring: Raymond Massey as narrator
A strong dramatic preaching of the trials and fortitude of the people of the Warsaw Ghetto titled "The Battle of Warsaw Ghetto" was given its third repeat performance on NBC Saturday. Raymond Massey, whose Abraham Lincoln characterization won him acclaim both on the stage and screen, narrated the moving story of Norton Wisengrad's dramatization. It was a documentary presentation well cast and forceful in its story. Tendency to be over emotional was evident on the part of some of the cast. However, Massey gave a superb reading in the narrator's role.

EARL WILSON

White Owl

J. Walter Thompson

MBS-WOR, Sundays, 10-10:15 p.m., EWT

Writers: Harry Herrmann, Virginia Radcliffe, Tom Langan, Seaman Jacobs

Producer-Director: Lester O'Keefe

Announcer: Paul Douglas

Columnist Earl Wilson ought to whisper loud enough to the radio commentator by the same name that the latter is doing a tragic job with his Mutual chores. The fifteen minutes he takes up each week are filled with corn, and the night life editor rushes delivery like a breathless schoolboy. The glamorous touch is to have a celebrity interviewed each week, and last week's victim was Ann Sheridan. Frankly, she didn't help matters any. Paul Douglas does a swell job of announcing.

JUDY CANOVA SHOW

NBC-WEAF, 10 to 10:30 p.m., Sat., Jan. 27

Sponsor: Colgate Palmolive

Star: Judy Canova

Judy Canova, streamlined hillbilly comedienne, aided and abetted with some good gags and comedy foils, "Mrs. Abigaile Uppington," "Geranium" and "Pedro," gives Colgate-Palmolive listeners an entertaining half hour on Saturdays, 10 to 10:30 p.m. Judy, radio's counterpart of Elvira of Weaver Brothers fame, is a city-broke hillbilly when she comes to timing gags and making the most of punch lines.

Saturday's funfest had much to do with a coming out party for Miss Canova. Comedy situations were woven around Mrs. Uppington's sage advice; the mirthful mouthing of "Geranium," her colored maid and the broken English of "Pedro," her hot tamale handyman. Music was furnished by Opie Cates and his orchestra.

The program originated in Hollywood.

"DANNY O'NEILL, SONGS"

CBS, Monday through Friday, 11:15 p.m. to 11:30 p.m., EWT

Sustaining

Danny O'Neill, who reached the CBS airwaves via the Navy and WBBM, Chicago, looks like the fair-haired boy among the web's male vocalists. He is a promising young tenor at his best with pop ballads and Irish standards. He possesses good diction as well as a fine voice. Tenor is aided in his vocal programs with the special musical arrangements of Ruby Newman and his excellent 20-piece orchestra.

Gets AFRS Post

Los Angeles—The appointment of Lt. Charles D. Spangler, CWS, as Public Relations Officer was announced by Col. Thomas H. A. Lewis, Commanding Officer of Armed Forces Radio Service. Lt. Spangler formerly was a member of the editorial staff of the Hollywood Reporter and a studio publicist, and had been stationed in Washington prior to his appointment to his present post.

Guest Conductor

Mounting the podium of the Boston Symphony Orchestra February 3, will be guest conductor Richard Burgin, who will conduct the orchestra's weekly Saturday night concert over WJZ and the Blue Network, from 8:30 to 9:30 p.m. Burgin follows George Szell, Metropolitan Opera conductor, who has been in charge of the last two concerts. The soloist with Burgin will be Witold Malcuzyński, pianist.



WALTER COMPTON BACKGROUND FOR NEWS

add WLAY to his sponsor list

- WATCH THIS LIST GROW
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|------|------|
| WSIX | KFRE |
| KALE | WHIT |
| WMOB | WBTA |
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| WGOV | WEBR |
| WSAY | CFJZ |
| WJHO | 4YN |
| KOL | WLAY |

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

DeMille Off Lux Show; Appealing Court Edict

(Continued from Page 1)

it makes it unlawful for a labor organization or a union to levy an assessment upon any of its members to raise funds for participation in a political campaign or to punish any members who refuse to pay such assessment. No action has been taken on the proposed measure.

Lionel Barrymore replaced DeMille on the "Lux Radio Theater" yesterday and may fill the post again next Monday, but no replacement has been set.

RCA Executive Addresses Philly Sales Executives

Philadelphia—Speaking before the Philadelphia Sales Executives Club at the Bellevue-Stratford yesterday, Charles B. Brown, advertising director of the RCA-Victor division of RCA, suggested a nation-wide organization of advertising and sales personnel to help labor, industry, agriculture and consumers to understand each others problems. Brown outlined an eight point program to help "the eighty-eight million young Americans who have known only depression, recession and war to build for a permanent peace, security and a prosperous economy."

Indiana Station Aids Teachers College Course

A total of \$15,000 worth of radio time was donated by WBOW, Terre Haute, Ind., to the Indiana State Teachers College during the course of last year, the tenth on the station for the college. During this tenth consecutive year 371 broadcasts were made taking 5,565 minutes of radio time.

The programs for the Tenth Consecutive Year were organized into 13 regular series presented at definitely scheduled times throughout the year.

this is **WOOD** 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

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

Consultants Confab Arranged By CBS

(Continued from Page 1)

of the board. R. S. Lambert, supervisor of educational programs for CBS, will also attend. Members of the board are: John W. Studebaker, U. S. Commissioner of Education; Roy Chapman Andrews, Honorary Director, American Museum of Natural History; Stephen F. Bayne, Deputy and Associate Superintendent, New York City Schools; Regina C. M. Burke, Associate Superintendent, New York City Schools; William G. Carr, Secretary, Educational Policies Commission; Paul E. Elicker, Executive Secretary, National Association of Secondary-School Principals; Belmont Farley, Director of Public Relations, National Education Association; Florence Hale, Editor, The Grade Teacher; Mrs. William A. Hastings, President, National Congress of Parents and Teachers; Harold W. Kent, Lieutenant Colonel, War Department Liaison, U. S. Office of Education; Lou La Brant, President, Association for Arts in Childhood; Charles H. Lake, Superintendent of Schools, Cleveland, Ohio; Morris Meister, President, American Science Teachers Association; Carl H. Milam, Executive Secretary, American Library Association; Jane E. Monahan, Chairman Radio Committee, Department of Elementary School Principals, National Education Association; Lilla Belle Pitts, Chairman School of the Air Committee, Music Educators National Conference; and Mrs. Beulah Keeton Walker, President, Department of Classroom Teachers, National Education Association.

Slater Tele Debut

Bill and Tom Slater, veteran sportscasters, will make their television debuts over Du Mont's WABD, tonight, 8:30 p.m., on the "Adams Hat Sports Parade" Program. Producer-director of the show is Bob Loewi of Buchanan & Company. The program will feature a discussion of athletic scholarships and some sports film.

SEND BIRTHDAY GREETINGS TO...

January 30

- Ida Bailey Allen Renwicke Cary
- Walter Damrosch Charles Haubiel
- Dick Kelly Lawrence W. Lowman
- Frank Marx Gene Norman
- Reg. D. Marshall
- Clarence Gilbert Cosby

OFF THE AIR

REFERENCE RECORDINGS IN CHICAGO

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

COAST-TO-COAST

— NEW YORK —

NEW YORK—Tedd Lawrence, having transferred from Mutual to WBYN, is in charge of the station's sports calendar which will take in leading sporting events nightly. Lawrence will also handle announcing. . . . Marion Kohler, currently featured in hit show "On The Town," has resumed her song program over FM station WGYN. . . . WHN again featuring the Beale Street Boys, reunited after Army service, twice weekly. Dick Gilbert, WHN singing jockey, has been awarded a certificate by the American Theater Wing in recognition of his service to hospitalized soldiers. . . . WQXR subject of an article in February issue of Readers Scope titled "The Highest Fidelity in Radio."

— NEW JERSEY —

NEWARK—WAAT's special features department is presenting a series of four broadcasts spot-lighting the Manpower Mobilization work of the community. . . . The "Coffee Club," morning feature Monday through Friday from the Hotel Sheraton, is now emceed by Vic Allen with Fred Sayles pinch-hitting on Vic's day off. . . . **PATERSON**—Bob Bright has been devoting a part of his daily "Bandstand" program on WPAT to army nurse recruiting. Recently returned army nurses have been interviewed in accounts of over-seas service.

— NEW YORK —

SYRACUSE—Lucky winners in the weekly war bond drawing financed by WFBL regular staffers have included these former engineers: Lt. Joseph Lamprech; Al Quick, CRT; Colonel A. R. Marcy; Lt. Com. Thomas Hale; Capt. James Kelley; Lt. Donald Langham and Sgt. Wm. Mueller. Only winning announcer is Capt. Leo Bolley, former sportscaster. . . . **BUFFALO**—Sam Woodall, Jr., just out of the Army, has replaced Bob Spencer on the WGR announcing staff. Bob has gone to WTAM Cleveland. . . . WGR's sportscaster, Ralph Hubbell received the CBC invitation to be guest reporter at the recent Toronto-New York hockey broadcast. Hubbell was the only American heard.

— OHIO —

DAYTON—Ranny Daly, WING's "Man On The Street," has returned to the station after two years with the Marines. Ranny's broadcasts are now originating in the studio where he interviews visiting

personalities. . . . **CINCINNATI**—WLW Buccancer Eddie Rains has a new son, less than a month old. . . . **TOLEDO**—New high was established by Toledoites on a recent Dr. I. Q. program, when so many silver dollars were paid out that sponsor's payroll was unable to meet the amount due one of WSPD's announcers carrying the mike. . . . **AKRON**—In addition to regular newscasts, WADC is now piping eight special news summaries daily into two theaters and Goodyear Aircraft Co.

— OKLAHOMA —

TULSA—"Prologue in the Public Interest" was the first in a series of 52 weekly programs titled "Inside Radio" now being heard over KVOO. Programs are designed to acquaint listeners with the broadcasting industry and will include discussions on all departments of the station. . . . More than 300 students of Tulsa Central High School participated in the 10th annual KVOO High School Day this month.

— MARYLAND —

BALTIMORE—"Hobby Club of the Air" is the title of a new series for children which started over WFBR last week. Originated by Frank Woodfield, program features interviews with youngsters who come to the studio to talk about their hobbies. Also featured on the series is Club News Time which gives the news of youth clubs and organizations. Hobby exhibits, contests and interviews with celebrities are planned for the future.

Small Tubes Forecast New Type Receiver

(Continued from Page 1)

per cent in equipment size are made possible by the smaller size of miniature tubes. In New York radio circles the consensus of opinion is that a post-war receiver embodying AM, FM, tele and shortwave will probably be marketed. Several manufacturers, it is said, are experimenting with this type.

Husing Begins 14th Season Of Track Meet Coverage

Ted Husing with the assistance Jimmy Dolan will begin his fourteenth year of broadcasting outstanding indoor track and field meets which they cover the Army-Navy mile relay at the Millrose games in Madison Square Garden, Saturday, Feb. 3. Subsequent meets which will be covered include the Boston Athletic Association, Boston, Feb. 10; New York Athletic Club, Madison Square Garden, Feb. 17; Senior National Amateur Athletic Union track and field championships, Madison Square Garden, February 24; IC4A track and field championships, Madison Square Garden, March 3; New York Chapter K of C, Madison Square Garden, March 10; Chicago relays, Chicago Stadium, March 17 and Cleveland K of C, Cleveland, March 24.


THEY listen - THEY respond to

WLS NEWS

For ten cents, WLS listeners are offered a special war map prepared under supervision of WLS News Editor Julian Bentley. First announcement is made on newscast only.

Next morning, 4,318 dimes are received. By the second day, the total is 12,237. End of the week, 39,989—and with no more announcements, the total goes to 45,744. All announcements are made on newscasts only. This long established confidence in WLS news means RESULTS!

WLS complete news, supplemented by a broad coverage of all markets, weather, and other timely information, is one of several reasons for our million letters a year.



490 KILOCYCLES
30,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO 7

RESULTS

AVAILABLE —

FOR IMMEDIATE CONTRACT

Script Writer---Producer

Strong Network Commercial Credits
Night-time Dramatic, Musicals.

All inquiries confidential

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RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 30, NO. 22

NEW YORK, N. Y., WEDNESDAY, JANUARY 31, 1945

TEN CENTS

Show-Cancelling Upheld

FCC Inquiry Looms In Deal For WINS

Washington Bureau, RADIO DAILY

Washington—Indications that FCC will scrutinize the reported sale of WINS, New York, to the Crosley Corporation for a reported \$1,700,000 by Hearst Radio was revealed here yesterday. Representatives of the FCC in New York have been delegated to begin an inquiry into the deal with a view of ascertaining if the sale price is justified.

Cincinnati—Officials of Crosley declined to comment on the WINS deal. It was learned, however, that papers had not been filed with the FCC at the time when news leaked out of the sale conference in New York.

One spokesman indicated that con-
(Continued on Page 5)

REC Calls Off Luncheon Scheduled For Thursday

Luncheon of the Radio Executives Club scheduled for Thursday at the Roosevelt Hotel was called off yesterday by Warren Jennings, president of the REC. Jennings decision to cancel the luncheon followed word from Senator Burton Wheeler that he would be unable to address the club this week.

"M. Of T." Skeds De Mille To Discuss AFRA Case

Cecil B. De Mille, who currently is off the "Lux Radio Theater" program because of his refusal to pay a \$1 assessment levied by AFRA, will state his side of the case tomorrow on the "March of Time" program over NBC at 10:30 p.m., EWT.

Reprieve

The "Dime a Tune" feature on Jerry Lawrence's "Air Theatre" program will remain intact for another week because of the overwhelming response of thoughtful listeners. Thus far, more than 1,000 dimes have been sent in by an equal number of listeners, who hear their favorite selections on deposit of a dime to Lawrence. It will be extended to Feb. 3.

A Front

On the chair next to MBS Prexy Edgar Kobak's own chair is a highly polished leather whip with eight tails at the end of it. This perplexing bit of evidence prompted the necessity for conducting a survey among the employes to learn whether the whip had ever been snapped. Results of the survey disclosed that no one has ever seen it exercised even once!

Ed Wynn Show Fades After Feb. 26 Airing

"The Ed Wynn Show" goes off the air February 26, ending its 26-week cycle with Borden's Milk, it has been announced by Young & Rubicam. Reason for it bowing out, according to the publicity department at Y & R, is that Borden's is planning its spring and summer replacement program to follow the above date.

The program bowed in over the Blue Network under the banner of "Happy Island," under the direction of Ray Knight, former program head for the Blue. Several weeks after the
(Continued on Page 2)

Late Entertainers On WJZ Will Bow Out On Feb. 17

Effective Feb. 17, Allan Kent and Austen (Ginger) Johnson will bow out of the all-night musical type of program used the past two years on WJZ (Blue) from one to seven a.m.,
(Continued on Page 6)

St. Louis Paper Campaigns Against Spot Announcements

St. Louis—Continuing its editorial campaign against alleged bad taste in newscast advertising, the St. Louis "Post-Dispatch" on Monday asked "how much longer will the big networks scramble the news with plug-uglies?"

The Pulitzer paper has printed letters of approval from listeners, Federal Communication Commissioner

WLAU is the fulcrum of many an advertiser's schedule in Northern New England. Advt.

Boston Court Denies Injunction Asked By Agency, Sponsor Against WCOP For Terminating Union Program

NABET Hearing Ends Before NLRB In N. Y.

The hearing on NABET's charge against NBC and Blue based on alleged violation of the Wagner Act with respect to platter turners was concluded yesterday afternoon before Howard Myers, Trial Examiner of the NLRB in New York.

Witnesses called were: John H. MacDonald, vice-president of NBC;

(Continued on Page 5)

Blue Network Signing Don McNeill For 5 Years

Deal between Blue Network and Don McNeill whereby he will continue for five years as emcee of the "Breakfast Club," Chicago, has reached the contract stage, it was learned yesterday. Under terms of the contract,

(Continued on Page 2)

Fly Scheduled To Discuss FCC Allocations Proposals

James L. Fly, former chairman of the FCC, will discuss "The Allocations Proposals" and Ralph B. Austrian, executive vice-president of RKO Television Corporation will
(Continued on Page 2)

Boston—A decision denying request by the International Ladies Garment Workers Union and Furman, Feiner & Co., Inc., advertising agents, for a preliminary injunction against WCOP, Boston, was handed down yesterday by Judge Francis J. W. Ford of the U. S. District Court.

WCOP is owned and operated by Massachusetts Broadcasting Corp., defendants in the action, which is an outgrowth of a suit brought by the plaintiffs to secure specific performance of a contract calling for the
(Continued on Page 6)

NAB's 17th District Again Elects Spence

Portland, Ore.—In the concluding day of their two-day session in this city, members of the 17th District, NAB, went on record unanimously endorsing the BMB (Standard Measurement Bureau) and urged acceptance by all stations in the district.

Harry R. Spence, present district
(Continued on Page 6)

CAB National Spot Ratings Announced Yesterday

First CAB ratings on national "spot" programs were announced yesterday. Esso night-timed five-minute news program ranked first; "Judy and Jane," daytime serial drama, second; Longines Wittnauer "Symphonette" program ranked third.

Hit Medley

Hollywood—Medley of Major Meredith Willson's wartime tunes highlighted Paul Whiteman's "Hall of Fame" program from Hollywood on the Blue web last Sunday. Hit tune—"Iowa"—was embellished by the fine vocalizing of Ginny Simms. Iowa, it was pointed out, is the home state of Major Willson, and tune was written in honor of the servicemen from the tall corn state.

Thinking of a new sales campaign?—don't neglect the 5000 watt power of WLAU. Advt.



Vol. 30, No. 22 Wed., Jan. 31, 1945 Price 10 Cts.

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

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

FINANCIAL

(Tuesday, January 30)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

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

OVER THE COUNTER

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

20 YEARS AGO TODAY

(January 31, 1925)

New orchestra heard over WEAJ, New York, the other evening was that listed as Ben Bernie and His Hotel Roosevelt Orchestra. Program heard from 11 to 12 p.m. presented a variety of dance music. . . John McCormack is receiving numerous requests to repeat the song "Mother Machree" over the air.

WHO OVERLOOKED \$50,000 TO FIND THREE SELECTED COINS?

SEE PAGE 7

Coming and Going

H. R. BAUKHAGE, NBC commentator, off to Orlando, Fla., via Army Transport Command Plane at the invitation of the AAF. He will participate in the Senior Short Course, whereby Army officers and chosen civilians are acquainted with the latest techniques of the enemy.

ARTHUR GODFREY, early morning feature star on two CBS-owned stations: WABC, New York, and WTOP, Washington, arrived yesterday in New York, from where his programs will emanate for the next few days. He usually broadcasts from the Nation's Capital.

E. J. "MIKE" HUBER, sales promotion manager of the central division, Blue Network, is in Gotham for a series of business meetings which will keep him here for about a week.

EVERETT MITCHELL, NBC's "Voice of the Dairy Farmer," was in Denver on Monday to address the Annual Agricultural Meeting of Colorado State College of Agriculture and Mechanical Arts on the subject, "Why the Farmer Needs a Voice."

MARION CONNOLLY, of Benton & Bowles, who spent the recent cold spell comfortably ensconced on the warm sands of Florida, has resumed her chores at the agency. Marion is executive assistant to Walter Craig, radio director at B & B.

EDGAR KOBAK, president of Mutual, had lunch with President Roosevelt in Washington yesterday. The same afternoon Kobak visited Mutual affiliates in the vicinity. He's expected back today.

SHEP CHARTOC, former WBBM-CBS publicity director in Chicago, is in town on a business mission for the radio department of the Music Corporation of America.

HARRISON EAGLES, announcer on WPAT, Paterson, N. J., off to Hollywood for movie and television work at the Paramount and Du Mont studios in the film capital. He'll stay with Dick Haymes, an old pal of the coffee-and-doughnut days.

GORDON BROWN, president and chief engineer of WSAY, Mutual outlet in Rochester, N. Y., is again at his upstate headquarters, following a visit at the New York offices of the Mutual web.

WILLIAM ALEXANDER, of the Lawrence H. Selz Organization, Chicago publicity counsel, returned to the Windy City on Friday following a short stay in New York.

H. L. McCracken, manager of KQRS, Mutual outlet in Rock Springs, Wyoming, visited Gotham on business, and is en route home again.

Ed Wynn Show Fades After Feb. 26 Airing

(Continued from Page 1)

initial program, he was succeeded by George McGarrett, who is the current director. Premise of the program accented fantasy-comedy, but was soon changed to regular gag-comedy.

Wynn announced that the expiration of his contract will permit him to resume his round of visits to the servicemen of the Purple Heart Circuit, G. I. hospitals throughout the country.

In a statement released by Stewart Peabody, advertising director of Borden's Company, the Borden's Company wished to thank Wynn for his services and to wish him well. The release also said that the program, beginning March 5 in the same time, Mondays, 9-9:30 p.m., EWT, is planned to be of springtime musicale variety show format, with details to be announced in the near future.

Sutherland Reappointed

George Sutherland, production manager of WOL, Washington, D. C., has been reappointed to the program manager's executive committee NAB.

Fly Scheduled To Discuss FCC Allocations Proposals

(Continued from Page 1)

speak on "Merchandising Television Receivers," at the Television Press Club luncheon, Tuesday, Feb. 6 at the Hotel Sheraton. It will be Fly's first address on matters pertaining to the FCC since resigning the chairmanship a few months ago.

Blue Network Signing Don McNeill For 5 Years

(Continued from Page 1)

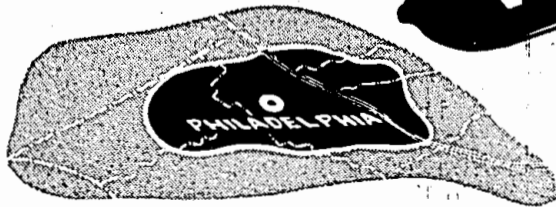
according to reports McNeill is a free agent to negotiate for night time shows on all networks and for television. It was rumored in New York past few days that McNeill had other network offers.

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



ON TARGET!

"PATTERN BROADCASTING" OVER STATION WDAS COVERS PHILADELPHIA



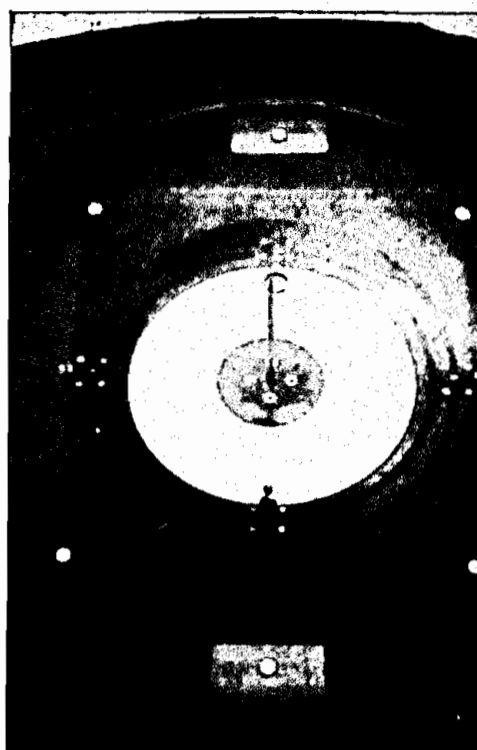
Cover your market with a package of spots that cover the day.

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



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.



"Lee Carson," writes an editor, "is doing one of the outstanding reporting jobs of this war. From the battle front, essentially a man's world, this girl is filing stories that do credit to INS and to every radio station and newspaper that uses them."

We think so, too. "This girl," however, despite her years, has had long and varied experience in newspaper reporting.

Lee Carson has covered national political conventions. She's had experience as a White House correspondent, at the busy INS cable desk in New York, with the INS London Bureau covering important assignments. Her story as the first American woman to fly over the battle area during the terrific bombardment of German defenses at Cherbourg will be remem-

bered as a high-water mark of graphic reporting.

It was Lee Carson who scored a resounding scoop over all opposition when she flashed the capture of Lt. Gen. Carl von Schlieben, Nazi commander of Cherbourg. She was with the U. S. First Army and painted a vivid word picture of the nearly-successful German counter-offensive in Belgium.

Day by day INS steadily gains favor with news-conscious station managers. Lee Carson and Jim Kilgallen, Clark Lee and Thurston Macauley, Richard Tregaskis and dozens of other INS correspondents overseas have sent a steady flow of spot news and feature stories made to order for radio.

In specialized news and feature writing, INS leads in local, national and world-wide services.



INTERNATIONAL NEWS SERVICE

235 EAST 45TH STREET, NEW YORK 17, N. Y.

BOSTON SYMPHONY REVIEWS

by Leading Radio Editors

JAN. 27th CONCERT

Haydn's Symphony No. 97 in C Major
Hindemith's Metamorphosis on Themes of Weber
George Szell, Conducting

CARL GULDAGER

Chicago Daily News
Chicago, Ill.



The classic charm of a Haydn Symphony, the brilliance of a contemporary work, a short history of the coal industry—with a plug for a "ripple flow" grader!

There's a capsule review of the Boston Symphony broadcast sponsored by Allis-Chalmers over the Blue, Saturday last; a broadcast of dignity and musical merit with a deft commercial counterpoint.

There was color and excitement in the music, and George Szell's conducting brought an artistic and full-toned performance from the orchestra.

Haydn's melodic "97th" Symphony echoed all the folk-tune gaiety and naturalness that was his inspiration.

The modern piece was Paul Hindemith's currently popular symphonic Metamorphosis on Themes by Carl Maria Von Weber. A variations composition, the Metamorphosis was presented as rich and exotic as an Oriental tapestry.

FEBRUARY 3rd PROGRAM

Brahms' Variations on a Theme of Haydn

Chopin's Concerto No. 2 in F Minor
Richard Burgin Conducting
Malcuzyński, Soloist

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 . . . !

● ● ● Credit Natalio Napp, former Wm. Morris exec. with calling our attention to a remarkable coincidence . . . several seasons ago a very popular NBCCommercial, "Showboat," was riding the airwaves with Lanny Ross, one of the stars of the floating theater which was named 'Cotton Blossom'. Somewhere in New Guinea, the "This Is The Army" troupe was given a ship which it named 'Cotton Blossom' . . . and the officer, assigned to the ship by the Army Special Services, is none other than Captain Lanny Ross. . . ● Wonder if the FCC is aware of the practice of a foreign language commentator at station WHOM, in Gotham who specializes and commercializes on obituaries . . . straight announcements, five dollars; with organ background, ten dollars and for fifteen bucks he provides singing canaries . . . (and if someone offers a half-century note he'll probably get the key to the Pearly Gates). . . ● Larry Marks, scripter on the Jack Carson-Campbell CBSouper, has been signed to write material for Carson's next Warner Bros. flicker. . . ● Honorably discharged from the Air Corps with several Jap planes to his credit, baritone Charlie Bell leaves for Montreal where he opens Monday at the Mount Royal Hotel with beaucoup air time . . . he's headed for the top.

★ ★ ★

● ● ● Jerry Devine, scripter-producer of the first-rate NBCrime series "Mr. District Attorney" is dickering with Warwick & Legler to do another mystery program. . . ● That's a novel and listenable program dished out these mornings at 10:30 via the Blue titled, "Sunny Side of the Street." . . . Novel, for its being a 'musical soapera,' written by Jane Ware. . . Listenable, for the vocalisthenics of Ilene Woods and Tommy Taylor. . . ● An important agency may soon sponsor a series of half-hour dramatic programs, adapted for the air from Fannie Hurst's novel, "Lummox," by Ruth Adams Knight . . . series will star Betty Garde who did such a fine pinch-hitting job recently for Ethel Barrymore. . . ● Robert Merrill's initial recording stint for Victor will be an album comprising the score of the Mike Todd musical, "Up In Central Park." . . . he'll be teamed with Jeannette MacDonald. . . ● Lawrence Tibbett will pinch-trill beginning March 4, for James Melton on the Texaco CBStar Theater during the five weeks of the latter's concert tour. . . ● Ransom Sherman, NBCComic of the "Mirth & Madness" series, leaves the program February 17 and will head for the coast. . . ● Following in the footsteps of Dinah Shore, Eddie NBCantor's new discovery Nora Martin will not be renewed on the Cantor program next season . . . instead she'll star in her own program with the comedy antics of Bill Grey, also heard on the 'Ipana & Sal Hepaticapers'.

★ ★ ★

● ● ● Tedd Lawrence, sports director at WBYN, currently heard with blow-by-blow descriptions of about fifteen fights per week from metropolitan rings, was himself a boxer . . . at one time, Tedd held the flyweight championship of New York and Florida, retiring undefeated in forty-four fights. . . ● Katherine Anderson, of the CBSshow "Amanda," will be seen in a featured dramatic role in George Kelly's new play "The Deep Mrs. Sykes," which goes into rehearsal next month under the supervision of Stanley Gilkey. . . ● Held over for another four weeks at the Roxy in Gotham, the entire 'Zanzibarevue' will continue to double between the movie palace and the Erbe-Howard bistro. . . ● Originally engaged but for four weeks, songstress Vickee has been signed for her third series of 13 programs sponsored by the Todd Shipyards via WNEW. . . ● Announcer Al Reid suggests that the next War Loan Drive be called 'The Lucky Seventh' . . . sounds like a natural to us.

★ ★ ★

— Remember Pearl Harbor —

CHICAGO

By BILL IRVIN

REASON behind Boyce Smith withdrawal from Blue's Three Romcos after three years as tenor is that he is completing his final semester in dentistry school and his profs threatened to flunk him unless he stopped cutting class on Monday and Saturday mornings in order to appear on the Breakfast Club.

Don McNeill, Breakfast Club emcee, is biographed in the January issue of "The Queen's Work" by Father Leo P. Wobido, who concludes his article with "Suggestion for 1948: McNeill for President."

Sunday, Jan. 21, was WBBM day at the USO center, with about a hundred WBBM staffers, artists, executives, engineers and stenographers tossing an all day party for a thousand service men.

After 26 months service in the Navy, NBC Baritone Edward Davies has returned to his former program.

Leaves Ziv Organization

Jack Berch has resigned from the Frederic W. Ziv Company, to re-enter the field as a free lance radio artist. Berch's most recent program was Jack Berch and his Boys, aired on the Blue Network by Kellogg and packaged by the Ziv office.

Dual Anniversary For Block

Martin Block on Saturday will celebrate not only his 42nd birthday but also his 10th anniversary as master of ceremonies on "The Make Believe Ballroom," record program broadcast over WNEW.

AVAILABLE RADIO MUSICAL DIRECTOR

Fifteen years' uninterrupted Radio experience on prominent stations. Capable of taking complete charge of music department either for individual station or for an agency. Write RADIO DAILY, Box 118, 1501 Broadway, New York 18, N. Y.

"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.

FCC Inquiry Looms In Deal For WINS

(Continued from Page 1)

Summation of WINS deal would give WLW a New York outlet and would result in the interchange of programs originating in New York and Cincinnati. It was pointed out too that such an arrangement would have added commercial value to the Crosley station in the marketing of time.

Schroeder Comments

Willard Schroeder, who was made general manager of WINS last fall, announced that his position remains the same and the staff remains intact as long as the station is under the Hearst jurisdiction. He added that he was not able to make any predictions or assertions re the aftermath of Crosley's eventual possession of the station. Regarding his own status, Schroeder, who has been with the Hearst interests for the past 11 years, pointed out that if the FCC sanctions the sale, he does not know what he himself will do, adding that his personal plans were in the nebulous stage at this point.

In the RADIO DAILY issue of January 22, Schroeder announced plans for revamping the station's program, promotion and sales policies, for the purpose of obtaining for the station greater recognition in the New York metropolitan area. Schroeder said there was nothing more he could announce concerning them until further action is evidenced.

Dallas Greets Paul Porter On Army Inspection Tour

Dallas, Tex.—Paul Porter yesterday was introduced to Dallas as Chairman of the FCC, the successor to James L. Fly, native of Seagoville. Porter flew into Dallas with other FCC members on a tour of the nation's army installations. Radiomen from over the state gathered here to greet them on their only Texas stop-over.

Fleming Gets New Post With Blue Publicity Dept.

George Fleming, for last three months a member of the Blue Network publicity staff, has been made publicity manager of the network's co-operative programming department.

Prior to joining the Blue, Fleming was a script writer for Transradio and is a veteran New England newspaperman.

WHO'S WHO IN RADIO

FREDERIC W. ZIV

FREDERIC W. ZIV studied law at the University of Michigan, got his LL.B., passed his bar examination and returned to his native Cincinnati to become a member of the bar but, like so many others, once out of Ann Arbor, he forsook law and turned to other pursuits, in his case, creative writing. After two of his books were published (THE BUSINESS OF WRITING and THE VALIANT MUSE, G. T. Putnam's) he decided to try his hand at radio. Today Ziv-produced programs are probably broadcast on more stations for more sponsors than any producer in the nation. He traveled the nation with transcriptions under his arm, personally accounting for 75 per cent of his firm's sales. Today an organization of 75 people account for sales and production and Ziv devotes his talents to running the show. His interests are many. He is active in War Chest, Welfare Fund, Boy Scouts, and charitable drives and functions in Cincinnati. He is interested in an independent film producing company. Married to his campus sweetheart, the Zivs have two children, Fritzie age 12 and Billie age nine. Formerly an ardent golfer he has given up the game to devote himself to the hobbies of his children, horseback, swimming, mineralogy, and carpentry. He is one of the few business men we know who can be seen week-ends with his children bicycle riding, roller skating, sledding in season. The only hobbies he retains are his early love for poetry and his more recent passion for gin-rummy. Says Ziv "I play a helluva game of gin." Stand in line boys, ye editor saw him first.



"Versatile"

Movie Producer Uses Radio For Box Office Buildup Special Children's Program Arranged For CBC Network

Utilization of radio as a promotion medium for Hollywood films was expanded earlier this week, when Universal Pictures broadcast a transcribed synopsis of its new film, "The Suspect," over six leading independent stations in New York: WMCA, WEA, WOR, WJZ, WNEW and WQXR.

Hitherto, radio promotion tie-ups for various films exploited in the past resorted mainly to spot announcements, or sponsorship of various programs for a brief period of time, while the film was being exhibited in the metropolitan market.

Exploitation of the film, "The Suspect," with Orson Welles in the transcription, in radio occupies a full half-hour program.

Ceremonies at Criterion

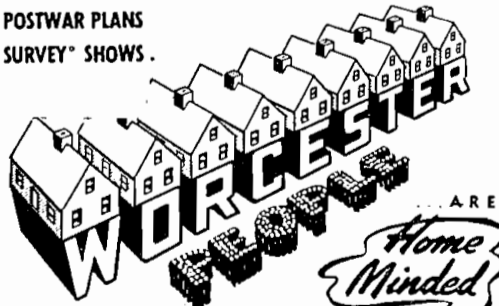
Feen-a-mint's "Double Or Nothing" show originated from the Loew's Criterion Theater, as a salute to the film. The program was carried over the complete Mutual network. James Ronald, author of "The Suspect," was interviewed by Maggie McNellis and Herb Sheldon over WEA, making for a three-way discussion as to the picture's merits. A question-and-answer period was highlighted over WHN.

Programs on other radio stations will be utilized for the same purpose.

Montreal—One of the outstanding musical events of the season will take place next week with the concert and radio presentation of Gabriel Pierre's "Children's Crusade" by the Toronto Symphony Orchestra, the Mendelssohn Choir, and a children's chorus of 250 voices, under the direction of Sir Ernest MacMillan. The performance, originating in Massey Hall, Toronto, will be broadcast over CBC's Dominion network, Tuesday, February 6 at 9:00 p.m., EDT.

The children's chorus was chosen from among the children of Toronto's public schools. Aged from nine to 14, the 250 members of the group have been trained intensively since September for the performance this next month. The selection of the young singers was made under the supervision of Emily Tedd, former head of music in the public schools.

POSTWAR PLANS SURVEY SHOWS



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

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.

NABET Hearing Ends Before NLRB In N. Y.

(Continued from Page 1)

Mark Woods, president of the Blue Network, and Allen T. Powley, president of NABET. The attorney for the NLRB was Allan Pearl.

At the conclusion of the hearing, the trial examiner indicated that his intermediate report would be filed with the NLRB in due course. No indication of the outcome was given. The hearing concerned the negotiation in January 1944 between the network companies and the AFM, at which time Mr. Petrillo insisted that platter turners be members of the Musician's Union and all stations operated by the companies as well as in Chicago where musicians have been doing this work for a number of years.

NABET claims that under its collective bargain agreement with the company the work should have been done by engineers.

In November 1944, following a hearing in a representation case before the board, the board decided that the engineers should have this jurisdiction at all points other than Chicago and that the musicians should continue to be in Chicago.



THE TIME to spring into action is all the time, as far as Weed & Company is concerned. Delivering good times on good stations, Weed treats time as its full-time business, which means more business for its stations.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

WHO IS RADIO'S HUMAN ADDING MACHINE?

SEE PAGE 7

Spot Anns. Criticized In St. Louis Editorial

(Continued from Page 1)

few parts of the body from skin to viscera. "In a news broadcast," the editorial says, "an objectionable plug is particularly obnoxious."

The "Post-Dispatch" repeats the suggestion of an earlier editorial, which pointed out that its own station, KSD, had stopped objectionable sponsorship of its news and interruption of news by middle commercials. The editorial says individual stations will not eliminate popular network programs because of distasteful advertising and challenges the networks to show leadership in "cleaning up" news commercials.

Wakefield wrote, "I approve very heartily of the position taken in the editorial. I hope you are effective in bringing about a change." D'Arcy wrote, "Keep up what you have suggested. Some commercials intrude and kill rather than excite a selling response."

White protested that the first editorial of the campaign showed lack of knowledge of CBS policy. He said CBS for 10 years had not permitted sponsorship by objectionable advertisers and said CBS did not agree that middle commercials "are, per se, objectionable." He said his chain had cut out plugs which preceded important news.

White demanded if KSD were consistent, asking if it broadcast "a network news program sponsored by a company whose product seems designed to cure indigestion and hangovers." White added, "if KSD has certain policies with regard to local news programs and yet permits network-produced programs to deviate from its standards, then it seems to be arguable that a chain is sometimes as weak as its strongest link."

New Air Force Program Covers Rehabilitation

Hollywood—What the Army Air Force is doing to rehabilitate returned flyers will be portrayed in a series of live dramatic shows presented on KFVB by the Santa Ana Army Air Forces Redistribution Center, which started Sunday. The programs will be heard each Sunday from 1:45 to 8 p.m.

Captain John Bogue, Sergeant Hal Levy and Pfc. Ben Norman will write and produce the shows, which will use men from the Santa Ana base and from the First Motion Picture Unit.

**WHO READS
SHAKESPEARE IN
OTHER PEOPLE'S
MINDS?**

SEE PAGE 7

Court Refuses Injunction Plea, Upholds Program-Cancelling

(Continued from Page 1)

furnishing of broadcasting facilities for the period between Aug. 15, 1944 and Dec. 29, 1945.

In denying the petition for an injunction the jurist wrote:

"Having heard the parties on the plaintiffs' application for a preliminary injunction under Rule 65, and after examination of affidavits submitted by the parties, the court makes the following findings and orders:

Text of Opinion

"(1) The plaintiff, Furman, Feiner & Co., Inc., is a corporation organized and existing under the laws of the State of New York and is a citizen of that state. The plaintiffs Simonetti, Giardina and Antonini are president of the executive board, president of the general council and general secretary, respectively, of the International Ladies Garment Workers Union, Local 89, an unincorporated association organized under the laws of the State of New York. The said plaintiffs and other members of the International Ladies Garment Workers Union, Local 89, are citizens of and reside in the State of New York. The defendant is a corporation organized under the laws of the State of Delaware with a usual place of business in the City of Boston, Commonwealth of Massachusetts.

"(2) This suit is brought to secure specific performance of a contract dated July 20, 1944, a true copy of which is annexed to the complaint and referred to therein as Exhibit A. Under the terms of the contract the defendant agreed to furnish broadcasting facilities to the plaintiffs for the period between Aug. 5, 1944 to

Dec. 29, 1945. As specified therein, the contract contained, however, the following provisions.

"Termination: (A) This agreement may be terminated by either party by giving the other two weeks notice unless otherwise stipulated on the face of the order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods for all services previously rendered by the station. If the station terminates the agreement, either the agency or the station will agree on a satisfactorily substitute day or time at the rates in effect at the time this agreement was made, or the agency will pay the station according to the rates specified herein for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph."

"(3) The Court finds that the defendant duly gave written notice to the plaintiffs terminating the said agreement in accordance with the above quoted provisions. The Court rules that the said agreement was duly terminated pursuant to said notice prior to the commencement of this suit.

"In view of the foregoing findings and reasons it is ordered adjudged and decreed that the application for a preliminary injunction be, and it hereby is, denied."

Late Entertainers On WJZ Will Bow Out On Feb. 17

(Continued from Page 1)

which they are producing. At the same time WJZ will close its transmitter at 2 a.m., EWT after that date. The move is a mutual one due to the earlier closing time of the station. Pointed out that the station originally kept the all-night vigil as a government aid to warn the public in the event of air-raids. Possibility that WJZ and other such key network outlets are no longer being asked to work along those lines.

K & J to Expand

Kent & Johnson in the meantime will expand their activities from the commercial jingle which they were instrumental in developing and will now engage in the production of quarter-hour and half-hour commercial programs.

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.

Shortage Of Radio Writers Results In WOR Class Call

Shortage of trained radio writers has resulted in WOR announcing a free semester in radio writing for a limited number of qualified applicants, Theodore C. Streibert, president of WOR, announced yesterday. The course will be under the general direction of Robert A. Simon, director of continuity for the station, and will consist of ten weekly lessons at the WOR studios. Applications for enrollment must be in writing to Radio Semester, c/o WOR, New York.

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.

NAB's 17th District Again Elects Spence

(Continued from Page 1)

director was re-nominated by the nominating committee, and elected unanimously. This makes the third term for Spence, president of KXRO, Aberdeen, Wash., who refused to comment on his plans for a fourth term.

Elections were held yesterday morning for officers of the individual Washington State Association of Broadcasters and Oregon State Broadcasting Association. For Washington: President, Tom Olsen, KGY, Olympia; Vice-president, Herb Studebaker, KUJ, Walla Walla; Secretary-Treasurer, R. E. Prebe, KRSC, Seattle; Trustees, R. G. McBroom, KFIO, Spokane; J. A. Murphy, KMO, Tacoma.


Oregon officers: President, Glenn McCormick, KSLM, Salem; Vice-President, Charles Couche, KALE, Portland; Secretary-Treasurer, Marshall Pengra, KRNR, Roseburg; Directors, Arden X. Pangborn, Portland; Chester Wheeler, KWIL, Albany; Ben Stone, KOOS, Coos Bay, retiring president.

Fulton Lewis In London

Fulton Lewis, Jr., commentator on the Mutual network, was heard on the web last night at 7 p.m. from London, where he arrived recently. Lewis will broadcast three times weekly from the European theater of war, and will air such additional programs as are justified by the importance of the events which he will cover.

'Showboat' On 'Star Theater'

An abridged version of Jerome Kern's "Showboat," an immortal among America's musical productions, will be presented Sunday on the "Texaco Star Theater" broadcast from 9:30-10 p.m. over CBS. Principal roles will be taken by Grace Moore, soprano; James Melton, tenor, and Norman Cordon, bass, all of the Metropolitan Opera Company.



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 REGIONS

AGENCIES

RALEIGH HAYDON, National Export Advertising Service, will speak tomorrow before the Advertising and Selling Course, conducted by the Advertising Club of New York, on "Foreign Advertising and Selling." This meeting will be held at the Engineering Societies Building at 6:15 p.m.

EFFECTIVE ON THURSDAY the Brough Advertising Agency, will establish a new radio department. It will be directed by Ed Bryant, for the past five years commercial representative and sales manager of WFAA-KGKO. Associated with Bryant in the radio department will be Ben McCleskey as continuity director, a position he has held for the past five years with WFAA-KGKO. They are best known to radio listeners in the southwest as "Uncle Ed and Little Willie."

DOROTHY M. BEHRENS is now an associate of Dr. Matthew N. Chappell, Ph.D., consultant on radio measurement and media effectiveness. Miss Behrens, who has been connected with C. E. Hooper, worked on every phase of the Hooper Reports. At the time of her resignation, Miss Behrens was manager of the "Network Hooperatings" reports.

JOHAN T. NOLAN, JR., has been engaged as account executive for Strauchen & McKim Agency, Cincinnati. Nolan formerly was publicity director for the Gruen Watch Company and editor of its publication.

COPY RESEARCH COUNCIL has selected the following officers: S. H. Giellerup of Marschalk & Pratt, president; Marion Harper, Jr. of McCann-Erickson, secretary; Gerald Carson of Benton & Bowles and Victor O. Schwab of Schwab & Beatty, members of the executive committee.

COAST-TO-COAST

— PENNSYLVANIA —

PHILADELPHIA—Alex Griffin, WIP commentator, marks a triple celebration Feb. 1. First, it's his birthday; second, he starts his 2nd year as news commentator; third, he takes over for a new sponsor. Consequently, WIP is celebrating in the Mirror Room of the Warwick. . . . **PITTSBURGH**—Pearl Bucklen Bentel is being replaced at WWSW by Jane Schultz, former announcer and continuity writer for WWMN, Fairmont. Pearl is leaving her continuity job to return to free lancing. . . . As of June 15, WCAE became a Blue web affiliate.

— TENNESSEE —

MEMPHIS—Bob Alburty, WHBQ station manager, has announced a large volume of renewals together with new contracts during the first week of 1945. Ensuing woes were relieved through gift of several thousand aspirin tablets sent by 'thoughtful person, say final reports. . . . Norm Sugg, sales manager of KGW, has been replaced by Jack Wassan, former sales staffer. Sugg has left to establish his own publicity office. . . . WHBQ is putting on an intensive promotion in connection with "Symphonies for Youth." Sources contacted are being urged to make the program available to children in the vicinity.

— VIRGINIA —

RICHMOND—When Harvey Hudson, WRVA emcee of the a.m. "Wake Up Time" program recently introduced Spike Jones' recording of "Cocktails for Two," every dealer in the city was sold out by noon; 100 cadets from John Marshall High School had been his guests. . . . Joe Brown's Radio Gang of WRVA broadcasts on alternate Saturdays from Richmond and Norfolk. Talented youngsters from each city are presented.

— WASHINGTON —

YAKIMA—Renewals and new business at KIT include Eddy's Bakery, Robert Saxton, Realtor, Broad's Hahn Motors and Langevin-Meyer Funeral Home. . . . Doris Zietzke, veteran KIT saleswoman, leaves the station this month after nine years. . . . Pfc. Jack Hoggatt, former KIT announcer, surprised the staff recently with a long letter from France.

— NEBRASKA —

OMAHA—Dick Garvey, formerly with the Kansas City "Star," has joined the sales staff of KOIL.

— UTAH —

OGDEN—Anderson Jewelry Company has inaugurated a new program on KLO which features 11:00 a.m. news of local service men and women and 11:00 p.m. world, regional and local news. Both a.m. and p.m. periods are heard five days weekly. . . . **SALT LAKE CITY**—Featuring the Salt Lake Tabernacle choir and organ, an all-Utah program was recorded for men and women in the armed forces. Facilities of KSL, KDYL, KUTA and KLO were combined for the production built around persons, events and places familiar to the absent servicemen.

— TEXAS —

DALLAS — New WFAA-KGKO transcription supervisor is George Kuesel, assisted by Audrey Newell. Evelyn Peters has taken over Kuesel's former post as assistant librarian. Adele Rutledge is a newcomer on the newsroom staff and McWeldon Jeffus has been named recording and maintenance engineer. . . . **ABILENE**—KRBC staffers were pleased to learn that Mr. and Mrs. Forrest W. Clough have announced the birth of a son. Both parents had worked at KRBC in the past. Forrest Clough is traffic manager at KFJZ-Texas State Network. . . . **PORT ARTHUR**—According to Sam Leavitt, KPAC announcer, Junior Chamber of Commerce "March of Dimes" collection was \$321.45 richer this week through his "1250" program.

— WEST VIRGINIA —

CHARLESTON — Robert L. Bowles, WGKV commercial manager, has resigned to become general manager of WCLS, Joliet, Ill. New account executive at WGKV is John S. Phillips, a Charleston man long connected with radio and newspapers. . . . **MORGANTOWN**—Norman Knight, WAJR general manager, has announced that the outlet will broadcast play-by-play accounts of 21 basketball games. Schedule starting from Madison Square Garden in New York Jan. 10. Entire schedule was sold to Coca-Cola, Chico Dairy, Triangle Stores, and Mountaineer Flower Center.

EQUIPMENT

GE District Managers

Appointment of four new district managers for General Electric's Electronics department was announced by A. A. Brandt, general sales manager of the department. They are R. L. Hanks, manager of the New England district, with offices in Boston; T. B. Jacobs, manager of the Atlantic District, with his office in Philadelphia; H. J. Mandernach, manager of the New York district, and R. J. Meigs, manager of the West-Central district, with his headquarters in Kansas City, Mo.

Gets Canadian Post

Appointment of W. W. Richardson to the post of general manager for the Radio Manufacturers Association of Canada, has been announced by the board of directors. A chartered accountant by profession, Richardson has served the association as executive secretary for several years. In addition he has recently been elected secretary-treasurer of the Canadian Radio Technical Planning Board.

Galvin Publicizes Radio's 25th

In conjunction with NAB and Radio Manufacturers Association, the Galvin Mfg. Corp. will adopt as its theme for all Motorola advertising, "1945—Radio's Twenty-fifth Anniversary—Pledged to Victory." The NAB and RMA slogan is already included in distributor broadcasting and spot announcements. Future plans include the use of trade papers and national magazines as well as bulletin boards in metropolitan centers and highway signs.

Get New Quarters

Transfer of the headquarters of the radio receivers division of Westinghouse to their new permanent location at Sunbury, Pa. is now being completed.

COMPLETE PICTURE of Radio Listening IN OKLAHOMA!

The OKLAHOMA RADIO AUDIENCE OF 1944

A Study by DR. F. L. WHAN

Copy sent on request.

WKY—Oklahoma City

SEND BIRTHDAY GREETINGS TO...

January 31

- | | |
|--------------------|-----------------|
| Eddie Cantor | Alton Cook |
| T. A. M. Craven | Cecil Hogan |
| Larry Holcomb | Leonard H. Hole |
| Isham Jones | Bob Novak |
| Herbert L. Krueger | Norman Nesbitt |
| Garry Moore | Roy Porteous |

TODAY'S MOST OUTSTANDING RADIO PERSONALITY

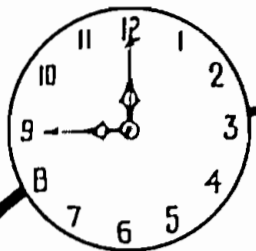


DUNNINGER

172 CELEBRITIES

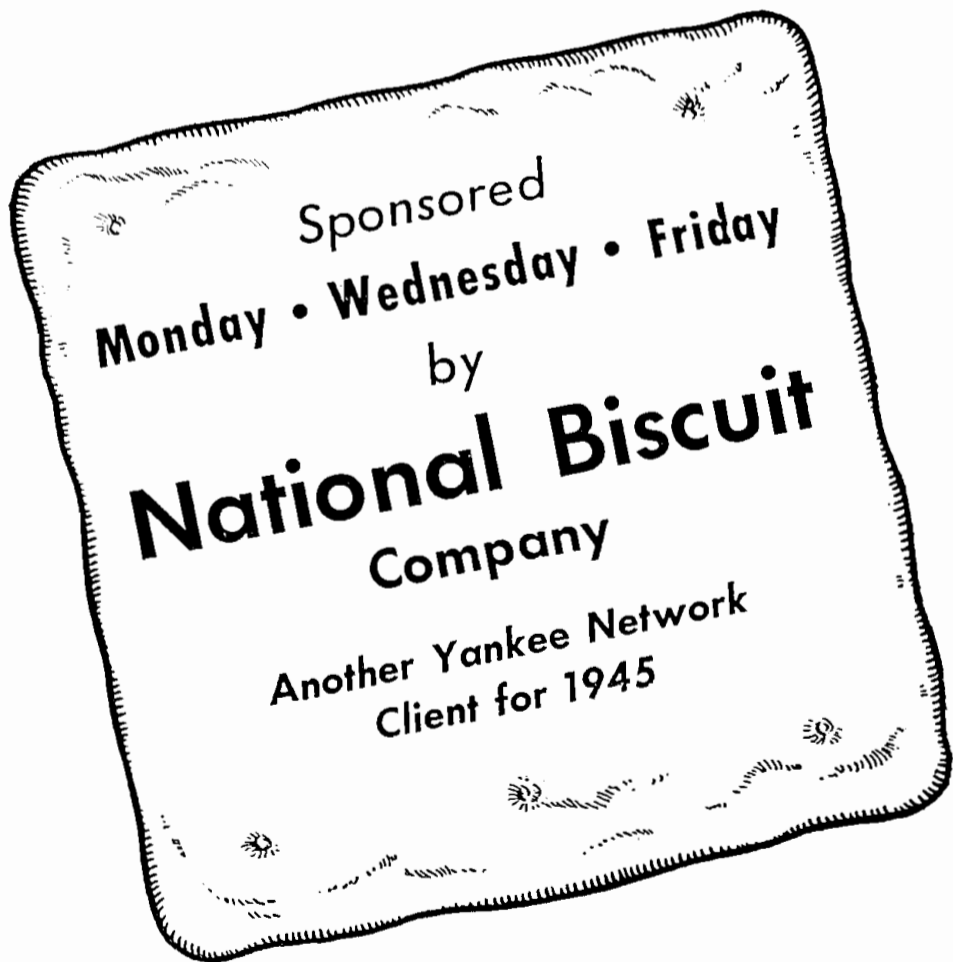
APPEARED WITH HIM

AS GUEST STARS!



"NINE O'CLOCK NEWS"
with
NELSON CHURCHILL

Another Yankee Network
Radio Neighbor Speaks to a Loyal
New England Hometown Audience
From Bangor to Bridgeport
Each Morning
Monday through Saturday



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- ★ Yankee's Washington Bureau
- ★ Yankee News Staff of 14 Experienced Men
and now, in addition
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