



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 1

NEW YORK, N. Y., MONDAY, OCTOBER 1, 1945

TEN CENTS

# Webs-NABET Accord

## TBA To Participate In FCC Tele Hearings

Members of the board of directors of Television Broadcasters Association meeting in New York Thursday voted to participate in the oral hearing on television rules and regulations which will be conducted in Washington Thursday by the FCC.

Members of the TBA engineering committee headed by F. J. Bingley, chairman, who is chief television engineer of Philco, and Colonel William A. Roberts of Washington, legal counsel for TBA, worked the past week-end preparing briefs and arguments for presentation to the FCC.

It was the consensus of opinion among the directors that any further

(Continued on Page 5)

## Philadelphia Inquirer Confirms WFIL Deal

Philadelphia—Sale of WFIL, Philadelphia outlet for the American web, owned by WFIL Broadcasting Co., a wholly owned subsidiary of Lit Brothers, Philadelphia department store, to the Philadelphia Inquirer, a.m. newspaper, for \$1,900,000 was announced by George H. Johnson, Lit Bros. proxy and Walter H. Annen-

(Continued on Page 6)

## FCC To Hear NBC, CBS Regarding FM Channels

Washington Bureau, RADIO DAILY

Washington—The FCC on Friday scheduled a hearing for Oct. 15, to hear the protests filed by CBS and NBC against the assignment of FM channels to New York City stations,

(Continued on Page 2)

## Fire Preventive

Joan Davis may be a veritable ball of fire on her Monday programs broadcast over CBS for Swan Soap, but she's one of the most active workers in the interest of fire prevention in the home. In recognition of her work in this field, she has been voted honorary president of the National Fire Prevention Institute of America. Her Oct. 8 show will have that theme,

## Manning Station

Boston—Radio station WHDH, yesterday announced the appointment of John F. Manning, Jr., of Boston, as station manager, and his wife, Betty, as program director. The Mannings were formerly associated as radio directors for the Hirsch-Garfield Advertising Agency in New York City. Manning's previous experience includes four years with the Westinghouse radio stations, WBZ-WBZA, in Boston.

## I T & T Tests New Idea For Radio, Telephone

A new development in radiotelephony, capable of transmitting and receiving nation-wide broadcasts and telephone conversations on a single outfit without wires, was demonstrated over the week-end by the International Telephone and Telegraph Corporation.

Known as "pulse time" modulation, the system permits 24 or more telephone conversations to be carried

(Continued on Page 3)

## BBC Spokesman To Tour U. S. As Radio Speaker

Tentative itinerary of Charles Brewer, BBC's new North American director, who will visit key center cities of United States during the next two months was announced Friday by Christopher Cross, public rela-

(Continued on Page 6)

## Salaries Scaled Upward And Retroactive To September 1944; New Agreement In Effect To May 1, 1946

## Advance FM Activity, Durr Tells Educators

Austin, Tex.—Educators should commence FM operations immediately toward raising the "emotional and intellectual health of the entire nation" as well as toward education of young people, Commissioner Clifford J. Durr of the FCC told the conference on FM Education in this city late last week. Durr had spoken

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## Boston Paper Reported Buying WHDH Past Week

Boston—The Boston Herald-Traveler, through its subsidiary, the Federal Broadcasting Company, has made application to the FCC for the purchase of station WHDH, Boston. It was made known over the week-end;

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## Samish Elected V. P. Of American Network

Adrian Samish, recently appointed head of the program department of the American Broadcasting Company, was elected a vice-president of the network in charge of programs, it

(Continued on Page 5)

Negotiations for a new collective bargaining agreement between NABET, NBC and American Broadcasting Co. was concluded on Friday, the pact covering all broadcast engineers employed by the two networks and at their respective owned and operated stations. Agreement is officially termed as satisfactory to both the networks and the technician union as a compromise between the demands of the union and the proposals of the two networks concerned;

(Continued on Page 5)

## Promotion Contest For CBS Affiliates

Plans to launch a new station promotion contest with cash awards of \$25,000 was announced Friday by CBS. Contest, open to affiliates, will cover the promotional effort of each station between September 16 and November 17. Awards will be made on December 11.

A grand prize of \$10,000 goes to the

(Continued on Page 3)

## ECA Displays New Line Of Postwar Radio Sets

Displaying six staple sets which will range in price from \$20 to \$200, Electronic Corporation of America staged a press preview of their new line of radio receivers at the Hamp-

(Continued on Page 2)

## ★ THE WEEK IN RADIO ★

### Elevator Strike Hits Radio

By JIM OWENS

RADIO was partially crippled last week when thousands of elevator operators in New York's business area walked out in a strike which paralyzed buildings in which headquarters of the Mutual Broadcasting System, WOR and WNEW were located. MBS and WOR, whose offices and studios include five floors from the 19th to 25th at 1440 Broadway, were forced to make frantic use of

hotels, restaurants and theaters to maintain program schedules. Despite difficulties, the network and both stations carried on without incident and program schedules were rigidly maintained.

NABET-NBC and American web negotiations were terminated Thursday following two weeks of conferences between representatives of each group. Details of the outcome were

(Continued on Page 3)

## Salesman!

Pat Barnes on his 7 a.m. program over WEA, recently signed off with the words, "So long, now. —I've gotta go out an buy my wife some nylons." For over an hour the NBC switchboard was jammed with calls from excited listeners (including web executives wives) requesting the location of the rare gems. Needless to say, Barnes went into hiding.



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# FINANCIAL

(Sept. 28)

## NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 3/8	182 1/8	182 3/8	+ 1/8
CBS A	41 1/2	41 1/2	41 1/2	+ 3/8
Farnsworth T. & R.	15 7/8	15 1/2	15 7/8	+ 1/4
Gen. Electric	48 3/8	47 1/2	48 1/8	+ 3/4
Philco	38 3/8	38 1/8	38 3/8	+ 3/8
RCA Common	15 7/8	15 1/4	15 3/4	+ 3/8
RCA First Pfd.	88 1/2	88 1/2	88 1/2	- 1/2
Stewart-Warner	22 1/8	21 1/2	21 1/2	+ 5/8
Westinghouse	35 3/4	35 3/8	35 5/8	+ 1/4
Zenith Radio	39	39	39	- 1/4

## NEW YORK CURB EXCHANGE

Hazeltine Corp.	40	40	40	- 1 1/4
Nat. Union Radio	5 1/8	5 1/8	5 1/8	.....

## OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 5/8	9 3/8
Stromberg-Carlson	22 7/8	23 7/8

## Boston Paper Reported Buying WHDH Past Week

(Continued from Page 1)

WHDH is a 5,000 watt station operating on 850 kc. It is owned and operated by Matheson Radio Company with A. E. Matheson as president.

## P & G Sponsors Swing

Making a total of 124 sponsors for the commentator, Procter & Gamble Company, Cincinnati, has contracted to sponsor Raymond Swing, American Broadcasting Company co-operative program, on WJZ, New York, in behalf of Spic & Span house cleaner on Mondays, Wednesday and Fridays.

**WM** AMERICAN BROADCASTING CO.  
Plattsburg, N. Y.

CONSISTENTLY SELLING THE NORTH COUNTRY'S HIGHEST MARKET SPOT SALES, INC., Nat. Rep.

**F F**

# Coming and Going

TOM SLATER, manager of special events and sports for Mutual, spent the week-end in South Bend, Ind., where he covered the football game between Illinois and Notre Dame.

BARNEY CRAGSTON, sales manager in the New York office of the American network's co-op division, left yesterday on a business trip to Syracuse and Scranton. Simultaneously, Larry Surlis, New York account executive, left for Tennessee, with stops scheduled at Knoxville, Nashville and Chattanooga.

HUGH B. TERRY, station manager of KLZ, Denver, a visitor at the New York offices of the station's national representatives.

CHARLES CALEY is back at WMBD, Peoria, Ill., following a length period of military service.

SGT. MARIE A. HIGGINS, on military leave from her post as an NBC traffic clerk, is in Chungking, where last week she met Chiang Kai-Shek, an event which was pictured in the New York Times via AP Radiophoto.

R. E. BRADHAM, station manager of WTMA, NBC affiliate in Charleston, S. C., off for the home offices following a few days in Gotham.

HOWARD MACK, personal manager of the Dinning Sisters, together with the vocal trio, are in Chicago for a series of personal appearances.

GEORGE J. HIGGINS, general manager of KSO, Des Moines outlet of the American network, has left New York for Washington, D. C., on the first leg of his return trip to Iowa.

## Web, Stations Operations Still Hampered By Strike

Although there was every indication over the week-end that the strike of elevator operators in New York would be settled by today, stations WNEW, WOR-Mutual held in readiness their emergency measures should the walkout continue.

WNEW was suddenly beset with difficulty on Friday, when the station was deprived—for the third time—of the use of a single elevator granted by officials of Local 32B. No explanation was given the station for the unexpected curtailment of transportation to the outlet's 14th floor studios, but WNEW officials were "tentatively" assured of elevator service over the week-end for equipment only. Meanwhile station personnel resigned themselves to the long, vertical hike, and programs were scheduled to originate from studios regardless of a change in union promises.

Mutual and WOR maintained emergency operations Friday from locations used during the week, and indications were that broadcast schedules existing over the week-end would prevail for the duration of the emergency.

Should the strike still be in progress today, WOR's publicity divisor will join the sales department in a room above Gallagher's Steak House.

Officials of both network and station staffs expressed determination that split-second operation would continue, despite the enormous strain placed upon radio facilities.

## FCC To Hear NBC, CBS Regarding FM Channels

(Continued from Page 1)

as proposed last week by the Commission.

The protests are the only ones the Commission has received concerning these assignments. Objection has been made by some licensees concerning the power authorized by the Commission, and will be considered at a future date. The scope of the hearing set for Oct. 15 will be limited to the objections which have been filed concerning the assignment of frequencies.

Several requests have also been received for extension of time within which to make the change-over to the new frequency. These requests will be acted on at a later date, when the Commission has more complete information from each of the licensees concerning the progress he has made toward converting his operation to the higher band.

## ECA Displays New Line Of Postwar Radio Sets

(Continued from Page 1)

shire House in New York City on Thursday. Samuel J. Norvick, president of the company, explained that AM-FM and television sets would come later. Present scale of prices are tentative pending OPA approval. The six sets shown at the preview included five and seven tube table models and four radio-phonograph combinations.



# Big lift

That's a propeller . . . and that's what makes a ship move through the water.

What makes goods move . . . when you sell by radio?

A strong sales argument . . . listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . . put it on W-I-T-H . . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down is the report via W-I-T-H.



# W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA

Nearly everybody listens to

**WDAS** BROADCASTS OF NEWS . . . ON THE HOUR • EVERY HOUR

That's why

78 percent of our sponsors renew regularly.



# T & T Tests New Idea for Radio, Telephone

(Continued from Page 1)

simultaneously on the same radio frequency without interference with each other. When applied to broadcasting, especially to FM circuits, it is expected to make possible the routing of 12 different programs from as many studios over a single sending station atop a single building or tower, and to receive the same number of broadcasts in the home.

Features of the demonstration were the absence of noise over the phone circuit and the automatic dialing system. According to present plans, it was revealed that the number of relay stations employed in the system might be increased almost indefinitely without introducing distortion or noise, thus providing for telephone circuits many thousands of miles long.

Absence of wires in the PTM system, according to engineers, means little maintenance cost and little hazard of interruption of service due to floods, wind and ice storms.

Explaining the system, I T & T engineers pointed out that the transmitting of conversation or broadcast is "chopped" during the relay process and fitted together again at the point of reception, employing a newly developed tube known as the "Cyclophon."

PTM is also applicable to the transmission of color television with sound on the same channel, Federal officials asserted, but public demonstration of this achievement awaits further refinements in the art of full color broadcasting.

## Chicago Agency Plans Increased Use Of Tele

Chicago—Plans for the increased use of television as an advertising medium have been announced by Ros Metzger, director of radio for Ruthrauff & Ryan, Inc., Chicago. Scheduled first is a half-hour television program starting next month over the Balaban and Katz station WBKB for the Acrobat Shoe Company, division of General Shoe Company, Nashville, makers of children's shoes. Program will utilize the company's new animated trade mark, "Tumble Tim," with the commercial an integrated part of the program. A children's fantasy complete with real circus clown, a capering elephant, ornery mule, and animated special effects, has been built around "Tumble Tim," a fictitious eight year old circus acrobat. The program was developed by Fran Harris, recently appointed director of television for the agency.

Connect in Connecticut

**WDRC**  
 HARTFORD 4 CONNECTICUT  
 WDRC - FM

# ★ THE WEEK IN RADIO ★

## Elevator Strike Hits Radio

(Continued from Page 1)

not revealed but it was reported that network and union factions were in accord over the points in question.

FCC published engineering standards for the new FM band, and it was expected that added impetus to the filing of new applications would result. FMBI headquarters in Washington revealed that many would-be applicants held off pending further government data on this point, but that release of the official guide would facilitate action. Standards are basically similar to pre-war regulations, although adapted for the recently allocated 88-107 mc band. At the same time the board of directors of FMBI attacked FCC for its failure to provide additional FM channels, and urged that immediate action be taken to provide for expansion of a free service in America.

A probe of FCC's functions was urged by the House Appropriations Committee, with recommendations that funds allotted the Commission be cut by nearly a million dollars now that hostilities have ended. Chairman Paul Porter was criticized by committee members for his attempt to prolong the agency's special defense activities, citing the need for "policing" the radio spectrum. Refuting this point, the House group pointed to the law which states that FCC's war functions must be discontinued within 60 days from the armistice.

Contracts were signed last week by RADIO DAILY with Ross Federal Research Corporation to conduct a certified poll of editors, writers and

## Foxx Leaves Baseball For Commercial Radio

Boston—Jimmy Foxx, nationally known major league baseball player is retiring from baseball to join the Hathaway Bakers, Inc. He is starred in a weekly all sports program "Yours For Life" started September 30, from 1:45 to 2:00 p.m. over WNAC key station of the Yankee network in New England. This radio series is part of an intensive advertising campaign for Life bread on the part of Hathaway Bakeries Inc., Cambridge, Mass.

artists to select the All-American radio program of 1945. Preliminary plans for the poll have already been drafted by John W. Alicoate, publisher of RADIO DAILY, and R. E. Jolley, director of research for Ross Federal, to include over 2,000 persons in 35 cities throughout the country. Last year's poll was hailed throughout the industry as the most comprehensive and authoritative survey ever undertaken.

Additional important changes of the executive staff of the American Broadcasting Company took place during the week. Fred Smith, vice-president in charge of advertising and research, and Alfred Wallenstein, network director of music resigned. Adrian Samish was elected vice-president in charge of programs and Charles "Bud" Barry, was appointed national program manager. Samish who succeeds Hubbell Robinson, Jr., has been with American since September of 1944 and has a wide radio background. Barry was formerly eastern program manager of the web when it was the "Blue Network." Speculation was high at network headquarters as to Smith's successor but nothing developed. Meanwhile Mark Woods, president of American, delegated Mike Huber and Ted Oberfelter to handle the duties of advertising and promotion.

# Promotion Contest For CBS Affiliates

(Continued from Page 1)

station with the best all-around promotional campaign during the contest period. The next best wins \$5,000 and the third, \$2,000. Eight additional prizes of \$1,000 each are offered for different promotional categories.

## Canadian Station Signal Strongest On Continent

Montreal—Canada's shortwave station is heard more strongly in Europe than any other station on the North American continent. H. M. Smith, regional engineer of the station told a meeting at Halifax. The station is heard in Europe more clearly than the most powerful stations in the U. S. A.

The CBC-operated station soon will extend the service to Australia and South Africa. Russia also has requested to be included on a Canadian shortwave circuit.

## FM Station For Newark

Newark—As FM complement to WAAT-Newark, the North New Jersey area will be served by a metropolitan FM station with an effective radiation power of 20 kw, to be known as WAAW. The transmitter will be located on a site just purchased on West Orange, New Jersey.

# 1. 2. 3.

# ed cashman

## HOLLYWOOD

### Exclusive!

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

### W-I-N-D

560 Kc. 5000 WATTS

## LOS ANGELES

By RALPH WILK

**"ROGUE'S GALLERY,"** radio's newest action-mystery series starring Dick Powell, returned to airplanes Thursday, Sept. 27th, over the Mutual Broadcasting System. This is the same "Rogue's Gallery" series that was heard every Sunday over another network. The new Powell series is being produced and directed by Dee Englebach, formerly connected with "The Hall of Fame" broadcasts and more recently producer of the series, "The Doctor Fights."

Ned Bergen, husband of Eve Arden, film and radio comedienne who assists Jack Haley on NBC's Sealtest Village Store, has received his discharge from the Army.

"Slowly," from the score of the 20th Century-Fox film, "Fallen Angel," will be introduced over the airplanes October 27 by Frank Sinatra on his Old Gold show, heard over CBS. The song is being published by the Rudy Vallee Music firm.

Les Mitchel, producer of the CBS "Stars Over Hollywood" program, has just returned from the Pacific theater of operations where he was a member of a Government mission to study entertainment factors. Lee regards his presence on the battleship U.S.S. Missouri during the Japanese peace negotiations as the highlight of his trip.

### New Owners Operate WBT

Charlotte, N. C.—Operation of station WBT here has been assumed by the new owners, the Southeastern Broadcasting Company, a subsidiary of the Jefferson Standard Life Insurance Company of Greensboro, N. C., it was announced by J. M. Bryan, president of Southeastern.

WBT, which has been broadcasting for almost 25 years, has been purchased recently, as noted in these columns, from the Columbia Broadcasting Company.

In a broadcast marking the formal change-over in ownership, Bryan assured local sponsors and listeners that a strict policy of public service would be maintained, and that no changes in present station personnel were contemplated. Emphasis will be placed on community affairs, activities of adjacent towns and cities, and other interests served by the 50,000 watt station daily.

Charles Crutchfield, former program director of WBT, has been appointed general manager of the new organization, and is succeeded by Larry Walker.



### A Reporter's Report Card. . . !

● ● ● **TO WHOM IT MAY CONCERN:** Two of the top execs at one of the biggest talent agencies in the biz are trying to squeeze their best salesman out. . . . **KAY KYSER:** Understand that the guy who got you to change your mind about retiring was Hal Hackett, rated as one of the top salesmen in radio and a creative genius. . . . **PHIL CARLIN:** Isn't it true that a midwest agency muffed the ball in handling option renewals for talent on a Sunday MBS show and that they will probably lose the entire account now? . . . **ALFRED LYON:** The tipsters tell me you want two new shows for your Philip Morris airers—and I think I know which ones you are replacing. . . . **RUDY VALLEE:** You've been around too long for that kind of temper, old boy. . . . **GINNY SIMMS:** That much-publicized "Lest We Forget" campaign which was so conveniently dropped won't be forgotten by those who believed. . . . **MARILYN MAXWELL:** When will that break announcement be official between you and John Conte? . . . **GENERAL O'DWYER:** Intimates tell me that you are very anxious to do cuffo radio guest shots to boost your campaign. Can be done. . . . **ELMER RICE:** Paramount is backing your new play. . . . **MARLIN HUNT:** Tums will say okay and Fibber McGee and Molly will miss you. . . . **CLIFFORD EVANS:** Hear that WLIB is looking for newscasters. . . . **JIMMY WALKER:** Your wonderful personality has given the entire record biz the boost that satisfies. . . . **AMOS 'n ANDY:** Hattie McDaniel as a regular on your program will do much towards tolerance.

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● ● ● **HARRY SOBOL & JAY FAGGEN:** Congratulations. I hear your new firm, United Radio and Television, conceived and sold the new Tommy Harmon show to Clipper Craft Clothes within one week. I'll be listening when it debuts over Mutual Oct. 13th. And how did you snare Vick Knight for the production chores? . . . . **FRANCIGENE SHERIDAN:** The Nov. issue of "Tune In," dedicated to radio's 25th anniversary, should wind up as a collector's item. It'll be full of old-time photos and articles on radio's backlog. . . . **ROSEMARIE BRANCATO:** You are Mrs. Harry Truman's favorite opera singer. . . . **MIGUELITO VALDES:** Chesterfield will page you for three guest shots next month. . . . **TOM WALLACE:** Thank you for youknowwhat. . . . **DAVID SULLIVAN:** How long do you think a guy can climb 24 flights, Anyhow?

☆ ☆ ☆

● ● ● **OSCAR HAMMERSTEIN:** Billy Rose may invade radio in the near future. . . . **ANNA SOSENKO:** What's your guess on what Hildegard's rating will be when she relinquishes the juicy Bob Hope follow-up spot to Red Skelton? . . . . **STANLEY CHAMBERS:** Carl Whitmore, president of the N. Y. Telephone Co., will accept the cosmetic industry's check of over \$100,000 for the N. Y. National War Fund Drive on Oct. 4th on the "Romance, Rhythm and Ripley" broadcast. . . . **CHARLIE COBURN:** Your agent is talking about a show built around your hilarious Dingle character. . . . **MICKEY ROONEY:** When you're out of the army, you will produce and star in your own radio show and package it out through your partner-manager, Sam Stiefel. . . . **MILTON BERLE:** Hear you'll be a syndicated columnist soon. . . . **GEO. WOLF:** Three movie companies would like to finance your Hollywood Round Table—but you're stymied, kid, because of its content. . . . **UNCLE JIM HARKINS:** What's this about you starring in your own radio show? . . . **BING CROSBY:** Met your singing protege, Lee Sullivan, and he has class, which is almost as important as talent. He'll go places. . . . **JANE WITHERS:** Your new teammate in radio will be Slapsie Maxie Rosenbloom. . . . **MONTE PROSER:** The lifting of the curfew in Miami has increased buying spree of nite club owners who have been offering entertainers fabulous fees to appear there. . . . **IRVING BERLIN:** Your Girl Friday, Doris Tauber, will be a Mom next month.

## AGENCIES

**FRANK HEALY** has resigned from A. & S. Lyons Agency, Hollywood to set up his own radio packaging organization. He developed and packaged the Masquers Club "Request Performance" show which the Lyons organization sold to the Ward Wheelock Agency for Campbell's soups.

Healy also was responsible for development and packaging of the Barry Fitzgerald show which Lyons sold to J. Walter Thompson for Balentines. Healy served as a major in Army Air Forces for three years.

**EILEENE OBERLING**, formerly assistant program director of WIND Chicago, has joined the North Central Broadcasting System as publicity-promotion director. She is also in charge of the new radio serial **JOE PALOOKA**, which NCBS recently purchased.

**ZELDA GIBSON** has resigned from the editorial staff of Life Magazine to join Mildred Fenton Productions, Inc., effective Oct. 1, it was announced last week. She will serve as executive assistant to Miss Fenton.

BALTIMORE'S  
*Listening Habit*

W  
C  
B  
M

MUTUAL BROADCASTING SYSTEM

JOHN ELMER President  
GEORGE H. ROEDER General Manager  
FREE & PETERS, Inc.  
Exclusive National Representatives

*Miracoustic* OFF-THE-AIR RECORDINGS  
RECORDING STUDIO  
Day and Night Service  
Circle 7-2965  
CARL FISCHER, INC.  
119 West 57th Street  
New York 19, N.Y.



**TBA To Participate  
In FCC Tele Hearings**

(Continued from Page 1)

delays in completing the final draft of the television rules and regulations would hamper full-scale production of the industry. They are desirous of co-operating with the FCC in every way to implement completion of the regulations.

Westinghouse Electric Company, who are sponsoring the stratovision television transmission plan using airplanes, were voted an affiliate membership in TBA. C. J. Burnside will represent the Westinghouse group.

Educational memberships were voted Syracuse University, Syracuse, and Western Reserve University in Cleveland. Kenneth Bartlett will represent Syracuse and Barclay Leathen, Western Reserve.

Members of the TBA board also discuss plans for a convention.

**Dillon To Air Army Games  
From West Point Stadium**

Capt. John Dillon, formerly an announcer on the staff of the American Broadcasting Company, and now public relations officer at Stewart Field, West Point, will broadcast the Army Football games from Michie Field over WNYC, station officials have announced.

**NABET-Web Pact Signed;  
Runs For Twenty Months**

(Continued from Page 1)

an approximate 30 per cent wage increase is understood to have been won by NABET.

New contract provides for salary increases and for graduated wage scales based upon periods of service from one to six years. Question of overtime was solved by doing away with the 40-hour week and operating under an eight-hour day. New rates are now uniform throughout the country, eliminating the previous area differentials. This involved various payments due to some men being assigned farther away from home than others.

**Pact Retroactive**

Provisions of the new contracts are retroactive to Sept. 1, 1944 and will remain in effect until May 1, 1946. Agreement concluded in the NBC board room, was signed formally for NBC by Frank E. Mullen, vice-president and general manager; Mark Woods, president of American, and Allen T. Powley, president of the National Association of Broadcast Engineers and Technicians.

Signing of the pact between NBC, American and NABET closes one of the unprecedented chapters in American radio history that took place a little over two weeks ago when NABET employees suddenly walked

out and left both American and NBC in utter state of confusion as to programming for the greater part of 25½ hours, the duration of the strike. Previously, negotiations were in progress and it was expected that eventually a settlement would be reached amicably. However, during the afternoon of Sept. 13, a wire from NABET to the networks said that 30 days after receipt of the wire the organization would call a strike, as per provisions of the NLRA. Within a half hour the men walked out.

Intervention of a United States Labor Dept. conciliator brought both sides together again with the understanding that the men would go back to work simultaneously with negotiations for a new contract being resumed.

**No Platter-Turner Talk**

Talk of the platter-turners and the American Federation of Musicians angle did not develop as any part of the written agreement insofar as could be determined. Both sides said at the time of the strike, that the platterturner angle per se did not enter into the walkout. CBS and Mutual were not involved in the negotiations since the former has agreements with other unions, particularly IBEW, and Mutual does not operate

**Samish Elected V. P.  
Of American Network**

(Continued from Page 1)

was announced over the week-end. He succeeds Hubbell Robinson, Jr., who resigned effective Oct. 1, as noted.

Prior to joining American in Sept. 1944 as national director of production, Samish produced the "March of Time" program and has wide experience in radio, theaters and motion pictures.

**New Station Opens**

Cadillac, Mich.—The Midwestern Broadcasting Company announces the opening of their radio station WATT, in Cadillac, Michigan. WATT is sister station to WTCM in Traverse City, Michigan, operates with frequency of 1,240 kilocycles power, 250 watts. WATT is located 1½ miles south of Cadillac, Michigan. The studio and transmitter is being housed in a combination building with design and construction supervision being handled by Les Biederman, general manager.

any so-called owned and/or managed stations. NABET walkout at the time involved stations other than NBC and American owned or managed outlets, the membership of the union covering various other affiliated with networks.

Additions To Our List of  
Selected Open-end Transcriptions

**“MUSICAL JEWEL BOX”**

featuring

**Floretta McDonald**

A fifteen minute program designed especially for  
Jewelry Accounts

**“SOUTH SEA ISLAND SERENADE”**

starring

**Harry Owens & His Royal Hawaiians**

in

A Series of Fifteen Minute Musical Narratives

Don't Forget

**“Adventures of Michael Shayne” • “Dream Boat” • “Press Club”**

**SELECTED RADIO FEATURES**

1583 Cross Roads of the World — Hollywood 28, California

## BBC Spokesman Will Tour The U. S. A.

(Continued from Page 1)

tions manager, who will accompany Mr. Brewer.

Brewer will attend the dinner honoring Justin Miller, new president of NAB in Washington on Tuesday, and will then go to Toledo where he is scheduled to address the First Annual Educational conference of the Toledo Federation of Teachers on October 5. On Oct. 10, Brewer will speak before the Boston Radio council and on the 22nd will be the principal speaker at a luncheon meeting of the Association for Education by Radio in Chicago. Later he will go to Cleveland to address a luncheon session of the Fifth Annual Regional conference of the Cleveland Radio Council.

Speaking dates for November include visits to San Francisco, Los Angeles, Denver, Fort Worth, Dallas, San Antonio, Atlanta, Louisville and midwestern cities. Stephen Fry, program operations manager and Donovan Rowse, special assistant to the director, will accompany Brewer to some of these cities.

## WANTED

Radio personnel, returning veterans preferred. Wonderful ground floor opportunity for program directors, announcers, salesmen, engineers, script writers, traffic directors, news editors and newscasters in proposed new metropolitan 5 kw Louisiana station. Experience in Louisiana radio preferred. State background, position and salary desired and give references. Only native American citizens need apply. All replies strictly confidential. Your present or former employers will not be contacted unless and until authorized by you. Please state when available. Wire or write immediately Box 222

**RADIO DAILY**  
1501 Broadway, N. Y.

## Advance FM Operations Now, Durr Urges Texas Educators

(Continued from Page 1)

on FM in New York less than 24 hours before.

Stressing that the demand for commercial FM stations is so large as to indicate that pressure may be exerted in the near future for turning over to commercial operators some of the 20 channels reserved for non-commercial broadcasters, Durr said such an effort might well succeed, as it did in the case of AM frequencies, if the educational frequencies are left idle. He also emphasized the importance of gaining an audience, of getting into the field right at the start, when people are forming new FM listening habits.

"The issue of educational broadcasting" said Durr, "is as big as it is simple—namely; is education only for the young people in school or college, or will our educational institutions recognize and bear their full share of responsibility for the intellectual and emotional health of the entire nation?"

Reminding his listeners that "those who seek to control rather than to educate are eager to take over," Durr called non-commercial broadcasting "perhaps the most promising tool for extending to the entire community the resources, the objectivity of approach, the disinterestedness, and the insights which we are accustomed to expect from our educational institutions.

### Warns Against "Misuse"

"Radio will be used to influence our thinking, whether or not the educators, themselves, make full use of it. Others, whose aims and interests are very different, are always ready and eager to take over the job; some, unfortunately, are prepared to misuse the techniques of education for their own ends. Radio can educate the mind, but it can also subject the mind to the control of those who misuse it. Those who seek to control rather than to educate are eager to take over; in the past they have not even waited for educators to finish their job but have invaded the classroom itself. The disclosures a few years back of the activities of some of our large business concerns in affecting the contents of textbooks is an illustration in point; and it can be assumed that others will not overlook such an effective instrument as broadcasting if the schools and colleges are not alert in using it in a truly educational way.

"Inevitably, radio educates; and it will be unfortunate indeed if its educational power is not lodged, at least in part, in the hands of those to whom the people have delegated responsibility for truly democratic education, and who have assumed the responsibility.

"Radio gives to the educational institution a new and efficient classroom technique, a natural medium for extension courses and the means of continuing contact with those who have left the classroom. But more

important, we must insure that all such evidence be fairly presented and that none be withheld for fear that it may undermine conclusions which those in control have predetermined to be desirable. I believe the presentation of such evidence should be an essential part of the task of our educational institutions, and that it is a task which cannot safely be left exclusively in the hands of other groups."

With respect to the major problem of educational broadcaster—money, Durr pointed out that the cost of the entire physical plant of the American system of broadcasting was originally less than \$100,000,000 and estimated that a nation-wide educational FM system would cost less than \$50,000,000 and would add only about one third of one per cent to the present educational plant cost. One per cent of the annual school bill for operating expenses would assure state-wide broadcasting 16 hours a day throughout every state, said Durr, basing his figures on a New York State estimate that operating of an educational network for that state would cost about \$465,000 a year.

Durr said he considered the outlook hopeful for obtaining appropriations of the necessary sums for educational broadcasting if educators go after the money strongly.

In addition to broadcasts for in-school listening, Durr stressed the role of educational broadcast stations as vehicles for local self-expression. Their role is by no means limited to programs of local interest and origination, however, he said, adding that by linking these stations into a network, talent from other places can be obtained and by means of transcriptions, outstanding programs can be made available to other stations.

In conclusion, Durr said that such a development as he urges, of 100 per cent educational stations does not lessen the responsibility of commercial broadcasters to provide public service programs, but should go hand in hand with expansion of educational facilities over commercial stations.

## Gives Boston Ad Club Postwar Service Plan

Boston—Declaring that battle for the preservation of democracy did not end with the last day of the war, Charles G. Mortimer, Jr., vice-president of General Foods, Inc., addressed the Boston Ad Club last week at the Hotel Statler.

Mr. Mortimer, who is chairman of the executive committee of the War Advertising Council, outlined a new public service plan for business, which has as its goal the use of at least 30 million dollars worth of advertising a year to help create public understanding of important national problems.

## Philadelphia Inquirer Confirms WFIL Deal

(Continued from Page 1)

berg, the Inquirer's publisher. The transfer of ownership is subject to approval of the FCC.

Included in the sale of WFIL as a going business, is all the equipment and broadcasting facilities of the station including the transmitter site and station WFIL-FM, the frequency modulation station. Not included is the 18-story Widener Building, which was purchased about a year ago by the WFIL Broadcasting Co., and other securities owned by WFIL. Offices and headquarters will continue to be in the Widener Bldg. Roger W. Clipp will continue as manager; there will be no personnel changes.

### STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CON- GRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

OF "RADIO DAILY," published daily except Saturday, Sunday and Holidays at New York, N. Y., for October 1, 1945.

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

Before me, a notary public, in and for the State and County aforesaid, personally appeared Marvin Kirsch, who, having been duly sworn according to the law, deposes and says that he is the Business Manager and Vice-President of RADIO DAILY and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1924, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

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

Publisher, John W. Alicoate, 300 Park Avenue, New York, N. Y.; Editor, Frank Burke, 52 Choate Lane, Pleasantville, New York; Managing Editor, M. H. Shapiro, 240 West End Avenue, New York, N. Y.; Business Manager and Vice-President, Marvin Kirsch, 1616 E. 29th St., Brooklyn, N. Y.

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

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

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

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is 5,244.

MARVIN KIRSCH,  
Business Manager and Vice-President.  
Sworn to and subscribed before me this 28th day of September, 1945.

(Seal) Frank K. Zimmerman,  
My commission expires March 30, 1947.



# Opening Announcement From The Radio Executives Club of New York—1945-1946 Season.

The first regular luncheon meeting of the Radio Executives Club of New York will be held on October 4th in the Hendrick Hudson Room of the Roosevelt Hotel at 12:30 P.M. and will feature . . .

## THE AMERICAN BROADCASTING MISSION TO EUROPE



**GUESTS OF HONOR** listed in the order they appear in the photograph—*Back Row:* SOL TAISHOFF, publisher Broadcasting; JOHN E. FETZER, WKZO, Kalamazoo; ROBERT D. SWEZEY, V.P., Mutual; JOSEPH T. REAM, V.P., CBS; J. LEONARD REINSCH, Mg. Dir. Cox Stations and Pres. Truman's radio adviser; CLAIR R. MCCOLLOUGH, Mg. Dir. Mason-Dixon Group; MARTIN S. CAMPBELL, Mg. Dir., WFAA, Dallas; MORRIS NOVIK, Mgr., WNYC, New York; JOE CSIDA, Mgr. the Billboard; JOHN W. ALICOATE, publisher Radio Daily. *Front Row:* COL. HARRY S. WILDER, Pres. WSYR, Syracuse; COL. EDWARD M. KIRBY, Chief, Radio Branch, Army Public Relations, Washington, D. C.; WILLIAM HEDGES, V.P., NBC; JUSTICE JUSTIN MILLER, President NAB; MARK WOODS, Pres. ABC; ABEL GREEN, publisher Variety.

Hear an exclusive report to the Radio Executives Club members by these emissaries of the American Broadcasting Industry discussing, "Why the Army sent them to Europe and what they found out as a result of their trip" . . . in their only exclusive appearance as a group.

Here also is your only opportunity to hear—

- Their impression of General IKE and the General Staff
- The Story of Re-deployment
- The Inside Story of Germany
- Is State Owned Radio for America
- What was discussed in audience with the Pope

And many interesting off the record anecdotes in a full participation session you are not likely to forget.

Following the speakers an open Question and Answer forum will be held.

### KEYNOTE SPEAKER

Judge Justin Miller, President of the National Association of Broadcasters.

### CHAIRMAN OF THE DAY

Col. Edward M. Kirby, Chief, Radio Branch, Army Public Relations, Washington, D. C.

### HOW TO ORDER TICKETS

As there will be a great demand for tickets assure yourself of a reservation by sending in your check for \$2.50 per person along with the attached coupon to CLAUDE BARERRE at WEAf New York.

We suggest you reserve one or more tables for yourself and guests to assure your group being together. But whether you take a full table or a single place . . . get your order *in early* for the best location possible as the tables will be filled in the order checks are received. Tables seating ten each will be assigned and tickets mailed before Sept. 29th . . . Monies received after that date will reserve seats, but tickets will be held at the door in the members' names.

#### Committee on Arrangements

John Hymes                      Claude Barerre                      Julian Boone

#### Committee on Reception

Ed Kobak   Paul Kesten   Chet LaRoche   Niles Trammell  
Starting with the meeting of October 18th . . . luncheon will be \$2.25 for members, and \$2.75 for guests. All guests must be invited by a member.

CLAUDE BARERRE  
WEAF, New York

Attached is my check for \$ . . . . . (@ \$2.50 per person)  
for . . . . . places at the REC Luncheon of October 4th.  
Mail tickets to the undersigned.

NAME . . . . .  
Please Print

ADDRESS . . . . .  
Please Print

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

**PUBLICITY and SPORTS WRITER** desires an opportunity to handle sports program on good station, any location. Write: Serviceman's Want Ad, Box No. 34, RADIO DAILY, 1501 Broadway, New York City.

★  
**WRITER - EXECUTIVE** released last May from Merchant Marine. Extensive experience as staff writer. Radio director responsible for writing and allocating campaign material, scripts, interviews, transcriptions, speeches to 17 New York stations. Will entertain suitable offers after November 1st. can furnish excellent references. Write: Serviceman's Want Ad, Box No. 35, RADIO DAILY, 1501 Broadway, New York City.

## Taylor-Howe-Snowden Holds Confabs In Dallas

Dallas—Managers of stations affiliated with Taylor-Howe-Snowden met in Dallas the past week to discuss station operations and post-war reconversion. Among those attending were Jacques D'Armond, United Press; Duffield Smith, U. S. Department of Commerce; Rush Hughes, Rush Hughes Radio Features; Tams Bixby, KBIX; George W. Johnson, KTSA; Ligon Smith, Business Music, Inc.; Raymond Hollingsworth, KGNC; Archie J. Taylor, KRGV; Ted A. Workman, Glenn Advertising, Inc.; Weldon Stamps, KADA; Paul Bruner, KBIX; Ivan Head, KVFS; Helen Caldwell, KFDM; Robert D. Enoch, KTOK and Olin Bragg. Representatives of Taylor-Howe-Snowden who attended the conferences included O. L. (Ted) Taylor, Alex Keese and Clyde Melville.

## New Recorded Series

"Cosmo Tune Time," a new recorded show sponsored by Reichhold Chemicals, Inc., for Cosmopolitan Records, has been launched on WOR-Mutual. Alan Kent is master of ceremonies. Program is heard Saturdays from 8:30 to 9 p.m.

## W F T C

World's Foremost Tobacco Center  
Affiliated with the American  
Broadcasting Company

FIFTY MILLION TOBACCO  
DOLLARS turned loose in  
Kinston last year.  
MORE this year!

National Representatives  
BURN-SMITH

## COAST-TO-COAST

### — CANADA —

**TORONTO**—CBC has granted permission to CKEY to be the Toronto outlet for a number of leading American commercial network programs. This embraces originations from NBC, American and Mutual effective October 1. . . . **EDMONTON**—Additions to the continuity staff of CJCA are Virginia Thyne, Peggy Miller and Walt Rutherford, with Shirley Shipley added to the receptionist staff and Edna Patterson to the accounting section.

### — NORTH CAROLINA —

**ASHEVILLE**—Students in the advanced speech class at Lee Edwards High School will do the local WWNC cut-ins on Columbia's School of the Air Thursday shows, "This Living World." Discussions on the station will be regarded as a portion of their work with the class. . . . **CHARLOTTE**—Ed Conelly, formerly with the promotion department of Radio Sales and the Columbia owned stations, has been appointed director of promotion and publicity for WBT.

### — TEXAS —

**AUSTIN**—A conference, sponsored by the U of Texas, Texas A & M and the State Department of Education met here on the 27th and 28th to discuss the educational aspects of the new frequency modulation radio, with noiseless broadcasting and reception. . . . **DALLAS**—Jimmie Jefferies, laugh-master of "The Early Birds" on WFAA, subbed for Ken Niles as emcee of the Corpus Christi airing of "Darts for Dough" (American) on Sept. 23.

### — IOWA —

**CEDAR RAPIDS**—"What Shall We Do About Juvenile Delinquency?" For the three best letters on that subject, WMT is paying cash prizes. Andy Woolfries offered the prizes following his interview with two unidentified former inmates of the Eldora Training School, from which 179 boys recently staged a break following the death of one boy, allegedly beaten by guards. WMT hopes to encourage citizens to investigate conditions in their communities.

### — MICHIGAN —

**DETROIT**—Bob Rowley, WJR newscaster, interested in the incurable muscular dystrophy of David, Billy and Lloyd Pinion, called the editor of their local paper in Salisbury, N. C., and learned that, "what they would like most" was a whole hillbilly program over WJR's "Goodwill Frolic" show. They got their wish, (one hour, in fact), written, produced, broadcast and dedicated exclusively to them.

Send Birthday  
Greetings To—

October 1

Curtis Arnall

Joe Rines

### — PENNSYLVANIA —

**PHILADELPHIA**—New WCAE personality is ex-serviceman Charles W. Hall, added to the announcing staff. Formerly with American in New York, Hall comes to WCAE to emcee the a.m. show "Wake Up" . . . Al Nuss has resigned from maintenance at KYW to accept a position nearer his home in North Wales. His duties will be taken over by Jack Warner.

### — ILLINOIS —

**CHICAGO**—When the Chicago Hair Dressers' Assoc. met at the Sherman Hotel to discuss the latest styles in hair-dos, Wanda Recker, a receptionist at WJJD, modeled those styles that are expected to sweep the nation in the next few months. The press thought the face as attractive as the style, and pictures of both appeared later in leading Chicago papers.

### — NEW JERSEY —

**PATERSON**—"Start Your Own Business" is a feature instituted several weeks ago by Adele Hunt on her program over WPAT in which she interviews successful businessmen for advice on how the veterans might begin their own business ventures. The many letters received have proved this feature as a significant service to the community.

### — MICHIGAN —

**KALAMAZOO**—Leonard L. Colby has been appointed director of promotion and sports editor of station WKZO, it was announced by John E. Fetzer, managing director of the station. Colby, before accepting the radio appointment, had been director of public relations and acting athletic director at Kalamazoo College. Volume of publicity at the college last year reached an all-time peak.

### — GEORGIA —

**CORDELE**—Jim Ownby announces his appointment as manager of WMJM. Prior to coming to Cordele, he was sales manager of WJHO, Opelika, Alabama. In his new post he will be manager and have charge of local and national sales. . . . **MACON**—WMAZ writes that staffer Helen Farmer missed her scheduled appearance on Arthur Godfrey's show during a New York visit early this month because "her got lost" in the big city!

### — SOUTH DAKOTA —

**RAPID CITY**—With Ruth Sherman on the job, the publicity in the last stage of completion and Bob Dean on the road contacting many manufacturers of kitchen equipment and others interested, it looks as though KOTA's "Housewife '45" campaign will go with a bang. The woman who wins the award, "The Dream Kitchen" will be known all over the country as representative of all of her sex in World War II.

### — INDIANA —

**FORT WAYNE**—WOWO has sold its season of ten football games to Wayne Motors, Fort Wayne Ford distributors. The season will include contests played by Big Ten schools, Notre Dame, Great Lakes and Iowa Pre-Flight. Hilliard Gates, veteran sportscaster, will handle the play-by-play descriptions. . . . Lee Edwards, formerly on the staff of WKY, is the new staff announcer at WOWO.

## PROMOTION

### School Broadcasting

A new booklet called "Young Canada Listens" from Canadian Broadcasting Corporation presents the particulars of school broadcasts that will be available in Canada for the 1945-46 session. Booklet also contains information about the American School of the Air broadcasts which are made available by CBC through the Columbia Broadcasting System, together with an outline of provincial school broadcasts.

### Reflective Advertising

A small mirror pasted on a blue card with copy to the effect that "seeing for yourself what good judgment is reflected in well-placed advertising," is the clever promotional product of Augusta, Georgia's WGAC and its advertising manager, D. M. Kelly, Jr.

### New Station Home

WOPI, Bristol, Tennessee, has issued an illustrated booklet showing their new studios, equipment and furnishings, with personnel of the various departments engaged in their respective duties. Their former studio was destroyed by fire last February. The book also includes the station policies and a number of letters of citations from civic and government organizations.

to  
sell  
Durham\*  
you  
need  
station

WDNC



\*NORTH CAROLINA'S  
THIRD LARGEST CITY

Represented by Howard H. Wilson Co.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

(COL. 33, NO. 2

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

TEN CENTS

## AFM Pressures NBC Net

### Will Not Bother Tele ays New Movie Head

Washington Bureau, RADIO DAILY  
Washington—The Motion Picture Producers and Distributors Association does not plan to inject itself into the television scene, new president Eric Johnston, declared this week-end during his first press conference since he succeeded Will H. Hays. Although Johnston feels that there is a legitimate field for the activities of his member companies he is apparently of the opinion that organizationally his province is pix alone. In the event of the formation of a motion picture institute, such as Johnston is proposing to the various  
(Continued on Page 9)

### Ad Club Radio-Tele Clinic Lists Chairman, Leaders

The Radio & Television Production Clinic of the Advertising and Selling Course of the Advertising Club of New York, will be under the chairmanship of Eugene S. Thomas, sales manager of Bamberger Broadcasting Service, Inc. Among those who will serve as leaders at the various meetings are: Norman S. Livingston, director of  
(Continued on Page 2)

### KSRO Demonstrates Radio At Northern Calif. Fair

Santa Rosa, Calif.—Thousands of people daily are seeing at first hand just how radio broadcasting is done. Station KSRO has set up a complete broadcasting studio at the Northern California Fair including a broadcasting studio, teletypes, transcription  
(Continued on Page 4)

### Biz As Usual

The recent lift strike hampered, but did not prevent, C. H. Hooper, Inc., from issuing its weekly report on radio ratings. Enclosed with its report on last week's activities was a note to the effect that the complete report was available on schedule because a force of loyal Hooperites walked 13 flights twice daily in order to serve its subscribers.

### Decorated

Paris—Lieut. Col. John S. Hayes, chief of the American Forces Network, has been awarded the Order of the British Empire, it was announced at AFN headquarters here. This marks the first time that the English government has made this award to an officer serving in American broadcasting.

### NBC's "Star Parade" Sets Promotion Shows

NBC yesterday announced plans for its two-day show of "Parade of Stars," promotion plan for the new fall and winter season of shows. According to C. L. Menser, vice-president in charge of programs, the shows will be broadcast Sunday, Oct. 7 (5:00 to 6:00 p.m., EST) and Monday, Oct. 8, (10:00 to 11:00 p.m., EST, or completion; possibly 11:30 p.m., EST).

The "Parade of Stars" is designed to give listeners a sampling of NBC's  
(Continued on Page 8)

### Wire Recorder For Home Prepared By Scott Lab.

Executives for the Scott Radio Laboratories, Inc., of Chicago, franchise holders for the Armour Magnetic Wire Sound Producer and Recorder, state that highly improved models of the wire recorder will be ready shortly for home recording. They will enable consumers to record  
(Continued on Page 10)

## Criticizes CBC's Contribution To Unity In Canada Provinces

Toronto—Criticizing the public service policies of the Canadian Broadcasting Corporation as having "failed completely to make any material contribution to trans-Canadian understanding," Richard G. Lewis, publisher of the Canadian Broadcaster, recently addressed the West Toronto Kinsmen's Club.

"No one can travel across this Dominion without coming to the conclusion that Canada is not a great

## Second Commercial Orchestra Yanked In Two Days, With Web In Middle Due To Union-Affiliate Dispute

### WLEE's Formal Debut Via 2-Hour Program

Richmond, Va.—Tom Tinsley's new outlet here, WLEE, made its formal debut last night with some 4,500 industry and civic executives and officials in attendance at a special two-hour show at the Mosque, municipal auditorium. Program was conducted by Al Rickey, as to music; Guy Kib-  
(Continued on Page 10)

### Crunch Peanut Butter Opens Ad Drive In Midwest

Holsum Products, packers of Peanut Crunch brand peanut butter, announce a special advertising drive for the Midwest area which began the week of September 17th. Tommy Bartlett, well-known radio star who has been a favorite with Midwest  
(Continued on Page 11)

### New Pix Organization To Film Radio History

"Magic In the Air," a film depicting the entire history and romance of the radio industry in story form, featuring at least 20 of the greatest all-time radio stars, will be the first  
(Continued on Page 2)

Although the basic labor question being disputed is now before the NWLB for an opinion, which is expected to cover all network affiliated and independent outlets, American Federation of Musicians is again applying pressure to a network to force an affiliate to sign with the union. Question involved is  
(Continued on Page 8)

## Fall Evening Ratings Led By Lux Theater

Ratings of the new fall and winter season are now beginning to show up as against the summer replacements and others which held the spotlight during the summer sessions. Lux Radio Theater, leads the first 15 in the current reports issued by C. E. Hooper, the show having a 21.4  
(Continued on Page 9)

## Four Applications At FCC Include AM, Tele And FM

Washington Bureau, RADIO DAILY  
Washington—Applications received for filing at the FCC yesterday included two standard, one FM and one tele application. The AM applicants were Star Broadcasting Co.,  
(Continued on Page 2)

### Power Of The Press

Despite strikes, or other abnormal conditions, the public must be kept informed of business news, events, etc. Testifying to the importance of daily information from the trade press, T. J. Styles, Columbia University's philosophy department, made the 24 floor trip to RADIO DAILY's office in the Paramount Building Friday,— to buy a year's subscription.

"Its programs lack appeal to the  
(Continued on Page 8)



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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

(Monday, Oct. 1)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltine Corp., Hat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Farnsworth Plans Sets For 1st Quarter Of 1946

Chicago—The Farnsworth Television & Radio Corporation will have a full line of home television receivers with frequency modulation sound ready for distribution during the first quarter of 1946, Ernest A. Vogel, vice-president in charge of sales, announced last week. The announcement came following the first post-war meeting of the company's wholesale distributors at the Congress Hotel, when the dealers were shown 16 models of radios and radio-phonographs comprising the new Farnsworth peacetime line.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN NEW YORK'S WLIB THE VOICE OF LIBERTY 190 On Your Dial

Coming and Going

EDGAR KOBAK, president of the Mutual network, is in Detroit on a short business trip. He'll return Thursday morning and will leave the same afternoon on a week-end trip to Shawnee, Pa.

M. H. BONEBRAKE, manager of KOCY, Oklahoma City, is expected in New York today for conferences with his national reps.

FRANK O'CONNELL, Chicago account executive in the co-operative program division of the American network, is touring Ohio on business, making stops at Cincinnati, Columbus, Dayton and Springfield.

JACK KEASLER, manager of the New York office of Taylor-Howe-Snowden Radio Sales, has left on a business trip to Philadelphia, Baltimore and Pittsburgh.

CHARLES GODWIN, director of station relations for the Mutual network, left over the week-end for Richmond, Va., where he will attend the opening of WLEE, new network affiliate.

HAROLD W. WADDELL, national sales director of WJW, Cleveland, a caller yesterday at the offices of the station's national sales representatives.

GEORGE P. HOLLINGBERY, head of the national station rep organization bearing his name, has arrived from Chicago for a few days of conferences at the New York offices of the company.

FRANK ZUZULO, assistant director of publicity at Mutual, has left for Chicago and Detroit, in connection with the World Series games to be aired over the network.

ARTHUR GAETH, commentator on KALL, Salt Lake City, Utah, is in New York on a combined business-and-pleasure trip.

JOHN PARSONS, station manager of WBRK, Pittsfield, is expected from Massachusetts tomorrow for a short visit in Gotham on station and network business.

WILLIAM A. ROGGE has received his honorable discharge from the U. S. Army Signal Corps and has resumed his position as manager of the radio and television department of Bloomingdale's.

DOROTHY, MARJORIE and MURIEL—"The Murphy Sisters"—leave Thursday for Chicago, where on Oct. 6 and 13 they will offer their trio vocalizations on NBC's "National Barn Dance."

Four Applications At FCC Include AM, Tele And FM

(Continued from Page 1)

Inc., Geneva, N. Y., seeking 1,240 kilocycles with 250 watts unlimited, and Greater Muskegon Broadcasters, Inc., Muskegon, Mich., seeking assignment to the 980 band with one kilowatt daytime.

Worcester Telegram Publishing Co., Worcester, Mass., applied for a new FM station and Intermountain Broadcasting Corp., Salt Lake City, Utah, applied for a new commercial tele station to be operated on Channel No. 1.

Ad Club Radio-Tele Clinic Lists Chairman, Leaders

(Continued from Page 1)

program operations, WOR; Roger Bower, program producer, WOR; Ralph B. Austrian, executive vice-president, RKO Television Corp.; Peggy Mayer, free lance writer; Joseph A. Moran, assistant director of radio, Young & Rubicam, Inc., and Mrs. Dorothy Lewis, co-ordinator of listener activities, NAB.

The course opens October 8th at 7:45 p.m. at the Engineering Societies Building, 29 W. 39th St.

New Pix Organization To Film Radio History

(Continued from Page 1)

production undertaken by Jerry Brandt, former RKO producer, who has announced the formation of an independent motion picture producing company.

The new company, Jerry Brandt Productions, Inc., has budgeted \$2,500,000 for the spectacle, and will spotlight star chosen in a canvass of radio editors throughout the nation expected to begin shortly. Brandt, who is currently seeking writers prominent in the screen and radio fields, expects to begin work on the film within the next couple of weeks.

Stafford, Como On NBC

Vocalists Jo Stafford and Perry Como have been named to share the spotlight as singing emcees on NBC's variety show, "Chesterfield Supper Club" Mondays, through Fridays, 7:00 to 7:15 p.m., EST. Como, who returned to the program last show, will be heard five nights a week until Dec. 7. Starting Dec. 10, he will broadcast Mondays, Wednesdays and Fridays, with Miss Stafford filling in on Tuesdays and Thursdays.



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-REI

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"



**Bringing Philadelphians  
news of a new Europe**



Philadelphians are getting an intimate picture of peacetime Europe through the special broadcasts of Barbara Barnes over WPEN. Miss Barnes, artist, writer, lecturer and experienced traveler, is now studying conditions in various European countries for *The Evening Bulletin*, the largest evening newspaper in America. Like other expert observers on *The Bulletin* staff, she broadcasts exclusively over WPEN.

The program is another example of WPEN service in the Philadelphia listening area. Now owned and operated by *The Bulletin*, WPEN is bringing Philadelphians many new live-talent programs designed to meet their local needs and interests.

Listeners have been quick to respond. Every day more and more Philadelphians are turning their dials to 950 and WPEN.

950  
**WPEN**  
... the Station  
for Philadelphians  
And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**

New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles

450423

## LOS ANGELES

By RALPH WILK

G. A. RICHARDS, head of KMPC, was host at a dinner and broadcast at Perrino's Sept. 4 in honor of Loyd Wright, recently elected chairman of the California racing board. Governor Earl Warren, Wright, Bing Crosby and Pat O'Brien appeared on the broadcast, which was a feature of Joe Hernandez' regular racing program, 6:30-7 p.m., over KMPC, sponsored by Marshall and Clampett. Program came at the close of one of the most successful racing seasons at Del-Mar, which is controlled by Crosby and O'Brien, and preceded by one day opening of the first season at Hollywood Park since 1941.

Dick Joy won the announcing assignment on the Harry James Pabst series over CBS.

George Burns and Gracie Allen conferred with their writers on material for the first script for their new radio series. George and Gracie returned to air Sept. 20 over NBC.

Spade Cooley, heard on KECA, has sold publication rights to his autobiography "Fiddlin' Fool," to W. B. Donnelly of Tulsa. It's a story of one-night stands in cowtowns.

"What's Doin', Ladies," with Perry Ward, is emanating from San Francisco every Tuesday, beginning with the Sept. 18 broadcast. Show will retain its usual format for the S. F. stanzas with the exception that Caroline Leonetti, "Charm" expert, will conduct a 10-minute question and answer forum on beauty hints for the benefit of listeners.

Garry Moore, co-star with Jimmy Durante on Rexall Durante-Moore show, has returned after an 8-week USO tour of south Pacific. He is now at Del Monte, where he will rest until Sunday.

Tech. Sgt. Edward Skrivanek, musical director, and St. Keith Fowler, script writer, members of AAF's West Coast radio production unit, are scheduled to receive Army discharges in the near future. Both men are over 38. Skrivanek, former guitarist-arranger for Bob Burns, Rudy Vallee and other net shows before the war, plans to return to West Coast radio. Fowler rejoins the Burns and Allen show as one of its top writers.

**Exclusive!**

**CHI' BEARS  
'45 FOOTBALL**

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

**560 Kc. 5000 WATTS**



### Windy City Events! ! !

• • • The Chicago Symphony Orchestra will begin a weekly series of concerts on Wednesday, Oct. 17, from 8 to 9 p.m. over WCFL under sponsorship of the Chicago Title and Trust Co. The series which will be under the direction of Desire Defauw, the orchestra's regular conductor, will continue into next summer. The program was developed and placed by Earle Ludgin & Co., Chicago agency for the Chicago Title & Trust Company. The Chicago Symphony was represented by the W. Biggie Levin office of Chicago.

Commercials are to be handled through mid-program dramatizations. . . . The first Braille Bible course ever to be offered over the air will be presented by Moody Bible Institute, over stations WMBI and its FM sister station WDLM, beginning Friday, Oct. 5 at 3:45 p.m., according to Robert L. Constable, director of the institute's regular Radio School of the Bible. Enrolled students will receive braille outlines and questions, dealing with the material given over the air. The students will send answers to the school for grading. The course will be conducted by the Rev. Kenneth S. Wuest of the institute faculty and will consist of 12 lessons.

☆ ☆ ☆

• • • Norman E. Kraff has resigned as director of the new products food division of the Russel M. Seeds Co. The Breakfast Club definitely will remain in Chicago, it was announced by E. R. Borroff, vice-president of the American Broadcasting Company, Central division, laying at rest recent widely circulated reports that the program would move to New York. "The Show," said Borroff, "will remain in Chicago, city of its birth and the home of its star, Don McNeill. 'Breakfast Club' has long been identified with the midwest, and, in fact, is a mid-west institution. A change in origination point at this time would result in no apparent advantages, either from a managerial or production standpoint." Borroff disclosed that existing commitments between the American Broadcasting Co. and McNeill, effective through 1950, provide that the Breakfast Club may annually originate in New York for an approximate period of two weeks. "In keeping with this agreement," said Borroff, "the show has within the current year emanated from New York on two occasions: once in May, in behalf of the Seventh War Loan Drive, and again in early September in connection with the initiation of Philco sponsorship of the last 15 minutes of the program. It is possible the program may return to New York on another visit this year; in order to accommodate those thousands of fans who were turned away at earlier broadcast."

### KSRO Demonstrates Radio At Northern Calif. Fair

(Continued from Page 1)

tables, engineering control room equipment, and remote lines to every part of the fair grounds. On the opening day of the fair 16 broadcasts were given from these glassed-in studios. These included regular newscasts, racing reports from the booth atop the grandstand, musical programs with personal appearances of studio stars, the unique RFD 1350 program, personal spot interviews with prominent people from all over the state of California, and the daily amateur talent quest show. Engineers Howard MacCauley and Vern Hassett have set up a miniature Radio City that will be a permanent feature of this Northern California fair.

### Bob Hall Publicity Head Of Amer. Web Coast Div.

West Coast Bureau, RADIO DAILY

Hollywood—Bob Hall has been appointed American network's Western division publicity director. He succeeded Milt Samuel, who resigned to join the Young & Rubicam advertising agency.

### Gets Emerson Promotion

Dorman D. Israel, vice-president in charge of engineering and production at Emerson Radio and Phonograph Corporation, has announced the appointment of Louis G. Pacent Jr. to the position of manager of the production services department. For the past year Mr. Pacent has served Emerson as chief industrial engineer.

## EQUIPMENT

### Electronic Labs. Jobbers

A list of jobbers who will handle sales distribution of auto radio vibrator replacement parts for Electron Laboratories, Inc., of Indianapolis, Indiana, has been announced by Walter E. Peek, vice-president and sales manager.

The new jobbers are: Radio Wire Television Inc., Boston, Mass.; Radio Products Sales, Denver, Colorado; Radio Electric Products, Buffalo, New York; Radio Products Sales, Los Angeles, Calif.; Scott Radio Supply, Long Beach, Calif.; Hatry and Young, Hartford, Conn.; Roehr Distributing Company, St. Louis, Mo.; R. and J. Part and Supply Company, Inc., Lubbock, Texas; and Central Missouri Distributing Company, Jefferson City, Missouri.

### Joins Westinghouse Sales Staff

L. S. McLeod, veteran of 25 years in the radio and electrical appliance merchandising fields, has been named central district manager for Westinghouse Home Radio Division with headquarters in Pittsburgh.

### Comdr. Guterman To Emerson

Commander Herbert C. Guterman on terminal leave from the Navy, has been appointed executive assistant to the president of Emerson Radio and Phonograph Corporation. For many years prior to entering the service Commander Guterman served with leading radio and electrical manufacturers in varied engineering, administrative and merchandising capacities.

### Sales Appointment

E. M. Cotter has been appointed general sales manager of the Norman Young Appliance Company of Dallas, Texas. Cotter formerly was with the Crosley Corporation where he had charge of the major stores' program in the southeast and southwest. He is an associate member of the Institute of Radio Engineers of New York.

40th Week

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



**W**e take pleasure in acknowledging  
our appointment as Exclusive  
National Representatives . . . . .  
effective October 1, 1945 . . . . .

*of the*  
Marshall Field Radio Stations  
WJJD Chicago      WSAI Cincinnati

LEWIS H. *Avery* INC.  
*Radio Station Representatives*

565 Fifth Ave., New York 17, N. Y.  
PLaza 3-2622

333 No. Michigan Ave., Chicago 1, Ill.  
ANDover 4710

A NEW APPROACH TO...

# The 1945-46 NBC Parade of STARS





# NEWSPAPER ADS AND PUBLICITY

- The presses are rolling, from coast to coast . . . pounding out the hardest-hitting newspaper advertising . . . the hottest publicity stories . . . ever prepared for the NBC PARADE OF STARS.

For this season, the first time in the history of radio's greatest year-round promotion drive, the entire 1945-46 NBC PARADE OF STARS campaign was *jointly planned* in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) stars.

**Result:** The 1945-46 PARADE OF STARS advertising campaign—running 148 days—using space sizes from single-column individual program ads to dominant 1200-line display copy—covering *every* NBC program—utilizing an integrated, eye-stopping technique.

Plus—press publicity and pictures placed in the nation's newspapers by affiliated stations serviced by the NBC Press Department.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs designed to continue to keep NBC "*the network most people listen to most.*"

# National Broadcasting Company

America's No. 1 Network



A service of Radio  
Corporation of America

## NBC's "Star Parade" Sets Promotion Shows

(Continued from Page 1)

major programs for the 1945-46 season.

Among those on the Sunday show, which will represent Monday, Tuesday and Wednesday night programs, will be Fibber McGee and Molly, Judy Canova, Eddie Cantor, Barry Fitzgerald of "His Honor, the Barber," Hildegard and Harry Sosnick representing the "Raleigh Room," and Perry Como of the "Supper Club."

Also on the Sunday "Parade" show are Barry Wood for "Johnny Presents," Howard Barlow and Igor Gorin for "Voice of Firestone, Henry Fonda in a "Cavalcade of America" skit, Don Voorhees for the "Telephone Hour," "Dr. I.Q.," Percy Faith and the "Carnation Contented" orchestra, Louise Erickson of "Date With Judy," Irene Hill and Frank Farris, vocalists of the Romberg show; Alice Frost and Joseph Curtin of "Mr. and Mrs. North," and Jay Jostyn, Vicki Vola and Len Doyle, principals of "Mr. D. A."

Stars booked for Monday's "Parade of Stars" edition, representing NBC's Thursday, Friday, Saturday and Sunday night programs, include Jack Benny, Bob Hope, Cass Daley, Parkyakarkus, Frank Parker of "American Album of Familiar Music," H. V. Kaltenborn, Raymond Massey for the "Harvest of Stars," Burns and Allen with Meredith Willson, Dinah Shore, Jack Haley, Abbott and Costello, Rudy Vallee, Ed "Archie" Gardner of "Duffy's Tavern," and Evelyn MacGregor of "Waltz Time."

Also to be heard Monday are Bob Burns, Bill Stern, William Bendix for "Life of Riley," Geoffrey Barnes of "Mystery Theater," the "Can You Top This?" gagsters, Senator Ford, Harry Hershfield, Joe Laurie Jr., and Peter Donald, the cast of "One Man's Family," John Charles Thomas, Hal Peary and the "Great Gilersleeve" group, Thomas L. Thomas of "Manhattan Merry-Go-Round" and Phil Spitalny and his "Hour of Charm" all-girl orchestra.

## Philco Show Opens Oct. 7

The Philco "Radio Hall Of Fame" opens its third consecutive year over the American Network Sunday, Oct. 7th, 6:00 to 6:30 p.m., EST with music by Paul Whiteman, songs by Martha Tilton, and performances by guests of screen and radio each week.

Ushering in the new season, Burgess Meredith, star of stage and screen, will offer a scene from Maxwell Anderson's Pulitzer Prize play, "Winterset." The program will inaugurate Martha Tilton's addition to the program as a permanent, featured vocalist.

## AFM Pressure Put On NBC By Pulling Bands Off Shows

(Continued from Page 1)

whether a station must continue to employ musicians to compensate for technological encroachments on the AFM's field of employment and the actual case before the NWLB is that of WDOF, Chattanooga, an affiliate of CBS. At the time this case was heard in Atlanta by the Regional War Labor Board, it was decided to refer it to the NWLB since, as Joseph Padway, AFM attorney stated, it would concern all stations in the country. The WDOF contract with its AFM local came to a close last March.

### NBC Gets Major Portion

Meanwhile, NBC is feeling the brunt of the pressure with the AFM through its Los Angeles local yanking the Artie Shaw orchestra off the Fitch Bandwagon show Sunday night and following up by refusing to let Percy Faith conduct his Contented Hour orchestra, also over NBC at 10-10:30 p.m., EST last night. This show originates in Chicago NBC studios.

NBC stated it was at a loss to understand what the AFM has in mind and at the AFM headquarters in New York, all male spokesmen were conspicuously scarce, from Jimmy Petrillo down. As it stands, the Artie Shaw predicament came out of a clear sky Sunday night and a short statement was read over the air by NBC.

Understood that in addition to WDOF, Chattanooga, not having a contract with its AFM local, WAPO, NBC affiliate is also without one and WSMB, New Orleans, is also jammed up with the musicians' union.

### Old Formula

In the most similar occurrences have resulted in all or some orchestras being taken off the network when an affiliate is being fed which does not have an AFM contract. Southern outlets declare that they have paid the salary of their five-men standby bands but did not use their services. Networks say they are contractually obligated to feed an affiliate, although in some cases networks have been forced to cut the affiliate in question off the web when certain musical programs were in progress.

### "Carnation Contented" Sub

Sunday night the Fitch Bandwagon continued smoothly without an orchestra, but last night the network substituted for the entire Carnation Contented program featuring actors without any music, a dramatization from the "Author's Playhouse" series entitled "The Baron of Grogswig," by Charles Dickens.

Statement read over the air by NBC Sunday night and last night was about the same in substance. The Sunday night statement said: "Artie Shaw and his orchestra, originally scheduled to appear tonite on the 'Fitch Bandwagon,' will not be heard on this program. There is no controversy involving Fitch or Artie Shaw. The American Federation of Musicians has instructed the local musi-

cians' union in Los Angeles and Mr. Shaw's manager, that no musicians are to play on the Fitch program tonight."

Last night's statements read at the beginning and end of what would have been the Carnation Contented musical program declared:

### Network Statement

"The Carnation Contented Hour, usually heard at 10 p.m., EST, over the National Broadcasting Company network, will not be broadcast tonight because the American Federation of Musicians has refused to permit its members to participate in this program.

"National Broadcasting Company has been advised by the American Federation of Musicians that the union has taken this action because two independently-owned stations which broadcast NBC network programs: namely, WSMB, New Orleans, and WAPO, Chattanooga, are involved in a labor dispute with their local union.

"National Broadcasting Company's inability to present the 'Carnation Contented Hour' is not due to any dispute as to wages or working conditions between either National Broadcasting Company or the Carnation Company and the American Federation of Musicians."

### Coast in Dark

West Coast Bureau, RADIO DAILY

Hollywood—NBC Western division officials disclaimed any knowledge of James C. Petrillo's reasons for ordering Artie Shaw's band off "Fitch Bandwagon" program Sunday. One NBC representative said:

"We are waiting for Petrillo to tell us what his beef is and until we hear from him we are in dark concerning what it is all about. In our announcement last night we pointed out that there was no controversy between band or sponsor and union. That leaves only the network but we don't know what dispute we have with Petrillo." Observers believe that Petrillo is angry against NBC and American network for making a new deal with NABET and showed his displeasure by pulling Shaw.

## Hits CBC Contribution To Unity In Canada

(Continued from Page 1)

common men. The corporation prefers to dispense long-hair music, high-brow drama, academic talks and carefully prepared and pre-digested forums, delivered by parlor pinks.

"Only unity can make a better Canada. Only a greater knowledge of each other can effect this unity. Only if a better Canada results will the sacrifices of her sons through the years be justified."

## NBC Shows Return Oct. 4

Bud Abbott and Lou Costello will bring their comedy program back to the NBC network for the fourth year Oct. 4, sponsored by Camel Cigarettes through William Esty & Co. Program, heard at 10:00 p.m., EST, features Connie Haines, vocalist, Mel Blanc and Sid Fields, Will Osborne and his orchestra, and Ken Niles as announcer. Iris Adrian will join the program in a comedy-variety role. Script is written by Don Prindle and Eddie Forman, and directed by Don Bernard.

NBC also announces the return of Bob Burns to the airwaves for the fall and winter season on the same date, at 7:30 p.m., EST. Burns rejoins Shirley Ross and Leo Gorcey. Gordon Jenkins and his orchestra will join the program this season, featuring the Suitcase Six; Doug Gourlay will announce the program under direction of Sam Pierce. The Burns show is sponsored by Lever Bros. for Lifebuoy Soap, through Ruthrauff & Ryan.



50,000 Watts • NBC Network  
Edward Petry & Co., National Representative

**RICHMOND  
COVERAGE  
AT  
PETERSBURG  
RATES**  
WIRE or WRITE  
**WSSV**  
Petersburg, Virginia



OFF THE AIR  
**REFERENCE RECORDINGS  
IN CHICAGO**

**L. S. TOOGOOD RECORDING CO.**  
221 N. LA SALLE ST., CHICAGO 1, CENTRAL 5625



## All Evening Ratings Led By Lux Theater

(Continued from Page 1)

With Bob Hope, newly returned in second place with an initial 20.06. Others in succession are: Screen Guild Players, Mr. District Attorney, Walter Winchell, Charlie McCarthy, Make It Or Leave It, Joan Davis, This Is My Best, Inner Sanctum, Lowell Thomas, Kraft Music Hall, Judy Canova, Dr. Christian and People Are Funny.

Wayne King has the highest Listeners Per Set with 3.21.

Average Evening Audience Rating is 7.9, up 1.5 from the last Hooper report, up 0.4 from a year ago.

Average Evening Sets-In-Use reported are 25.8. This is 3.3 more than the last report, 0.9 more than a year ago.

"Take It Or Leave It" has the highest Sponsor Identification Index, 83.9.

Wayne King had the largest number of women listeners per listening set with 1.74; "Boxing Bout" (Tommy Lanning vs. J. Greco) had the largest number of men listeners per set with 0.12; and "Lone Ranger" had the most children listeners per listening set with 0.90.

## ★ AGENCY NEWSCAST ★

MAJ. GEORGE FIELDING ELIOT, military and naval analyst, will be guest-speaker at the regular celebrity luncheon of the Advertising Club of New York tomorrow. His subject will be "American Foreign Relations."

JAMES A. CHRISTENSEN, Detroit producer and writer, recently was appointed radio director for Wolfe-Jickling-Dow & Conkey, Inc., Detroit. In his new position, Christensen will supervise the firm's air accounts on six metropolitan Detroit network-affiliated and independent stations. To assist Mr. Christensen, handling broadcasting features for women, Miss Patricia "Pat" Tobin, has been appointed to the firm's staff.

JULIAN G. POLLOCK CO., Philadelphia, Pa., has been elected to membership in the American Association of Advertising Agencies.

RUSSEL M. SEEDS COMPANY, Chicago, has resigned as agency for the Krank Shave Kreem advertising of Consolidated Royal Chemical Corporation.

WILBUR EICKELBERG, a member of the sales executive staff of the Mutual Broadcasting System will resign on or about Oct. 15th, to return to the Pacific Coast where he becomes a partner with W. Hubbard Keenan, it was announced last week. Firm will be known as Keenan and Eickelberg, advertising representatives, with headquarters in San Francisco. Eickelberg was formerly sales manager for Don Lee-Mutual until 1942 when he joined the armed forces. He has been with MBS since March, 1944.

ARDEANE KEISKELL has been appointed director of radio and television of Jim Ward and Company, Chicago advertising agency. Miss Heiskell was formerly radio director of Strauchen and McKin, Cincinnati, Ohio, and more recently sales promotion manager of WIND, Chicago.

ADAM J. YOUNG, JR., INCORPORATED has been officially appointed to exclusively represent KYA, San Francisco in the national field. KYA uses 5,000 watts day and 1,000 watts night on 1,260 kilocycles.

## Will Not Bother Tele Says New Movie Head

(Continued from Page 1)

segments of the industry, it is likely, however, that tele would be one of the main topics for research. A research department of the institute is part of Johnston's plans, although he said plainly that he does not have any plans at this time to step into the tele picture himself.

## Co-Op In Job Placement For WPB's Radio Men

Broadcasters needing good men or women for their staffs are urged to communicate with the WPB through its Industry Personnel Committee. WPB is assisting its employees from the field of Journalism, public relations, advertising and radio in their effort to re-locate with industry.

Any organization, newspaper, advertising agency, or radio chain needing personnel has been asked by the Industry Personnel Committee to submit a listing of its personnel needs to the industry personnel committee in Washington, or to communicate with any of the WPB's 13 field offices.

## America's Foremost Singing Group

# THE MERRY MACS

SINGING STARS OF  
RADIO—SCREEN—STAGE—RECORDS (Exclusive Decca Recordings)



Currently Featured

### Philco "Hall of Fame"

ABC—Sundays 6:00 to 6:30 p.m.

Until September 30th

Returning to Hollywood

October 4th

Personal Management  
Harry Norwood  
6425 Hollywood Blvd.  
Hollywood, Calif.

## NEW BUSINESS

WGY, Schenectady: Presto-Lite Battery Co. (Presto-Lite batteries), 32 times, scattered schedule, through Ruthrauff & Ryan, Inc., New York; Maltex Cereals Co. (Maltex Cereals), 78 times, Market Basket participation, through Samuel C. Groot Co., New York; Park and Tilford (Tintex), TA, 30 times, through Charles W. Storm, New York; Dryden and Palmer (Gravy Master) Market Basket participation, 26 times, through Samuel C. Groot Co., New York; Proctor and Gamble Co. (Spic and Span), TA, 65 times, five days per week; C. A. Briggs, Co. (H-B Cough drops), station break, 69 times, through Horton Noyes Co., Providence, R. I.; Flex-O-Glass Mfg. Co. (Warp Products), TA, 24 times, eight weeks, through Presba, Fellers and Presba, Inc., Chicago; Grove Labs (Cold Tablets), news, 66 times, three times per week, through Russel M. Seeds Co., Chicago; Ontario Biscuit Co. (Club Crackers), 96 station breaks, 12 weeks, through Moss-Chase Co., Buffalo; Benrus Watch Co. (Watches), TA, 52 weeks, through Young and Rubicam, Inc., New York; Esquire Inc. (Coronet Magazine), TA and 15-min program, one week, through Schwimmer and Scott, Inc., Chicago; Ludens Inc. (Cough Drops), TA, 26 weeks, scattered schedule, through J. M. Mathes Inc., New York; Goodyear Tire and Rubber (Shoe Repairing), TA, 52 weeks, through Compton Adv. Agency, New York; School Mfg. Co. (Zino Pads), TA, 13 weeks, through Donahue and Coe, New York; School Mfg. Co. (Zino Pads), one-min. anncts., 13 weeks, through Donahue and Coe, New York; Maryland Pharmaceutical Co. (Rem), TA, 20 weeks, through Joseph Katz Co., Baltimore; O-Cedar Corp. (O-Cedar Wax), seven weeks, market basket participation, through Aubrey Moore and Wallace, Chicago; Vick Chemical Co. (Vick Products), 208 station breaks, 52 weeks, through Morse International Inc., New York; Plough Inc. (Penetro Nose Drops), station break, 52 weeks, through Lake-Spiro Shurman Inc., Memphis; Vick Chemical Co. (Vick Products), Vick Dinner Concert Program TA, 52 weeks, three weekly.

**Worcester's Top 28  
NIGHT TIME  
Network Programs**

**ALL on WTAG**

Adventure of  
The Thin Man **25.6**

Hooper Survey Dec. '44—Apr. '45

**WTAG  
WORCESTER**

## WLEE Makes Formal Debut With Huge Program - Guests

(Continued from Page 1)

bee, Bob Russell, Sylvia Froos and Jean Parker, also of movie fame appeared along with many others. Representatives of the Armed Forces were on hand for a grand finale. (Tinsley is also owner of WITH, Baltimore.)

In addition to many time buyers who arrived by special plane, were guests from all walks of life. These included:

Lewis G. Chewning, president of the Richmond Chamber of Commerce, was toastmaster at a dinner at the John Marshall Hotel preceding the dedicatory ceremonies at 8:30 p.m. Chewning also served as m.c. at the program.

Mayor William C. Herbert of Richmond welcomed WLEE and officially dedicated the station to public service in the community. Speakers included Maj. Gen. Phillip G. Hayes, Commanding General, Third Service Command; Mr. Tinsley; Irvin G. Abeloff, station manager.

Program included personnel from Camp Lee, Va., with 30-minute all-soldier production; Fulton Lewis, Jr., MBS commentator; Guy Kibbee, stage, screen and radio star; Jean Parker, Sylvia Froos, the dance team of Masters & Rollins, Bob Russell, singer; Al Richie's orchestra, Nayda Norskaya, vocalist.

In addition to the regular cast the finale included 6 WACs, 6 WAVES, six SPARS; six women Marines, a soldier color guard and veterans from McGuire General Hospital. All box seats were reserved for wounded veterans from military hospitals in the area.

Honor guests included commanding officers of Army, Navy and Marine posts near Richmond; city and

state officials; civic club boards of directors; Chamber of Commerce board of directors; advertising agency heads; WLEE clients; officials of the Richmond Community Fund, American Red Cross, Victory Loan Drive and heads of all stations in Richmond.

Among honor guests were Wilbur M. Havens and Robert E. Mitchell, WMBG; E. S. Whitlock, WRNL; William T. Reed Jr. and C. T. Lucy, WRVA.

A cocktail party was held at the John Marshall at 5:30 p.m., preceding dinner. Following the program at the Mosque, Mr. Tinsley was host at a dance at the hotel.

WLEE operates on 1,450 kc with 250 watts power and will be affiliated with both Mutual and Associated. A portion of the dedicatory program was aired by both networks.

### Time Buyers Present

Time buyers in attendance included: William C. Dekker, McCann-Erickson; Ray Nelson, Chas. M. Storm Co.; Betty Barrett, Donahue & Coe; Gertrude Scanlan and Frank Silvernail, BBD&O; Roland Van Nostrand, Benton & Bowles; Frank Haas, Erwin, Wasey & Co.; Gordon Mills, Arthur Kudner; Betty Powell, Fritz Snyder and Vera Brennan, Biow; Linnea Nelson, J. Walter Thompson Co.; Carlos Franco, Young & Rubicam; Mary Dunleavy, Pedlar & Ryan; Bea Gumbinner, Lawrence C. Gumbinner; Ed Small, Ted Bates; Richard Grahl, William Esty; Jack Haight, Colgate-Palmolive-Peet Co.; Chester Slaybaugh, Morse International; Ted Fisher, Ruthrauff & Ryan. Jack Allison and Frank Headley of Headley-Reed Co., WITH-WLEE station representatives were hosts on trips.

## Wire Recorder For Home Prepared By Scott Lab.

(Continued from Page 1)

programs as well as musical selections directly from their radio sets on wire that is nearly as thin as a human hair. These models will be available through dealers who handle Scott radios.

Used extensively for the first time during the war for use in communications, the wire recorder has many advantages over former physical methods of recording. Recorded magnetically, it has a minimum of needle scratch and background noises. The wire, holding the sound, is unbreakable, flexible and can be wound on tiny spools which hold hours of transcribed sound.

Engineers and technicians of Scott Radio Laboratories have brought even greater fidelity and sound range to the wire recorder than was before possible besides making them as simple to operate as a radio set. Radio programs will be able to be recorded automatically for later listening.

## Religious Unit Asks CBC To Broadcast Services

Montreal—Broadcasting of French Protestant religious services by CBC has been urged by the Presbyterian Church in Canada. Dr. Allan S. Reid, governor of the Church Life and Work Committee of the Montreal and Ottawa Synod, said here that the two languages of French and English are equal and both should be heard.

## OPPORTUNITY WANTED

By Radio Sales Executive with 10 years experience in Station Relations, transcription production and sales and time sales. Fine station and agency contacts. Write

RADIO DAILY  
Box 223

1501 Broadway, New York 18, N. Y.

## PROMOTION

### Sales Values

Vince Callahan, promotion manager of WNNC, New Haven, Conn., has compiled facts and figures, written the copy and illustrated a sales brochure for his station which has been mailed to all national agencies. Copy and illustrations are in "hunting" parlance used to highlight poignant sales points. The book is concluded with various agency letters of client satisfaction.

### Fair Practice Guide

A "Guide For Retail Advertising and Selling," has been compiled by Better Business Bureau merchandising men and women and published on a "non-profit" basis by the National Association of Better Business Bureaus, Inc. This guide and reference to fair practice standards, with definitions for retail advertising and selling, and a dictionary index of trade terms, standards, descriptions, etc., is in its third edition and is sold to businessmen for one dollar.

### News Coverage Featured

Latest promotional mailpiece from WCOP, Boston, is a four-page folder with the title, "All News is Good News on WCOP," in bold black superimposed on a backdrop of wire service bulletins. Inside, the folder drives home the facts of station news coverage and names and background of the news staff are fully presented. The back page gives availabilities.

### Red Letter—"WOV"

One of its call letters covering the back of each page in bold red, and the announcement of a \$500 War Bond prize-contest for program ideas, call attention to the contents of a three-page letter giving listener statistics, Hooper reports, sales power and market coverage of station WOV, New York City.

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

first in Chattanooga in  
LISTENING AUDIENCE  
ADVERTISING VOLUME  
PUBLIC SERVICE



# Ryan Asks Governm't For 25th Anni. Stamp

Washington Bureau, RADIO DAILY  
 Washington—J. Harold Ryan, retiring NAB president has directed a petition to President Truman requesting the authorization in 1945 of a postage stamp commemorating the 25th anniversary of broadcasting in the United States. Introduced by a resolution from the NAB board of directors, the petition documents radio's position in American life in war and peace and contains 243 letters from Congressmen, clergymen, educators, stage, screen and radio performers, Government officials, civic and military and business and civic leaders from many parts of the United States. Proposed designs for the postage stamp were incorporated.

**Prexy's Last Official Act**  
 This was Ryan's last official act as interim head of the nation's broadcasters. He now will return to his post as vice-president and general manager of the Fort Industry Company of Toledo.

# Crunch Peanut Butter Opens Ad Drive In Midwest

(Continued from Page 1)  
 Area listeners for years, will air his new show "Meet Tommy Bartlett" every WGN five days a week, Mondays through Fridays, from 3:15 to 3:30 p.m. This fun-packed, human-interest "quiz show" marks Tommy's return to radio after flying in the air force for several years. At the time of his enlistment, Tommy was an outstanding radio personality and can count on many thousands of loyal fans to welcome him back to the air waves.

**Newspaper Co-Op Set**  
 In addition to the daily radio program, Peanut Crunch will also be featured in 300-line ads appearing every week in the Chicago Daily News, Chicago Herald-American and Chicago Tribune. Illustrations drawn by the famous cartoonist, Sid Hix, are a highlight of the newspaper ads. With a touch of humor, shoppers are reminded that they can't always find popular Peanut Crunch at the store, but the supply is getting more plentiful.

# COAST-TO-COAST

— CALIFORNIA —  
 LOS ANGELES—Pat Campbell, director of station relations, is out on a station-by-station trip of the KHJ-Don Lee network, planning to visit 28 stations in a month. Campbell will cover the whole of northern California, Washington, Oregon Idaho and British Columbia, between now and October 22, and contemplates brief stay-over at Portland, Seattle and Spokane stations.

— FLORIDA —  
 MIAMI—Five heroes of Bataan, Corregidor and Wake Island, who were members of the first group of liberated prisoners to be flown back to the United States through Miami, were interviewed by station WIOD on Saturday, Sept. 22, at the AAF Regional and Convalescent Hospital, Coral Gables, where the men are resting.

— WISCONSIN —  
 EAU CLAIRE—Each Saturday evening, a record of a service man or woman is used as a feature of the Evening News, sponsored by the Northern States Power Company of Eau Claire. The parents of these folks are notified in advance and are invited to come to the studios of WEAU where they are introduced to the radio audience and presented with the recording.

— TENNESSEE —  
 KNOXVILLE—In conjunction with the News-Sentinel, WNOX sponsored a "fishermans' Party" featuring Andy Anderson, the flying fisherman and sports editor from Houston, Texas. More than 500 attended the party in the main studio of WNOX, and left scores of articles of fishing tackle that Andy took to the disabled veterans at Mountain Home Facilities, Johnston City, Tenn., for distribution.

— UTAH —  
 SALT LAKE CITY—"Las Vegas Calls," with all the fast-moving tempo of the southern Nevada vacation spot in a new strip series on KDYL. . . Twenty staff members on hand prior to the opening of KALL, took part in a station competition to select a station break tag. Winning selection, used immediately on the opening, was "Dial KALL, that's all. K-A double L, KALL of Salt Lake City."

— MICHIGAN —  
 DETROIT—As Detroit rounded up its resources for war production in 1941 WWJ instituted a one-minute prayer for peace each noon in cooperation with the different churches. Even though the war is over, this one-minute prayer remains one of the most popular moments on Detroit radio and WWJ will continue it.

— ARIZONA —  
 PHOENIX—When Ray Busey of Phoenix, broadcast his usually KOY-originated show of "inside" commentary from KTUC-Tucson, at the opening of the Tucson "Sunshine Club" drive recently, members of the rival Phoenix Chamber of Commerce listened in on the plans to make Tucson the tourist mecca of the Southwest on a radio set furnished by KOY!!

— MASSACHUSETTS —  
 BOSTON—Two WCOP staffers will be on the teaching staff of the expanded radio department of Boston U this year. Harry D. Goodwin, promotion and merchandising manager, will lecture on radio salesmanship and promotion, while Henry W. Lundquist, newly appointed assistant director of programs and production at the Cowles station, will be responsible for the course in script writing.

— MISSOURI —  
 KANSAS CITY—Sam Molen, KMBC sportscaster, will travel more than 4,000 miles this year to give play-by-play coverage of the highlight Big-6 grid games each week. . . ST. LOUIS—Mel Kampe, former program director and for eight and a half years with WIL, has joined the station's advertising-production dept.

# Court Again Denies Move To Quiz Flamm

Edward J. Noble, chairman of the board, American Broadcasting Co., and his attorneys, were denied application to examine Donald Flamm regarding sale litigation of WMCA for the second time, it was revealed yesterday.

Justice McNally, presiding in the N. Y. Supreme Court, second section, who denied the first motion, also handed down the decision in the re-argument of Noble's attorneys. It was felt that this would be the final time that motion would be directed toward examination of Flamm before trial, which is reportedly scheduled for the early part of November.

# Craig Joins Elman Office

Lt. Bill Craig, who has just completed four years on the staff of Admiral Ernest King, has joined Dave Elman's production office as business manager and research director on Elman's two network programs, "Hobby Lobby," and the "Rensie Radio Auction."

Prior to his navy service, Craig produced "The Story of All of Us," a children's program over NBC.

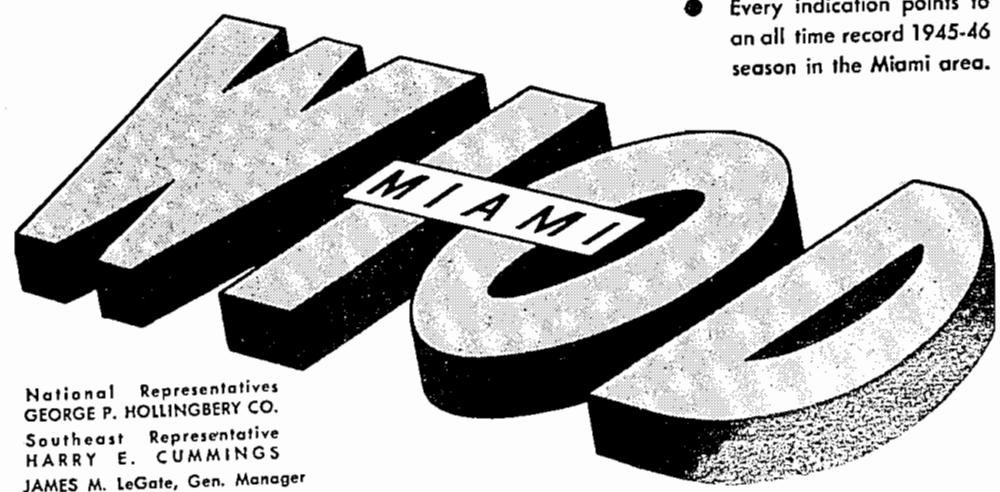


Add 1,500,000 WINTER VISITORS

# TO THIS ALREADY, GREAT YEAR 'ROUND MARKET

. . . and that, Mister, is something!  
 WIOD covers this rich and responsive market as completely as Miami's magic sun.

● Every indication points to an all time record 1945-46 season in the Miami area.



National Representatives  
 GEORGE P. HOLLINGBERY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS  
 JAMES M. LeGate, Gen. Manager

5,000 WATTS \* 610 KC \* NBC

there's NO QUESTION ..about SELLING KANSAS when you hire:  
 Ben Ludy, GEN'L. MGR.  
**WIBW**  
 The Voice of Kansas TOPEKA

Send Birthday Greetings To—  
 October 2  
 Martha Atwood Groucho Marx  
 Rosemarie Brancato Cecil Ray  
 Harold W. Cassill Roy Shield  
 Joan Shields





**HOME TOWN BOY  
MAKES GOOD**

### **...The Mountain Went To Mahomet**

An unusual Baltimore story—of an unusual name—Little Potts Furniture Company\* and Baltimore's unusual, big home-town Station—WFBR—provides the unusual story.

For 5 years—the Little Potts Furniture Company has advertised on WFBR exclusively. Over three years ago Little Potts started their "Sing and Win" program on Club 1300—six days a week.

It is the only advertising done by Little Potts—

was originally a test to develop furniture business at 2112 East Monument Street—an off the beaten path location. The WFBR test has been a consistent producer that brought all Baltimore to Little Potts door.

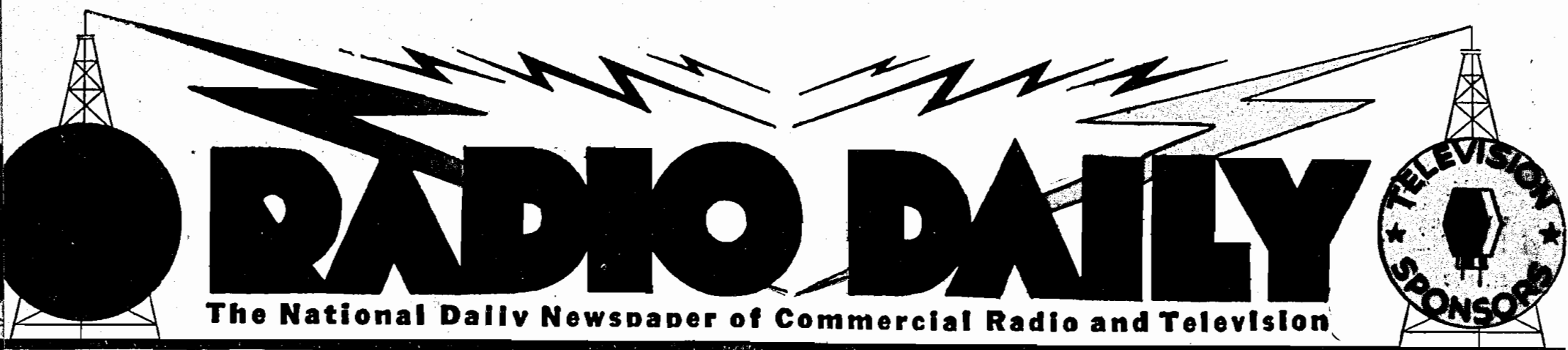
Remember the above *facts* when people start *talking* about RESULTS in Baltimore! Yes, if *you* want to know what to buy in Baltimore . . . buy what the *successful* home town boys have *always* bought and are buying today . . . W . . . F . . . B . . . R . . .

\*Agency: Maurice Chessler Advertising Agency

MEMBER — AMERICAN BROADCASTING COMPANY • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

**WFBR**





The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 3

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

TEN CENTS

# Industry Acclclaims Miller

## Await Further Move In AFM-NBC Pressure

With the AFM continuing a policy of silence relative to the yanking orchestras on NBC, no further sanctions are expected against the network, for the time being at least. So far the Fitch Bandwagon Sunday night and Carnation Contented Hour (Monday night) were the sufferers, with the latter program having cancelled, as noted in these columns yesterday. Cause of the bands being pulled out is the status of unsigned affiliated outlets of the network with locals of the musicians union.

Yesterday, WSMB, New Orleans, came to an agreement with the AFM local there, agreeing to use six men

(Continued on Page 2)

## Odeon, British Pix Chain, Active In Video Research

Odeon Theaters, one of England's foremost chain of motion picture houses, plan to keep step with developments in the field of television and will participate actively in television research, according to a statement by J. Arthur Rank, chairman of the organization.

Rank's statement, received in New

(Continued on Page 8)

## AM, FM Radio Found Efficient For R.R. Use

Chicago—Engineers of the Farnsworth Television & Radio Corporation and the Santa Fe Railway System reported that tests and experiments showed both AM and FM radio systems could be utilized satisfactorily

(Continued on Page 2)

### Jockey Staff

On October 1, Art Brown, new WHN, New York, disk jockey, opened a six-day morning series on the station. On the same day, the racing form sheets showed a horse named Art Brown running in the seventh race at Laurel Park. Hunchsters mortgaged the old homesteads to back that pony. P.S. The nag finished fifth out of six horses running in the race.

## Phone Strike Aspects Studied By Web Execs.

Network officials yesterday studied the possibilities of the threatened strike of telephone workers as it might affect their respective networks. Offhand it appeared that the networks might suffer only in a business way, such as would affect any company which uses many long distance calls in its daily operations. (Dial phones not affected immediately).

Web officials said there was no way

(Continued on Page 3)

## Commission Tele Hearing Postponed Until Oct. 11

Washington Bureau, RADIO DAILY  
Washington—The FCC has announced postponement of the hearing on tele rules and standards until October 11. The hearing had previously been scheduled for tomorrow. Time for filing briefs has been extended until Oct. 8, it also was announced.

## Webs-Radio Directors Guild Start Mediation On Friday

New York State Board of Mediation has called a meeting of the Radio Directors Guild and representatives of the four major networks for Friday morning, Oct. 5th, it was revealed yesterday.

Mediation board members have arranged the conference to discuss the issues involved and to propose moves of settling the dispute between the

## Brilliant Assemblage Attends Inaugural Welcoming New NAB President Who Will Serve 5-Year Term

Washington Bureau, RADIO DAILY

Washington—Approximately 800 people prominent in radio, plus high ranking guests from all walks of industry and political life attended the inaugural dinner in honor of Justin Miller, new president of the NAB, held here last night at the Hotel Statler.

Principal speakers were Jus-

(Continued on Page 7)

## "Series" On Mutual; Also To Men Overseas

World Series, between Chicago Cubs and Detroit Tigers, gets under way today in Detroit (for first three games) at 1:15 p.m., EST with the game itself being called at 1:30 p.m. Over 265 stations of the Mutual network will carry the games, sponsored by Gillette Safety Razor Co. This marks the seventh consecutive year

(Continued on Page 3)

## Second TBA Convention Scheduled For Spring

J. R. Poppele, president of the Television Broadcasters Association, Inc., announced yesterday that the Second Convention of the television industry will take place in New York City next spring, late March or early April. A wide display of television

(Continued on Page 3)

## Elmer Davis Returning; Stix-Gude Management

Elmer Davis, recently resigned head of the OWI will return to radio as a commentator under the management of Thomas L. Stix and J. P. Gude. No date set for the official re-

(Continued on Page 2)

## Applications To FCC Still Grow In Volume

Washington Bureau, RADIO DAILY

Washington—Confirming what was obvious when the prediction was made, the FCC since the close of the war has been receiving a constantly increasing volume of applications. Requests for CPs include every classification of station: AM, FM and television, portable units and develop-

(Continued on Page 3)

## WJZ To Realign Schedule Covering Morning Shows

Realignment of early morning programming to strengthen the time segment from 7-9 a.m. Monday through Saturday, effective this week, has been announced by John Hade, pro-

(Continued on Page 6)

### Family Program

Three generations of the Beach family appeared on WMCA Saturday morning when Isabella Beach interviewed her mother Mrs. Isabella King, aged 72, and her daughter, Isabella, Jr., on her daily woman's program. Grandmother King, who is stopping in N. Y. on her way to visit Scotland, offered listeners and her descendants her recipe for beef and kidney pie.

### Nature

When engineers were constructing the broadcasting studio at Fulton Lewis' home in Chevy Chase, Md., they discovered that extra-heavy sound-proofing material was necessary to eliminate the natural disturbances of the surroundings. It seems Lewis was presented recently with two rare, and noisy animals,—a spotted jackass and a snow-white jenny.



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FRANK BURKE : : : : : Editor

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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.

Webbs-Radio Directors In Mediation Meeting

(Continued From Page 1)

regarding proposed action by its members in answer to a counter offer by the networks which considered that the offers were "inequitable and unreasonable. . . and that the Guild is in favor of a strike against the networks."

20 YEARS AGO TODAY

(October 3, 1945)

Elaborate preparations are being formulated by the Navy Department and League for a radio celebration of the 150th anniversary of the birth of the Navy, October 27, also the 67th birthday of Theodore Roosevelt. President Coolidge has approved the proposal for the celebration.

FOR 24 HOUR SERVICE

ON DIRECT CUT COPIES OF YOUR RECORDINGS



U.S. RECORDING CO. 1121 VERMONT AVE.—WASHINGTON, D. C. WRITE-WIRE OR CALL FOR DETAILS

Await Further Move In AFM-NBC Pressure

(Continued from Page 1)

on the staff orchestra, but refusing to make a retroactive pact. Status of WAPO, Chattanooga, remains the same. Also that of WDOD, which is a CBS affiliate. This station has its case before the NLRB.

Yesterday there was some expectation of a New York origination being yanked, and this was awaited, pending the disposition of the AFM officials.

Elmer Davis Returning; Stix-Gude Management

(Continued from Page 1)

turn and no commitments made as yet with any network or client. Davis will originate his broadcast from Washington where he now makes his home.

Stix and Gude office have under their wing such radio commentators as Raymond Swing, Jos. Harsch, Bob Trout, John Gunther, Don Goddard, John W. Vandercook and others.

AM, FM Radio Found Efficient For R.R. Use

(Continued from Page 1)

in railroad communication. The two companies declared that for the first time in railway communications history the two systems were tested simultaneously under identical operating conditions.

Both systems, according to engineers, have certain specific advantages and a choice between the two would depend on the economic installation, operation and maintenance factors involved in individual projects. Equipment tested employed a development called the "auto pulse" checking system in which a small light flashes in the locomotive cab every few seconds when the engine is in operating range of another radio-equipped unit.

The pulse technique, an important safety factor, is an adaptation of a war-time identification development through which friendly aircraft can identify each other automatically.

Boston Symphony Concert In New Slot On Amer. Net

The annual Boston Symphony Orchestra broadcasts over WJZ and the American Broadcasting Company will be heard at a new time this season, from 9:30 to 10:30 p.m., EST, it has been announced by Dr. Serge Koussevitzky, conductor. The opening broadcast will be on Saturday, Oct. 6. The Saturday night concerts of the Boston Symphony Orchestra are of two hours duration. In former seasons, the first half of each concert was broadcast. During the 1945-46 season, second half will be aired.

FINANCIAL

(Tuesday, Oct. 2)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Hazeltine Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

BASS PLAYER

Preferably girl, wanted for top Hill-Billy act making air and personal appearances. Wire or call. WHEB, Portsmouth, New Hampshire.



ENGLISH • JEWISH • ITALIAN

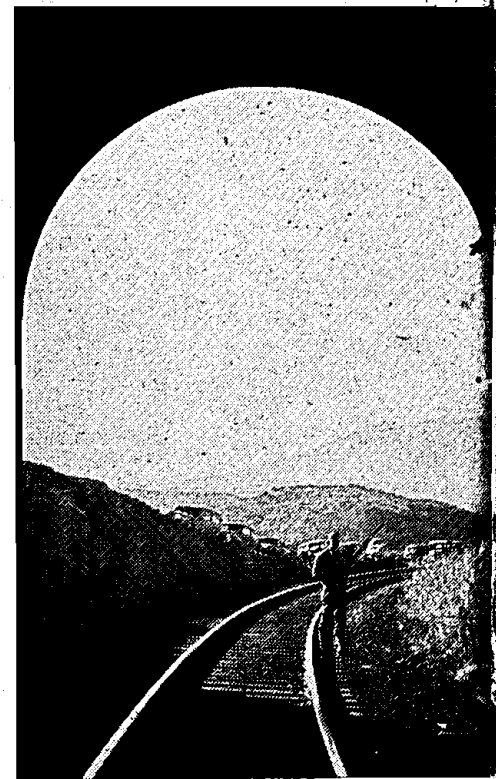
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 48th Street, New York, N. Y.

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



Out of the dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about station like W-I-T-H.

W-I-T-H is an independent station in the five-station Baltimore town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-



# Applications To FCC Still Grow In Volume

(Continued from Page 1)

mental outlets, and these requests are interspersed with numerous applications for frequency changes and power increases.

The latest group of applications listed with the FCC follow:

AM applications have been filed by Fred Jones Broadcasting Co., Tulsa, Okla., seeking to operate on 1,030 kilocycles, power of 50 kilowatts unlimited; Brainerd Broadcasting Co., Brainerd, Minn., applying to operate on 1,400 kilocycles, power of 250 watts unlimited; KAW Broadcasting, Inc., Kansas, to operate on 1,020 kilocycles, power of one kilowatt daytime only, and Montana Broadcasting and Television Co., Anaconda, Mont., to operate on 550 kilocycles, with one kilowatt unlimited.

Westinghouse has applied for four mobile-developmental stations.

Lancaster Television Corp., Lancaster, Pa., applied for a new commercial tele station to operate on Channel No. 2 with ESR of 1,400.

New AM stations were requested by Chester E. Daly, Cleveland, Ohio, who applied to operate on 1,490 kilocycles with 250 watts unlimited; by G. W. Covington, Jr., Selma, Alabama, who applied to operate on 1,340 kilocycles with 250 watts unlimited, and to operate in Gadsden, Alabama, on 1,670 kilowatts with one kilowatt daytime only. Central Washington Broadcasting, Inc., Ellensburg, Wash., applied to operate on 1,240 kilocycles with 250 watts unlimited.

Applications for AM stations were received from the Bay State Beacon, Brockton, Mass., to operate on 1,450 kilocycles with power of 250 watts unlimited; Peterson and Co., Lexington, Ky., to operate on 1,340 kilocycles power of 250 watts, unlimited; WWOOP, in Dayton, Ohio, applied for a new station to operate on 1,600 kilocycles, power of five kilowatts, unlimited; Wichtex Broadcasting Co., Wichita, Falls, Texas, applied to operate on 990 kilocycles with power of one kilowatt daytime only; Warren, Davis, Yeager, and Ford, Inc., Bloomington, Ind., applied to operate on 1,010 kilocycles with power of one kilowatt, daytime only.

WATL, Atlanta, Ga., asked permission to change its frequency from

# Phone Strike Aspects Studied By Web Execs.

(Continued from Page 1)

of knowing just what would happen, but reasoned that there were three aspects. One aspect is that network operations would not be hampered unless the long-lines engineers also went out on strike. No special notice or word has been received from the AT&T to indicate any hampering moves on tap.

Long-lines engineers were definitely included by the union, which stated last night that it will institute a four-hour stoppage Friday afternoon from 2-6 p.m. All but emergency services are included.

If certain maintenance men go out along with the others, then it is feared that various equipment will not stand the strain of being left on its own for any length of time. This applies to the mechanically operated phones and lines.

Although the proposed strike would be a four-hour "demonstration" it is held that if it proved serious, considerable revenue would be lost. As a precautionary measure, it is understood that WOR-Mutual has arranged for a possible need to put on re-enacted plays of the World Series. Dave Driscoll, WOR news head has installed direct wires with a press association in the event attendants leave certain ticker maintenance. The wires carrying press association-printer news are AT&T. Also, telegraphed ticker services are being readied in the event of interference with regular press association news transmission.

1,400 to 1,380 kilocycles, increase power from 250 watts to five kilowatts, to install a new transmitter, change transmitter location and install new directional antennae for night use.

KGKY, Scotts Bluff, Neb., also applied for a change in frequency from 1,490 to 1,320 kilocycles, and to increase power from 250 watts to one kilowatt, also to change transmitter location and install directional antennae for night use.



The number of radio families in Denver represents 1/6th of the total served by KOA throughout the Rocky Mountain and Plains States region. If YOU'RE not using KOA, you're losing 5/6th the potential.



# Second TBA Convention Scheduled For Spring

(Continued from Page 1)

equipment—receivers, cathode ray tubes and parts—will highlight the event, the first to take place since the end of the war. Other features and displays of interest to television broadcasters will also be shown.

"Television will begin moving in a big way in 1946," opined Poppele. "Instead of holding our convention in December, as we did last year, the event has been moved to next spring when television receivers will be ready in quantity for sale to the public. Interest in television is mounting daily and will reach its peak when the much-awaited receivers are ready for the retailer. All of the latest models ready for distribution will be shown at the TBA convention," Poppele declared.

He added that consideration is being given to the possibility of enlarging the convention exhibitions to a general exposition at the same time, although plans for this are indefinite at the moment.

# Renew "Judy" For 52 Weeks

The dramatic comedy, "Date With Judy," has been renewed for 52 weeks by the Lewis-Howe Co. over the NBC network for Tums. The program, which originates in Hollywood, is heard Tuesdays, 8:30 p.m., EST. The agency is Roche-Williams and Cleary of Chicago. The new contract is effective Oct. 16.

# "Series" On Mutual; Also To Men Overseas

(Continued from Page 1)

that the same client has had the games.

Bill Corum, Bill Slater and Al Helfer, will handle the color and play-by-play descriptions.

In addition to the Mutual outlets, global coverage will be given the games by the Armed Forces Radio Service, for troops overseas and in all occupation areas, according to Col. Thomas H. Lewis, commandant of the AFRS. Col. Lewis stated that play-by-play description of the World Series will be heard by troops in Tokyo. Twenty powerful shortwave stations will be utilized in this country by AFRS to beam voices of stadium commentators to troops of all parts of the world and the United States fleet; 166 AFRS stations operated by servicemen overseas will be tuned to AFRS shortwave transmission simultaneously rebroadcast them standard wave.

# Thompson On "Small Show"

Johnny Thompson sings a return engagement on the Mary Small show on Sunday, Oct. 7, over WJZ and the American Broadcasting Company network, 5:00-5:30 p.m. Thompson has his own program on Saturday mornings, 10:30-11:00 a.m., over the same station and network.

*The Script's the Thing...*

... and you'll find in the Continuity Service provided by BMI any number of carefully planned scripts—from a five-minute program to a 30-minute production.

Whether your programming makes use of phonograph records or electrical transcriptions, BMI RADIO CONTINUITY answers your every need... as sustaining or sponsored shows.

Hundreds of stations, coast to coast, are cashing in on BMI CONTINUITIES in commercial programs.

Each script includes the use of carefully selected music, in recorded form, accompanied by smooth, well written continuity—all are distinctive and refreshing program ideas.

*The complete list of continuities will be sent upon your request.*

**Know Your BMI Music and Know How BMI Can Serve You**

**BMI BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE · NEW YORK 19, N.Y.  
*New York · Chicago · Hollywood*

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





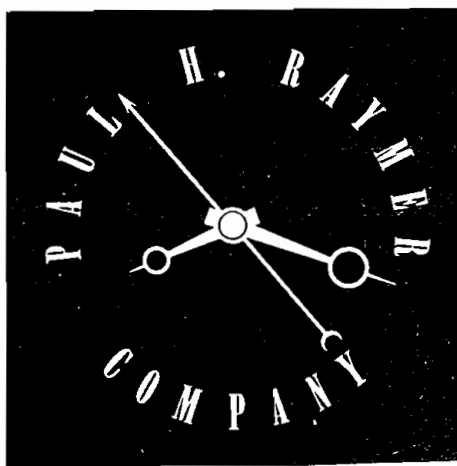




## The Right Sails At The Right Time

This skipper is using them, but it's only part of the picture. Running on a broad reach, he's keeping the proper sailing angle and taking every advantage of light air. Under these conditions his skill shows to best advantage.

In the same way the men of our organization know the representation business. Years of experience have taught them how to analyze a difficult sales problem and then to use their station material with maximum effectiveness.



**PAUL H. RAYMER COMPANY • RADIO ADVERTISING**  
NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO



remember our men

"In recognition of the fact that, although Peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can."

The radio and entertainment industry has done a magnificent job during the war. Now it is invited by KGW to "Remember Our Men" in Peace—men and women who should never be forgotten—those still in our Army and Navy hospitals. Marie Rogndahl, winner of the national "Hour of Charm" contest, was first to sign. Arden X. Pangborn, manager of KGW (left); Robert Shields, U.S. Veteran's administration, and Dr. Paul I. Carter, manager of the Veteran's hospital in Portland witnessed event.

Printed copies of the "Remember Our Men" pledge will be furnished without charge by Station KGW.

IN TOUCH WITH TOMORROW... IN TUNE WITH TODAY
KGW PORTLAND OREGON
REPRESENTED BY EDWARD PETRY & CO



Reporter At Large . . . !

Small Talk: New York hotelmen are the only ones here who're happy that the local ball clubs were nudged out of the series. . . . Barry Thompson will be the new Dick Tracey as of Oct. 13th. Matt Crowley quit the role after having been offered \$375. . . . "County Fair" originates in N. Y. next week with Pete Donald in the lead. Producer Bill Gernant is in town from Hollywood to take charge. . . . Stuart Buchanan reported quitting American, but will continue to direct "Jones and I." . . . Insiders claim Crosby isn't well and wants a couple of months of complete rest, not only from work but also from Hollywood itself. . . . Paul Gardner resigning from American press dep't to become associate editor of "Tune In." . . . Producer Carl Cataldo looking for twin girls aged 18 to 30 for lead in his new play. . . . Is Frank Munn quitting radio after all these years? . . . Bob Russell, whom the smart-aleck, know-it-all claimed had been around 'too long to mean anything,' will be the singing star of Shubert's next musical. . . . J. Walter Thompson previewed a new show, "International Police" Sunday nite at 12:30 over WEVD. . . . Add must reading: Harriet Van Horne's lively article, "Views Coming Up," in the current Collier's. . . . Bob Broder, Abbott & Costello attorney, back from the coast where he attended Eddie Sherman's wedding. . . . Olsen & Johnson nixed a \$7,500 offer for open ends. . . . Lillian Jenkins, crack Madison Sq. Garden publicist, will be interviewed Friday ayem by Adelaide Hawley. . . . Reconciliation attempts have failed to bring together the Jerry Waynes.



Alan Courtney, one of our favorite disc jockeys, severing a five-year relationship with WOV. . . . Courtney made a big rep with the 1280 Club and was also responsible for audience participation shows and the all-nite jamborees. He'll continue emceeing the Korn Kobbler's transcriptions. . . . Tex Wiener resigning from the OPA Nov. 1st to become radio director for Chernow Advertising agency. . . . Ted Lloyd out to Chicago with Capt. Eddie Rickenbacker. . . . Monica Lewis stopped the show cold at the Troika in Washington on her opening nite last week. Management wired MCA she was the hottest act they've yet sent her. . . . Radio would be a sweeter biz all around if more directors were like Frank Telford, who sees to it that fully 25 per cent of all his casts are newcomers. His "Mystery Theater," incidentally, resumes Friday at 10:00 p.m. over NBC.



Thoughts While Waiting For An Elevator (Thank Gahd): Suggested theme for the elevator strike—"Mr. Otis Regrets." . . . Consensus of opinion around on the Danny Kaye opener was that Goody Ace's script was trumped. Or else the 'Gilbert & Sylvia' lyrics were too much. . . . The wags are calling a certain talent agency's coast office—The Beverly Hills Blood Bank. . . . Too bad about Fred (RKO) Norman's wife, Muriel, who just contracted the dread disease, polio.

WJZ To Realign Schedule Covering Morning Shows

(Continued from Page 1)

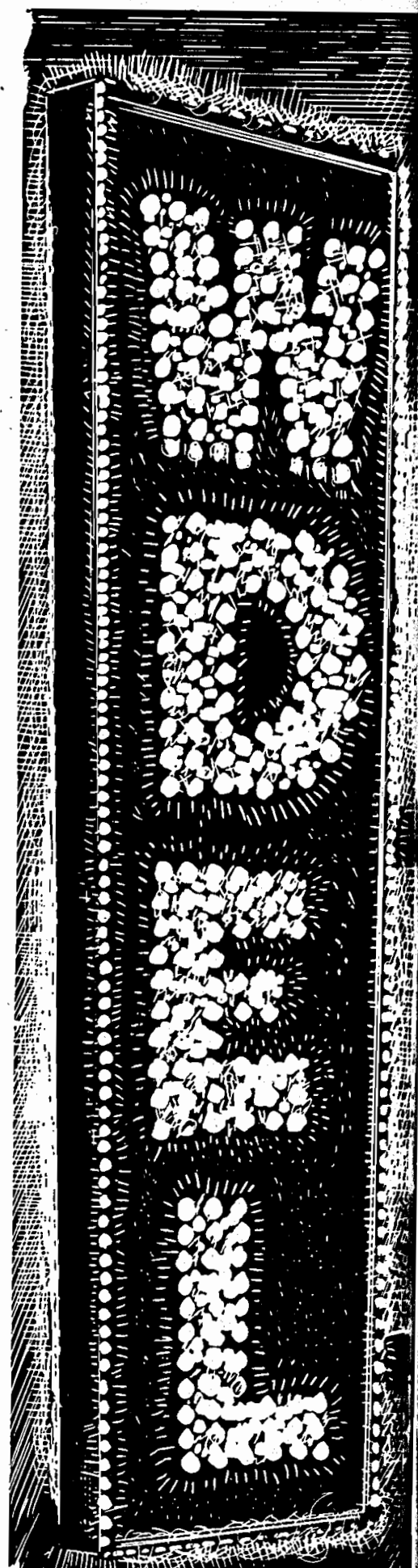
gram director of WJZ, key station of the American Broadcasting Company.

Under the new setup, which does not affect Sunday programs, WJZ has broadened its coverage of international, national and local news. Gordon Fraser, well known commentator, has been added at 7:50 to give a 10-minute news analysis.

"You Name It," a new half-hour

variety program, to be heard 7:15-7:45 a.m., will feature comedy and music, with a surprise emcee. A contest will be conducted to find a suitable name submitted by a listener for the program.

The new schedule is as follows: 7:00-7:15 a.m., News (Details to be announced); 7:15-7:45 a.m. "You Name It" (Details to be announced); 7:45-7:50 a.m. "Esso Reporter"; 7:50-8:00 a.m. Gordon Fraser—news analysis; 8:00-8:30 a.m. "Breakfast With the Fitzgeralds"; 8:30-8:55 a.m. Nancy Craig—"Woman of Tomorrow"; 8:55-9:00 a.m. Religious Program.



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



# Industry Acclaims Miller

## New Head Of NAB Asks Devotion To Public Service

(Continued from Page 1)

Miller, Paul A. Porter, chairman of the FCC, and outgoing president Harold Ryan. Don S. Elias, executive director of WWNC, acted as master of ceremonies.

"Radio provides the mighty vehicle of communication to publish to the people of the world the American way of life, of free, competitive enterprise operating under disciplined self-restraint," Justin Miller, new president of the NAB declared in his inaugural address.

Commenting on his new post, Miller said, "I accept a challenge to render a public service. I see in broadcasting, with its promising developments for post-war expansion to frequency modulation, television and facsimile, a vital agency for carrying forward our traditional American policy of free speech and

for protecting and strengthening our system of free enterprise."

Miller declared that the people of the nation should be aware of the four-way contribution of radio to the winning of the war, which he enumerated as: (1) In war operations, providing intelligence of enemy movements, (2) In conveying information to the underground in occupied countries, (3) In providing news and entertainment for our fighting men, and (4) In furnishing news to the home front.

### Cites Radio Man's "Plight"

The new NAB president illustrated the plight of the radio executive, who as a member of one of the most vital parts of a democracy, "stands between importunate, short-sighted advocates of this or that on



JUSTIN MILLER

the one hand, and the general public on the other." For these and other reasons, he said, demands for restrictive legislation and regulation have arisen from time to time, but wiser counsel has prevailed for the purpose of discovering a substantial basis for self-control and self-discipline along the line of greatest public interest. Miller urged that radio men should feel complimented by these attacks, since they are, in effect, compliments, however unintentionally paid, which recognize the importance of radio. "It takes courage to be a licensee in this industry," he declared. In conclusion, he declared:

### "Challenging Era"

"It is a challenging era which lies ahead—for men and women of courage, imagination and resourcefulness. These were the characteristics which enabled us to win the war. May they serve us equally well in winning the world to a way of life which will provide for all its people, not only comfort and security, but opportunity to grow, to build, to achieve. May we not forget too quickly the price, in young lives and in material treasure, which we paid for this opportunity. Let us play so large a part in international affairs, henceforth, that the next war may be long in coming. Let us stand firm in our intention, and assure the listening world that the voice of America shall continue to carry, to its uttermost reaches, a message of good will, of hope, and insistence upon the eternal verities of free government, free speech, free competition, and free men."

### Compliments Station Operators

Most of the station operators in the United States are aware of the sense of responsibility attending their position in the industry as dispensers

of information "in the interest of public service," J. Harold Ryan, retiring interim president of the NAB told the group, "and I am very sure a sincere attempt is made in the selection of programs to offer something of interest to every type of listener within the station's area."

### Wants Good Music, Drama

"It is the duty of station management to see that all sides of questions of public interest have access to the microphone," he pointed out, adding that it is also the duty of broadcasters to promote the appreciation of good music and good drama for their listeners.

Ryan cited the difference which existed in the industry compared to other business enterprises. A manufacturer, for example, can continue to take orders for his product as long as it is available, but the broadcaster must refuse a considerable amount of business because of the inappropriateness of some particular phase of it. He also warned against the dangers of "over-commercialization" of radio. "Now that we have returned to the ways of peace it will be the



J. HAROLD RYAN

concern of every prudent station manager to see that his station does not offend his listeners in this particular," he said. The amount of revenue involved in radio's contribution to the war effort, "is quite staggering" Ryan revealed, quoting an amount of \$543,000,000 up to January of this year.

Porter, in his address, stated that between two and three thousand FM stations in the next several years, as well as tele stations in 187 key cities within five years are expected by the Commission. He revealed that the FCC has 513 applications on file now for FM, 129 for commercial tele facilities, 265 for new standard broadcast stations and 147 applications for power and frequency changes.

### Lauds Choice of Miller

NAB "exercised great wisdom and discrimination in the choice of Justin Miller as president," Porter said, explaining that he was speaking for the FCC as well as for himself. He looks forward to "constructive and harmonious relationships on an even broader basis than heretofore," with NAB, he declared. Miller's record, he added, "is clear proof that American broadcasters have no desire to rest upon past achievements, but face tomorrow with hope and confidence in themselves and the people they serve."

Porter predicted capital expenditures and production of consumer goods in excess of five billion dollars in com-

## Porter, Also Ryan, Extend Tributes At Inaugural

munications alone within the next few years, stating that the speed and success of these developments depend largely upon the ability of the FCC to discharge its regulatory functions with speed and avoid becoming a bottleneck.

### Partial Guest List

A partial list of those attending the dinner included: Charles R. Denny, member FCC; "Jess" Willard, executive vice-president, NAB; E. K. Jett, member FCC; Maj. Gen. Frank Stoner, chief, Army Communications Service; Glen Bannerman, president, Canadian Association of Broadcasters; William D. Hassett, secretary to the President of the United States; Harold Smith, director of the budget; John W. Alicoate, publisher, RADIO DAILY; Maj. Gen. Harry C. Ingles, chief, U. S. Army Signal Corps; Charles Ross, secretary to the President of the United States.

Also Mark Woods, president, American Broadcasting Company; General Alexander A. Vandegrift, U. S. Marine Corps; Paul W. Kesten, executive vice-president, Columbia Broadcasting System; Joseph Martin, minority leader, House of Representatives; William S. Hedges, vice-president of NBC and ex-president of the NAB;

(Continued on Page 8)

**BALTIMORE'S**  
*Listening Habit*

**W**  
**C**  
**B**  
**M**

**MUTUAL BROADCASTING SYSTEM**

JOHN ELMER President  
GEORGE H. ROEDER General Manager

**FREE & PETERS, Inc.**  
Exclusive National Representatives

**KLZ**  
DENVER

For the fifth time in four years, KLZ was among the winners in the annual survey of station promotion conducted by the Billboard

**Billboard**  
Eighth Annual Radio Station Promotion Survey

Regional Channel Division  
In recognition of outstanding achievement in radio promotion shown upon exhibition in the United States and Canada  
Presented to Station KLZ

REPRESENTED BY  
THE KATZ AGENCY

"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.

# AGENCIES

**M**ARVELLA PEALS joins the rank of radio advertisers for the first time this Fall with the inauguration of a 15-minute transcribed musical program over WQXR, New York. The new Marvella show is known as "Great Names in Music" and is heard each Monday, Wednesday and Friday evening at 9:15 to 9:30. Apparently, Marvella intends to place considerable emphasis on radio as an advertising medium in the future, because the company is making the scripts of "Great Names in Music" available to department and jewelry stores for use in their own radio advertising.

**ROBERT H. CROOKER**, executive vicepresident of the Campbell-Ewald Company, has announced the appointment of Jack Holmes to the staff of the agency's Los Angeles office. Holmes was radio editor of the four Los Angeles metropolitan newspapers for the past eight years, and was also identified with radio writing and producing.

**WILLIAM RAYBURN**, has joined the copy staff of Benton & Bowles, Inc. effective immediately. For the past 17 months he had been serving with the Armed Forces. Prior to that he was in the promotion department of CBS and before that, a copywriter at Lennen & Mitchell.



## ON THE BOARDWALK

### IT'S WFGP 10 TO 1!

A recent certified poll\* reveals that Boardwalk radios in Atlantic City are tuned to WFGP 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFGP, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales — New York, Chicago, San Francisco, Los Angeles.

\* Consumer Research and Survey Poll

Station WFGP ..... 90%  
Station "A" ..... 9%  
Outside Stations ..... 1%



WSTV Steubenville, O. • WFGP Atlantic City, N. J.  
WJPA Washington, Pa. • WKNY Kingston, N. Y.

# NAB Installs Justin Miller As President For Five Years

(Continued from Page 7)

Wallace H. White, minority leader, United States Senate.

And Alfred McCosker, WOR, ex-president NAB; Tom Clark, Attorney General of the United States; John Elmer, WCBM, ex-president NAB; Justice Hugo Black, Associate Justice U. S. Supreme Court; Frank Burke, editor of RADIO DAILY; Justice Stanley Reed, Associate Justice U. S. Supreme Court.

Also C. W. Meyers, KOIN, ex-president, NAB; Fred M. Vinson, the Secretary of the Treasury; Neville Miller, ex-president NAB; Robert E. Hannegan, the Postmaster-General; Walter Damm, WTMJ, ex-president, NAB; Burton K. Wheeler, chairman, Senate Interstate Commerce Committee; Niles Trammell, president, National Broadcasting Company; Wayne C. Taylor, Under-Secretary of Com-

merce; Matthew J. Connelly, Secretary to the President of the United States.

And Edgar Kobak, president, Mutual Broadcasting System; John Snyder, director, Office of War Mobilization and Reconversion; D. Lawrence Groner, Chief Justice, U. S. Court of Appeals for District of Columbia; Donald M. Mersereau, general manager, RADIO DAILY; Rear Admiral Joseph Redman, director, Naval Communications Dept.; Harold M. Stephens, Justice, U. S. Court of Appeals for District of Columbia; Maj. Gen. Alexander Surles, director, War Department Bureau of Public Relations; Henry W. Edgerton, Justice, U. S. Court of Appeals for District of Columbia; Paul A. Walker, member FCC; Maj. Gen. Myron C. Cramer, Justice Advocate General, U. S. Army.

## Mirror-Skouras Co-Op On "Where Are They Now"

Archdale Jones' unique WOR series, "Where Are They Now?" designed to help servicemen locate lost members of their families, will be presented each week in co-operation with the New York Daily Mirror and Skouras Theaters' "This Is Our Cause" beginning Saturday, Oct. 6, from 9 to 9:30 a.m.

In combination with "Where Are They Now?" the Daily Mirror will print a weekly list and photographs of persons being sought on the radio series. 66 Skouras Theaters in New York City, Long Island and New Jersey will feature weekly trailers calling attention to the WOR broadcasts. Trailers will prominently display names of families and persons who are being sought by servicemen.

## Wildroot Signs Herman For Year On Amer. Net

Woody Herman and his orchestra will be starred in a new program to be known as "The Woody Herman Show" over the American network beginning Saturday, October 13, 8-8:30 p.m. Frances Wayne will be the featured vocalist. The sponsor is Wildroot Cream Oil, and the program is scheduled for 52 weeks. BBD&O handles the account.

*Send Birthday Greetings To—*

October 3

Gertrude Borg	Vincent Loroy
Juno Cruslnborry	Bon Gage
Johnny Burko	Harry B. Shaw

# PROGRAM PARADE

**FITCH BANDWAGON—NBC.** Sunday 7:30-8 p.m., EST. F. W. Fitch Co. Bandwagon at the old stand is the Bandwagon series which had a strong summer replacement in the Dick Powell mystery yarn Little handicap developed last Sunday when the AFM refused to allow Art Shaw's band to appear, but Cass Daley the irrepressible, a vocal chorus plus excellent script, turned out a most marvelous half-hour of entertainment, smooth sailing all the way.



**FORD SYMPHONY HOUR—America** Sunday 8-9 p.m., EST. Ford Motor Co. Ford symphony music after an absence of some time returns with guest conductor and soloists in the same competent production originating in Detroit as in the past. Fritz Reiner, conducted and Gladys Swarthout, mezzo soprano, was the soloist; both did nicely, as to be expected. The selections at times were more to the popular taste than the former straight "highbrow" music, which is probably a good move. Henry Ford 2d, handled the talk and while he does not pretend to be a crack radio speller, he spoke in straightforward manner on the outlook for the future. As long as he does not fall into that Cameron routine, the program could hardly be a poor one.

## Odeon, British Pix Chain, Active In Video Research

(Continued from Page 1)

York yesterday, conceded that television is due to play an important role in screen entertainment, and revealed that Odeon is engaged in research on large-screen tele-

# 1. 2. 3.

## ed cashman

HOLLYWOOD





# Bidding-On-Stations OK'd

## Networks Sure Of Service Phone Officials Say

Network executives have been reasonably assured" by AT&T representatives that the proposed walk-out of telephone workers throughout the country scheduled for tomorrow would not affect their operations, it was learned last night, although no official statement was available from either telephone or network sources. Broadcasters expressed hope yesterday that the tie-up would not extend to the point that nation-wide programs would be cut off the air, but indicated that preparations were under way to fill in locally with live recorded shows.

Radio sources expressed the opinion that the four-hour strike  
(Continued on Page 7)

## Don Lee Wins Action Brought By Jennings

Los Angeles—The \$100,000 suit for defamation of character against the Don Lee Broadcasting System was lost by the plaintiff Al Jennings who claimed that, in a "Lone Ranger" broadcast, he had been depicted as contributing to the delinquency of a minor by inducing a boy to join his  
(Continued on Page 2)

## Borden-Spratt's Food Buys Spots Over WABC

Borden Co., effective Oct. 11, has purchased the 9-9:15 a.m. "CBS Morning News" program with Bob Hite on WABC, for Tuesdays, Thursdays and Saturdays. Commercials on the program will be for Borden's Instant  
(Continued on Page 2)

## Heavenly Music

When hospital ship "Dogwood" sailed into San Pedro harbor the other day, a Navy blimp hovered over the men on deck. From the blimp came the voice of Jeri Sullivan, CBS Durante-Moore songstress, singing "If I Could Be With You One Hour Tonight." Stunt so impressed Navy, it has assigned a blimp to follow up with similar welcomes home.

### Truman Speeches

President Truman's Navy Day address originating from Central Park in New York on October 27, will be aired over the major networks at 1:30 p.m., EST. On November 2, the President, in what is slated as a "major address," will speak to an adjourned session of the North Carolina state legislature, in Statesville where he is scheduled to begin at approximately 2:00 p.m., EST.

## N. Y. Outlets Discuss Nimitz-Navy Day Plan

New York Radio Committee and representatives of all independent stations, have been invited to attend a meeting this afternoon at 2:15 p.m. to discuss what plans will be made in connection with preparations to celebrate and cover Nimitz Day, Oct. 9, and Navy Day, with President Truman, on Oct. 27. Meeting was called by Morris Novik, of WNYC  
(Continued on Page 6)

## Mex. Equipment Demand Still On The Up-Grade

Washington Bureau, RADIO DAILY  
Washington — Demand for radio equipment in Mexico is on the up-grade according to the U. S. Department of Commerce. Mexico manufacturers little electronic equipment herself, with four small factories assembling receiving sets and numerous  
(Continued on Page 6)

## WOR Sets Half-Hour Salute Thanking WQXR For "Lift"

Probably an unprecedented program of its kind, a half-hour salute and musical tribute, will be heard Sat. 9:30-10 p.m., EST when WOR extends its gratitude to WQXR in appreciation of the spirit which prompted the offer of facilities during the recent elevator strike in New York. Script is written to thank WQXR for the spirit of friendship in making available facilities and acknowledgement duly made of

## Owners Who Wish To Sell Properties Permitted By FCC To Save Time By Inviting Open Competition

### REC Plays Host Today To Miller-ETO Group

Radio Executives Club luncheon meeting today in honor of the group of radio and trade paper executives who toured the ETO recently, is reported as a complete sell-out with 450 paid reservations as of yesterday afternoon. Luncheon will be held at 12:30 p.m. today in the Hendrick Hudson Room of the Roosevelt Hotel  
(Continued on Page 6)

## New Associated Suit Over Use Of ABC Title

Chicago — American Broadcasting Co. Inc., was named in a new suit filed in the Federal District Court here in which the Associated Broadcasting Corp. of Grand Rapids, Mich., seeks to enjoin American from using  
(Continued on Page 2)

## New RCA Circuit Reduces Cost Of FM Receivers

New radio circuit for FM receivers which makes it possible to build a receiver that realizes the advantages of FM at a cost comparable to that of standard band receivers, was de-  
(Continued on Page 6)

Washington Bureau, RADIO DAILY  
Washington — Broadcasters desirous of selling their stations may avoid long delays before the FCC by permitting competitive open bidding on their properties, the FCC announced yesterday. This statement followed the Commission's proposal in the Crosley decision of last month that such procedure be adopted, with the FCC permitted to adjudge the applicants on the basis of their qualifications to service the public interest.

The Commission announced that, "pending issuance of proposed rules,  
(Continued on Page 3)

## Basis Set For Joining FMBI With The NAB

A definite basis for the consolidation of FMBI with NAB has been reached in joint meetings held this week. A resolution setting forth this basis, which was found acceptable by committee members of both organizations, has been presented to the  
(Continued on Page 3)

## Set 16 Toscanini Concerts For Gen. Motors On NBC

Arturo Toscanini will conduct the NBC Symphony Orchestra for 16 weeks on the "General Motors Symphony of the Air" winter series to be launched Sun., Oct. 28 at 5 to 6 p.m.,  
(Continued on Page 7)

## Kick-Off Rally

To "start the ball rolling" for the National War Fund Drive, Commander James Crowley, former Fordham coach and a member of the famous "Four Horsemen," will literally "Kick-Off" the ball to Committee Chairman General William O'Dwyer in a ceremony in Brooklyn's Boro Hall today which will be aired over station WBYN at noon.



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : Business Manager

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## FINANCIAL

(Wednesday, Oct. 3)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 3/4	181 7/8	182 3/4	+ 1/2
Farnsworth T. & R.	15 1/2	15 1/4	15 1/4	- 3/8
Gen. Electric	48 1/2	48 1/8	48 3/8	- 1/4
Philco	38 3/8	37 3/4	37 3/4	- 5/8
RCA Common	15 3/8	15 1/4	15 1/4	- 1/4
Stewart-Warner	22 3/8	22 1/8	22 1/4	...
Westinghouse	36 1/4	36	36 1/8	...
Zenith Radio	38 1/2	38 1/2	38 5/8	- 3/8

NEW YORK CURB EXCHANGE				
	High	Low	Close	Net Chg.
Nat. Union Radio	5 1/8	5 1/8	5 1/8	- 1/8

OVER THE COUNTER		
	Bid	Asked
Du Mont Lab.	8 1/2	9
Stromberg-Carlson	23	24

### Stork News

A. L. Ashby, general counsel for NBC, and his wife Alta, became grandparents this week when their daughter, Marjorie, gave birth to a seven pound, 14 ounce son. Daughter is the wife of Capt. Joseph B. Morningstar, A. U. S.

### 20 YEARS AGO TODAY

(October 4, 1925)

Plans for the simultaneous broadcasting of the play-by-play reports of the World Series ball games this season indicates that all previous records will be smashed. Besides an extended hookup of AT&T and at least 14 RCA fed stations will broadcast from N. Y. and Washington relaying reports from local papers.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

# WLIB

THE VOICE OF LIBERTY

1190 On Your Dial

## Coming and Going

GUY LOMBARDO and his Royal Canadians are leaving Hollywood and are due in New York via the sky route on Saturday. They will open immediately at the Roosevelt Hotel and will resume their American network program next Tuesday.

CLARK A. LUTHER, sales promotion manager of KFH, Wichita, Kansas, is in New York for conferences at the headquarters of CBS.

PAULA STONE, she of "Hollywood Digest" on WNEW, has returned from the West Coast and will continue her program from Gotham.

JOE SEIFERTH and the members of the WJZ Victory Troop go out to Quonset Naval Base on Saturday and up to Providence on Sunday for their 412th and 413th shows for the entertainment of servicemen.

PAUL WIMBISH, of Coral Gables, Fla., is in New York on business. He plans to be here about 10 days.

FRANK BURKE, editor of RADIO DAILY, is expected back today from Washington, D. C., where he attended the inaugural dinner for Justin Miller, new president of the NAB.

MIKE JABLONS, director of news and special events at WNYC, has returned to his desk following a trip to Freeman Field, Seymour, Ind., where he gathered material for an Army Air Forces program.

DANNY KAYE and the members of his program entourage arrived in Chicago yesterday to prepare for his initial Fall broadcast which will be heard over CBS tomorrow night.

MARJORIE LEE, who for the past four months has handled Pacific news coverage for BBC in San Francisco, has returned to New York.

PAUL R. FRY, station manager of KBON, Omaha, has completed a business trip and is now back at the station.



## Little people

They are the spirit of big harvests. Little people who work and sweat to bring in the harvests of the world.

We're little people, too.

We're a small station in the country's sixth largest market. We're only 1 in a 5 radio station town.

But . . . W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in town.

Facts are available to prove this.



# W-I-T-H

## IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REEL

### Bordens-Spratt's Food Buys Spots Over WABC

(Continued from Page 1)

Coffee, Kenyon & Eckhardt, Inc., is the agency.

Spratt's Patent (America) Ltd., for Spratt's Dog and Cat Food, has purchased three participations per week in WABC's 6:30-7:45 a.m. "Arthur Godfrey" program for Mondays, Wednesdays and Fridays, beginning Oct. 1. Agency is Paris & Peart.

### New Associated Suit Over Use Of ABC Title

(Continued from Page 1)

the ABC call letters. In its suit, Associated network claimed prior use of the call letters in question. Action is a follow-up of the one filed in Grand Rapids in August, and which was disputed on the ground that the United States District Court there did not have jurisdiction.

Officials of the American network yesterday stated that they had not been served with any papers as yet in the Chicago action.

### "Boston Blackie" To WJZ

"Boston Blackie" moves from WOR to WJZ today at 7:30 p.m. The program will continue to star Richard Kollmar, with Lesley Woods and Maurice Tarplin. Jeanne Harrison directs.

*Exclusive!*

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

# W-I-N-D

560 Kc. 5000 WATTS

### Don Lee Wins Action Brought By Jennings

(Continued from Page 1)

outlaw band. Jennings, a convicted but pardoned train robber, lost his suit when the jury arrived at a 10 to two verdict in favor of the defendant. Taking with them the script of the "Lone Ranger" show of August 7, 1944, and the two personal experience books, "Looking Backwards" and "Through the Shadows with O. Henry," the jury retired only 20 minutes to reach their verdict.

### N. D.-Georgia Tech On NBC

NBC will carry an exclusive play-by-play account—the contest between Notre Dame and Georgia Tech at Grant Field, Atlanta, Ga., Saturday, Oct. 6, 2:15 p.m., EST. The game will be described by Bill Stern, NBC director of sports.

## Coverage

### ...in Philadelphia

WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



## Bidding For Stations Approved By FCC

(Continued from Page 1)

public hearing thereon and final adoption, consideration of applications for transfer to which the procedure would be applicable, as stated by the Commission in the Crosley decision will be deferred. However, the Commission recognizes that some applicants may be desirous of following the general principles of the procedures in that decision without awaiting the adoption of the final rules. Accordingly, in any cases where applicants desire to follow such general procedure pending the adoption of formal rules, they may file a statement to that effect supplementary to the application and include in such statement the details of a specific procedure, within the framework of the announced procedure in the Crosley decision, which the applicants propose to follow. The Commission will consider the proposed procedure suggested by such applicants and if it is found satisfactory, the applicant will be so advised or will be advised that the proposed procedure with certain modifications is acceptable. Such applicants may then proceed in the manner thus approved."

## Basis Set For Joining FMBI With The NAB

(Continued from Page 1)

NAB board meeting and will be presented to the FMBI board, a meeting of which has been called for the purpose on Oct. 20. Some conclusive action can be expected out of that meeting, according to Miles Loucks, FMBI executive here.

No text of the resolution is available but it is understood to be in line with FMBI's announced policy regarding the guarantee of free, competitive radio by means of FM.

One of FMBI's contentions has been that in order to assure accomplishment of this aim, assignment of additional channels to FM is necessary. It is supposed that the promise of support and assistance from NAB in promoting this action by the FCC is one of the points in the resolution. Such action would probably meet with some lively opposition from the television people as any addition to the FM channels would have to come out of frequencies now assigned to television.

Another point believed to have been included in the resolution is that a separate division be established in NAB, in the event of consolidation, with an especially constituted board qualified to deal with FM matters.

It is also believed that specifications as to the make-up of this board were contained in the resolution—probably for three straight FM broadcasters, three AM-FM broadcasters.

## Hildegarde Lists Four Guests

Burgess Meredith, Walter Abel, Patsy Kelly and Lee Sullivan will be heard on Hildegarde's "Raleigh Room" over NBC at 10:30 p.m. next Tuesday.

# THANKS FOR THE LIFT!

WOR, now home again on the 23rd, 24th and 25th floors of 1440 Broadway, in New York, pens the following greetings to the many who lent a hand during the fretful week of the elevator strike:

WOR thanks the public, the press and its advertisers for the patient cooperation they displayed through a week of unavoidable confusion and inconvenience.

To that nice neighbor, WQXR, many thanks for the way it turned over its studios, press and engineering facilities to our WOR news-staff, which broadcast from WQXR for four days.

To the Village Barn, the Astor Roof and the Nola Studios (also to our own Dorothy and Dick Kollmar) curtsies and salutations for allowing WOR to pitch temporary outposts in their quarters.

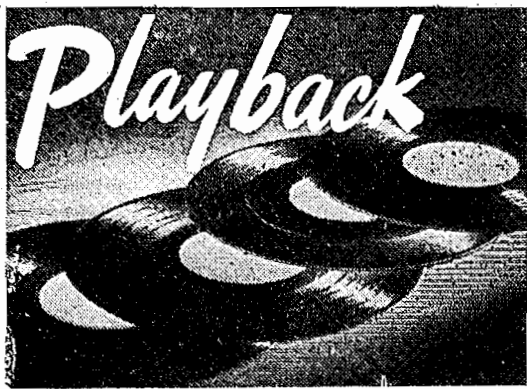
To the Manufacturer's Trust Company, at 530 Seventh Avenue, thanks, too, for the high rate of interest it offered by handing over a handsome conference room to the WOR Recording Studios.

Also, a very special bouquet to every member of the WOR staff, which stayed on the job—and did a superb one—throughout the entire emergency. From page-boys and engineers and telephone operators, right through to artists, program directors and other executives, you proved again that WOR is a 50,000-watt mobile unit, capable of skillfully serving its public and its advertisers under even the most trying of conditions.

# WOR

*that power-full station*

*at 1440 Broadway, in New York*



One of America's foremost designers of women's hats, G. Howard Hodge, has entered the recorded program field with a rather unique idea. Mr. Hodge, who is responsible for many trends in modern millinery, has NBC-Recorded a special program based on behind-the-scenes of hat design and manufacture. The program will be sent to department stores, specialty shops and millinery stores all over the nation, with Mr. Hodge's suggestion that these local retailers buy time on their local stations to broadcast the show. The program which is the first of a series of forthcoming "adventures in millinery" will be furnished to Hodge's clients without charge.

NBC Thesaurus subscribers throughout the United States and Canada have recently received a specially designed and produced album containing four 12-inch records (pressed on our new experimental plastic). The album is devoted to *The Music of Manhattan*, one of the newest musical program organizations in *The-saurus*. Covering the whole musical scope of *The Music of Manhattan*, the album contains sixteen selections by the 28-piece orchestra, The Manhattan Madcaps, The Manhattan Nighthawks, Louise Carlyle and Willard Young. It is an effort on our part to get our subscribers intimately interested in this glorious music that is being broadcast over their stations. To do this we produced this album of records which may be played on their home phonographs. Incidentally, reactions have been terrific.

81 days till Christmas. Retailers all over the nation are preparing for the biggest season in years. Already many of the advertisers in your own town are planning their pre-Holiday campaigns. It's not too early to approach these potential clients with a custom-built Holiday show . . . such as NBC's *Happy the Humbug* or *The Magic Christmas Window*. Both of these top-notch recorded features are designed for results. Audition records are available. Write, wire or phone us for yours.

**NBC**  
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



### California Commentary !!!

● ● ● For a time, Nelson McNich, farm editor of KFI, who broadcast the Pacific Southwest tennis tournament for KFAC and the Associated Broadcasting Corp., feared he would have to use a "walkie-talkie" to report the finals in the men's doubles. Nelson, who was the

### Los Angeles

Missouri Valley champion, teamed with Jack Tidball, and the pair almost won their semi-final match he strap the "walkie-talkie" to his back if he had to play in the finals. Ed "Archie" Gardner, Ozzie Nelson, Harriet Hilliard, Bob Gillham, Owen Anderson, Cornwell Jackson and George Whitney were among the members of the radio colony, who attended the matches. Charles Blake, who was a free-lance emcee and actor in New York, is playing in "The Drunkard" here and is making plans to enter radio in Hollywood. He was in the army for three years and also played in the stage and screen versions of "This Is The Army." Pvt. Joe McTurk, a Lou Costello type, attracted much attention on "Welcome Home," the CBS-KNX public service program, which was attended by studio talent scouts. Roy Marpole is the emcee-producer on the show and Ray Sollers, writer-director.



● ● ● Although the Hollywood Stars finished last in the Pacific Coast baseball league, 300 fans, including Jack Benny, Joe E. Brown, Jimmy Durante, Eddie Cantor, Alan Reed, Harry "Parkyakarkus" Einstein, George Burns, Groucho, Gummo, Chico, Zeppo and Harpo Marx and Ben Holzman, tossed a dinner in honor of the team. One sports writer termed it "one of the most unusual gestures in all baseball history." Sterling Sherwin, billed by his British publisher, Francis-Day-Hunter, as "America's foremost writer of western songs," has placed two new song folios with local publishers. His numbers include "Songs Of The Roundup," (Robbins); "Songs Of The Road And Range," (Southern); "Songs Of San Francisco" (Remick) and others. He makes his home in Mill Valley, suburb of San Francisco from which bucolic quarters he places songs in New York, London, Australia, Canada and Hollywood.



● ● ● Bill Goodwin and Andy Russell are prominent in Paramount's "Stork Club" which has just been trade-shown. Bill plays "Sherman Billingsley," while Andy plays the drums and also sings two numbers. Jay Farber, former New York press agent and recently honorably discharged from the army, has joined the Jack Melvin publicity office as an associate. Dick Joy has been signed to announce on Billie Burke's "The Gay Mrs. Featherstone" for the remainder of the series. He is also handling the Harry James' Pabst series while it is in Hollywood. George Allen, program director for the Columbia Pacific, has returned from a two weeks vacation. He spent part of the time fishing in the High Sierras, but did not miss a broadcast of "The Whistler," of which he is producer-director. Jack Meakin, now directing and writing original music for "The Great Gildersleeve," and the show's star, Hal Peary, both were formerly members of NBC's music staff in San Francisco. Meakin is also music director of Mutual's Arch Oboler series and "The Nobbs." Johnny Murray, heard on KNX's "Johnny Murray Talks It Over," receives an average of 10 letters a week from businessmen—who thank him for getting them to work on time. They leave the house before he comes on the air and time themselves by the features on his programs on their progress through the busy streets. . . . With an eye on post-war aid travel, Jack Haley has hired a bulldozing crew to clear a section of his extensive acreage near San Diego for a small air strip. Haley's sprawling ranch is located approximately 100 air miles from Hollywood and the comedian plans to install landing facilities for small private planes, so that he as well as guests can commute by air. Cass Daloy, avid stamp collector, has bought a block of one-cent inverted—center stamps of the 1901 Pan American issue for \$1,000, which price is considered a bargain.

## Radio Mfg. Capacity Quadrupled Since '41

The physical productive capacity of the radio and electronics industry is at least four times greater than it was before the war, James J. Nance, vice-president of the Zenith Radio Corp., told a luncheon meeting of the Sales Executives Club of New York this week.

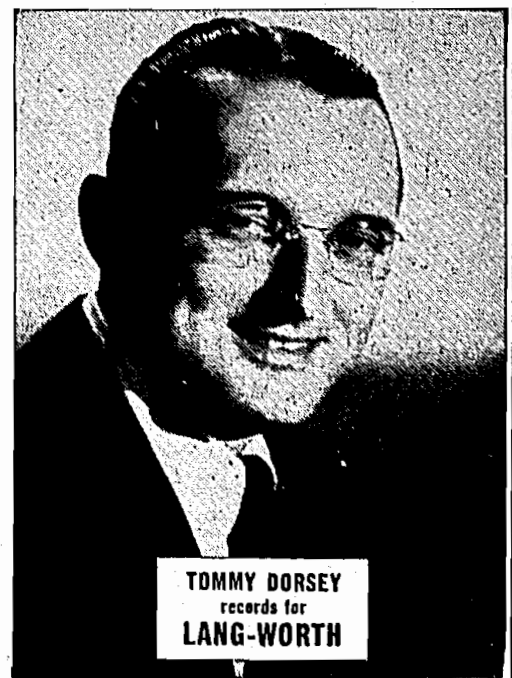
"We could satisfy the most optimistic estimates of consumer demand within a year," Nance added, "if the entire industry devoted all its energies to the production of new radio sets." He put the immediate demand for new receivers throughout the country at 5,000,000 and said that "normal replacement demand" of from 25,000,000 to 40,000,000 sets exists.

Nance declared that in view of the enormous growth of industry as a whole during the war years, its "Achilles heel" would be its ability to create a sustained consumer demand at a standard of living high enough to permit high wages and large production. He scoffed at the possibility of inflationary buying as a widely advertised "bugaboo" and asserted that "within a very few months our factories will be pouring forth such a flood of merchandise that shortages will quickly disappear. When that happens," he continued, "there will be no need to worry about inflationary prices."

The Zenith executive offered to the group his opinion that the buying period of such sets,—when available in great quantity—"will be exceedingly short, and that within a short time thereafter we are going to be in a fiercely competitive market."

## U. S. Commercial Shows OK'd For CKEY, Toronto

Montreal—CKEY of Toronto, has been granted temporary authority to broadcast commercial network programs from the United States which cannot be carried on CBC networks. The Government has informed M. J. Coldwell, CBC leader.



TOMMY DORSEY  
records for  
LANG-WORTH



# AGENCIES

LIEUT. COMR. THAYER CUMINGS, released after three years in the U. S. Navy, has resumed his former connection with Batten, Barton, Durstine & Osborn, Inc. while in the service, Comdr. Cumings was officer-in-charge of the Navy Radio Office in New York servicing more than 4,500 network programs with Naval information and personnel.

ADAM J. YOUNG, JR., INCORPORATED has been appointed as exclusive national sales representative of station WHB, Kansas City, Missouri. Don Davis, general manager of that radio station. WHB is a thousand watt radio station on 880 kilocycles.

ROY S. DURSTINE, INC., has been engaged as advertising and marketing agency for Victor Electric Products, Inc. of Cincinnati. Agency activities for the account will be centered in the Cincinnati office of the agency, under the direction of Frederic Kammann, vice-president.

MRS. ELIZABETH JORDAN, formerly a member of the music, production and commercial program departments of NBC and the American News, has been appointed to the staff of the Advertising Research Foundation, Inc., it has been announced by W. Lehman, managing director.

REED ROLAND has joined McInn-Erickson's foreign department. He previously was with National Export Advertising Service, Inc., and before that was personnel director for four years at the Pine Bluff School of Aviation, Pine Bluff, Arkansas.

LT. HARVEY SPIEGEL has rejoined the research staff of Wm. H. Eintraub & Co. Lt. Spiegel was shot down on his sixth mission over Germany and was a prisoner of war for six months. He served 33 months with the 8th Air Force as pilot of B-24.

## WOR To Salute WQXR For "Elevator" Aid

(Continued from Page 1)  
September 26, at 6:30 p.m., and the last broadcast was heard Saturday, September 29, at midnight. WOR established a temporary newsroom in one of WQXR's studios for the length of the strike.  
Since WQXR is identified with good music, WOR's musical supervisor, Elvan Levin invited Leon Barzin, musical director of WQXR, to direct the WOR orchestra in the special program. Elvan Levin, invited Leon Barzin, who is also musical director of the National Orchestral Association and who has appeared as guest conductor with many of the nation's symphony groups, will conduct the WOR orchestra in the Overture to "The Marriage of Figaro" and in Beethoven's First Symphony.

## New Radio Plant Begun By Sentinel Radio Corp.

Evanston, Ill.—Construction has begun for the erection of a new modern plant by the Sentinel Radio Corporation. All production, engineering, research and administrative offices will be housed in one building of 125,000 square feet of floor space. It is estimated that production of over 3,000 radio sets per day in a single shift schedule can be easily maintained on 300-foot production lines.

## Peru Official On WJZ

Juan Mendoza, minister plenipotentiary from Peru, will be the guest of Nancy Craig on WJZ this morning.

## Ed Murrow, Bill Shirer Off To Europe For CBS

Ed Murrow, CBS commentator, who broadcast war news from London throughout the entire European war, is returning to the British capital this week following a vacation in the U. S., network officials announced. William L. Shirer, news analyst and newspaper columnist who reported the San Francisco United Nations Conference, has left for Germany.

## Wayne Back In "Marinka"

Jerry Wayne, radio singer, has stepped back into his leading role of Prince Rudolph in the musical, "Marinka" at the Barrymore Theater.

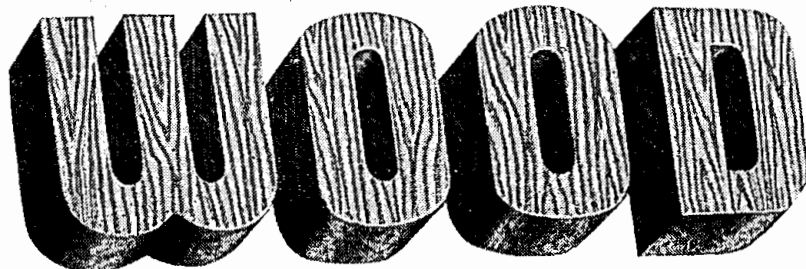
# PROMOTION

## Sales Values

New 1945-46 program manual for "The American School of the Air" being sent by the Columbia Broadcasting System to affiliates is in pocket-book form on calendered paper and contains a short listener's quiz for each broadcast. One hundred thousand copies of the new 224-page booklet are going out for distribution to teachers, adult education groups, Parent-Teachers associations and libraries throughout the length and breadth of the country.

SAY THAT AGAIN

I SAID, TWICE AS MANY GRAND RAPIDS LISTENERS AS ANY OTHER STATION - ANYWHERE!



# GRAND RAPIDS

No. 1 STATION (5000 WATTS) WITH THE  
No. 1 NETWORK (NBC) IN THE  
No. 1 MARKET IN OUTSTATE MICHIGAN  
PAUL H. RAYMER CO., Sales Representatives

## Further OPA Delay In Component Ceiling

Washington Bureau, RADIO DAILY.  
Washington—Only a slender possibility remains that price ceilings on components of radio sets, delay in issuance of which has been retarding set manufacture, will be announced today, as was promised industry members in a recent meeting. The further delay is attributed by OPA to the continued neglect of the part of the components manufacturers to furnish the pricing agency with the necessary informational basis for establishment of permanent prices. Despite the loud objections voiced to the interim prices offered by OPA, says Earl Morse, chief of OPA's Electrical Division, and the vehement promises given at recent meetings, the industry is still not returning the questionnaires sent out by the division.

Any announcement of permanent prices at this time would have to be on the basis of the information now in the hands of the agency, and that might mean that increases above the interim prices, would be far less than the various industry representatives have stated as their needs.

Possibility that new interim prices, may be announced is not precluded by the office, nor is the possibility that any change will be deferred for some time—how long, no one would say—to give the manufacturers additional time to furnish the requested information. There would be a time limit placed on this delay, however, as set pricing is also waiting for the announcement, and if information is not forthcoming, said Morse, prices will be established regardless.

## CWV Would Answer Laski

Asserting that the radio network of the American Broadcasting Company was utilized to "insult millions of God-fearing Americans," the Catholic War Veterans have requested radio time on the web to answer Harold Laski. A week ago Monday Laski, speaking from London to a gathering at Madison Square Garden, made references to the Catholic Church and Vatican which the Catholic War Veterans have strongly objected to.

## Haymes-Forrest Start Oct. 13

Dick Haymes, romantic baritone, launches his new CBS program Saturday, Oct. 13, with Helen Forrest as his singing partner. The two vocalists will feature top tunes of the day on the "Dick Haymes Show," accompanied by Gordon Jenkins and his orchestra. They will be heard on WABC-CBS, 8:00-8:30 p.m. EST, from Hollywood.

OFF THE AIR  
**REFERENCE RECORDINGS  
IN CHICAGO**

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

## New RCA Circuit Reduces Cost Of FM Receivers

(Continued from Page 1)

scribed last night by Stuart Wm. Seeley, manager of the Industry Service Division of RCA Laboratories, in a paper delivered to the New York Section of the Institute of Radio Engineers.

FM sets produced before the war, Seeley pointed out, required the use of one or more tubes whose functions were solely that of noise suppression. They contributed nothing to the volume of the receiver output. Furthermore, he said, to make these extra tubes fully effective, considerable amplification of the received signal was necessary. Although both of these requirements added noticeably to the cost of FM receivers, noise continued to be present when the strength of a received signal fell below a certain point called the threshold level.

According to Seeley, the new RCA circuit, called a ratio detector, is insensitive to electrical interference of all kinds, whether man-made by ignition systems, oil burners and domestic appliances, or natural, such as atmospheric static.


### Embodied in RCA Sets

Seeley added that the new circuit is not only free of a critical threshold signal level, operating equally effectively on strong and weak stations, but its incorporation in a receiver eliminates the need for additional tubes and parts that formerly were considered necessary in frequency modulation receivers. It is this simplification, he said, that should reduce the manufacturing cost of FM receivers to a point comparable with that of receivers covering the standard broadcast bands. Coincident with Seeley's announcement of the new circuit, the RCA Victor Division stated that the development would be embodied in future models of RCA receivers.

## N. Y. Outlets Discuss Nimitz-Navy Day Plan

(Continued from Page 1)

and will be held in the alcove of the Hendrik Hudson Room at the Roosevelt Hotel. Majority of those who will attend the discussion will also be at the REC dinner at the same hostelry, and the city meet was called accordingly.

**RICHMOND  
COVERAGE  
AT  
PETERSBURG  
RATES  
WIRE or WRITE  
WSSV**   
Petersburg, Virginia

## Mex. Equipment Demand Still On The Up-Grade

(Continued from Page 1)

shops building custom sets with imported components.

Before the war, by the Department's estimate, the total output of these manufacturers was 2,000 receivers a year. U. S. sets were popular though not carried in large numbers by retailers and though costing about 30 per cent more than the domestic product.

Most of the components for broadcasting and receiving were imported from the U. S. before the war, but European imports increased substantially between 1937 and 1940.

A heavy demand has been created by the obsolescence of present equipment, and an expanded market may be expected among people who have not before had enough income to purchase "luxuries," because of the Mexican's government's program for raising the standard of living, increasing industrial activity and wages.

In 1941 Mexico imported \$3,100,815 worth of electronic equipment from the U. S.

## WPAY Joining American

Effective March 1, 1946, WPAY, Portsmouth, Ohio, will join CBS, Herbert V. Akerberg, CBS vice-president in charge of station relations, announced. Owned and operated by the Scioto Broadcasting Co. of Portsmouth, WPAY operates unlimited time with 250 watts power on a frequency of 1,490 kilocycles.

Station's general manager is Paul Wagner.

## Kaltenborn On Trip

H. V. Kaltenborn, NBC commentator, left yesterday by stratoliner for Milwaukee where he will speak at the sixth annual dinner of the Better Business Bureau. Speech will be broadcast over WTMJ. Immediately following his Milwaukee visit, Kaltenborn will speak at a luncheon in Chicago given by the Pure Oil Co., aired over WMAQ.

## Fanny Farmer Renews McBride

Fanny Farmer Candy Shops Inc., has renewed participation on the "Mary Margaret McBride" program WEA, Mondays through Fridays, 1:00 p.m., EST. The 52-week contract, effective Oct. 22, is handled by the J. Walter Thompson Co. agency.

## TIME BUYER AVAILABLE

We regret returning veterans necessitate resignation of Miss HARRIETT M. BELILLE, 10 years general media experience including 3½ years competent time buyer on leading accounts in this agency. Address, care of Radio Daily, Box 224, 1501 Broadway, N.Y.C., or care of this agency.

**COMPTON  
ADVERTISING, INC.**

630 FIFTH AVENUE NEW YORK

## REC Plays Host Today To Miller-ETO Group

(Continued from Page 1)

and is the first of the 1945-46 season of the REC.

Event will also mark the first appearance before the trade in New York of Justin Miller, newly inaugurated president of the National Association of Broadcasters, and Miller will be the keynote speaker. C. Edward M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept. will be chairman. C. Kirby will be introduced by Murray Grabhorn, president of the REC. Gladys Swarouth will sing the "Spangled Banner."

Exclusive report will be heard on the U. S. broadcasting emissary on "Why The Army Sent Them Europe." In addition to Miller and Col. Kirby, those on the dais will include: John E. Fetzer, WKZO; J. Ream, CBS vice-president; Leonard Reinsch, managing director of the Cox Radio Stations; Ma Woods, president of American Broadcasting Co.; Sol Taishoff, publisher Broadcasting magazine; Robert Swezey, vice-president and general manager of Mutual; Clair R. McCough, managing director of the Mason-Dixon Group; Martin Campbell, managing director, WFAA Dallas; Morris Novik, manager WNYC; Col. Harry S. Wilder, president of WSYR; John W. Alico, publisher, RADIO DAILY; William Hedges, vice-president, NBC; Al Green, publisher of Variety and Csida, general manager, Billboard.

## New Variety Show Set

"Cosmo Tune Time," a new music variety show sponsored by Reich Chemicals of Detroit, for Cosmo Records, has been launched on WC Mutual, with Alan Kent as master ceremonies. Program is heard Saturdays from 8:30 to 9 p.m. and is open to a studio audience.

this is

**WDOD**

20th YEAR

ACCORDING TO  
EVERY  
HOOPER  
the  
*outstanding*  
CHOICE OF  
CHATTANOOGA  
LISTENERS

the  
STATION  
IN  
Chattanooga

CBS

PAUL H. RAYNER COMPANY  
NATIONAL REPRESENTATIVES

5,000 WATTS  
DAY AND NIGHT



# Program Parade . . .

**EDDIE CANTOR—NBC.** Wed., 9-9:30 p.m., EST. Bristol-Myers Co. Eddie Cantor, Harry Von Zell, Leonard Sues orchestra and a new gal singer breezed in for the season, with Cantor sounding refreshed and hitting on all cylinders. Tempo was good, also the material and the new singer made good. At the close Cantor made a plea for packages for vets in hospitals, following up his campaign of the year.

☆

**JACK BENNY—NBC.** Sunday, 7-7:30 p.m., EST. American Tobacco Co. (Lucky Strike). Gang is back with Rochester, Larry Livingstone, Phil Harris, Larry Steins and Don Wilson. If by chance the outfit got a little tired toward the end of last season, any misgiving as to what would happen this fall most certainly was spelled for the troupe was its old atomic-astin' self. What's more, Lucky Strikes did not hamper the proceedings en route much but gave the tongue whirling tobacco auctioneers an opportunity to go town at both ends of the show.

## Let 16 Toscanini Concerts For Gen. Motors On NBC

(Continued from Page 1)

Two guest batoneers, Dmitri Mitropoulos and Erich Kleiber, will provide the eight remaining podium engagements of the 24-week winter series. The new season represents the start of the ninth year of the NBC symphony—the orchestra organized especially for Toscanini's return from semi-retirement in Italy in 1937. It will be the maestro's eighth full season with the ensemble he affectionately calls "my orchestra." He took sabbatical from broadcasting during the 1941-1942 season but returned to the NBC podium even during that holiday year for special Treasury Department concerts to aid the War Bond campaigns.

Maestro Toscanini will direct the first six concerts of the winter series, Oct. 28 to Dec. 2, inclusive. Mitropoulos, conductor of the Minneapolis symphony, then takes the baton for four consecutive weeks, Dec. 9 through Dec. 30. Toscanini returns for a second group of six air concerts from Jan. 6 through Feb. 10. Kleiber, noted Viennese-born operatic and symphonic conductor, is assigned the dates of Feb. 17 to Mar. 10, inclusive, and Toscanini occupies the podium the four final Sundays of the season—Mar. 17 through April 7.

### Available

Secretary, girl Friday, excellent background radio and all theatrical fields. Executive ability; good judgment; correspondent. Write Radio Daily, Box 220, 1501 Broadway, New York 18, N. Y.

# NEW BUSINESS

**WFIL, Philadelphia:** Lyons Finance Service, Inc. (Loans) six five-minute periods weekly in LeRoy Miller Show, through J. M. Korn & Co., Philadelphia; S. Kind & Sons, (Jewelry) one spot weekly, through Lavenson Bureau, Philadelphia; International Shoe Co. (Sun Dial Shoes), five announcements weekly, through Badger & Browning, Inc. Boston; Erlanger Brewing Co. (Beer), six five-minute periods weekly in LeRoy Miller Show, through J. M. Korn & Co., Philadelphia; Marshall Drug Co. (Lakins nine Drops), three announcements weekly, through Gross Advertising Agency, Philadelphia; General Foods Corp. (Diamond Crystal Shaker Salt), five announcements weekly, through Benton & Bowles Inc., New York; S. S. White Dental Mfg. Co. (Dental Supplies), six five-minute periods weekly in LeRoy Miller Show, through Clements Co., Inc., Philadelphia; Public Fin-

**KYW, Philadelphia:** C. A. Briggs Co. (H-B Cough Drops), two station breaks weekly through Horton Noye Co., Providence; Grove Laboratories (Cold Tablets), five 15-minute ET shows weekly, through Russel M. Seeds Co., Chicago; Mennen Co. (Shaving Cream), five five-minute periods weekly, through Duane Jones, New York.

**ance Co. (Loans),** six announcements weekly, through Hopson Advertising Agency, Philadelphia; Melville Shoe Corp. (Thom McAn Shoes), six 15-minute periods weekly in LeRoy Miller Show, through Neff-Rogow, Inc., New York; Diamond & Co. (Men's Clothing), one announcement weekly, through Wellman Advertising Agency, Philadelphia; Beacon Chemical Corp. (Zero and "33" Bleach), six 10-minute periods weekly in LeRoy Miller Show, through Benjamin Eshleman Co., Philadelphia.

## Webs Sure Of Service, Phone Officials Say

(Continued from Page 1)

"might not take place after all" since discussions are reported to be in process to arrive at some temporary solution, but admitted, as reported in these columns yesterday, that the absence of long distance 'phone lines would seriously hamper business operations.

Networks were in agreement that "service will proceed in the normal way," indicating that emergency measures have been placed in readiness should the threatened walk-out take place.

### World Series Unaffected

According to unofficial reports from telephone officials yesterday, statements by the National Federation of Telephone Workers to the effect that web operations would be paralyzed by the strike, were specifically denied, and pointed out that World Series broadcasts would in no way be affected.

Some radio executives expressed the opinion that, even if the walkout occurs as planned, a skeleton crew of key-men would remain at their posts.

## Coming-Events Previews Theme Of New CBS Show

Previews of coming events the world over are being presented Sunday afternoons over the Columbia network on a new program titled "Next Week" on WABC-CBS, 2:30-2:55 p.m., EST. Robert Trout, Columbia news analyst, acts as the program's editor and reporter from New York, and calls in a number of outside points.

CBS overseas correspondents report each Sunday on the problems of occupying Japan and Germany, and on important moves likely to occur in other world capitals.

## Zabreski, ETO Air Ace, Broadcasts Over WNYC

New York's municipal station, WNYC, broadcasted an exclusive recorded interview with Lt. Col. Frank Zabreski, European Theater Air Force ace who was recently liberated from a German prison camp, and Lt. Spiros Pessanos, his flying mate. Questions and comments were handled by Mike Jablons, station's director of news and special events.

# EQUIPMENT

## Merger Approved

The merger of Universal Cooler Corporation, Marion, Ohio, and Utah Radio Products Company, Chicago, into International Letrola Corporation was approved by more than the required two-thirds vote of each stock in shareholders' meetings conducted by all three companies. It is expected the merger will be effective October 31, 1945. The meetings were held in Detroit, Chicago and Elkhart, Inc., respectively.

## Montana Distributor

Parker-Montana Company, Billings, Montana, has been signed as distributor for Lear Home Radios and Learecorder for the State of Montana, according to an announcement by Nate Hast, merchandise Manager of the Home Radio Division of Lear, Incorporated. The Parker-Montana Company is an associate company of the Parker Company of Denver, Colorado, which covers Colorado, Wyoming, Nebraska and part of Kansas.

## Controllers Elections

Walter Vaughn, assistant secretary of the Central Broadcasting Co., Davenport, Iowa, has been re-elected secretary of the Quad-Cities Control of the Controller Institute of America, and John D. Grayson, treasurer of the Hazeltine Electronics Corporation, was renamed a director. William W. Hetzel of the Stromberg-Carlson Telephone Mfg. Co., was re-elected a director of the Rochester Control of the national organization, and Alexander MacGillivray, comptroller of RCA, has been renamed a director of the Institute's Philadelphia Control.

## Meck First OPA Price OK

The first OPA price approval of a radio set manufactured since the end of the war for civilian use was granted to the John Meck Industries, Plymouth, Indiana. The approval was placed on a miniature five-tube superheterodyne table model which will retail for \$15.95.



EDYTH WALLACE

Mrs. Wallace, whose "Points for Parents" is a nationally syndicated newspaper feature, is WKY's home councillor.

**WKY**  
OKLAHOMA CITY  
The Katz Agency  
Representative

**EXCLUSIVE!**

**WIRBG**  
990 ON YOUR DIAL

**EAGLE PRO GAMES**  
**TEMPLE HOME GAMES**

PHILADELPHIA

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## — MASSACHUSETTS —

**WORCESTER**—Dol Brisette, former musical director of WTAG, has been appointed acting program-production manager of the station filling a vacancy left open by David H. Harris, who resigned to join WOL, Washington, D. C. . . . WTAG's "When Johnny Comes Marching Home," observed its first anniversary on Sept. 30. Program, a job-clearing service for veterans, has placed over 200 ex-servicemen.

## — MISSISSIPPI —

**CLARKSDALE**—The Saturday night "Barn Dance" of WROX, which draws close to 1,000 studio audience each week, has been moved from the WROX "Barn Studio" to the sponsor's store. Visitors are invited right into the store and seat themselves in the sponsor's (Bennett Furniture Company) easy chairs and sofas. The Bennett Company also sponsors 19 newscasts, a 30-minute Children Hour, and the one-and-half hour "Barn Dance."

## — NEW JERSEY —

**PATERSON**—Four veterans of the European and Pacific theaters of war who have returned to complete their high school educations explained why they did it and how it felt to be back in the classroom after what they have experienced, when they appeared on WPAT's "High School Reporter." . . . **NEWARK**—Frank V. Bremer, WAAT technical director, has accepted the chairmanship of the Engineering Committee of District Number 2 of the NAB.

## — IOWA —

**CEDAR RAPIDS**—On Sept. 22, Peggy Reece, former child star on the WMT Family Party Show, cut a slice out of a birthday cake, celebrating the show's 6th year on the air. The Family Party, which is a one-hour show with quarter-hour participation sponsors, had as its special guests that day, all of the original artists on the program. Bob Leefers, who emceeds the show in the character of Si Perkins, introduced all of the former artists.

## — SOUTH CAROLINA —

**CHARLESTON**—Russell Long's WCSC show, "Hospital Party," which gave entertainment to returning wounded GI's at Stark General Hospital, gave its last airing on Sept. 25th, as the hospital is getting ready to close. Colonel Henry W. Grady, Commanding Officer of the hospital presented Long with a letter of citation for "your fine work during the past two years."

## — ARIZONA —

**PHOENIX**—KOY production staff has had a struggle rescheduling programs of the Arizona CBS outlet. Arizona, they discovered, failed to follow the nation when War Time was dropped on Oct. 1. The state had been on Standard Time right along . . . and maintained its clocks at their present mark while the nation picked up the "lost" hour. A badly mangled schedule was the result—in Arizona.

## — MISSOURI —

**ST. LOUIS**—KMOX started a series of broadcasts on Sept. 30 in the interest of Playgoers, Inc., of St. Louis from backstage of the American Theater, St. Louis' principal legitimate theater. Marian Sexton and Cy Casper handle special interviews from dressing rooms with outstanding stars along with telling the story of the current production.

## — VIRGINIA —

**RICHMOND**—Back on the job at WRVA, are Ed Harrell, transmitter operator and James D. Clark, announcer. Harrell, a Naval Reserve Officer, recently retired, served with the Navy for four years as an instructor of radar. Clark, a 1st Lieut. with the 9th AAF has been placed on inactive duty after serving 18 months in Europe.

## — TEXAS —

**SAN ANTONIO**—Fred Perry, merchandising and promotion manager of WOAI, has been selected to instruct a course in advertising to be given at the San Antonio Jr. College. Course is being given in conjunction with the San Antonio Ad Club. Radio, newspapers and agency work will be included with visits made to local stations, newspaper plants and agencies.

## — TENNESSEE —

**NASHVILLE**—A tally of 3,700 votes cast by GI listeners in the European areas during a two-week popularity contest over AFN's "Munich Morning Report" between Frank Sinatra and Roy Acuff, star of WSM's "Grand Ole Opry," showed a 600 vote lead for Acuff. As a result, a new show called "Hillbilly Jamboree," will be launched by AFN Munich soon.

## — INDIANA —

**FORT WAYNE**—"G I Answer Man" and "Your Veteran" are two new programs worked out by the public relations office at Baer Field, Indiana in co-operation with the public service department of WOWO. On the "Answer Man" show, listeners send in questions relative to GI points on which they wish information. "Your Veteran" is designed to acquaint the civilians with what to expect from veterans returning to civilian status.

## — FLORIDA —

**MIAMI**—"A Third Rhapsody For Organ and Piano," latest work of composer-pianist Earle Barr Hanson, musical director of WIOD, was heard for the first time on the "Singing Keyboards" program of Sept. 27th over WIOD, with the composer at the piano and Clark Fiers at the organ. This Rhapsody is the third major work of Hanson to be premiered on "Singing Keyboards" this year.

## — NEW YORK —

**SCHENECTADY**—George Michael, former announcer and program director at Boston and Portsmouth, N. H. stations, has joined the announcing and production staff of G.E.'s frequency modulation station, WGFM. . . . **NEW YORK CITY**—Adrienne Ames, Broadway and Hollywood commentator for WHN, has been signed for a featured role in the new Oscar Serlin production, "Beggars Are Coming To Town."

## — CALIFORNIA —

**LOS ANGELES**—Charles D. Ryder, auditor of KNX and the Columbia Pacific Network, has just been elected to the board of directors of the Hollywood Kiwanis Club for a two year term. . . . Al Poska, remembered for his "Poor Poska's Almanac," returns from the war to resume his former position of announcer-producer for KFI on October 8. Poska has been in the Navy for more than three years, part of which was spent in the Mediterranean Area.

## — NEW YORK —

**NEW YORK**—Joan Edwards became an honorary member of the "Knights of the Turn Table," when she was interviewed by its founder, Dick Gilbert on September 24. . . . **SCHENECTADY**—The General Electric plaque awarded annually for efficient technical operation of a broadcast transmitter has been presented to WGY. The WGY time loss in 1944 was one minute 44 seconds in 6,948 hours of operation.

## — OKLAHOMA —

**TULSA**—"Youth Looks At Life" is a new program to be heard over KOME beginning October 3. Dick Campbell, who designed and will produce the series, announces it will run throughout the school year. The program is produced with the co-operation of the PTA and the four Tulsa high schools, who will furnish the talent. The show is designed to combat juvenile delinquency by permitting as many students as possible to participate and by directing its theme toward worthwhile endeavors for all concerned.

## — PENNSYLVANIA —

**PHILADELPHIA**—Clinton Prewitt has returned to WCAE after 16 months in the navy. He served four months in the Caribbean area assigned to a D.E. and D.D. Shake-down Task Group. . . . Barbara Husie, secretary to Wm. A. Farren, WFIL publicity and special events director, is acting with the American Theater Wing Victory Players, now doing preliminary playlets in behalf of the coming United Charities campaign.

## — OHIO —

**CINCINNATI**—"Everybody's Farm Hour" on WLW was aired from the Warren County Fair at Lebanon, Ohio, on Sept. 20, with Roy Battles, farm program director, and Carol McConaha, farm home director, at the mike. . . . **COLUMBUS**—"Wib" Pettegrew, the Columbus sports announcer, has been signed to broadcast the play-by-play description of the Ohio State U football games for WCOL during the coming season.

## — GEORGIA —

**ATLANTA**—Leonard Reinsch, manager director of the Cox Radio Stations, WSB, WIOD, and WHIO, and radio advisor President Truman, was feted at a dinner party by fifty-odd WSB staff members on Sept. 17 at the Biltmore Hotel in Atlanta. Mr. Reinsch has just returned from a four-week mission to Europe, at the invitation of the Army to investigate the radio needs in post-war Europe.

## — NORTH DAKOTA —

**FARGO**—Howard Nelson of the WDAY staff has just returned from a trip to Norway, where he carried out the assignment of getting the true story of Norway and present conditions over there. He was accredited as a correspondent by the Royal Norwegian Government, and he is the first news correspondent WDAY has sent overseas.

## — ILLINOIS —

**PEORIA**—WMBD's Juvenile Theater show drew a crowd of 15,000 during the evening of Sept. 20 in one of the public parks in Peoria. This was the first open air show held since the war started and is the eighth annual show of this type. Juvenile talent from the station's fifteen-year-old Juvenile Theater entertained the throng, as well as members of the studio staff and orchestra.

## — NORTH CAROLINA —

**DURHAM**—WDNC has a new co-show, "Around the Town with Larry and Jay" in which Mr. and Mrs. Larry Drinard visit the sponsors and their talk about what they saw on their show.

## New York's FM Setup To Get The Once-Over

Washington Bureau, RADIO DAILY

Washington—The FCC has revised its order scheduling a hearing for Oct. 15 to hear the protests filed by CBS and NBC concerning the assignment which the Commission made to the existing FM stations in the New York metropolitan district to include a hearing for the Bamberger Broadcasting Service, licensee of WOR, New York.

The protests are the only ones which the Commission has received concerning the assignments. Objection has been made by some licensees concerning the power authorized by the Commission. These protests concerning power will be considered at a future date. The scope of the hearing set for October 15, will be limited to the objections which have been filed concerning the assignment of frequencies.

Several requests have also been received for extensions of time within which to make the change-over to the new frequency. These requests will be acted on at a later date when the Commission has more complete information from each of the licensees concerning the progress he has made toward converting his operation to the higher band.

Send Birthday  
Greetings To

October 4

Kathryn Card                      John Conrad  
James R. Curtis                      Lenore Kingston



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 5

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

TEN CENTS

## REC Honors ETO Party

### Maintain High Level, Says NAB News Unit

Broadcasters are urged to maintain news coverage in peacetime on the "high level they achieved in wartime reporting" and to improve and develop their news coverage, especially locally, in a resolution just adopted by the NAB Radio News Committee. "Reporting the news is, and always will be, one of the most important of radio's many public services," the resolution reads.

Special emphasis on establishment of adequate, original local coverage was urged, "undoubtedly local material will form an ever increasing

(Continued on Page 5)

### FCC Denies WGTR Plea Re FM-Band Allocation

Boston—The FCC yesterday released its letter to WGTR, Paxton, Mass., denying the request of WGTR, operated by the Yankee Network, for an extension of time in which to object to the frequency assignment proposed for it by the Federal Communications Commission.

FCC Secretary T. J. Slowie wrote

(Continued on Page 2)

### Clark Leaves OWI Post; Headed Wash. News Bur.

Washington Bureau, RADIO DAILY

Washington—Dowsley Clark, chief of the domestic news division of the OWI and former Minneapolis newspaper executive, has completed his wartime assignment in Washington and will re-enter the newspaper or public relations field in the near future.

### Truman On WOR

WOR will broadcast the address by President Harry S. Truman, Sat. Oct. 27, when he dedicates the new battleship carrier U.S.S. Franklin D. Roosevelt at the Brooklyn Navy Yard. This will be part of the Navy Day celebration, with WOR planning to pick up the President at approximately 11:11:15 a.m. EST. for his salute to the Navy and the men who man it.

### Tele Special

First films of Fleet Admiral Chester W. Nimitz's arrival at the Naval Air station in Anacostia, today will be rushed to New York City by airplane and televised on WNBT, NBC's television outlet, tonight. Camera crews of the NBC tele station will be on hand when Admiral Nimitz arrives there at noon today.

### AFM Action Expected Today By Networks

Radio circles were clearly apprehensive yesterday as to what new moves would be taken by AFM in the present dispute involving contracts with CBS and NBC affiliates in New Orleans and Chattanooga, and it was hinted that "something may happen today" which would signify the union's intentions to place greater emphasis on its argument.

In line with the strategy employed by AFM this week, officials were not

(Continued on Page 6)

### FMBI Group Preparing To Join NAB Membership

Proposed merger of the FMBI with the NAB is expected to be announced within the next few days, it was learned yesterday. Officials of FMBI in Washington said that the organization's committee had virtually decided to disband the frequency modulation broadcasters organization and to join membership with NAB.

## FCC Revises Assignments For Commercial Television

Washington Bureau, RADIO DAILY

Washington—Revision of the tentative assignments of channels for commercial television, including changes in the number of metropolitan stations permitted in many communities, as well as changes in the channel numbers assigned in some cases, were reported yesterday by

### Justin Miller, NAB President, Addresses Radio Executives At Luncheon For Returning Broadcasters

### NABET Aids NATW In Phone Strike Today

There is strong possibility that network operations will be more seriously affected by the walkout today of over 250,000 members of the National Association of Telephone Workers than anticipated earlier this week when it was revealed yesterday that NABET has extended an offer to join in the demonstration scheduled for 2

(Continued on Page 5)

### Clear-Channel Hearings Oct 23, As Scheduled

Washington Bureau, RADIO DAILY

Washington—Hearings scheduled for Oct. 23 on clear channel broadcasting in the standard broadcast band will be held as previously announced, FCC said yesterday, in denying the petition for an indefinite

(Continued on Page 6)

### Secretary Of State Byrnes Speaks Tonite Over CBS

The American people will get the first official story of the failure of the Council of Foreign Ministers tonight when Secretary of State James

(Continued on Page 6)

Stressing the importance of radio's role in war-torn Europe, Justin Miller, president of NAB, told members of the Radio Executives Club of New York yesterday that we must keep the channels open if we are to avoid another war. The NAB's president's address highlighted a luncheon meeting at the Hotel

(Continued on Page 5)

### WPB Radio Division Personnel Curtailed

Washington Bureau, RADIO DAILY

Washington—WPB's radio division, on its last legs, is still functioning as a part of the consumers' hard goods division, and total personnel is expected to be reduced to 10 people by November 1, John Creutz, Deputy Chief of the War Production Board, said yesterday.

Some few shortages, notably tin,

(Continued on Page 6)

### New Farnsworth Line Shown To Capital Trade

New Farnsworth receiver models were shown retailers this week at the Hotel Statler, Washington, D. C., by the Washington wholesalers. Promises of delivery beginning the

(Continued on Page 2)

### Long-Range Guest

It's hard to tell what Ralph Edwards will do next on his "Truth or Consequences" program. On Sunday's show the unpredictable emcee will have two members of the American Army of Occupation in Japan participating by means of two-way telephone conversation. What weird consequences they will have to perform in Tokyo has not as yet been revealed.



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Martha Tilton To Guest

Martha Tilton, "Radio Hall of Fame" songstress, makes her first New York guest appearance on "Saturday Senior Swing" October 6th, over the American Broadcasting Company's network, 1:00 to 1:30 p.m., EST. Jill Warren, program's musical girl-about-town, and motion picture columnist, will play hostess to the singer.

20 YEARS AGO TODAY

(October 5, 1925)

A special structure will be built at a strategic point on Mitchel Field to accommodate Major L. D. Gardner, aviation expert and flyer in a direct broadcast of a word picture of the outstanding events at the Nat'l Air Races.

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

FCC Denies WGTR Plea Re FM-Band Allocation

(Continued from Page 1)

that "your letter does not set forth any reason why it was not possible for you to file objections by September 25. It appears from your letter that you desire a continuance because the Commission's action on the applications of Yankee Network, or its subsidiaries, for FM stations in Boston, Providence, Worcester and Hartford, may make it desirable—as stated in your letter—for the Commission to consider additional facts that applicant can submit bearing upon the public interest in the modification that should be made in the assignment of WGTR."

Application Still Permitted

"The Commission is of the opinion that if, as a result of action by the Commission with respect to particular Yankee Network FM applications, you desire to call additional facts to the Commission's attention concerning the assignment to WGTR, this may be done by the filing of an appropriate application at that time. Hence, no postponement is necessary and your request for postponement is accordingly denied."

Emerson Buys KGO Newscast

Emerson Drug Co. has signed for a three-times-a-week newscast over KGO, San Francisco affiliate of the American Broadcasting Co. The makers of Bromo Seltzer will be on the air every Tuesday, Thursday and Saturday from 7-7:15 p.m.

New Farnsworth Line Shown To Capital Trade

(Continued from Page 1)

end of this month were extended by the sponsors, who said the assembly lines are already turning out the models shown, which they described as "genuine post-war sets—not just new editions of pre-war models."

The sets shown were all standard broadcast. A six-tube set, with the introduction of war-introduced improvements, is the equivalent of a pre-war nine or 10 tube set, the wholesalers claimed.

Television sets are also available now, said the demonstrators, but these models, including a table set with a standing screen, were not shown, because Washington has no tele facilities.

When tele programs become available in this area, the wholesalers promise retailers will have no trouble in supplying the sets on which to receive them.

Unlike some manufacturers who are going right ahead with production of sets capable of receiving both bands, or who are trying to adapt pre-war sets designed for old-band reception to receive the new band exclusively, Farnsworth does not intend to place any FM sets on the market until the change over to the new band is accomplished.

"Blithe Spirit" Broadcast

A scene from Noel Coward's "Blithe Spirit" will be heard on BBC-NBC's "Atlantic Spotlight" Saturday, Oct. 6th, (WEAF 12:30 p.m. EST). Constance Cummings in the London studios of the BBC and Leonore Corbett in NBC's New York studios will take part in the two-way trans-Atlantic show.

FINANCIAL

(Thursday, Oct. 4)

NEW YORK STOCK EXCHANGE

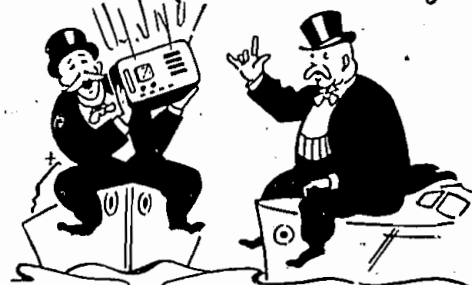
Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, CBS B, Crosley Corp., Farnsworth T. & R., Gen. Electric, Philco, RCA Common, RCA First Pfd., Stewart-Warner, Westinghouse, Zenith Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

WJNO

Where "Dun and Bradstreet" meet "Hooper and Crossley!"



THE VOICE OF THE PALM BEACHES

IN PHILADELPHIA Nearly everybody listens to W-D-A-S BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.



Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

The jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near your baby indicate radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful independent that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch on to. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REE



PRODUCED BY THE  
MEMBERSHIP OF  
THE MASQUERS CLUB

- KENNY BAKER
- LUCILLE BALL
- JACK BENNY
- BEULAH
- WALTER BRENNAN
- JOE E. BROWN
- JUDY CANOVA
- EDDIE CANTOR
- JACK CARSON
- CHARLES COBURN
- CLAUDETTE COLBERT
- RONALD COLMAN
- GARY COOPER
- ROBERT CUMMINGS
- OLIVIA DE HAVILLAND
- JIMMY DURANTE
- BARRY FITZGERALD
- GLENN FORD
- SIDNEY GREENSTREET
- JACK HALEY
- SONJA HENIE
- ALAN LADD
- DOROTHY LAMOUR
- FRANCES LANGFORD
- CHARLES LAUGHTON
- IDA LUPINO
- DIANA LYNN
- LAURITZ MELCHIOR
- PAUL MUNI
- ELEANOR POWELL
- RANDOLPH SCOTT
- SYLVIA SIDNEY
- FRANCHOT TONE
- VERA VAGUE
- RUDY VALLEE
- JOHN WAYNE
- ORSON WELLES
- LORETTA YOUNG

—AND OVER 400 OTHERS

Music: LEITH STEVENS

Director: WM. N. ROBSON

★ ★

Presented by

*Campbell's* SOUPS



**Yes, 500 Stars of Radio, Screen, Stage and Concert Stage**

Ready to Answer the Call When the Mikes Open  
on the Greatest Star-Studded Show in Radio

# Request Performance

Here's a radio program that's clocked to "give" throughout thirty fast-moving, melodious, laugh-filled minutes!

"Request Performance", in addition to being star-filled, will differ from all other Hollywood originations in two important respects: The radio listener will do the casting. He'll tell Campbell's Soups by letter which stars he wants to hear and what he wants to hear them do. And he'll have the fun of cross-casting the stars, if he wishes. He can suggest unusual and unexpected mike routines.

Your imagination will show you the vast possibilities in this radio formula for drama, comedy, and music. In fact, it's the very same idea—listener participation and cross-casting—that proved so popular with the Armed Forces in recorded programs sent overseas. Now the public hears it for the first time.

Make a note, won't you, to be with us on opening night and bend an ear to the proceedings. And by the way—if you've an idea yourself for casting or cross-casting the stars, send it along to Campbell's Soups, Hollywood, California.

SUNDAY NIGHT, OCTOBER 7, 9 P M EST, FULL CBS NETWORK and CANADA

AND HERE'S  
THE  
OPENER!

★ RONALD COLMAN ★ FRANCES LANGFORD

★ BEULAH ★ ARTHUR TREACHER

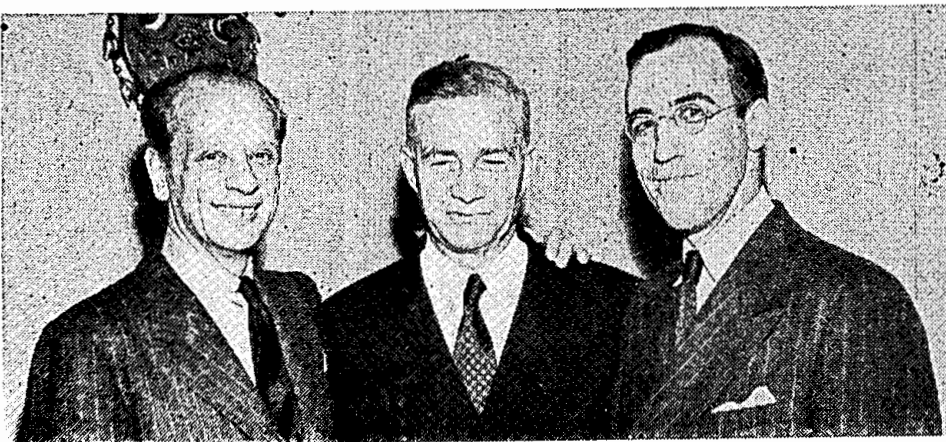
★ and Favorite Characters from  
Leading Radio Programs ★

# REC Hosts ETO Group

**Y**ESTERDAY the Radio Executives Club of New York, proved itself worthy of its long pants—actually is of age—can go to the polls next month, strictly on its own . . . its first official luncheon-meeting of the 1945-46 season, was a large order . . . playing host to the most important assemblage of radio and newspaper executives it ever expected to have as its guests. This was the group just returned from the War Dept. tour. Both the club and the guests lived up to every expectation and the event was colorful in every detail, informative as to the ETO situation, and most important of all, the 500 members et al. present were duly impressed with the fact that the American system of broadcasting is not only best, but the introduction of a free, competitive broadcasting industry in the occupied zones, was imperative if another was to be averted.

★ ★ ★

**D**AIS in the Hendrik Hudson Room of the Hotel Roosevelt was powerful and the who's who read like this: Joe Ream, Col. Harry S. Wilder, Mark Woods, Jack Alicoate, Bill Hedges, John Fetzer, Abel Green, Bob Swezey, Morris Novik, Sol Taishoff, Clair



CBS Photo

PAUL KESTEN—JUSTIN MILLER—JOE REAM

McCullough, Martin Campbell, Joe Csida and last but not least Justin Miller, all veterans of the "Sad Sacks of Fifth Avenue, Ltd." . . . Leonard Reinsch was the only absentee of the group, kept away due to arranging broadcasts for President Truman. . . . Edgar Kobak as chairman of the New York Welcoming Committee, Niles Trammell, Chet LaRoche and Paul Kesten completed the dais, as Kobak's co-chairmen. . . . New president of the NAB was a revelation even to those who made the European trip with him and attended his NAB inaugural in the Capital. . . . i.e. en route, Miller met every occasion wholly unprepared as to speeches and whether Paris, Berlin or Rome, he was never at a loss for the bon mot. . . . In Washington



NBC Photo

NILES TRAMMELL and JUSTIN MILLER

he read a prepared speech, and yesterday he again was the fast-thinking extemporaneous speaker with the humorous touch. . . . And able to quickly change the mood toward a serious note.

★ ★ ★

**S**ILVER cropped up strongly . . . ex-president of the REC Warren Jennings received his silver card as a token of appreciation from the Club and Col. Kirby was presented (complete surprise) with a handsome engraved silver serving tray, duly inscribed by the members of the ETO trip he so graciously conducted. . . . Col. Ed will probably find the tray expensive when he buys the bourbon to go with it—if hints count for anything around a dais. . . . Some-

body wondered if the tray was the one that Joe Ream lifted from the Propaganda Ministry in the Reichchancellory . . . or was it something else again that Joe did in Goebbels' office.

★ ★ ★

**O**N THE serious side: Justin Miller in course of his remarks revealed that the displaced population still in German territory was a sad picture to contemplate . . . that all were quickly touched to the core when Polish children in an improvised school greeted them much as children do here and sang them a song of welcome. . . . Capt. H. Gordon Smith, of the Advertising Club of other allied clubs, were making toward relocating returned veterans in radio and advertising jobs. . . . REC volunteers will take an active part in the work. Yesterday's session brought out many busy execs who ordinarily can't find enough time to get around to REC luncheons. Harold Lafount, for instance, Judge A. L. Ashby, Bob Kintner, Stanley Florsheim, Lloyd Egner, R. C. Embry, Joe McDonald, Dorothy Lewis, John Karol, Paul Raymer, Charlie Hammond, Hugh Feltis, Lew Avery, Johnny Johnstone, John Churchill, Ken Boice,



Harold Stein Photo

MURRAY GRABHORN and COL. KIRBY

plus scores of out-of-town broadcasters, and of course the host of regulars.

**C**LAY MORGAN at the NBC table finally hit a luncheon where he could relax and not worry about the guests or the vin rouge vintage for the second course. . . . Gladys Swarthout outdid herself with a fine rendition of the National Anthem. . . . Sonia Bigman, took plenty of notes for Time Magazine, as did other ladies and gentlemen of the press. . . . Claude Barrere making his debut as First Lord of the Exchequer (hoping he breaks even). . . . Mickey Sillerman telling the advantages of Keystone and Art Kemp, also



Harold Stein Photo

EDGAR KOBAK—MARK WOODS—BOB SWEZEY

at his coming out party as head of the REC speaker committee. . . . Irving Field, another "debutante," press-table host. . . . Don Mersereau giving the jernt full approval. . . . Ed Kobak telling about the sharp Chicago Cubs and the plans to Morse-Code the World Series in case the phone guys got too tough. . . . Paul Kesten congrats Col. Harry Wilder on being allowed to wear his World War I ribbons and stripes on the ETO hop. . . . Justin Miller's warm personality getting away with delicate phrases, or was it delicate subjects? . . . Little bits of choice gossip by the Guests of Honor here and there,

(Continued on Page 5)





## AFM Action Expected Today By Networks

(Continued from Page 1)

available for comment at New York headquarters, and consequently web executives were at a loss as to what to expect throughout the day.

### Meetings Held Up

The situation in Chattanooga was further clouded during the last 48 hours when WDOH and WAPO, evidently ready to begin negotiations with AFM representatives, were faced with the sudden departure of a high union official. As a result of this action conditions remained unchanged. NBC revealed last night that its New Orleans affiliate, WSMB, had agreed to the terms set forth by the labor unit and had signed a contract, details of which were not made known.

As reported in these columns, AFM launched its attack last Sunday against NBC by pulling orchestras off two network shows, the "Fitch Bandwagon," and "Contented Hour." To date, CBS has not been affected, but it was felt yesterday that AFM would definitely make a move in that direction some time today.

## Waltham Watch Renews Television Time Signals

The Waltham Watch Co. has renewed for another 13 weeks its time signals over NBC's television station WNBT, it has been announced by Reynold R. Kraft, sales manager of the network's television department. The two time signals on WNBT every Friday night consist of film and live commentary and end with models of actual Waltham watches showing the correct time. The agency is N. Y. Ayer & Son, Inc.

## Send Birthday Greetings To—

October 5

James S. Appell A. A. Klinger  
Bob Bryon J. W. Bixler, Jr.

October 6

Tom Carson Charles Pearson  
Reo Fletcher George Crandall  
Tad Bruce

October 7

Guila Adams Marjorie Carroll  
Andy Devine Alfred Wallenstein  
Frances Moore Charles Pekor  
Frances Hunt Bring Harold Davis

### WRITER

Unlimited opportunity for experienced writer with imagination for leading half hour evening dramatic show. Full background first letter. Box 225, Radio Daily, 1501 Broadway, New York 18, N. Y.



## Memos of a Midnigher...!

● ● ● One of the major bones of contention at American all along was whether or not to keep sustaining artists under contract. Now it appears as tho' they'll start signing them up again. Incidentally, what goes with the studios? Their contract with NBC calls for permission to use the studios until six months after the war—and American hasn't even started to build their own yet. . . . Hildegard's new routine at the Persian Room where she opens Oct. 24th will set the locals back on their heels. She's taking juggling lessons and learning to do a buck and wing. . . . Greta Garbo demanded too much dough to make "The Ballad and the Source" in England and the deal is off. She startled some of her fans by doing some jitterbug numbers with Clifton Webb at a Hollywood party the other nite. . . . Lew Parker, the clown, has his Calif. and Florida pals in an uproar. He mails them crates of oranges as a gag. . . . Marcia Neil, who left for Texas a few years back to be with her husband, Lt. Bill Patterson, gets her first solo spot today on "Music Room" over NBC. . . . Jules Alberti celebrating his 24th year in radio. . . . Everett Crosby in town trying to get Bing's plans straightened out. . . . Doris Brooks and Sherman Fairchild, the aircraft tycoon, closer than a tie game. . . . Jeanne Burns (Mrs. Jerry Arlen) auditioning a new musical program she's written. . . . Col. Ed Kirby expects to retire within 10 days as radio officer with the War Department to set up his own public relations offices. . . . What's this about Mutual almost losing the World's Series to a terrific bidder?

★ ★ ★

● ● ● Idle Thoughts While Dialing: With Fred Allen back in lineup, Sunday nites on NBC remind us of the old Murderers' Row in the Yanks ball club. Just try and tune out. . . . Loved Edgar Bergen's definition of radar. Said it was radar spelled backwards. . . . One of the best-liked agents in town—Marty Goodman. . . . Aside to Charles (American) Warburton: How's about displaying a little more 'heart' and patience in your auditions? Too many letters of complaint reaching this desk regarding your brusqueness with auditioning performers. In fact, the current gag around the studios is a standing offer of three to one against ANYONE passing your auditions. And tell us, please, what does it mean when your report on an audition states 'TOO MUCH VOLUME!' . . . And to radio's prettiest wives: Jack Warwick's stunning bride, Nini. . . . Mina Bess Lewis' spot transcriptions are in a class all by themselves—and that's plenty of class. . . . Robert Walker brightened the "Theater of Romance" with his "Vivacious Lady" performance the other nite. . . . Disc jockey Steve Ellis proving just as deft with his football chores. . . . Why actors get gray: A casting director we know actually said this. "Your audition was excellent. I want to use you in a small part first—but, then, we never have small parts!" . . . Isn't it about time that Col. Stoopnagle was upped to Brig. General? . . . Wonder what would happen if Blondie dyed her hair.

## WPB Radio Division Personnel Curtailed

(Continued from Page 1)

still exist or may occur in those materials necessary for manufacture of radio receiving and transmitting equipment, and assistance in obtaining these items may still be demanded of the radio division, which will continue to review applications and grant priorities.

Applications under L-41 the construction order, are still required for radio stations costing over \$5,000. The policy of the division since the modification of L-41 announced last month, has been and will probably continue to be to grant all the applications, said Creutz.

Construction applications will be handled at regional WPB office hereafter, said Creutz, to avoid re-tape and precedural delays.

## Secretary Of State Byrnes Speaks Tonite Over CBS

(Continued from Page 1)

F. Brynes makes his report to the nation over the Columbia Broadcasting System from 9:00 to 9:30 p.m. EST. Broadcast is exclusive over the network and will replace the commercial program scheduled for that slot.

## Clear-Channel Hearings Oct 23, As Scheduled

(Continued from Page 1)

postponement. The Commission admitted that the engineering committees preparing basic underlying data in connection with the clear channel survey will not have completed their task by the date of the hearing, but said they would begin the hearing regardless and receive whatever evidence is ready at that time.

## NAB Gift To Avery

Washington—Lewis Avery, director for broadcast advertising for NAB who recently resigned to open his own office in New York, was honored by former NAB associates at a surprise presentation made at NAB headquarters. Avery was the recipient of a desk set with C. E. Arney secretary-treasurer making the presentation.

## Radio Debut

Susan Reed, folk singer at Cafe Society Uptown makes her radio debut Saturday, at 6:15 p.m. She'll be interviewed and will sing on Sue Reed's program over WOR and at 8:30 p.m. will be heard guesting on the "Cosmo Tune," Mutual show.

## Ave Maria Hour

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

Exclusive!

CHI' BEARS  
'45 FOOTBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS



# Time Buyers!



## CALL ON "Spot" FOR CONSULTATION

W2XAF.....New York  
 W27BZ & WBZA.....Boston, Springfield  
 W27GY.....Schenectady  
 W27WW.....Philadelphia  
 W27YRC.....Washington  
 W27DKA.....Pittsburgh  
 W27WTAM.....Cleveland  
 W27OWO.....Ft. Wayne  
 W27MAQ.....Chicago  
 W27DA.....Denver  
 W27PO.....San Francisco

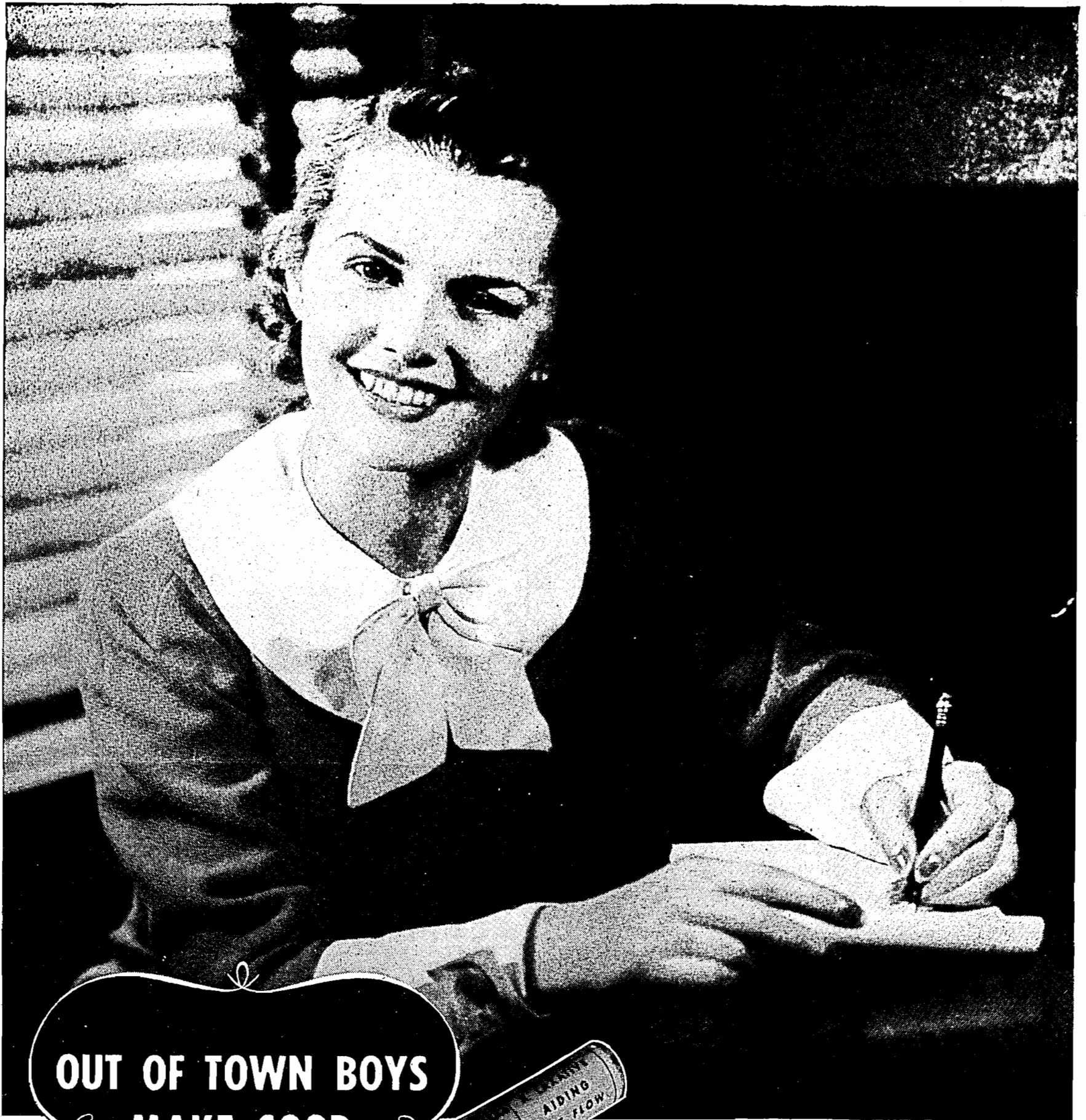
**TROUBLES?** Why not give "Spot" the chance to solve them. He's switched many a time buyer's headache to a halo—frequently offered the advice that untied knotty spot problems. For when time is as popular as it is on NBC represented stations the help of an insider helps. Maybe he can't always provide just the time you were after—but chances are mighty good that he can suggest another period which will be just as productive as your original choice.

*Call on "Spot" for consultation today and let him help you find choice spots among those available on NBC's 11 vital stations which broadcast to 55% of the radio homes in the U. S. . . . in markets whose buying power is 34.2% higher than the country's average . . . markets where products go over the top . . . and top the competition.*



# NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700  
 Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161  
 Denver, Main 6211 . . . Boston, Hancock 4261



**OUT OF TOWN BOYS  
MAKE GOOD**



**10 YEARS WITH 1 PILL**

Since 1935, the famous Carter's Little Liver Pills\* have been telling their equally famous story on WFBR—Baltimore's Big Home Town Station.

A large user of radio—and strictly on the basis of results—Carter's stay on WFBR is ample proof that

\*Agency: Ted Bates, Inc.

"Out of Town Boys" make good in a big way.

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, too, have *always* bought and are *still* buying . . . W . . . F . . . B . . . R . . .

MEMBER — AMERICAN BROADCASTING CO.    ■    NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 6

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

TEN CENTS

## War Radio-Radar Valued

### Sarnoff Calls Tele Revolutionary Force

Philadelphia — Pilotless bombers with television eyes, are now a reality, David Sarnoff declared Friday night before a meeting of the American Academy of Political and Social Science. Head of RCA said it rests with man how television, atomic power, electronics and all the other forces of science are to be used. "So deft," stated Sarnoff, "so alluring is the radio-television control, that from launching sites, the operator pressing push-buttons can guide the ranged missiles as if he were inside a shell. If he sees that the rocket is going to miss the target, he can

(Continued on Page 7)

### Treasury Officials Meet With Broadcasters Thurs.

Washington Bureau, RADIO DAILY  
Washington—A group of 25 broadcasters will meet here Thursday and Friday with Treasury leaders to lay out plans for radio's victory loan schedule, NAB announced Friday. The broadcasters are members of the NAB program managers committee, headed by Henry W. Slavick, director of WMC, Memphis. They will lunch Friday with Secretary of the Treasury Fred M. Vinson.

### Petty Elected To Board Of Finch Facsimile Org.

Herbert Petty, executive director of WHN, also with radio interests in Milwaukee, San Francisco and Mexico, was elected a member of the board of Finch Telecommunications, Inc. at the regular annual meeting of

(Continued on Page 2)

### Sleepwalkers

On second day of elevator strike, Ralph Slater, MBS hypnotist was making the long haul to web headquarters on the 24th floor. On the 10th floor he found two MBS girls exhausted, too tired to continue. Slater glared into their eyes, and told them to relax. Witnesses swear the gals completed the trip without a stop,—and didn't know it!

### Globester

Traveling as a passenger on the ATC's "Globester," when it leaves Friday, Oct. 19, on its second world girdling flight, Ted Malone, American web commentator, will originate his programs en route, Malone plans broadcasts from Casablanca, Cairo, Calcutta, Manila, Guam and Honolulu.

### Phone Men To NWLB; Web Service Unhurt

Radio survived the nation-wide tieup of long distance telephone lines Friday as 250,000 members of the National Association of Telephone Workers participated in a four-hour strike demonstration which included a possibility of affecting coast-to-coast broadcasts.

At a late hour Friday, the phone workers agreed to take their differences before the National War Labor Board with the idea of having

(Continued on Page 4)

### WOR Joins BMB Group; Membership Now 551

WOR was added to membership of the BMB last Friday bringing the total membership up to 551, Hugh Feltis, president of BMB, announced Friday. WOR subscribed to BMB for two years as a result of a presentation made by Linnea Nelson of the J. Walter Thompson agency.

## AFM Turns To CBS Attack By Yanking Commercial Band

After applying pressure to NBC to force affiliates unsigned by AFM locals to toe the mark, the musicians union over the week-end turned its efforts toward CBS. Reports current throughout last week were to the effect that the AFM would yank the bands on additional network programs of either NBC, CBS or both. AFM singled out the "Prudential Family Hour" on CBS Sunday 5-5:45 p.m., EST and notified conductor Al Goodman that he would not be al-

WPB Estimates \$7,680,000,000 Worth  
Taken By Army-Navy In 5 Years;  
Civilian Radio: \$478,000,000

### REC Plans To Observe Radio's Anniversary

Plans for Radio Executives Club of New York to commemorate the twenty-fifth anniversary of radio broadcasting during the week of November 4 are being worked out by Murray Grabhorn, president of REC, and Willard Egolf, public relations director of NAB. Tentative plan calls for staging an "Old Timers Luncheon" with the networks aiding NAB in setting up the program. An exhibit of early radio receivers and other equipment may also be included.

### Du Mont Tele And IATSE Sign Five-Year Contract

Du Mont television on Friday signed a five-year contract with the Television Studio Broadcasting Employees Union. Local 794 of the IATSE (International Alliance of Theatrical

(Continued on Page 2)

### Transfer Of FM Station To Washington Post Ok'd

Washington—Sale of the Jansky-Bailey FM station here in Washington to the Washington Post has been

(Continued on Page 2)

Value of radio and radar equipment delivered for war purposes from July, 1940, through July, 1945, totalled about \$7,680,000,000, the WPB announced Friday. Out of this output more than 98 per cent was delivered directly to the Army and the Navy, 60.5 per cent of it during the peak period to the Army. The remaining two per cent went to war supporting activities.

Of this equipment 90.7 per cent was radio rather than radar equipment in 1942, decreasing in percent-

(Continued on Page 7)

### Ryan Committee Head For Radio's War Fund

Washington Bureau, RADIO DAILY  
Washington—Radio's War Fund Committee will be headed by the retired NAB president, J. Harold Ryan it was announced Friday by the NAB. Others serving on the committee include: Arthur B. Church, KMBC, Kansas City; Gardner Cowles, KRNT, Des Moines; Mark Ethridge, WHAS,

(Continued on Page 7)

### J. Kelly Smith Named Head Of CBS Station Relations

J. Kelly Smith, general sales manager of radio sales for CBS, has been appointed director of station relations effective Nov. 1, Herbert V. Akerberg, CBS vice-president in charge of station relations announced Friday.

### Rah-Ther!

Hollywood—Patrice Munsel, star of the CBS "Family Hour," while capering in a swimming pool here, was suddenly informed by a bell-boy, "Your mother says your car is waiting." Perplexed, Pat asked, "Are you sure he didn't say 'coach' is waiting?" "Yes, she did," said the youth, adding, "but that coach stuff was too high falutin' lingo for me."



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

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**FINANCIAL**

(Oct. 5)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	182 <sup>3</sup> / <sub>8</sub>	182 <sup>3</sup> / <sub>8</sub>	182 <sup>3</sup> / <sub>8</sub>	- 1/4
CBS A	43 <sup>1</sup> / <sub>4</sub>	43	43 <sup>1</sup> / <sub>4</sub>	+ 1/2
Crosley Corp.	38	38	38	....
Farnsworth T. & R.	15 <sup>3</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>	+ 1/8
Gen. Electric	48 <sup>7</sup> / <sub>8</sub>	48	48 <sup>3</sup> / <sub>4</sub>	- 1/8
Philco	40 <sup>1</sup> / <sub>4</sub>	39	40 <sup>1</sup> / <sub>8</sub>	+ 1 <sup>5</sup> / <sub>8</sub>
RCA Common	15 <sup>3</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>2</sub>	+ 1/8
Stewart-Warner	22 <sup>1</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>4</sub>	22 <sup>1</sup> / <sub>8</sub>	....
Westinghouse	36 <sup>1</sup> / <sub>8</sub>	35 <sup>3</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	- 1/4
Zenith Radio	39 <sup>3</sup> / <sub>8</sub>	38 <sup>1</sup> / <sub>2</sub>	39 <sup>1</sup> / <sub>4</sub>	+ 3/8

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	43	42 <sup>3</sup> / <sub>4</sub>	42 <sup>3</sup> / <sub>4</sub>	+ 1/4
Nat. Union Radio	5 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>	+ 1/2

**OVER THE COUNTER**

	Bid	Asked
Du Mont Lab.	8	9
Stromberg-Carlson	22 <sup>1</sup> / <sub>4</sub>	23 <sup>1</sup> / <sub>4</sub>
WCAO (Baltimore)	28	....
WJR (Detroit)	27	....

**Petty Elected To Board Of Finch Facsimile Org.**

(Continued from Page 1)

stockholders, held late last week in Passaic, New Jersey.

Capt. W. G. H. Finch, USNR, has returned to the board after an absence which began before Pearl Harbor. Vincent Stanley of Boston, was also elected to the board. Stanley has been president for 40 years of the Gamewell Co. of Newton, Mass., manufacturers of signal equipment.

Finch Company has been one of the pioneers in facsimile and allied equipment.

**SITUATION WANTED**

Young lady with excellent radio background for Time Buying Department... handled estimates, heavy contract detail, variations from scheduled broadcasting, station contacts, etc. Write Radio Daily, Box 226, 1501 Broadway, New York, N. Y.

**Coming and Going**

ED YOCUM, manager of KGHL, Billings, is on the way back to Montana after a few days in New York, during which he conferred with the national representatives of the station.

FRANKLIN M. DOOLITTLE, president and manager of WDRG, Hartford, Conn., and WALTER B. HAASE, program director of the station, were visitors Friday at the offices of Columbia Broadcasting System.

HOYT B. WOOTEEN, owner and general manager of WREC, Memphis, is here from Tennessee for talks with the national reps.

CARL GEORGE, director of operations for WGAR, Columbia network affiliate in Cleveland, is in New York on station and network business.

JUSSI BJOERLING, Swedish tenor of the Metropolitan Opera Company, is back in America following service in the Army of his native land. He was heard last night on the Ford Sunday Evening Hour over the American network.

HUGH B. TERRY, manager of KLZ, Denver, Colo., is in New York for confabs with the station reps and officials of CBS.

DAVID O. ALBER, publicist, has returned from Hollywood.

PETE SCHLOSS, of the American network's station relations division, has returned from a trip to New England, where he conferred with affiliates of the web.

JACK FORBES, absent from his post at the American network's press department as a result of an appendectomy, is reported as recovering nicely.

GLENN MARSHALL, JR., sales promotion manager of WMBR, Jacksonville, is in New York on a business trip.

MARJORIE LEIN, who for the past four months has been in San Francisco handling Pacific news coverage for the British Broadcasting Corp., is back in Gotham.

**Transfer Of FM Station To Washington Post Ok'd**

(Continued from Page 1)

approved by FCC, it was announced Friday.

The Post now operates AM station WINX as an independent. Call letters of the FM station are W3XO and it is licensed as a developmental station. C. M. Jansky, one of the pioneers in FM broadcasting will remain with the new owners as consulting engineer and guide the experimental research of the station. The Post will pay \$75,000 for the station.

**Armstrong Files Objections**

Major Edward Armstrong, FM inventor, has filed a voluminous objection to the FCC's power assignment for his WFMN, at Alpine, New Jersey, it was reported yesterday. Consent of the Commission granted for the acquisition of control of WBML, Macon, Ga., by E. D. Black and E. McKensie. They will buy 50 shares of common stock in the licensee company, middle Georgia Broadcasting Co., from Mrs. Arthur Christie for \$20,000.

**Three AM Applicants**

Applications for three AM and two FM stations were accepted Friday at FCC. The Danbury Broadcasting Co., Danbury, Conn., applied for a new AM station to be operated on 1,490 kilocycles, 250 watt power unlimited. Kankakee Daily Journal, Kankakee, Ill., applied to operate on

**Du Mont Tele And IATSE Sign Five-Year Contract**

(Continued from Page 1)

Stage Employees). The pact, retroactive to May 17 of this year, when the union was voted bargaining representative by the Du Mont employees, will remain in effect until May 16, 1950.

The new contract calls for 14 classifications, and provides for adjusted wage scales running from \$41.60 to \$80 for a 40-hour, five day week, as against a 48-hour week previously prevailing. There also are provisions for wage increases of five per cent at the end of the first year, 15 per cent at the end of the second and 10 per cent at the end of the third and fourth years.

**Two Named To BMB Board**

J. O. Maland, WHO, and Robert T. Mason, WMRN, were relected as two of the six NAB representatives on the Broadcast Measurement Bureau board during the NAB board of directors meeting in Washington last week.

320 kilocycles, one kilowatt power daytime only. Wisconsin Broadcasting System Inc., Milwaukee, Wisconsin, applied to operate on 860 kilocycles, 250 watt power daytime only.

The FM applicants were Bell Broadcasting Co., Inc., Temple, Texas, and Johnson Kennedy Radio Corporation, Chicago, Ill.



**How do Homing Pigeons do it?**

You've probably read of the most incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles two days. But the thing that always fascinated us is their ability to find their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the horn and turn to W-I-T-H in Baltimore.

For the facts show that the successful independent producer gets the greatest number of listeners per dollar spent in this five-station Baltimore town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.



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

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



**MUSIC has power**

**WDAS is the only Philadelphia radio station featuring three hours of classical music daily**

*No wonder WDAS audiences say "Thank You!"*

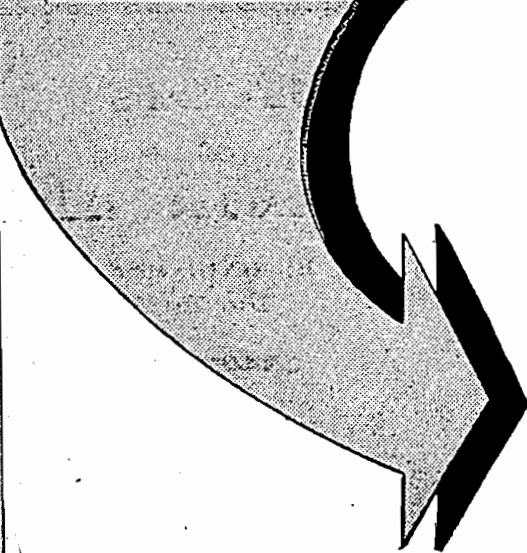


# THE INDUSTRIAL GIANTS

## PROVE IT!

WESTERN ELECTRIC COMPANY, New York and New Jersey  
RCA, Harrison and Jersey City, N. J.  
HYATT BEARINGS DIVISION, GENERAL MOTORS, Harrison, N. J.  
CHEVROLET and GENERAL MOTORS, Bloomfield, N. J.  
CURTISS-WRIGHT CORPORATION, Caldwell and Clifton, N. J.  
FEDERAL SHIPYARDS, Kearney, N. J.  
EASTERN AIRCRAFT DIVISION, GENERAL MOTORS, Linden, N. J.  
FORD MOTOR COMPANY, Edgewater, N. J.  
GENERAL CABLE CORP., N. J.  
L. BAMBERGER & CO., Newark, N. J.  
R. J. GOERKE, Elizabeth, N. J.  
LAWRENCE AERONAUTICAL CORP., Linden, N. J.  
SIMMONS COMPANY, Elizabeth, N. J.  
CIBA PHARMACEUTICAL COMPANY, Summit, N. J.  
GENERAL ELECTRIC COMPANY, Bloomfield, N. J. and N. Y.  
THE HOME STYLE LAUNDRY, Montclair, N. J.  
HAHNE & COMPANY, Newark, N. J.  
KRESGE-NEWARK, Department Store  
MERCER AND COMPANY, New Jersey  
WESTINGHOUSE ELECTRIC, N. J.  
PUR-O-LATOR PROD. INC., Newark, N. J.  
LIONEL CORPORATION, Irvington, N. J.  
AMERICAN STORES, N. J.  
COLUMBIAN LAUNDRY, Newark, N. J.  
ARMOUR & COMPANY, N. J.  
HEARNS, Newark, N. J.  
COLGATE-PALMOLIVE-PEET COMPANY, Jersey City, N. J.  
ATLANTIC & PACIFIC TEA COMPANY, N. J.  
WALTER KIDDE CORPORATION, N. J.  
THOMAS A. EDISON INDUSTRIES, West Orange, N. J.

It was the hectic period of V-J Day celebration. Northern New Jersey's Industrial Giants HAD to get information to their workers in America's Fourth Largest Market... about time off... when to resume work... about emergency shift changes... about picking up pay envelopes. The problem, HOW TO DO IT BEST? Naturally, they called on WAAT-Newark to contact their people, because they know:



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

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

**WAAT**  
970 KC  
NEWARK,  
N. J.

(National Representatives: Radio Advertising Co.)

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

LOS ANGELES

By RALPH WILK

THE Jack Benny troupe will broadcast from Santa Barbara (Calif.) on Oct. 14th, at the Army's Santa Barbara Redistribution Center for Prisoners of War lately released from the Jap prison bases. These prisoners of war, many of whom had been incarcerated for three years, were asked by the Army what they wanted when they got back to this country. There was an overwhelming response for entertainment, with special emphasis to be present at the Jack Benny, Bob Hope, Kay Kyser and Edgar Bergen broadcasts. All four of these programs will come to Santa Barbara to broadcast with Benny as the first.

"Youth Interprets the News" returned to the air for the fall season over KMPC. Representatives of the Horace Mann Jr. High School were guests of KMPC on the initial program. Vance Graham acts as the producer and moderator of the broadcasts. This feature is in the form of a round table with four to six representatives of the school reading a current news dispatch followed by a general discussion. The program is recorded at the school and transcribed over KMPC.

Jay Sommers and Jack Harvey, scripters on "The Joan Davis Show" heard every Monday over CBS, have just completed "Mike Fright," a comedy based on radio which several motion picture studios are bidding for.

Networks Unaffected During 'Phone Strike

(Continued from Page 1)

a strike vote taken within 30 days under their auspices.

The World Series broadcast, originating in Detroit until Friday afternoon, came through the Mutual Broadcasting System's lines without interruption, rendering unnecessary emergency measures held in readiness by the network in the event of long-lines tieups.



"Pardon me—WFDF, Flint says I must guarantee your future—"



A Reporter's Report Card. . . !

● ● ● WALTER WINCHELL: What's this report about your buying the American Broadcasting Company! . . . HERB ROSENTHAL: Isn't Kay Kyser's trip east to discuss the termination of his contract with MCA which still has two years to go? . . . GEO. WASHINGTON HILL: Despite the denials back and forth about Peggy Mann replacing Joan Edwards on the 'Hit Parade,' insiders insist there'll be a change in the femme lineup before long. And isn't it true that you're more than a little interested in the date of Tony Martin's discharge from the Army? . . . PAUL WHITEMAN: Understand that Jimmy Gillespie, who used to manage you, has penned a book about you that you no likee and that you are consulting your lawyers about it. . . MAURICE CHEVALIER: Your agent's pitch to sell you for a radio show drew sad results. Most of us are from Missouri. . . CLARE BOOTHE LUCE: As Dorothy Kilgallen would phrase it, isn't Reno in your bean-o? . . . HENRY KAISER: When will you announce the story about that match-box size receiving set? . . . CLARENCE MENSER: We understand that Jim Farley would not turn down an air contract as a news commentator if it were offered him. . . EDDIE CANTOR: Don't be surprised if Georgie Jessel forsakes the movies for radio if he can get the figure he's looking for. . . LEWIS VALENTINE: Your Sardi huddles with Paramount execs will lead to a series of crime shorts. . . XAVIER CUGAT: Carmen Miranda, who insists she's engaged to her Brazilian medico, is burning at those coast reports linking her with you.



● ● ● J. EDGAR HOOVER: Jerry Devin's "This Is Your FBI" will dramatize "House On 92nd Street" Oct. 12th from Hollywood with the original movie cast. . . DU MONT: Harry Sobol and Jay Faggen have the television rights of all the championship prize fites from Willard-Johnson to Louis-Conn, 40 of them in all. . . LYN MURRAY: There's a Hollywood deal cooking for you to write the score for a picture. . . FRED ALLEN: Al Goodman didn't resign from Texaco because of your stanza—but he's glad now that he did because you're giving him lines on the show. . . ARCH OBOLER: Thanx for the note. You're dead right and I apologize for thinking otherwise. . . KATHARINE HEPBURN: The Philadelphia story right now is newcomer John Norman of WCAU, whose news delivery is of the stuff networks are made of. . . ERNESTO LECUONA: Nestor Chayres makes his concert debut at Town Hall in Dec. . . TOM HARMON: Your great coach at Michigan, Fritz Crisler, will be your first guestar on your new show which debuts Oct. 13th.



● ● ● CHET LA ROCHE: Is it true that you're buying into the Compton agency? . . . JIMMY CAGNEY: You'll hear from Gen'l Motors any day now about that show. . . ROBERT MONTGOMERY: You should set that radio show this week. . . HAM FISHER: Your "Joe Palooka" starts on the 29th out of Chicago. . . WESTERN UNION: British telegraph companies now send kisses by wire anywhere throughout the United Kingdom. . . BING CROSBY: RKO, which lost Sinatra to Metro, will sign up Jerry Wayne, handsomest of the crooners. . . PAUL WINCHELL: You and Jerry will get a White House invite. . . WALTER CRAIG: Your former director, Jack Hurdle, is out of the Army and free-lancing. . . BENNY GOODMAN: One of the former top-ranking members of your band is broke. . . MCA: What's the real reason Harry James is breaking up his band? . . . ADRIAN SAMISH: Was Mary Pickford discussing a dramatic show when she visited your studios the other day? . . . EDDIE RICKENBACKER: We think you'd be the logical man to act as commentator for the proposed series, "The Story of Aviation," currently being set up by CBS. . . ARLENE FRANCIS: You got that Mexican divorce from Neil Agnew and it's no Blind Date you're having. Won't your next be Martin Gable?

PROMOTION

How It's Done

If General Electric has omitted a point that would be valuable to the appliance store keeper from the original planning stage through the completed store, it seems not to be apparent in the new G. E. book being mailed to distributors at a cost of \$3.00. Based on the humorous illustrated theme that such stories should not be allowed to grow like "Topsy," 48 interesting and colorful pages not only tell why not but also show how not.

Westinghouse Anniversary

Westinghouse stations have published an extremely attractive and interesting 25th anniversary brochure which presents illustrations of some of the outstanding musical presentations which are produced and broadcast over various Westinghouse stations.

General Sarnoff Article

"Science For Life Or Death," an interesting treatise on science, progress, advantages and disadvantages, which was written by Brigadier General David Sarnoff, president of RCA, and published in the New York Times on August 10, 1945, has been reprinted and published in a 16 page booklet form and makes an attractive as well as useful publication.

STUDIO of DRAMATIC ARTS

STELLA RICHARD-HERLINGER  
Director

announces

A COURSE IN Television Acting

Especially designed for

RADIO ACTORS

JOHN REICH

former dramatic director of

CBS TELEVISION

Course starts October 15

For information  
Call Circle 5-9276

151 W. 54th St., New York 19, N. Y.



★ AGENCY NEWSCAST ★

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, through its board of directors, has unanimously approved the post-war plan of the War Advertising Council for public service through advertising and underwrote the entire share of advertising agencies in the Council's financing for its fiscal year beginning March 1, 1946.

RICHARD F. SHEEHAN and JAMES L. BRESLOV have joined the copy department of William Esty and Company, Inc. Sheehan formerly was associated with J. Walter Thompson, and prior to that with the advertising department of Bethlehem Steel. Breslov formerly was with Young & Rubicam; prior to his association here, he was a member of the Office of Strategic Services.

THE TWENTY-SECOND YEAR of the Advertising and Selling Course of the Advertising Club of New York, will open at the Engineering Societies Building, 29 West 39th Street, today, October 8th at 7:45 p.m. The speaker of the evening will be Gene Mack, advertising director and trade relations counsel, Loose-Willes Bissett Co. Allan T. Preyer, president of the club will preside.

CHARLES L. RUMRILL & COMPANY, Rochester, New York, has been elected to membership in the American Association of Advertising Agencies.

WILLIE KISSICK, who was an account executive with Spot Sales' Chicago office for the past four years, has been named manager of the Chicago office of Joseph Hershey McGillivra, Inc. Kissick will be assisted by Bill Sauerstrom. James W. LeBaron, formerly of McGillivra's New York office, and who had recently managed their Chicago office, has returned to their New York office as sales manager.

TOM MALONE has joined the New York sales staff of Adam J. Young, Inc. Malone was with WABC, New York, for a number of years and more recently had been salesman for Spot Sales, Inc. Spot Sales recently turned over the radio stations they presented to Adam J. Young, Jr.

JAMES STEVENSON, radio director of Gale Associates, and GEORGE SILVERS, program creator and producer, have resigned from the organization and are now operating their own radio package and production company under the name of the James Stevenson Radio Productions. Stevenson, who was retired from the Army about a year ago as a lieutenant-colonel, has been active in the Detroit and New York radio field for over 15 years. George Silvers, prior to joining up with Gale, was producer-director and story editor for the radio division of The Associated Press.

STANLEY A. BROWN and WALTER WEIR announce the formation of an advertising agency to be known as Brown & Weir, Inc. The agency will be located on the 17th floor of the Fisk Building at 250 West 57th Street, as soon as space now occupied by the OWI at that address is vacated. Brown is chairman of the board of the new agency and Weir, president. They were previously associated some years ago in an agency headed by Brown.

MARK SCHREIBER, formerly associated with KLZ and KMYR, both of Denver, has joined with Carl A. Salstrand as a partner in Ball & Davidson, Inc.

THE KING KONE CORPORATION, manufacturers of Old London Melba Toast and other King Kone Products, have appointed the Seidel Advertising Agency, New York, to conduct their advertising. The agency is now in the process of analyzing the newspapers and radio stations to be used. Robert O'Brian is the account executive.

GOLDMAN & GROSS has been appointed to handle the advertising of Libertyville Textiles, makers of Tumbletwist Rugs. Harold Gross is account executive.



FULTON LEWIS, Jr.

\*181 STATIONS SOLD

No other cooperative program is sold locally on as many stations. Certainly this acceptance is indicative of the pulling power of

Fulton Lewis, Jr. . . . and proof of his ability to sell merchandise. If your client once again is interested in selling . . . do it the easy way, with one of America's outstanding news commentators. A few cities are still available.

Program originates from WOL, Washington, D. C.

Write, Phone or Wire at once to—

Cooperative Program Department  
MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

W F T C

World's Foremost Tobacco Center  
Affiliated with the American  
Broadcasting Company

FIFTY MILLION TOBACCO  
DOLLARS turned loose in  
Kinston last year.  
MORE this year!

National Representatives  
BURN-SMITH



\$167,500,000

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.



GET YOUR SHARE OF THIS  
PROSPEROUS MARKET  
NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF

1000 WATTS

Washington, North Carolina

FORJUE & COMPANY, Natl. Representatives  
New York • Chicago • Philadelphia

## EQUIPMENT

### Zenith Appointments

James H. Hickey, who came to Zenith Radio Corporation in 1935 as a district sales manager, has been appointed general manager of Zenith Radio Distributing Corp., wholly owned subsidiary which is exclusive wholesale distributor of Zenith radios and hearing aids in the Chicago area and the northern half of Illinois. The new sales manager is Charles F. Parsons, Jr., and Thomas B. Stone has been appointed division manager.

### Boston Distributor

Adams-Erickson, Inc. of Boston have been named distributors of Stromberg-Carlson for the greater Boston area. Company will carry full post-war line of radio, FM and television receivers and will move to larger quarters in the near future.

### To Westinghouse Sales

As a member of the headquarters staff which will direct nationwide sales of home radio and television receivers, W. S. Lefebvre, former western sales manager of the Philco Corp., was appointed assistant sales manager of the Westinghouse Home Radio Division.

### In Full Production

Insuline Corporation of America, Long Island City, New York, is now completely reconverted to full production of civilian auto-antennas. Within eight days after V-J Day, four post-war models were being delivered to Insuline distributors throughout the country.

### Simpson Returns To RCA

Commander S. H. Simpson, Jr., manager of the International Program and Radiophoto Services of RCA Communications, Inc., on military leave, has been released from the Navy and resumes his duties as manager this week.

### Heads National Engineering

The National Radio Company of Malden, Mass., has appointed William J. Larkin of Lynnfield Center, as engineering manager of the company. He has been active in the research and development work on a new ultra-high radio receiver, which recently went into production at the National plant for the U. S. Navy.

### Emerson Expands Spots In West Coast Territory

San Francisco—Expanded radio advertising coverage is announced by the Emerson Drug Co. (Bromo-Seltzer) coincidental with the opening of a new series by the company over KGO here. Three-times-a-week newscast will be used, Tuesday, Thursday and Saturday at 7-7:15 p.m., PST. Program marks the first of the expanded spot business by Emerson.

## WORDS AND MUSIC

By HERMAN PINCUS

FOR years we'd planned on "Seeing America First" and on Sept. 7th last, accompanied by our devoted wife, we hit the trail of the 'forty-niners' . . . on arriving in Chicago we hastened to pay our respects and spend some time with Jack Ryan NBChicago Head of Press Relations. . . . Jack, however was home nursing an injury he had sustained while playing golf (I didn't quite understand which, links or African Variety) . . . to the office of Ell Henry, American Chief of Press Relations where Ell's efficient secretary, Pat St. Clair, informed us that Ell was home with a strep throat. . . . Don Marcotte and Roy Shields were busy at rehearsals, so we dropped into the NCAC offices and 'spent' a pleasant hour with genial Sam Harrington . . . thence via the river taxi (running along the Chicago River) to WBBM, where we learned that Don Kelley was busy personally supervising a special program at the local air field.

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We entrained that night for San Francisco and on arrival visited charming Louise Landis, Press Manager for KPO . . . we ran smack-dab into the recent NABET strike and for the record, George Greaves and T. B. Palmer, of KPO and KGO, respectively (both former engineers) took personal charge of the controls and kept the programs on the air all through the day and night . . . a great job for which both deserve the plaudits of their respective chiefs . . . while visiting with Mary Kathleen Moore, music librarian at KPO-KGO, we met an old friend Al Comparte of Republic Music, who took us to see Elizabeth Winslow and her 'boss,' Ray Hackett, musical director of CBS there, who gave us an impromptu musical reception . . . at KPO-KGO, we met musical directors Al White, his assistant Phil Bovera, Tony Freeman, Carl Kalish and Clancy Hayes, whose programs we often heard in the east . . . incidentally Kathleen Moore showed such a great knowledge of music that we likened her to Johnny Romaine and Frank Heffer of NBC music clearance here at home.

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We then met talented Sonia Shaw who is as easy on the orbs as on the ears . . . later that afternoon we met Major Michael H. Cleary, who drove down from McClellan Field, Sacramento and together we drove over to KFRC where 'Dink' Templeton former Stamford football star and current Publicity Head of that station, introduced us to musical director Lyle Bardo, Don Donnelly, Pat Kelly and Merv Griffin, whose vocalisthenics on the "Sketch Book" series will send him to the top . . . before leaving the station, Dink gave us a unique 'All-American team, composed of alumni of KFRC . . . the first and second teams respectively include, End, Jack Kirkwood, Toby Reed; Tackles, Al Pearce, Tom Brenneman; Guards, John B. Hughes, Bill Goodwin; Center, Don Wilson; Backs, Ralph Edwards, Harold Peary, Dud Williamson and John Nesbit . . . Ends, Meredith Willson, Claude Sweeten; Tackles, Bea Benerette, Benay Venuta; Guards, Ed Fitzgerald, Tommy Harris; Center, Mabel Todd; Backs, Ernie Smith, Benny Rubin, Leigh Harline and Maury Amsterdam (composer of "Rum and Coca-Moolah").

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Before leaving Frisco—beg pardon, we almost said the word that is anathema to San Franciscans, we dropped backstage at the Golden Gate Theater to see Russ Morgan, who seems all het up about the possibilities of his new tune, "You're Nobody Till Somebody Loves You" . . . thence to the St. Francis Hotel and a pleasant half-hour with Lawrence Welk, whose 'Champagne Music' is the talk of the West Coast . . . later that night, Major Cleary informed us that he planned to drive to Hollywood the following Sunday and when he invited us to accompany ihm, we jumped at the chance of seeing the San Joachim Valley, the route he'd chosen for the trip—and so on we went to the Cinema Capital.

☆ ☆ ☆

## NEW BUSINESS

KFI, Los Angeles: Steero Bullion Cubes (Bullion Cubes) 52 10-min programs, two weekly through Rose Martin Inc., New York; Bullock's (Dept. Store) 53 half-hour programs one weekly, through Dana Jones Co. Los Angeles; Daily Telegraph (News-paper) 52 or more anncts, through Smith Bull & McCreery, Hollywood Minick Dairy Co. (Ice Cream) 13 weeks participation in Art Baker's Notebook, through J. B. Keefer Adv Agency, Los Angeles; Harry Ferguson Co., Inc. (Ford Tractor with Ferguson System and Implements) 195 anncts three weekly, through Fuller, Smith & Ross, Inc., Cleveland; Slavick Jewelry Co. (Jewelry) 15 15-min newscasts, through Paul Winans Adv Agency, Los Angeles; Bozeman Canning Co. (Canned and Frozen Foods) 152 anncts, two weekly, through Ruthrauff & Ryan Inc., Seattle; American Chiclé Co. (Beeman's Pepsin Gum) 26 anncts, two weekly through Grand Adv. Inc., New York; American Chiclé Co. (Dentyne) 80 anncts, six weekly through Badger & Browning Inc.; Loma Linda Co. (Food) 39 anncts, three weekly through Elwood J. Robinson, Los Angeles; Hamilton Diamond Co. Jewelry & Watches) 105 station breaks, through Milton Weinberg advertising company, Los Angeles.

CKEY, Toronto, Ont.: Goodyear Tire & Rubber Co., Ltd., 84 spot anncts, placed direct; Grove Laboratories, Inc. (Grove's Cold Tablets), 312 flash anncts, through Vickers & Benson, Ltd., Toronto; Imperial Tobacco Co., 25 quarter-hour trans. shows, through Whitehall Broadcasting Ltd., Montreal; Lyman Agencies, Ltd. (Tintex), 360 spot anncts, two daily, through Ronalds Adv. Agency, Toronto; J. S. Laing Agencies (Madame Rachele Hormone Cream), 156 spot anncts, through A. J. Denne & Co., Ltd., Toronto; Lyman Agencies Ltd. (Fellows Syrup), 79 spot anncts, through Renalds Adv. Agency, Toronto; Maple Leaf Milling Co., (Wonarch Flour), 104 trans. spot anncts, through Cockfield Brown & Co., Toronto; Pfunder's Ltd. (Pfunder's Tablets), 130 spot anncts. and 130 flash anncts., through Mansen-Gold Adv., Minneapolis, Minn.; Purina Products, 48 spot anncts., through James Fisher, Toronto.

### Nation-wide Interest Shown In WOV's Adv. Contest

Nationwide interest in WOV's contest for an idea illustration and headline that will tell the story of "How WOV is the key to two New York Markets" was reported Friday by Ralph Weil, general manager of WOV.

Weil said that entries in the contest exceeded expectations. The contest closes on October 15th and the winner will receive a \$500 Victory bond.



# Radio-Radar For War Value 7-1/2 Billions

(Continued from Page 1)

of the total until, in 1945, only per cent of the total war support- ing output was radio. In addition to this production, about 78,000,000 worth of radio equip- ment was produced for civilian pur- poses during the early part of this period before the industry was fully converted to war production, WPB lid. Peak production was in 1944, when about \$2,834,000,000 worth was produced as compared with pre-war 1939 production at \$231,000,000. This huge increase in production, accord- ing to WPB, was accomplished with only a "nominal" plant expansion amounting to about \$227,000,000, of which \$150,000,000 was privately fin- anced. Of this amount \$142,000,000 was spent for equipment and \$85,000,- 000 for construction. Engaged in the production of radio and radar equipment for war pur- poses were 202 companies in 1944. Sixty produced test equipment, 46 res- istors, 48 capacitors, 100 transform- ers, 40 tubes and 43 meters, in addi- tion to about 500 other companies which manufacture miscellaneous radio and electronic equipment the amount of which was not reported to WPB.

# Ryan Heads Committee For Radio's War Fund

(Continued from Page 1)

Louisville; Walter Evans, KDKA, Pittsburgh; Leo J. Fitzpatrick, WJR, Detroit; Harold Hough, WBAP, Fort Worth; Leonard Capner, Hearst Ra- dio, Inc., New York; Paul W. Kesten, CBS, New York; Frank King, WMBR, Jacksonville; Edgar Kobak, Mutual, New York; Clair R. McCollough, WGAL, Lancaster, Pa.; Paul W. Florency, WTIC, Hartford; Arden X. Langborn, KGW, Portland. Also Herbert L. Pettey, WHN, New York; J. Leonard Reinsch, WSB, At- lanta; Ivor Sharp, KSL, Salt Lake City; Niles Trammell, NBC, New York; Lewis Allen Weiss, KHJ, Los Angeles; Col. Harry C. Wilder, WSYR, Syracuse, and Mark Woods, Ameri- can network, New York. Program committee personnel this year is as follow: Executive committee: Eugene Carr, WJBC, Canton, Ohio; Howard R. Chamberlain, WLW, Cincinnati; Har- old Fair, WHO, Des Moines; Ralph W. Hardy, KSL, Salt Lake City; Elliott Stewart, WIBX, Utica, New York; Clarence L. Menser, NBC, and Doug- las Coulter, CBS. District chairmen: W. Gordon

## ★ THE WEEK IN RADIO ★

Miller Takes Office

By JIM OWENS

**J**USTIN MILLER was installed as the new president of the National Association of Broadcasters at a din- ner last week in Washington attended by hundreds of prominent figures in radio, industry and political life. In his inaugural speech, Miller praised the attitude of the industry and its con- tribution to the war effort, and strongly outlined his feelings that radio must remain free of government curbs. FCC chairman Paul Porter, as guest speaker, predicted capital ex- penditures and production of con- sumer goods in communications would exceed five billion dollars with- in the next few years.

Later in the week the new NAB president, radio broadcasters and publishers who made the Army- sponsored trip to Europe last month were honored by the Radio Execu- tives Club of New York at its open- ing luncheon of the season. The gath- ering here was comprised of many of the prominent figures who attended the Washington affair.

Radio was again affected by labor problems when AFM ordered orches- tras not to appear on two NBC net- work programs. Problem involved NBC and CBS affiliates in Chatta- nooga and New Orleans regarding new contracts with musician's locals. NBC-WSMB, New Orleans signed with the union late in the week but web circles expected further action from AFM over the week-end. CBS programs were not touched but in- dications pointed to inclusion of its operations very shortly. The net- works viewed as ominous NABET's offer to NATW to participate in the four hour telephone walkout Friday, although it was declined by the union.

A new contract was signed by NABET, NBC and the American Broadcasting Company which pro- vided for an approximate pay rise of 30 per cent for engineers and tech- nicians. Contract will run for twenty- months, expiring May 1, 1947. Signing of the agreement closed one of the unprecedented chapters in radio his- tory which took place when NABET employees staged a wildcat strike three weeks ago that threw net- work operations of NBC and Ameri- can into a state of confusion.

FCC announced that broadcasters may avoid long delays in the sale of stations by granting owners per- mission to open competitive bidding

Swan; WBZ, Boston; John H. McNeil, WJZ, New York; Jack Weldon, WDBJ, Roanoke; Wilton E. Cobb, WMAZ, Macon, Ga.; Robert Evans, WSPD, Toledo, Ohio; Dr. Willis F. Dunbar, WKZO, Kalamazoo, Mich.; Maurice P. Owens, WROK, Rockford, Ill.; Eugene T. Flaherty, KSCJ, Sioux City, Iowa; Richard Day, WDGY, Minneapolis; Pete Teddlie, WRR, Dal- las; Glen Shaw, KLX, Oakland, Calif.; Don McNamara, KFI, Los Angeles, and Ted Cooke, KOIN, Portland, Oregon.

Ryan, until recently NAB presi- dent and now a member of the board

on their properties. Announcement followed the Commission's proposal in the Crosley decision of last month that such procedure be adopted, with FCC permitted to adjudge the ap- plicants on the basis of their quali- fications to service public interest.

FCC also announced the revision of tentative assignments of channels for commercial television, including changes in the number of metropoli- tan stations permitted in many com- munities, as well as changes in the channel numbers assigned. Stations were increased in 47 communities and decreased in 23.

The New York State Board of Mediation called a meeting of the Radio Directors Guild and represen- tatives of the four major webs for Friday in an attempt to avert strike action adopted by the Guild two weeks ago. The directors' group re- fused proposals made by networks at that time, labeling them "inequit- able and unreasonable."

Richard G. Lewis, publisher of the Canadian Broadcaster, criticized the public service policies of the Cana- dian Broadcasting Corporation as having failed to make any material contribution to trans-Canada under- standing. He charged that CBC's pro- grams lacked appeal to the common man, thereby precluding any degree of unity between the far-flung prov- inces.

In appreciation for the facilities offered WOR during the elevator strike, whose operations were all but paralyzed by reason of its 24th floor locations, WQXR was saluted in a half hour broadcast Saturday night. All WOR news broadcasts originated in the WQXR studios during the last three days of the strike.

Tom Tinsley's new outlet in Rich- mond, Va., WLEE, made its formal debut with a gala two-hour program featuring stars from radio, stage and screen. Program produced by Abbie Greshler, was presented at the Mos- que, municipal auditorium with some 4,500 industry and civic executives in attendance.

New York Radio Committee and representatives of all independent stations mapped plans for the cover- age of Nimitz-Navy Day, Oct. 9 and 27. Broadcasts of Nimitz' and President Truman's speeches will be aired, to- gether with descriptions of official receptions by New York's millions.

### Hoade Returns To NBC

Martin Hoade, on military leave from NBC since April, 1942, when he enlisted in the armed forces, has re- turned to the NBC News and Spe- cial events department as a news editor, it was announced Friday. Hoade, a first lieutenant at the time of his honorable discharge, was a bombardier with the 15th Air Force, serving in North Africa and Italy.

of directors, will meet with the pro- gram managers committee as liaison member for the NAB board.

# Sarnoff Calls Tele Revolutionary Force

(Continued from Page 1)

turn it quickly; he can even make it loop-the-loop."

Sarnoff further stated that televi- sion was destined to become a utility in the household and a revolutionary force in world-wide communications. It will bring, he said, visual enter- tainment to the home of the rich and poor alike; it will flash historic events, letters, documents, pictures and such around the world. The tele- vision eye in factories, he said, would enhance safety and speed industrial processes.

Whenever transport needs vision, television will supply it, whether on land, sea or in the air, television will help; which also goes for various in- dustries. It is light and radio com- bined, Sarnoff concluded, and in the future a person will write a letter or message that will be placed on a moving belt in front of a tele eye. In a split second the message as writ- ten will appear in any part of the world. In fact sealed messages may be flashed around the world without them being opened, just as an X-Ray would do it.

**BALTIMORE'S**  
*Listening Habit*

W  
C  
B  
m

**MUTUAL BROADCASTING SYSTEM**

**JOHN ELMER**      **GEORGE H. ROEDER**  
President              General Manager

**FREE & PETERS, Inc.**  
Exclusive National Representatives

NEWS AND THE POPULAR CLASSICS WITH  
A BLEND OF THE MODERN

NEW YORK'S

WLIB

THE VOICE OF LIBERTY

1190 On Your Dial

# ★ ★ ★ COAST - TO - COAST ★ ★ ★

## — GEORGIA —

ATLANTA—During the week of the Southeastern Fair, the Ballard & Ballard show, "Renfro Valley Folks" was fed to CBS from the studios of WGST, and announced by staffer Jimmy Kirby. . . . Davison Paxon Company is sponsoring a series of 10-minute sports programs, preceding the Georgia Tech football games, giving line-up of the day's games, with predictions and notes of interest. Tom Maxwell is the announcer.

## — OHIO —

TOLEDO—Karl Nelson is back as program manager at WTOL after taking 68 combat mission cracks at the Nazis as a B-26 pilot. . . . CANTON—WHBC welcomes James C. Healy, an army veteran and former lawyer, to its staff as new news editor. . . . CINCINNATI—WKRC secured rights to the exclusive broadcast of the complete Ohio State U football schedule for the 1945 season. Play-by-play broadcasts, pre-game roundups and between-halves commentary will be handled by Dick Nesbitt and Syd Cornell.

## — NORTH CAROLINA —

RALEIGH—Harriet Pressly, director of public service shows for WPTF, and producer and commentator of the "We The Women" program, has been appointed North Carolina chairman of the Association of Women Directors, National Association of Broadcasters. . . . GREENSBORO—"Dinner At The Mayfair," new show over WBIG emanating from a downtown cafeteria in Greensboro, features Peggy Kinney at the keyboard of the baby grand in melodies to suit all tastes.

## — NORTH DAKOTA —

FARGO—Charles Murphy, WDAY staff announcer, has left to join station KIRO, Seattle, Washington. He will be replaced by Bob Dodd of Grand Forks, N. D. . . . Henry Shiels has returned to the WDAY control room after an absence of three years in the Armed Forces. . . . Warren Gerrels, former vocalist with Horace Heidt, has rejoined the WDAY staff as soloist. . . . WDAY also welcomes back former staff pianist, Carrol Smaby, recently discharged after three years overseas, during which he participated in most of the leading engagements.

## — ILLINOIS —

CHICAGO—Again in conjunction with the Radio Council and Physical Education Department of the Chicago Public Schools, Jimmy Evans has started his quarter-hour Prep Sports show over WIND every Saturday a.m. . . . Ervin Victor is the new master of ceremonies on the "Housewives' Serenade" show on WJJD. Format features hit recordings, comedy slants by the emcee, and much chatter for the Chicago housewife.

## — NEW YORK —

NEW YORK CITY—WMCA has announced the appointment of Mrs. Martha D. Coe as music supervisor for the station's live and recorded music programs. Mrs. Coe joins WMCA direct from station WOR, where she has been assistant research director. . . . WINS is donating four 15-minute evening periods to a series of programs about the Women's International Exposition taking place in November at Madison Square Garden.

## — IOWA —

DES MOINES—When Gardner Cowles, Jr., prexy of Cowles Broadcasting Company sold KSO, he wrote to the men in Service explaining that even with the sale of one station they were to consider themselves part of the CBC family. Meredith Case is the first veteran returning to the news department of KRNT. Indications are that most of the 30 men on leave will return to the Cowles fold.

## — MASSACHUSETTS —

BOSTON—The Yankee Network was host to 70 executives, district managers, supervisors and employees of the Stop & Shop Supermarkets on WNAC. . . . Only Boston radio station to receive a certificate of appreciation from the blood donor service of the American National Red Cross this year is WCOP. Up until V-J Day the station originated a weekly program from the Boston Blood Donor Center, and on V-J Day aired a special program signing the Center off the air.

## — VIRGINIA —

PETERSBURG—The Retail Merchants Association has bought two programs daily to "Sell Petersburg" and its shopping advantages both to the residents of the city and to the people living in the nearby communities. The contract, which will run for 52 weeks is the largest contract written so far in five months that WSSV has been in operation. . . . DANVILLE—After a three year stint in the armed forces Vernon Marvel is back as production chief of WBTM.

## — ARIZONA —

PHOENIX—As a feature of the current safety drive sponsored by the Sear's Safety Rangers, radio "kid-club" of KOY, school busses paraded through the Phoenix streets, led by the Safety Rangers' Band. As a result, many of the war-weary conveyances were shown to be ready for retirement and school boards were convinced of the need for new busses.

## — OKLAHOMA —

OKLAHOMA CITY—New musical show on WKY is "Music For Everyone," featuring familiar music, with original arrangements by Allan Clark and a 20-piece concert orchestra, more than half of which is composed of key musicians from the Oklahoma Symphony. Others are WKY staff artists. . . . Dick Tullius, engineer at KOMA was married to Mary Francis McBride on September 21.

## — CONNECTICUT —

HARTFORD—Fred Edwards has returned to the engineering staff of WTIC after having served overseas with the Office of War Information for more than 15 months. Edwards was stationed in London where he was operational supervisor of ABSIE. . . . The full-hour Strictly Swing Club on WDRC, Saturday afternoon has become so popular that the show is now on daily plus Saturday.

## — INDIANA —

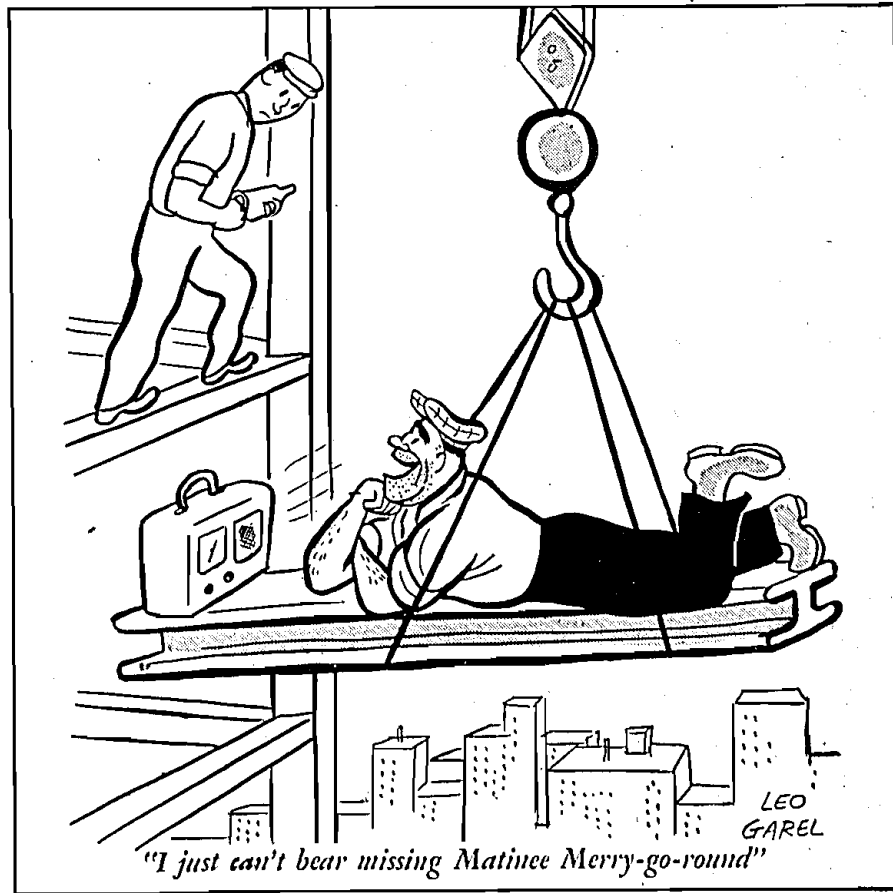
FORT WAYNE—Fort Wayne Good Citizenship Committee is using a transcription of the V-J broadcast of the WOW Modern Home Forum to demonstrate new citizens the co-operation of American women with women of other nations. Jane Weston, director of the Modern Home Forum, planned the show which featured interviews with women who are natives of six different nations.

## — MISSOURI —

ST. LOUIS—Al Bland, feature announcer-emcee at KMOX, has been taken off his after midnight "Victory Patrol Show" and put in a late afternoon spot. New show is "The Black Wagon." . . . KSD will carry a full schedule of Missouri and Illinois football games each Saturday during the coming season with Harold Grant handling the play-by-play accounts.

## — FLORIDA —

WEST PALM BEACH—A new feature at WJNO is Dave Webster's "Morning Mail Bag," particularly directed to women, supplying information on social and group activities; also such information as weddings, anniversaries and birthdays. The audience dictates the program by kind of letters sent to the Morning Mail Bag, such as requests for favorite music selections, poems and the like.



Across the board, Monday through Friday, WJW delivers in Cleveland . . . 28% to 57% more daytime dialers per dollar than any other regional station.

BASIC  
ABC Network  
CLEVELAND, O.

# WJW

850 KC  
5000 Watts  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Chicago's

ONLY  
24 HOUR  
STATION

W-I-N-D

560 Kc. 5000 WATTS

Send Birthday  
Greetings To—

October 8

Sherill Ellsworth Tiny Ruffner  
William N. Robson



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



DL. 33, NO. 7

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

TEN CENTS

## ILGWU Enters FM Field

### Early Settlement Forecast In Dispute

An early settlement of matters in dispute between the Radio Directors Guild and the major networks is looked forward to following two days of mediation. Meeting is being held today between the Guild and network representatives, without a Mediation Board member present, and after this conference both sides will report back to the Board.

Considerable progress was reported toward ironing out matters pertaining to wage scale and credits on the 8th, as a result of confabs held Friday and Saturday. Mrs. Mabel Leslie is the mediator appointed by the New York State Board of Mediation to hear the dispute. She will again confer with both sides tomorrow, as both sides agree to report back to her.

### IRE "Old Timers Dinner" To Salute Early Wireless

Plans to pay tribute to the pioneers of the wireless who came before the advent of modern broadcasting 25 years ago are being made by the Institute of Radio Engineers, E. L. Magdon, publicity representative for the IRE's Old Timers dinner, announced at a luncheon at the War-  
(Continued on Page 2)

### Hollender Returns Home From Overseas OWI Post

Al Hollender, former Chicago radio official back from one year and a half overseas for OWI psychological warfare, declared yesterday that German radio talent and artists are being  
(Continued on Page 2)

### Returning

Lieut. Col. John Hayes, director of the American Forces network in occupied Europe is due in New York this week from overseas. Col. Hayes, former executive of WOR and MBS, will report to Washington on the G.I. Joe radio operations abroad and will then visit in New York. Recently Colonel Hayes was awarded the Order of the British Empire for his war services.

### Series Interest

With interest running high in the World Series, large crowds gathered in Times Square yesterday as they listened to the Mutual broadcast of the game. The report was amplified over loud speakers and was heard within radius of a city block.

### Ex-Servicemen Given NBC Television Posts

Three former NBC employees, recently discharged from the service, have returned to executive and administrative jobs in the NBC television department, John F. Royal, NBC vice-president in charge of television, announced yesterday.

Noran E. Kersta, former manager of the department, has returned to the job he left before he entered the Marines in 1943 as a first lieutenant; J. Harrison Hartley, who served as a lieutenant commander in the Navy and was chief of the radio branch from Dec. 8, 1941, has returned to NBC tele as director of special  
(Continued on Page 2)

### WPB Radio Division Ceases Operations Oct. 31

The WPB radio and radar division, whose staff has been dwindling since V-J Day, will cease operations as an agency on October 31, Director Melvin E. Karns has revealed, but two competent men will be retained within the civilian production administration to handle any industry reconversion problems which may arise during the following few months.

## Interest Is Running High In FCC Television Hearing

With New York City allotted four stations in the proposed FCC television allocations and 12 applicants of record from Manhattan, local interest is running high in the results of the Commission's hearing in Washington on next Thursday. It is believed that a strong bid will be made on the part of New York television

### Application To FCC Asks For Licenses In N. Y., Boston, Phil., Chattanooga; 50% Limit Placed On Sold-Time

### RMA Survey Reveals Complex FM Situation

Although FM broadcasters have been advised that they should be ready to use their new frequency assignments by the end of the year, an RMA survey of transmitters has resulted in notification to FCC Chairman Paul A. Porter that very few transmitters capable of sending on the new frequencies will be ready by then.

Results of the study were expressed  
(Continued on Page 3)

### NCBS Appoints Kutsch V. P. In Charge Of Sales

Chicago—William J. Kutsch joins the North Central Broadcasting System effective today as vice-president in charge of sales. Since 1942 Kutsch has been associated with Swift & Company as radio director, and was also in charge of all advertising of Swift's premium ham and bacon.

### CIO Program Series Sold On American Net

The American Broadcasting Company announced yesterday the sale of time over its network facilities to the Congress of Industrial Organizations for sponsorship of a series of  
(Continued on Page 3)

Washington Bureau, RADIO DAILY  
Washington—Another labor union has entered the lists for licenses to operate FM stations in four eastern cities—New York, Philadelphia, Boston and Chattanooga, the International Ladies Garment Workers Union announced at a press conference here yesterday. The applications were filed in the names of the Unity Corporations, incorporated in each of the states in which the union seeks to obtain a broadcast license.

The proposal is to encourage the ILGWU locals of the respective cities.  
(Continued on Page 7)

### CBC Annual Report Shows Net Deficit

Montreal—A net operating deficit of \$72,747 for the fiscal year ended March 31, 1945, was shown in the annual report of the Canadian Broadcasting Corporation tabled in the Commons by Hon. J. J. McCann, revenue minister. The operating surplus before deducting allowance for depreciation and obsolescence  
(Continued on Page 3)

### Australian War Prisoners Will Broadcast From Ship

The British Information Service announced yesterday that Australia will hear the voices of her returning prisoners of war via radio before they reach the country they have not seen  
(Continued on Page 3)

### G.I. Joe-College

First football broadcast of the 1945 season to be shortwaved to the armed forces overseas will be the Army-Michigan tussle next Saturday at the Yankee Stadium in New York. American network, with Harry Wismer and Joe Hazel doing the sportscasting, will transmit the smell of pigskin to GIs stationed in Tokyo, Berlin, and various outposts in between.



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

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FINANCIAL

(Monday, Oct. 8)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Charles L. Thomson

Charles L. Thomson, account executive with WMCA, died Sunday at his home in New York City following a brief illness. Aged 58, Mr. Thomson came to WMCA in 1941 from the New York Sun.

20 YEARS AGO TODAY

(October 9, 1925)

The General Electric Company will broadcast the second of the 1925-26 series of Pan-American concert programs. The pick up will be made by WRC from the patio of the Pan-American building in Washington.

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

Coming and Going

BENEDICT GIMBEL, JR., president and station manager of WIP, goes back to Philadelphia today following two days in New York.

KENYON BROWN, president of KOMA, Oklahoma City outlet of the Columbia network, arrived in New York last week for conferences at the offices of CBS.

ROBERT W. PHILLIPS, manager of WSAM, Saginaw, Mich., is in Gotham on general business and for talks with the station reps.

MILDRED BROWN, of the Dave Alber office, is taking herself a vacation of three weeks.

WALTER KOESSLER, general manager of WROK, Rockford, is here from Illinois on station and network business. Visited yesterday with his national representatives.

GERALD BOWMAN, assistant to Thomas Velotta, special features director of the American network, has returned from Moundsville, West Va., his home town, where he was called by the death of his father.

J. M. HUMPHREYS, manager of CJCH, Halifax, N. S., is in town for conferences with the national representatives of the station.

BARNEY CRAGSTON, sales manager of the Co-Op Program Division, American network, has returned from a 10-day trip to Syracuse and Scranton.

MEL NICKERSON, California representative of the Scholastic Sports Institute, leaves by plane tonight for the West Coast. He has been here for four days conferring on radio angles with George Schreier of the SSI. Sat in with the gourmets yesterday at the luncheon of the Sports Broadcasters Assn.

JIMMY DURANTE and GARRY MOORE spent the week-end in Philadelphia, where on Friday the duo presented the first broadcast of their eastern tour in behalf of the National War and Community Fund Campaign.

CHARLES E. DAVIS, president of WWPC, Palm Beach, has arrived from Florida for confabs with his national representatives.

Ex-Servicemen Given NBC Television Posts

(Continued from Page 1)

features. Third ex-serviceman to take an NBC television post is Charles C. Davis, Jr., formerly in the night program department who served four and a half years as a carrier dive bomber pilot. Davis becomes executive assistant to Royal.

IRE "Old Timers Dinner" To Salute Early Wireless

(Continued from Page 1)

wick Hotel yesterday. The "Old Timer's" Dinner, will be staged at the Hotel Commodore, New York, on November 8 at 7 p.m. The program will bring together veteran engineers who worked in wireless long before the advent of present day radio. Dramatizations will include the story of Marconi.

Nimitz On NBC Television

The National Broadcasting Company's television unit will cover New York's reception to Admiral Chester Nimitz today, and films of the celebration will be televised over WNBT today at 8:00 p.m., EST.

"Better Half" Moving

"The Better Half," WOR-MBS Monday quiz show, will move to Thursdays starting Oct. 18.

Hollender Returns Home From Overseas OWI Post

(Continued from Page 1)

screened carefully for the eventual operation of stations in the American zone of occupation.

Seven stations are now in operation in the American zone of occupation, Hollender explained. The first were established at Luxembourg, Frankfurt, Stuttgart and Munich and three more have been opened at Bremen, Kassel and Nuremberg.

Hollender since V-E Day has been chief of broadcasting in the American zone. He will report to the State Department in Washington. Prior to joining OWI he held an executive post with WJJD in Chicago.

RICHMOND COVERAGE AT PETERSBURG RATES WIRE or WRITE WSSV Petersburg, Virginia



Ian Ross MacFarlane available six nights per week

This around-the-world, authoritative, dependable analyst of the news has six open night spots on his schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veterans' problems. He has been in on the housing question for years. He knows the unemployment situation... he's been in on the labor-management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or Jake Embry at W-I-T-H, Lexington 7808, Baltimore.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REED

WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



# RMA Survey Reveals Complex FM Situation

(Continued from Page 1)

... by RMA: "The census of the data received from seven companies, indicating their intention to build some or all of the FM transmitter ratings, indicates that the transmitters in the power range 250 watts to three kilowatts will begin to become available between February and May 1946 from six manufacturers. The one kilowatt rating will begin to become available between April and August 1946 from three companies. Availability dates for ratings above 10 kilowatts are still undetermined by most manufacturers."

Radio and electronic surplus will amount to between one and a half and two billion dollars, in terms of the price paid by the military services, in the opinion of William L. Foss, who has just assumed his duties as chief of the electronics division of the Surplus Property Board, in a reorganization of the RFC office of surplus property. More than \$54,000,000 worth of electronic surplus has been returned to manufacturer agents, the RMA reports.

Foss said it is too early to state just what equipment will be retained by the military services, but he believes it will amount to about half billion dollars worth out of war purchases of more than seven billion dollars.

# Australian War Prisoners Will Broadcast From Ship

(Continued from Page 1)

For four years. The British carrier H.M.S. Formidable, which is returning Australian P.O.W.'s from Japan, will be the first Royal Navy ship to arrange for returning prisoners of war to make radio contact with their relatives during the journey.

When the former prisoners are taken on board, a nine-minute description of the scene will be broadcast to Australia, followed by one-minute messages by individuals. As the ship nears Sydney, as many one-minute transmissions as possible will be made by the men.

The messages will be picked up in Sydney, recorded and rebroadcast through the Australian Broadcasting Commission.

# CIO Program Series Sold On American Net

(Continued from Page 1)

four 15-minute programs to be broadcast every other week beginning Monday, Oct. 15. The series, which will be devoted to public issues relating to labor, will feature Philip Murray, president of the CIO, who will introduce guest speakers.

In announcing the sale of time for the discussion of controversial issues, Mark Woods, president of American, said: "We believe it is in keeping with the Federal Communications Act, as interpreted by the Federal Communications Commission to sell time to labor unions. American proposes to continue to exercise its managerial discretion to insure well-rounded discussions of public affairs, both on a commercial and sustaining basis."

The CIO series will be broadcast on Oct. 15 over American at 10:15 p.m., EST, and at 10:00 p.m., EST, for the three following broadcasts.

# CBC's Annual Report Reveals Net Deficit

(Continued from Page 1)

amounted to \$154,911; net income amounted to \$5,498,397, made up of \$3,783,452 from license fees, \$1,639,159 from commercial business and \$73,785 from miscellaneous sources.

The report said that a policy designed to keep listeners better informed regarding the CBC plans and machinery has been launched and Howard B. Chase, president of the Board of Governors, has given two broadcasts on the subject of relations with listeners.

Speaking of its announcers, the CBC said announcers should sound neither ignorant nor consciously superior.

Introduction of the Dominion Network has added greatly to CBC network mileage, with only one network in operation. The mileage is 7,601 in English, 1,477 in French, 9,078 miles, but when both Trans-Canada

# MBS Stars In Jeep Parade From Times Sq. To Bronx

Radio stars of the Mutual Broadcasting System, executives of the Hearn's Department Store and Willys Corporation, manufacturers of the "jeep," took part in a "parade of stars" yesterday giving civilians their first views of the new automobile as it was made available to the public.

Riding in jeeps from Times Square along Broadway to 149th Street, were MBS stars: Paula Stone, mistress of ceremonies on "Leave It to the Girls," WOR-Mutual program, and her conferees Eloise McElhorne, Florence Pritchett, and Robin Chandler; Col. Lem Stoopnagle, emcee of "Double or Nothing," which has just celebrated its sixth anniversary on MBS; Bea Wain, singing star of "Starlight Serenade," Mr. and Mrs. Royal Arch Gunnison, the "Mr. and Mrs." air duo; Arthur Hale, commentator and newsreeler; Hugh Thompson, Metropolitan Opera star, and Tom Slater, sportscaster and television artist.

The group was greeted at the end of the parade by Borough President Lyons of the Bronx.

and Dominion networks are in operation the mileage is increased by 4,516 to a total of 13,594 network miles.

A modest schedule of programs in various European languages is being planned for the new international service carried on shortwave from Sackville, N. B. during the current fiscal year.

# Interest Running High In FCC Tele Hearing

(Continued from Page 1)

Mont Laboratories; Paul Raibourn, Television Productions, and Ralph Austrian, RKO Television Corp.

NBC's delegation to the hearing will be headed by Niles Trammell, president. Others going are Frank Mullen, executive vice-president; O. B. Hanson, vice-president and chief engineer; John F. Royal, vice-president in charge of television; William S. Hedges, vice-president in charge of stations and Horton Heath, director of NBC information.

Paul W. Kesten, executive vice-president of CBS, will attend, as will Joseph H. Ream, vice-president and secretary of the network.

# West Point P. R. Director At Sports Broadcasters

Col. Meade Wildrick, public relations director at the United States Military Academy, West Point, was guest yesterday at the luncheon of the Sports Broadcasters Assn. held at the Great Northern Hotel. Colonel Wildrick delivered a short address, after which he invited and answered a number of questions from the floor.

Other speakers at the luncheon included Les Etter, publicity director of the University of Michigan, and Ralph Furey, Columbia University.

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

**1st CHOICE IN CHATTANOOGA IS**  
**WDDO**  
20th YEAR  
CBS  
5,000 WATTS DAY AND NIGHT  
PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

**THEY WRITE WLS**

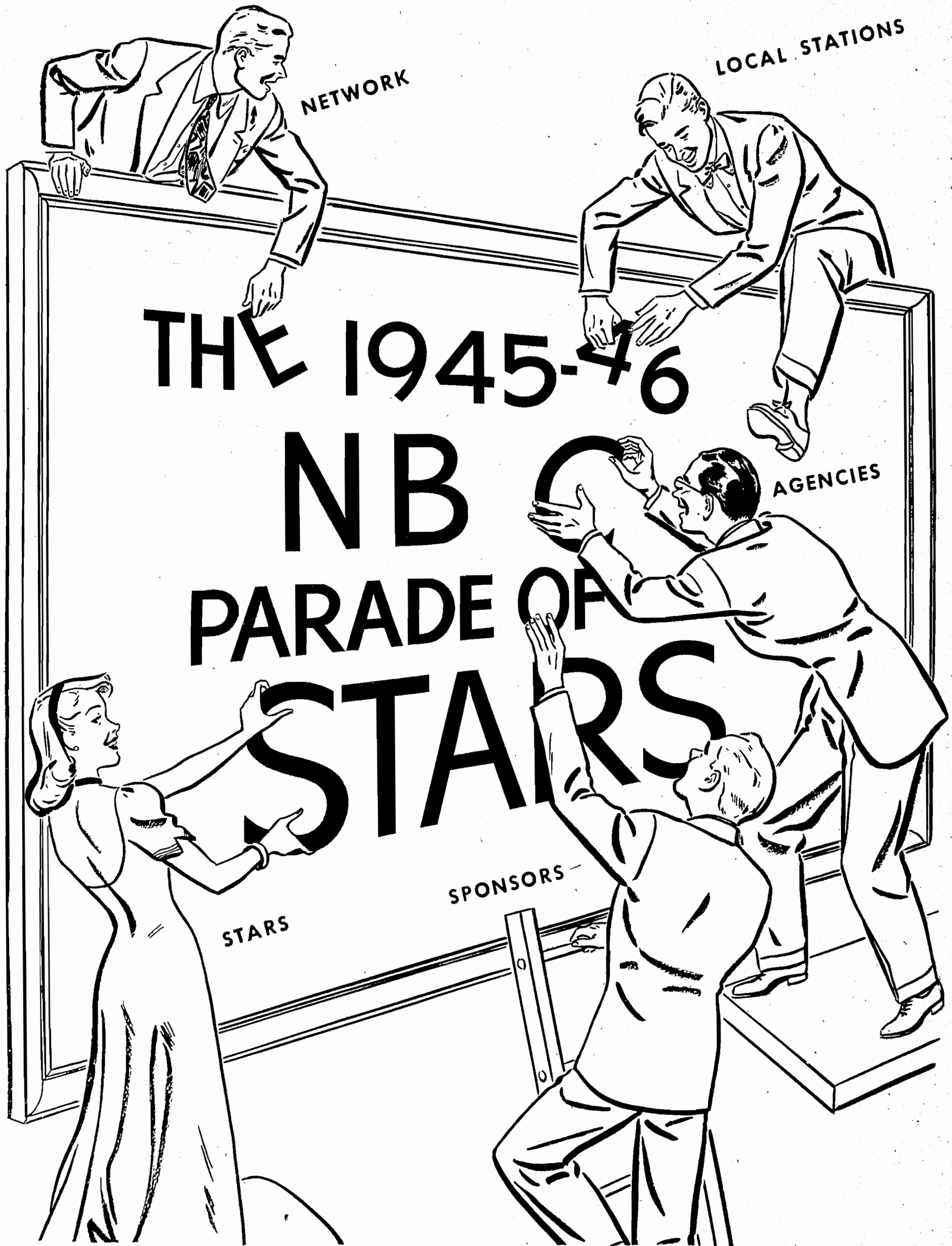
Midwest America has sent WLS 317,112 dimes for WLS news department war maps, since 1940. Such response proves the big WLS audience—and proves the confidence our listening friends have in us. Let your advertising story make use of this friendly acceptance in a market of 14 million people. WLS GETS RESULTS!

**WLS**  
The PRAIRIE FARMER STATION  
CHICAGO 7

890 KILOCYCLES  
50,000 WATTS  
AMERICAN AFFILIATE

REPRESENTED BY JOHN BLAIR & COMPANY

A NEW APPROACH TO...



NETWORK

LOCAL STATIONS

THE 1945-46

NB

PARADE OF

STARS

AGENCIES

STARS

SPONSORS



# STATION EXPLOITATION

• From coast to coast . . . impact of the 1945-46 Parade of Stars is as unlimited as the skill and ingenuity of NBC independent affiliated station staffs. Displays, stunts and local promotion are driving the story home everywhere.

Now, for the first time, radio's greatest year-round promotion drive, the 1945-46 NBC Parade of Stars campaign, was *jointly planned* right down the line, in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies and (4) radio stars.

*Result: A potent attention-getting program calling for thousands of "stopper" displays and exhibits and posters, for ingenious stunts, contests and tie-ups . . . plus extensive newspaper advertising campaigns . . . publicity stories and pictures . . . promotional folders . . . scripts of live shows and recordings by radio's most famous artists . . . elements tied together by a graphic "How to Use" manual—and exploited by alert NBC station promotion men.*

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio . . . programs that continue to keep NBC "the Network most people listen to most."

# National Broadcasting Company

**America's No. 1 Network**



A service of Radio Corporation of America

# CHICAGO

By BILL IRVIN

**B**OB ELSON, former WGN-Mutual sportcaster recently discharged from the Navy, with the rank of Lieut. Commander, returns to the air Sunday Oct. 14 in a thrice-weekly 15-minute WBBM series of recorded celebrity interviews titled "Bob Elson on the 20th Century." Program, which will be sponsored by Consolidated Royal Chemical Corp. for Krank Shave Cream, will be heard Sundays at 1:45 p.m., CDST, Thursday at 6:15 p.m., CDST, and Saturday's at 5:45 p.m., CDST. Elson will interview prominent persons as they board the 20th Century Limited at Chicago's La Salle Street Station. The 52-week contract was placed through Arthur Meyerhoff advertising agency, Chicago.

The "First Nighter" drama, one of radio's oldest dramatic series, returns to the air via WBBM-CBS on Saturday, Oct. 20, at 7:30 p.m., CDST, under sponsorship of the Campana Sales Company, and co-starring Barbara Luddy and Olan Soule. In its 14 years on the air, the "First Nighter" program has been the springboard to fame for such stars as Don Ameche, Tyrone Power, Gale Page, Henry Hunter and MacDonald Carey.

Maynard H. Coe, director of the farm division of the National Safety Council, will present the Council's "Distinguished Service to Safety Award" to WKY, Oklahoma City, Okla., during a special broadcast at 12:30 p.m., CST, today. Award will be bestowed for outstanding public service activity in connection with the observance of National Farm Safety Week, July 22-28, 1945. Coe also will present a certificate of honor to WJR on Oct. 13, and a Distinguished Service to Safety Award to WOSU, Columbus, Ohio, during a broadcast on Oct. 16. Dates for the presentation of a Distinguished Service to Safety Award to WTIC, Hartford, Conn., and a certificate of honor to WMOH, Hamilton, Ohio, have not yet been set.

## Marie Houlahan, WEEL, Gets 2 New Femme Posts

Marie H. Houlahan, publicity and public relations director at WEEL, Boston has been appointed National Chairman of the Publicity Committee for AWD also publicity director of the first district of the Association of Women Directors of NAB. Her committees will be appointed in the near future.

### OFF - THE - AIR RECORDINGS

CARL FISCHER

Miracoustic  
STUDIO

119 W. 57th St., New York 19, N. Y.  
DAY AND NIGHT SERVICE Circle 7-2965



## California Commentary !!!

● ● ● Although he is not connected with "Tom Breneman's Breakfast in Hollywood" or "The Breakfast Club," Orson Welles tossed a breakfast party Sunday at his Brentwood manse that delighted his guests. The affair was given in connection with Welles' Sunday morning commentary for Lear Radios, with the star doing his broadcast from his home. The guests

## Los Angeles

also met Mrs. Welles (Rita Hayworth) and eight-months old Rebecca Welles. Don Searle, Bill Lear, J. Donald Wilson, Bob Hall, Coy Williams, Hal Carlock, Bob Braun, Sam Berke, Sid Goodwin, George Fenniman and Marion Evans were among those who made the trek to Brentwood. Larry Haze, young comedian, who works in the Bob Hope manner, attracted much attention on his second appearance on "Something New," which stars Hoagy Carmichael. Larry also writes his own material. Although Paul Snell, who is in charge of Steve Hannagan's West Coast office, was playing poker, instead of shooting dice, he won a piece of "rolling stock." Said rolling stock was a locomotive—but Paul does not know what to do with it.

● ● ● Jerry Devine, producer-director of "This Is Your FBI" and Lee Meyer of the publicity department of Warwick and Legler, the advertising agency handling the show, have arrived here for the Hollywood broadcasts of the program Oct. 12, 19 and 26. "What's Doing, Ladies?" the American show, which has been broadcast from the NBC building, is now emanating from the American Playhouse. Agnes Moorehead has been requested by Decca to make two albums for it. One will be American History in Poetry, for which Orson Welles, Bing Crosby, Walter Huston and Thomas Mitchell will also record readings of famous American verse. The other album will be the dramatization of two mystery thrillers, for which Miss Moorehead has gained considerable reputation ever since she did the famous "Sorry, Wrong Number," over the air. This broadcast she has repeated four times by popular demand, which is believed to be the first time such a thing has ever been done in the history of radio.

● ● ● The film version of "People Are Funny" got a rousing reception at its trade-press showing at the Alexander, Glendale. Jack Haley, Rudy Vallee, Ozzie Nelson, Art Linkletter, Frances Langford and Bob Graham are among the radio personalities who appear in the offering. Philip Reed enacts the role of John Guedel, the actual producer of "People Are Funny," while John's real dad plays a pleasing bit in the opus. The Frank Ross-Mervyn LeRoy presentation of "The House I Live In," inspired by Frank Sinatra's account of his experiences in speaking before youth groups in different parts of the United States, was well received at a press showing at the Ambassador Hotel. The picture is expected to play more theaters than any other short ever made, because Warner Bros. chain and Paramount, among others, will exhibit it as well as RKO. Ross, LeRoy and Sinatra offered their services free to make the picture, and Charles W. Koerner, head of production for RKO, donated the studio's facilities and arranged playing time. All profits from the release and exhibition of the picture will be donated to agencies active in training the juvenile population to be good Americans. Comedian Bill Grey has got the blueprints for the house he will build in San Fernando Valley, but has not chosen a site as yet. He still has no telephone, but says he is assembling tempting liquid refreshment for the party he will toss when he gets one of the Alexander Graham Bell Instruments. Wendell Niles, who is quite a sportsman, has joined the ranks of Bing Crosby and Don Ameche in owning horses. He has purchased an equine and contemplates a stable of racers. However, there is no guarantee that Wendell's radio partner, Don Prindle, will bot on any of the Niles Oatators.

# PROMOTION

## Broadcast Extracts

CBS has published a 320-page booklet which presents extracts from 300 CBS broadcasts on the war in the Pacific. Titled "From Pearl Harbor Into Tokyo," parts of broadcasts from all over the globe by the following are included: Major Geo. Fielding Eliot, Bill Henry, William L. Shirer, Gene Rider, Bob Traylor, Charles Collingwood, Elmer Davis, Cecil Brown, Edward R. Murrow, Eric Sevareid, Bill Downs, John Adams, John Dalu, Webley Edwards, William J. Dunn.

## Dignified Promotion

WAPI, Birmingham, Alabama, published an attractive promotional piece announcing the grant of an experimental broadcasting license, which the advantages of FM reception are clearly described and illustrated by example, as well as a concise explanation of the working of this new system of broadcasting. The brochure is bound in heavy weight select bond with the Alabama coat-of-arms color engraved on cover.

## Correspondent's Coverage

"Pacific Mission" is the title of an interesting 64 page, slick paperback currently being distributed by WGAR, Cleveland, which highlights the experiences of assistant manager Carl George who served as the station's own correspondent in the Pacific theater. The book contains selected and representative scripts and interviews taken from the broadcasts made while overseas in addition to numerous related photos.

## WWNC Album

A unique pictorial book with many scenes of radio's part in the war. Pictures of the staff at WWNC, Asheville, North Carolina, actively engaged in various studio activities have been published by WWNC as a feature in conjunction with the 25th anniversary of the American system of broadcasting.

41st Week

# THE JACK KIRKWOOD SHOW

Procter & Gamble



# AGENCIES

**CHARLES F. GANNON** has been named director of public relations and vice-president of Benton & Bowles, Inc., effective immediately. **Frederic B. Goshorn**, has announced. Gannon joined Benton & Bowles in 1944, having previously been vice-president of Arthur Kudner, Inc.

**FRASIL W. MATTHEWS**, has resigned from Benton & Bowles to join Herman & Marquette, Inc., New York, in executive capacity on the Colgate-Palmolive-Peet Company account.

**FRANCIS R. BLOOM** has rejoined the firm, Cornell & Newell, Inc., in Detroit, as space buyer. **H. W. Newell**, executive vice-president has announced. Bloom previously served the agency in the same position at Detroit before the war. At present he is working in the agency's media department in New York and will return to Detroit before the first of the year.

**NORMAN E. KRAFF** has resigned as director of the new products food division of the Russel M. Seeds Co., Chicago.

**WTTM**, Trenton, N. J., effective immediately, has appointed **Joseph Herby McGillivra, Inc.** as their exclusive national representative. WTTM is a basic supplementary member of the FCC and operates with 1,000 watts on 920 kc.

**MILTON E. KRENTS**, after nine years as radio director of the Council for Democracy and the American Jewish Committee, will open his own offices this week as a radio program consultant. His office will produce public service programs for organizations and will package prestige spots for commercial accounts. In addition to this, he will continue to advise the American Jewish Committee's radio activities and to produce "The Eternal Light" radio series on NBC, which he conceived and developed last year.

## Send Birthday Greetings To

October 9

- Robert Armbruster     John Guedel
- Walter Compton     Henry Hunter
- Bart McHugh     Marye Louise Stein
- Lee Wiley     John Tackaberry
- Gordon Taylor     Van Dover

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

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

# ILGWU Seeks FM Licenses In Four Key American Cities

(Continued from Page 1)

ties to take over the controlling stock in these corporations. If the local unions fail to do this, according to **Frederic F. Umhey**, executive secretary of the ILGWU, who will be president of the Unity Corporation of New York, and secretary-treasurer of the other three corporations, the stock will be offered in each case to other local unions.

Operation of the stations is to be on a strictly local basis, said Umhey, with no network or tie-line connections between the four stations.

The union proposes to operate the stations on a non-profit basis but "does not expect to lose money," said Umhey. They will sell time to the extent necessary to be self-sustaining, but will devote the rest of the broadcast time to sustaining programs of an educational and cultural nature, according to the applications. They definitely commit themselves not to sell more than 50 per cent of their time.

"We do not intend to operate as a labor union station in the sense that we will present controversial issues from a biased point of view. We fully understand the position of the FCC that broadcast time must be made available to all sides on any controversial issue," said Umhey.

Questioned whether the ILGWU's four stations might not be expected to be more receptive to labor programs and labor's point of view than most commercial broadcast stations have proved to be in the past, Umhey said they would be.

ILGWU has the edge on other unions in the FM broadcast field as the bars dropped yesterday on the first batch of applications to be considered by the FCC. Sharing this lead are only the United Automobile Workers, CIO, who have filed for six stations, the maximum allowable to one owner, scattered over the country, and the central organization of the A. F. of L., which has applied for two stations. Other unions have discussed the importance of getting a footing in FM, but have, to date, not filed applications to implement their intentions.

The ILGWU proposes to finance the four stations with an initial capital

investment of \$50,000 for three and \$100,000 for New York. An additional \$50,000 will be available on loan without interest to each of the stations, Umhey explained.

The license application for Chattanooga was for a community station, the other three for metropolitan applications. Sites for all four stations have already been selected, said Umhey.

Umhey estimates that actually less than 50 per cent of the broadcast time on any of these stations will need to be sold in order to put them on a paying basis. The primary objective of the stations he said, will be to furnish a public service in each of the four communities. Programs would be selected for local appeal to "do a community job." "We would hope," said Umhey, "to improve on the broadcasting job which is being done at present as we do not consider it is being done as it should be."

Officers of the Unity Corporation of New York were filed with the FCC as follows: President, **Frederick F. Umhey**; other officers—**Luigi Antonini**, and **Harry Greenberg**, who are also officers of ILGWU.

Officers of the Unity Corporation of Pennsylvania were filed as follows: president, **Samuel Otto**, who is director of the Dressmakers Joint Board of the ILGWU in Philadelphia; vice-president, **David Gingold**, director of the Pennsylvania ILGWU organizations outside of Philadelphia, and secretary-treasurer, **Frederick Umhey**.

The Unity Corporation of Massachusetts will be officered by **Philip Kramer** as president, manager of ILGWU in Boston; **Jacob Halpern** as vice-president, and Umhey as secretary-treasurer.

The Tennessee corporation will have as president **John Martin**, regional director of ILGWU, and **Stanton Smith**, officer of the Central Trades Council of Chattanooga.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

X-Army Officer desires position as producer or announcer. Previously did news and sports for 50,000 watt station in major mid-west city. Produced and announced Army Air Force show "Home Town U. S. A." Family man, 27. Prefer anywhere in New England. Write: Serviceman's Want Ad, Box No. 36, RADIO DAILY, 1501 Broadway, New York City.

Radio Time Salesman. Two years radio experience, six years newspaper space salesman. College, desires position in New York area. Write: Serviceman's Want Ad, Box No. 37, RADIO DAILY, 1501 Broadway, New York City.

X-Army man desires position as assistant director with radio station, network or television station. Before entering Army was employed by station in St. Louis as assistant director, narrator and actor. Several years stage experience. New York location only. Write: Serviceman's Want Ad, Box No. 39, RADIO DAILY, 1501 Broadway, New York City.

Available December 1st, manager for mid-west network affiliate. Eight-year record consecutive sales and net profit increases immediate pre-war years. Age 38, married. Write: Serviceman's Want Ad, Box 38, RADIO DAILY, 1501 Broadway, New York City.

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



**JULIE BENELL**

Her program, "Women Commandos", has won top recognition in the field of public service for the second straight year by the Public Utilities Advertising Association.

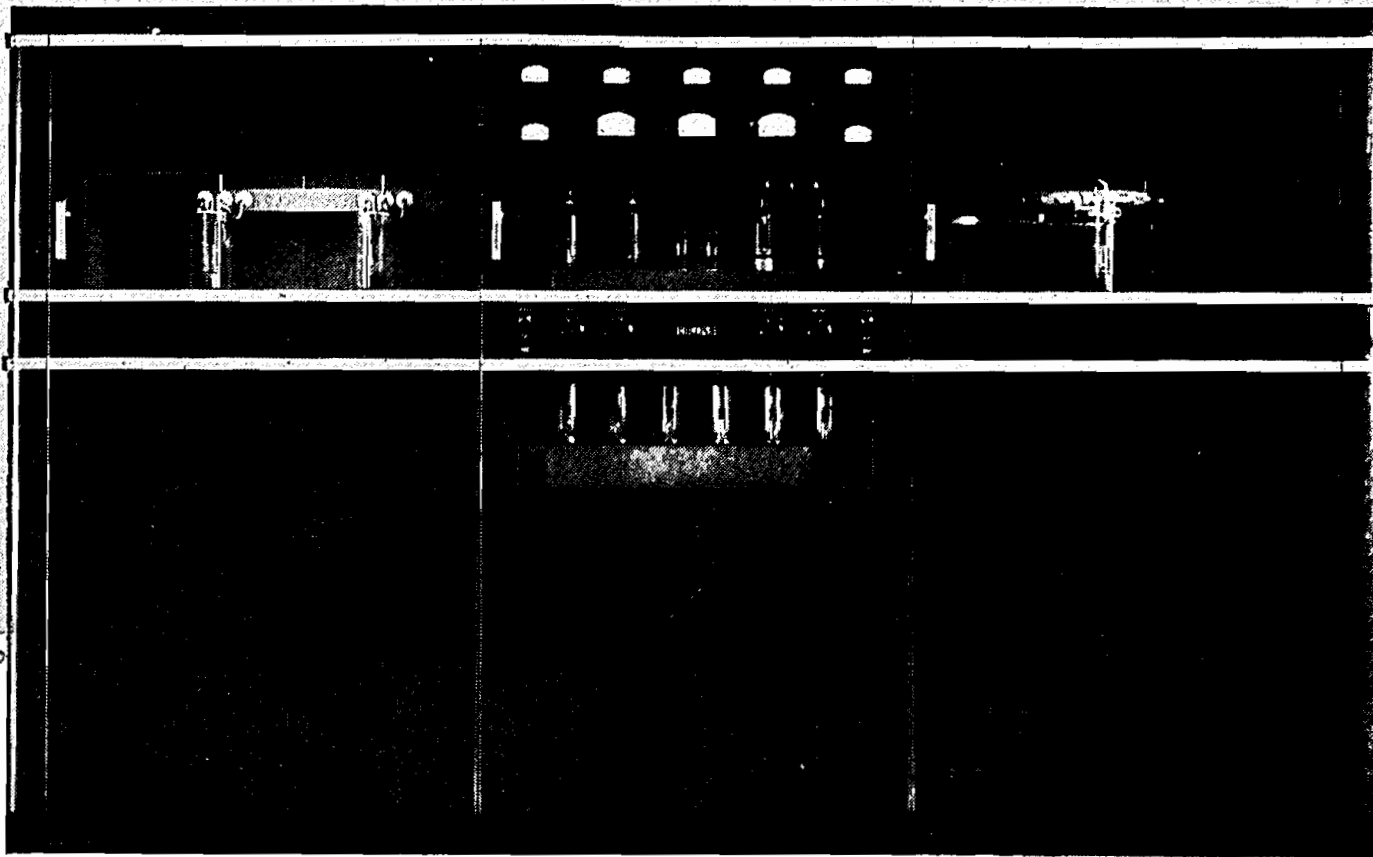


**HIS 21<sup>ST</sup> YEAR..**

**AND MORE**  
**POWERFULLY**  
**PROGRAMMED**  
**THAN EVER**

50,000 Watts • NBC Network  
**Edward Petry & Co., National Representative**

# The New Collins 21A, 5 kw Broadcast Transmitter



## Fulfilling the Tradition of Collins Quality Leadership

The 21A is a thoroughly developed 5 kw AM broadcast transmitter, and an excellent example of characteristically superior Collins engineering and construction.

Based on sound, well-proved principles of design, the 21A has been completely modernized within recent months. New components of improved design, with longer life and higher safety factors than were previously available, assure reliable continuous operation.

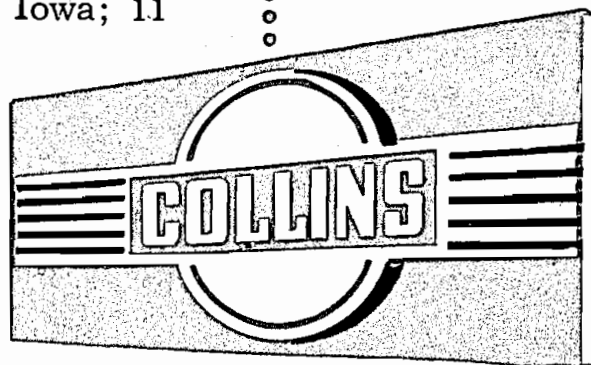
The response curve is flat, within  $\pm 1/2$  db. from 30 to 10,000 cycles. Reduced power to 1 kw is obtained by instantaneous lowering of plate voltages, permitting uninterrupted program transmission.

We will be glad to send you detailed information regarding the 21A, other Collins transmitters, the 12Y remote amplifier, the 12Z four channel remote amplifier and Collins high quality studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.



FOR BROADCAST QUALITY, IT'S...

COLLINS EQUIPMENT IS SOLD IN CANADA  
BY COLLINS-FISHER, LTD., MONTREAL.



### The Collins 12Y Remote Amplifier

A one channel remote amplifier for unattended operation from a 115 volt a.c. power source, the 12Y provides the advantages of quick set-up, small size, light weight, high fidelity, simple operation, utmost reliability and low cost. It is practically hum free due to the removal of the isolation transformer, which is in the power cable.



# New Investigation On

## Celler Would Curb Radio In New Bill

*Washington Bureau, RADIO DAILY*  
 Washington—Basing his action on statement that "radio is in danger of being consumed by the profit maker," Representative Emanuel Celler, New York Democrat, yesterday introduced a bill, which he claims, "protect radio from over commercialization." As predicted in his statement criticizing the FCC at the time of the Crosley-AVCO decision last summer, Celler has proposed that authority to set out the ratio of commercial to sustaining time for stations. In addition, he proposes that. Con-  
 (Continued on Page 6)

## Aluminum Co. Sets Show On 23 American Outlets

Aluminum Products Co. will present a new program, "Club Time" on 23 stations of the American network, beginning Saturday, Oct. 20, 10:15-10:30 a.m., EST. Trade Development Corp., Chicago, was the agency. The format of the show calls for Club vocal singers, choral group and featuring Beverly Shea, bass-baritone.

## New Wired Music Firm Starts In East Nov. 1

New wired music service has been organized to operate in New York and Philadelphia on or before Nov. 1. Known as National Wired Music Corp. Officers are Paul Harron, president and Jos. Lang, secretary and  
 (Continued on Page 2)

**Suggestion**

George Lewis, press director of WHN, New York, suggests a fixed charge of 10 cents for tickets to all broadcasts during December and January with the proceeds going to the March of Dimes for the benefit of the National Foundation Against Infantile Paralysis. The suggestion is being considered by the radio networks.

## Radio Personnel Returning Home

Scores of radio executives, technicians and producers who have been serving the OWI overseas in the European theater are expected to return to the United States for rehabilitation in commercial radio the next few months, RADIO DAILY learned yesterday. The radio personnel represent those who have been active in psychological warfare and many have been operating American stations in occupied Germany. Remaining radio personnel of the  
 (Continued on Page 7)

## Beville Resumes Post As NBC Research Head

Lt. Col. Hugh M. Beville, Jr. former research head for NBC, returns to the network as director of a new and independent research department, following his recent discharge from the U. S. Army. Beville was attached to Gen. Courtney H. Hodges' First Army  
 (Continued on Page 2)

# Color Television Looms As CBS Makes Video Plans

*Washington Bureau, RADIO DAILY*  
 Washington—CBS is expected to take the wraps off color television around the first of the year with a special demonstration for the FCC, it was learned yesterday. The network has already shown colored video on the line privately to some FCC members in New York. Coincident with the plans to show color television it was reported that

## House Un-American Activities Group Seeks Commentators' Scripts From East Coast Stations

## RMA Group Forecasts Price Bottleneck Relief

The price bottleneck in the production of receiving sets will be "eased but not eliminated" by impending Office of Price Administration price increases on radio parts. This is the consensus of section chairmen and members of the executive committee of the Parts Division of RMA following a four-and-a-half-hour meeting at the Hotel Roosevelt yesterday. Robert C. Sprague, president of the  
 (Continued on Page 6)

## Gailmor Leaving WJZ; Sponsorship To Continue

William Gailmor, WJZ commentator, whose broadcasts have been the subject of controversy in some quarters, is being dropped by the American network's New York outlet on Nov. 30th with the expiration of the  
 (Continued on Page 6)

## So. American Staff Men Named By NBC News Chief

Returning from a five weeks trip to South America, William F. Brooks, director of news and international relations for NBC, yesterday announced  
 (Continued on Page 6)

*Washington Bureau, RADIO DAILY*  
 Washington—A new investigation sponsored by the House Un-American Activities committee is underway with letters being sent to radio stations on the eastern seaboard asking for scripts used by news commentators during broadcasts of August and September. The letters were sent out under the signature of Ernie Adamson, chief counsel of the committee, and in each  
 (Continued on Page 6)

## Hearings Start Thurs. On Tele Frequencies

Hearings on the FCC's proposed television frequency allocations get under way tomorrow, with representatives of 10 leading telecasters slated to appear. Scheduled to be heard as of yesterday afternoon were representatives of Allen B. Du Mont Labs, Inc.;  
 (Continued on Page 6)

## Adm. Nimitz Greeting Broadcast By Stations

Radio networks and local stations yesterday broadcast the thundering welcome accorded Admiral of the Fleet Chester W. Nimitz and 10 returning heroes of the South Pacific by approximately four million cheering New Yorkers, describing the arrival of the group at La Guardia Air-  
 (Continued on Page 7)

## Home Talent

Dr. Frank Black and the NBC Symphony Orchestra will unveil a major composition written by one of their co-workers, Don Gillis, production director of the "General Motors Symphony of the Air" next Sunday at 5:00 on NBC. The work, Gillis' Fifth Symphony is dedicated to Dr. Black. Gillis joined the NBC in August 1944, after serving with WBAP and NBC in Chicago.

## Approbation

Maj. Gen. E. S. Whitsell, acting Adjutant General of the United States Army with headquarters in Washington, D. C., has sent to the Mutual network his thanks, and the appreciation of the Army, for the web's generosity in beaming to American troops in all parts of the world the play-by-play description of the World Series now in progress.



Vol. 33, No. 8 Wed., Oct. 10, 1945 Price 10 Cts.

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

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(Tuesday, Oct. 9)

NEW YORK STOCK EXCHANGE

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

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John B. Kelly, is vice-president and Dudley D. Earle, vice-president and general manager. New York and Philadelphia operations will be under separate corporations and World Library will be used. After Nov. 1, additional cities will be covered and serviced by National. Clients include hotels, offices, retail stores, banks, restaurants and various industries.

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State Background. Fee Basis. Box 227, RADIO DAILY 1501 Broadway, New York 18, N. Y.

Coming and Going

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Steel Adds Sponsor

Johannes Steel, WHN commentator will be sponsored by Reader's Scope, of which he is foreign editor, three times weekly, Monday, Wednesday and Friday beginning Oct. 15, 7:45-8 p.m.

Steel will continue to be sponsored by Parker Watch Co. Tuesdays and Thursdays.

Phila. Orch. To Resume Series Over CBS, Oct. 20

The Philadelphia Orchestra begins its third consecutive year over the Columbia network Saturday, October 20, resuming the weekly broadcasts over WABC, 5:00 to 6:00 p.m., EST.

Including Eugene Ormandy, the orchestra's permanent conductor, Bruno Walter, Pierre Monteux, Saul Caston and Alexander Hilsberg are scheduled guest conductors. Guest artists include Zino Francescatti, Carroll Glenn and Bronislaw Huberman as violinists, William Kapell, Robert Casadesu, Rudolf Serkin, Artur Schnabel and Leon Fleisher as pianists. Dorothy Maynor, soprano, will be the only vocal soloist on the series.

Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

Exclusive! CHI' BEARS '45 FOOTBALL W-I-N-D CHICAGO 560 Kc. 5000 WATTS



It will be pretty again

Oh, sure, it's barren and blighted and all undressed . . . but the show is there and leaves will make it beautiful once again.

That's just about the way some manufacturers and alert advertisers are thinking about their blighted markets.

They are puny skeletons now, maybe even ugly . . . but they are going to come a time!

And that's when you'll want an advertising medium that delivers in radio, in the country's largest city . . . an independent does the big job. W-I-T-H, in Baltimore, delivers more listeners-dollar-spent than any other station in this five-station town. Facts prove it are available.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-





*You pack 'em in!*

• "Standing room only" was the enthusiastic way New York's theatre audience responded to your special one night appearance in "Laffing Room Only." But there's nothing particularly astounding about that. For day after day—260 days a year—you pack in a radio audience that numbers thousands and thousands.

It's your warmth . . . your vitality . . . your apt comments on current events . . . the way you bring out the naturalness in your famous radio guests that makes such multitudes dial 660 . . . at 1 p.m., ET, Monday through Friday, every week of the year!


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Eight thousand broadcasts over a period of eleven triumphant years *prove* your success is no accident!

All of which goes to show what a bang-up job can be done . . . with a prodigious program like yours . . . on a top-notch station like ours!

NBC's Key Station • New York

**WEAF** 

50,000 watts • 660 kc.

Represented by NBC SPOT SALES



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WINTER GARDEN  
THEATRE  
OLSEN & JOHNSON  
IN LAFFING ROOM ONLY  
MARY MARGARET  
M<sup>c</sup>BRIDE

*You pack 'em in!*

• "Standing room only" was the enthusiastic way New York's theatre audience responded to your special one night appearance in "Laffing Room Only." But there's nothing particularly astounding about that. For day after day—260 days a year—you pack in a radio audience that numbers thousands and thousands.

It's your warmth . . . your vitality . . . your apt comments on current events . . . the way you bring out the naturalness in your famous radio guests that makes such multitudes dial 660 . . . at 1 p.m., ET, Monday through Friday, every week of the year!

There's the power that jam-packs your studio . . . draws truck loads of fan letters a year . . . is all but cause for the riot squad whenever you mention a product!

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NBC's Key Station • New York

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50,000 watts • 660 kc.

Represented by NBC SPOT SALES



EDWARD W. SNOWDON, associate of Charles L. Wagner, New York, in concert, opera and radio management, has returned from a three and a half year leave of absence with the armed forces. A Captain in the Signal Intelligence Service, Snowdon served with the Fifth Corps throughout the entire European campaign, winning the Bronze Star and two citations from the French Government for the Croix de Guerre.

HAL WINTERS, whose singing career was interrupted two years ago by the call to arms, debuts October 15 as a network star in a new CBS show called, "Hal Winters, Songs." He was discharged from the service recently after two years in uniform, and at the time he was called up, was singing with Tommy Dorsey's band.

BOB ELSON, announcer and sportscaster, just released from the Navy after 38 months' service, makes his return to the air on a new WBBM, Chicago, show, "Bob Elson on the 20th Century," a celebrity-interview program starting October 14. A lieutenant-comdr, USNR, until several days ago, Elson was in charge of entertainment at the Great Lakes Naval Training Center, and in New York.

CAPTAIN J. WESLEY KOCH joins the Mutual engineering staff on or about October 15th, as soon as he is released from the Army. While in the Army, Captain Koch has served as technical advisor of the Radio Propagation Units and was concerned with radio propagation conditions throughout the world.

JIM McDONALD, formerly a fighter pilot in the AAF with rank of captain, has joined the CBS press department in New York.

### Hanna Joins CBS' Staff

Ted Hanna, for the past year news director of CBS-WADC, Akron, Ohio, has joined the Columbia network world news writing staff, it was announced yesterday. Prior to his association with the Akron outlet, Hanna was associate news editor of CBS-WGAR Cleveland, Ohio.



### Reporter At Large . . . !

● ● ● Hear that Jack Robbins, who dropped almost 100 G's (?) on Geo. Paxton's band, is dropping Paxton. . . . Did Ruth Chatterton put up \$25,000 to star herself in a B'way show? . . . Ann Thomas, our idea of a comedienne, signed for the Mike Todd show, "The Would-Be Gentleman," with Bobby Clark. . . . Dean Carleton copped the narrating spot on Jerry Devine's "This Is Your FBI." . . . Sidney Kent's lovely daughter, Peggy, now with the Kermit-Raymond organization. . . . What national mag will switch agencies shortly? . . . Bob Kerr disposing of all his talent to become general manager for three music firms—Chelsea, Viking and Saunders. . . . Herb Landon, former CBS publicist and more recently a Red Cross Field Director in France, raced the stork to his home last week and beat it by a whisker. It was a girl, Helen Sue. . . . Ditto at the John Irving Fields. . . . Aside to Alan Courtney: Our coast informant tells us that Al Jarvis' show, "Can You Tie That," has been off the air some two months now and he didn't copy from you for the simple reason he never heard your stanza. . . . Sammy Kaye, who has been looking for a femme vocalist for months now, finally signed two of them—Betty Barclay and Susan Allen. . . . The wife of a Detroit nite club owner who mentioned Martha Raye in her divorce suit made a slight mistake. She really meant Martha's mama.



● ● ● Radiokays: Stan Kenton's rhythms via CBS. . . . The Murphy Sisters' "I'll Be Seeing You" at the Clef Award Concert at Carnegie Hall last week. . . . Evelyn Knight's torching, anytime, anywhere. . . . Mort Green's "Newspaper Game" series on WNEW. . . . Frank Papp's directorial job on NBC's "World's Great Novels." . . . Russ Case's conducting on the Bert Wheeler ainer. . . . Les Elgart's "Singing Trumpet" at the Rustic Cabin in Englewood, N. J. . . . Dorothy Shay's Calypso specialty at St. Regis Maisonette.



● ● ● Idle Thoughts While Dialing: Fred Allen's return to the air was as exciting as breaking a date with your dentist and as welcome as a smile from a hotel room clerk. And Irving Mansfield's high-class production job was as smooth as Swifty Morgan trying to get a sawbuck for a two-dollar tie. . . . Quickie review on the Jack Benny show—"Medal for Benny" . . . Mary McCall, Jr., hired as co-ordinator on the "Maizie" show, lasted all of three weeks. Lee Loeb, the writer, also quit. Very warm for Maizie, hey? . . . . From Walter Winchell's acid comments on that newscaster, would you say that WW was H. V. Kaltenbored? . . . Bob Johnston's he-manner of crooning on Sunday afternoons rates more network attention. . . . Moe Gale's Boswell, Art Franklin, doubling as public relations man for Bill Schiller, the polka dot fashion king. . . . CBS would love to get the Fred Waring ainer. Who wouldn't? . . . What with all the acclaim and fame he's got, they oughta call him Immortal Gould. . . . Milton Berle's musical switching to a straight revue. . . . Reports of dissatisfaction on the R. Vallee Hooper trickling back east. How lean is my valley? . . . Abbott & Costello drew a terrific tribute from one of the National War Fund execs regarding their five-minute spots plugging the Fund over 900 stations. "After all of these years," wrote the exec, "it took Abbott & Costello to really explain what the National War Fund is" . . . Aside to MCA: What goes with Monica Lewis? The gal only smashed records at the Troika in Washington, plus 39 weeks on Chesterfield.



● ● ● Small Talk: It's civilian Nelson Case again, after three years with the Naval Air Transport Service. He used to be a crack announcer—and still is. . . . Hal Davis new publicity director of Kenyon & Eckhardt. . . . Did Lou Thomas resign from Biow? . . . Jane Withers show should be set this week. . . . "Let's Listen To A Story" adapted for WMCA by Lilian Okun.

## LOS ANGELES

By RALPH WILK

LITTLE Norma Nilsson who heard regularly on the "Jack C. son Show," appeared on the .L Radio Theater, Monday 8th, play the role of Rosalind Russell's daughter in "Roughly Speaking."

Stu Dawson, in charge of radio Foote, Cone, Belding, Chicago office is in town for a few days.

Frances Scully, in addition to interview with Postmaster Michi Fanning, over KECA, Friday 5 acted as mistress-of-ceremonies at fashion show held at the Elks Club honoring the wives of members that organization now in convention and on October 11th, Miss Scully will be emcee at a Western Fashion show to be held at Hollywood Park tray

"Employ the Physically Handicapped" week, proclaimed by President Truman for the week of Oct. 10 to 13, will be marked by a special program on Warner Bros. KFWB next Sunday. A round-table discussion by Herbert Schierenback, association veteran's employment representative, will feature the broadcast.

Walter Tetley of "The Great Gildersleeve" program has been made a captain in the War Chest drive in Encinitas, taking charge of business and multiple dwellings.

## ON THE BOARDWALK



### IT'S WFPG 10 TO 1!

A recent certified poll\* reveals that Boardwalk radios in Atlantic City are tuned to WFPG 10 to 1!

Atlantic City is the mecca of millions... ALL YEAR ROUND from ALL OVER the country. Reach a cross-section of America through WFPG, New Jersey's only American Broadcasting Company station.

For further details on the Friendly Group, contact Spot Sales—New York, Chicago, San Francisco, Los Angeles.

\*Consumer Research and Survey Poll

Station WFPG.....90%  
Station "A"..... 9%  
Outside Stations ..... 1%



WSTV Steubenville, O. • WFPG Atlantic City, N.J.  
WJPA Washington, Pa. • WKNY Kingston, 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.



*The "Golden Touch"*

# FRANKIE CARLE

*his piano and his orchestra*



## **"STAYING POWER"**

Frankie Carle made his debut as a bandleader two years ago, introduced as a performer in an environment that happens . . . "once in a million dream years." The rest is happy entertainment world history, chronicled through the media of show business, agents and managers.

The great problem first confronting Carle partisans was marked by the cliché of show business:

*"Sure, he's the top pianist; but have you got a band?"*

Carle's name value was taken for granted. He had established marquee power in theatres, hotels, ballrooms, and transcontinental radio.

And the cynicism died a-borning. Because Carle built an orchestra to satisfy the expectations of people "out front" instead of cynics in the wings. It is now a trade fact that he is selling more popular recordings for Columbia than any other of its many talented performers.

And in Paul Allen and Marjorie Hughes, he has two youngsters who have been described by newspaper men as "the best band vocalists of the day." The kids blend with the band. They're the lyrics of the song.

Box office returns, unpoetic as they may sound, still stand as the best criterion of a performer's worth.

The Carle organization is matching the reputation of Carle the pianist. The band has the same "Golden Touch" at the box office as its leader. It is being proven repeatedly in return engagements!



**Returns to Hotel Pennsylvania, October 16th!**

**WKO-RADIO  
PICTURES**

*General* AMUSEMENT CORPORATION  
THOMAS G. ROCKWELL, President  
NEW YORK · CHICAGO · HOLLYWOOD · CINCINNATI · LONDON

**COLUMBIA  
RECORDS**



## Celler Would Curb Radio In New Bill

(Continued from Page 1)

gress declare no station sale shall be approved where the cost price is more than double the depreciated cost value of the tangible property involved. Another provision calls for the right of citizens to oppose renewals on the grounds that the public interest has not been served. Finally, the bill would open to the public all financial and ownership records of licensees.

The 600 affiliated stations today, said Celler, "utilize 95 per cent of the night time broadcasting power and over 55 per cent of the day broadcasting time is taken up by national network programs.

### Quotes Time-Sales Figures

"By 1943 over 307,000,000 dollars was grossed from time sales of all broadcasters in this country. The cost of a single hour of full network coverage runs as high as \$25,000. In 1943, 144 advertisers provided a 97.2 per cent of the national network's revenue.

"We will do well to consider the questions carefully whether the airwaves which are public property and only licensed to operators in the public interest shall be permitted to become merely an adjunct of big business, and whether it is socially wise to permit the neglect of regional interests to continue."

## So. American Staff Men Named By NBC News Chief

(Continued from Page 1)

nounced the lineup of reporters in Latin American countries for the web. Donald L. Ferguson, former foreign correspondent and Cincinnati newsman, will handle the news from Rio de Janeiro while Leo Hochstetter will leave for Buenos Aires early in November to represent NBC in the Argentine capital.

## RMA Committee Forecasts Easing Of Price Bottleneck

(Continued from Page 1)

Sprague Electric Co., North Adams, Mass., and chairman of the committee, said that the expected increases, which range from 9.5 to 26.3 per cent over the level of Oct. 1, 1941, will not be sufficient, in many cases, to insure immediate full-scale production. He added that appeals of the price ruling would be filed with OPA by many of the 400 parts manufacturers in the country.

### Expected Increases Given

The expected increases, which Sprague said "are due any day now," range as follows: coils, 26.3 per cent; fixed condensers, 16.4; vibrators, 16.1; power and audio transformers and chokes, 16.1; variable condensers, 13.5; speakers and speaker parts, 13.5; electric phonograph and radio-phonograph combination parts, 11.5; and fixed and variable resistors, 9.5 per cent.

At the meeting Sprague announced the appointment of two new section chairmen. G. R. Haase, vice-president and general manager of Operadio Manufacturing Co., St. Charles, Ill., was appointed head of the speakers section, recently transferred to the division from the amplifier and sound equipment division by the RMA board of directors. A. D. Plamondon, Jr., president and treasurer of the Indiana Steel Products Co., Chicago, was named chairman of the speaker parts section.

The committee also approved plans for a radio parts trade show tentatively scheduled to be held in the

Stevens Hotel, Chicago, from May 13 to 16. The show is being set up by Radio Parts and Electronic Equipment Shows, Inc.

A sub-committee of two, Leslie F. Muter, president, The Muter Co., Chicago, and J. J. Kahn, president, Standard Transformer Co., Chicago, was appointed to gather industry statistics on the dollar volume of parts production in various sections of the country.

### Many Leaders Attend

Among those present at the meeting were: Bond Geddes, RMA executive vice-president and general manager; Frank Holmstrom, vice-president, Hugh H. Eby, Inc., Philadelphia; Haase; L. A. King, secretary-treasurer, Operadio Manufacturing Co., Chicago; Ray G. Zender, sales manager, Lenz Electric Manufacturing Co., Chicago; Plamondon; A. Blumenkrantz, president, General Instrument Corp., Elizabeth, N. J.; Ernest Searing, president, International Resistance Co., Philadelphia; G. R. Fryling, president, Erie Resistor Corp., Erie, Pa.; W. R. MacLeod, general manager, King Laboratories Inc., Syracuse, N. Y.; R. E. Cramer, vice-president, Radio Condenser Co., Camden, N. J.; Harry Ehle, vice-president, International Resistance Co., Philadelphia; Ray L. Triplett, president, Triplett Electrical Instrument Co., Bluffton, Ohio; and Ray Sparrow, P. R. Mallory Inc., Indianapolis.

## Gailmor Leaving WJZ; Sponsorship To Continue

(Continued from Page 1)

current Electronic Corporation of America sponsorship contract. The commentator, however, will move to another New York station under same sponsorship, it was announced.

In commenting on Gailmor's leaving WJZ, John H. McNeill, station manager, said that the commentator was being dropped to make way for a new news format at 11 p.m. He said that the Gailmor spot was needed to provide time for American network overseas correspondents.

Spokesmen for the Electronic Corporation of America had another version of the Gailmor program status. The sponsor's statement follows: "For some weeks we have been carefully considering our future advertising plans including an increased budget for media other than radio and an extension into additional markets. We had reached the conclusion that the large and loyal audience of Mr. Gailmor could be more effectively and economically reached in the New York market through another outlet. The action of WJZ anticipated our movement to another outlet. . . . A definite announcement will be made in the near future so that Mr. Gailmor's listeners will be prepared for the change."

## American Executives At Washington Hearing

Mark Woods, president of the American Broadcasting Company, will head a group of eight American executives to attend the FCC television hearing in Washington tomorrow, it was announced yesterday. With Woods, American network interests will be represented at the hearing by Robert Kintner, vice-president, Keith Kiggins, vice-president in charge of station relations, Clark Stover and Joseph McDonald, attorneys, Frank Marx, in charge of development engineering, Clare Owen, allocations engineer, and Paul B. Mowrey, manager of the television department.

Woods will read a prepared statement at the hearing, outlining the network's television needs.

### Renew "Hunting Club"

"The Fishing and Hunting Club of the Air," the sportsman's "information please" heard Wednesdays over the American network from 8:30 to 9:00 p.m. has been renewed for 52 weeks by the Mail Pouch Tobacco Company. Now in its 16th week on the air, program features Dave Newell, editor of Field and Stream magazine, Jim Hurley, Daily Mirror sports columnist, and guests prominent in the world of sports.

## New House Probe Set On Un-Am. Activities

(Continued from Page 1)

instance specifically names the commentator and the scripts sought.

Adamson discloses that he is acting in behalf of Representative John S. Wood, Ga., chairman of the committee. No details are given as to the reason for the script roundup.

### Letters Received Here

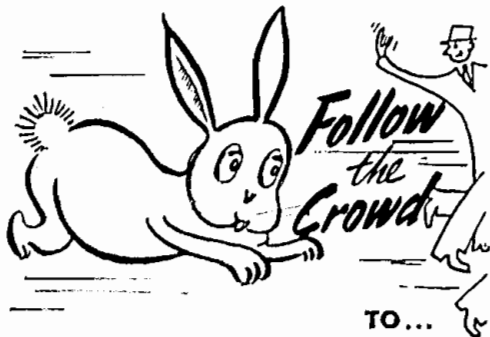
Several stations in the New York area are reported to have received the letters. Others were sent to stations in Philadelphia, Boston, Washington and Baltimore, according to reports.

## Hearings Start Thurs. On Tele Frequencies

(Continued from Page 1)

American Broadcasting Co., Inc.; American Television Laboratories; Bamberger Broadcasting Service, Inc.; Hughes Productions; Lancaster Television Corp.; National Association of Broadcasters; Sherron Electronics Co.; Television Broadcasters Association, Inc., and WGAL, Inc.

FOR TAILOR MADE SPOTS  
and PROGRAMS



U.S. RECORDING CO.  
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

BALTIMORE'S  
*Listening Habit*

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MUTUAL BROADCASTING SYSTEM

JOHN ELMER  
President

GEORGE H. ROEDER  
General Manager

FREE & PETERS, Inc.  
Exclusive National Representatives



# Radio Personnel Returning Home

(Continued from Page 1)

WI has been transferred to the State Department and it is expected that the government will continue to operate the shortwave transmitters in New York and on the West Coast for an indefinite period.

### Government Shortwave Plan

Washington—Continued government operation of shortwave stations as a part of the new international information program now being readied by Assistant Secretary of State William Benton is contemplated, it appears from a study of the confidential "first draft" of the report Benton and Professor Harold Lasswell will soon submit to Secretary of State C. V. Whelan. Just how this proposal will be presented is not yet settled but the draft declares that "it is felt that no government agency can go before Congress and recommend continuation of shortwave under government." The present plan is to have some one not connected with government, but whose word carries weight with Congress present the entire plan. Mentioned as possibilities Bernard Baruch and Owen Young with the latter probably especially acceptable because of his connections with G.E., one of the leading international broadcast licensees.

## ★ AGENCY NEWSCAST ★

**F**RANK BARTON has become manager of the radio department of Benton & Bowles, Inc., effective immediately, Clarence Goshorn, president of the agency has announced. He will work directly with Walter Craig, vice-president in charge of radio. Barton was for 12 years with N. W. Ayer & Son where, among other things, he headed the radio plans department and the radio contract department, and more than six years with CBS where he was director of the program service department and personnel manager.

**J**EAN JORDEAU, INC., makers of ZIP depilatories, deodorants and cosmetic items, has appointed the Federal Advertising Agency to handle its advertising; the program to begin around the first of the year. The account will be serviced by Federal's vice-president, Mrs. Laura Carson, and includes complete re-packaging of the entire line, a research study of consumer requirements and general planning of sales effort.

**S**TANLEY S. BRILL, for many years a columnist and publisher's representative, has joined the Seidel Advertising Agency as account executive and director of research.

**D**R. VERGIL D. REED, associate director of research with the J. Walter Thompson Co., and for seven years acting director of the Bureau of the Census, will be guest-speaker at the regular celebrity-luncheon of the Advertising Club of New York at 12:30 p.m. today. His subject will be "Population and Purchasing Powers. . . Some Basic Market Trends."

**R**OSS R. SMITH, president of Iceberg Refrigerated Locker Systems, Inc., announces the appointment of Sam C. Mitchell as general sales manager, effective immediately, with headquarters in the Empire State Building, New York. Mitchell was sales and promotion manager of the Hamilton Radio Corporation and previously director of sales promotion and advertising of the Kelvinator Corporation and then Western sales manager of the Crosley Corporation. The Iceberg account is handled by Sherman K. Ellis & Co.

**J**OHAN LIVINGSTON, formerly Pacific Coast manager for Spot Sales, Incorporated, has joined the Los Angeles office of Adam J. Young, Jr., Incorporated. . . . **R**OBERT S. RUSSELL, vice-president in charge of the Chicago office of Adam J. Young, Jr., Incorporated has purchased a portion of the stock in the corporation.

**L**EWIS H. AVERY, INC., has been named as national representatives for WJJD, Chicago.

**W**ILLIAM G. RAMBEAU CO., with offices in New York, Chicago and Hollywood, has been appointed exclusive national representative for radio station KSAN, San Francisco, California.

**J**. JAMES NEALE, for the past five years in charge of all radio time purchases for Dancer-Fitzgerald-Sample, Inc., has been appointed director of media for that agency and his responsibilities cover both radio and printed media contracts and purchases.

# Adm. Nimitz Greeting Broadcast By Stations

(Continued from Page 1)

port at 11:05 a.m. through the reception ceremonies at City Hall, and the parade along Fifth Avenue.

WNYC and WOR, broadcasting from New York's municipal airport, described the reaction of thousands of wellwishers who jammed the area to greet the Pacific heroes, and provided pick-up descriptions of the atmosphere as the motorcade proceeded through lower New York to City Hall Park.

NBC, American web, CBS and WNYC carried the speeches of Nimitz and Mayor LaGuardia before 350,000 persons assembled in the historic grounds before the official buildings and then followed the motorcade north throughout the sprawling business district along Fifth Avenue with on-the-spot color descriptions and crowd reaction broadcast from mobile units. Local independent stations were fed with parade descriptions by WNYC.

The banquet in honor of the Admiral and his party at the Waldorf-Astoria Hotel last night was broadcast over NBC, American, WOR and WNYC (FM) from 10:00 to 10:30 p.m.

## STUDIO

of

## DRAMATIC ARTS

STELLA RICHARD-HERLINGER

Director

announces

A COURSE IN

**Television Acting**

Especially designed for

**RADIO ACTORS**

**JOHN REICH**

former dramatic director of

**CBS TELEVISION**

Course starts October 15

For information  
Call Circle 5-9276

151 W. 54th St., New York 19, N. Y.

# WIBG

PHILADELPHIA, PA.  
1425 WALNUT ST.

Announce the removal of the  
New York Sales Office to

## 31 West 47th Street

### BRyant 9-8172

★

**JOSEPH LANG and E. D. McKEON**  
New York Sales Representatives

★

**ADAM YOUNG** • **NATIONALLY OUT-**  
**11 W. 42d St., N. Y. C.** • **SIDE OF NEW YORK**



Time for blasting sales curves upward is the kind of time Weed & Company stations offer and Weed men sell. Time buyers across the nation rely on Weed for help in spotting hot markets and influencing them through topnotch availabilities.

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — IOWA —

**DES MOINES**—Betty Wells, who has been proclaimed by educators through the Princeton Survey as one of the outstanding book readers in the country, started a new series of dramatized book programs over KRNT on September 24th. . . . George Cremeens, special events director of KRNT, originated a number of programs from the Glen L. Martin Co., Omaha, Neb., and from the AAB at Sioux City, Iowa, at the request of the Army Air Forces.

## — TENNESSEE —

**MEMPHIS**—As a special service feature, Bob Alburty, of WHBQ obtained permission from John Vesey, Park Commissioner, to install a public address system in Court Square in the heart of Memphis downtown district, so that service men and women and others who do not have access to a radio, may hear the World Series games broadcasts. . . . **NASHVILLE**—Charles Nagy, Jr., 40, musical director of WLAC, passed away at his home on Sept. 22, after a lingering illness.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—Jim McGrath, a pioneer in local announcing, is back at WWDC after working in Hollywood for producer Sam Wood, writing sequences. This is his third tie-up with WWDC. . . . In addition to carrying the World Series on an exclusive basis in Washington, WOL will complete its coverage by sending sportscaster Russ Hodges to Detroit and Chicago to report directly on all the highlights of the fall baseball classic.

## — CALIFORNIA —

**RIVERSIDE**—Margaret Sharpe, formerly feature writer for the Boston Tribune, joins the KPRO news bureau as local news reporter in "The Valley of Paradise." . . . **SAN FRANCISCO**—"Breakfast With Jane Lee," new promotional stunt inaugurated by the lady of that name who pilots KPO's Woman's Magazine of the Air, will take Jane Lee all over northern California this year on weekly broadcasts from various communities in the KPO area.

## Stork News

James L. Cox, field representative for BMI became the father of a baby girl, Oct. 8th. Name: Catherine, mother's name is Bernadette.

**"JIM"**

is still overseas

**WRBL**

COLUMBUS, GA.

J. W. Woodruff, Sr.  
Manager

## — NORTH CAROLINA —

**ASHEVILLE**—"The High School Daily," a five-minute strip following Columbia's American School of the Air, made its debut on WWNC Oct. 8th. Twenty Western North Carolina schools will participate, with scripts written by student groups and voiced by teen-agers selected by the schools. Priscilla Parker is handling for the station.

## — TEXAS —

**SAN ANTONIO**—Doris Daniels of the WOAI staff has left the station for New York preparatory for a trip to London. She will be replaced on her program "Texas Today," sponsored by Joske's, by Monette Shaw. . . . **FORT WORTH**—A radio workshop composed of high school students has been organized at KGKO and will participate in the regular weekly broadcasts of "Radio Frolics" presented by students of the local school system each Saturday.

## — UTAH —

**SALT LAKE CITY**—E. J. Drucker, KDYL's top salesman for many years, has been named director of retail sales. Prior to his affiliation with the station in 1934, he was manager of the Salt Lake office for United Artists. . . . KSL played back a recording of an interview with Ute leaders made the previous month in connection with the State Fair, at the annual September celebration for 3,000 members of the Ute Indian Reservation at Roosevelt, Utah, delighting the Indians greatly.

## — CONNECTICUT —

**HARTFORD**—The WTIC orchestra, under the direction of Rudy Martin, returned to the air on October 1 in a Monday through Friday a.m. spot. The program, "Music For You" includes each day a special announcement on behalf of some public service campaign. During October, the Community War Chest Fund is being promoted. . . . Robert S. Coe has joined the engineering staff of WDRC.

## — INDIANA —

**FORT WAYNE**—The discharge of the first Fort Wayne soldier to be released through the newly created AAF Separation Center at Baer Field, near the city, was broadcast by WOWO. The center has been put into operation at the Troop Carrier Command Base to release air forces men who live within a 300-mile radius of Fort Wayne. Hilliard Gates, station public service director was in charge of the broadcast arrangements.

## — LOUISIANA —

**NEW ORLEANS**—During the recent coast-to-coast telephone strike, WDSU, in accordance with its policy of bringing both sides of controversial issues before the public, offered representatives of the Federation of Telephone Workers, the Southern Bell Telephone and Telegraph Company, and the NLRB, equal time on the air to make their first public radio statements in the area.

## — PENNSYLVANIA —

**PITTSBURGH**—After twenty-three months service with the Red Cross in CBI Theater, Alan Trench, of the WWSW sales staff, has returned to civilian life. Wife, Rene Trench, who has carried on in Alan's place, will return to domesticity. . . . Ernie Neff has been selected to emcee the new WCAE early a.m. "Wake-Up" show.

## — MISSOURI —

**ST. LOUIS**—C. L. Thomas, manager of KXOK has been appointed a member of the news committee of NAB, also to the board of governors of the St. Louis Club for a two year term. . . . "KMO Showcase," a new variety show, will give special notice to behind-the-scenes personalities of KMOX. . . . **KANSAS CITY**—Jim Simmons, just returned from three years service in the Navy, has joined the staff of KCMO as announcer.

## — GEORGIA —

**ATLANTA**—Bill McCain, former of WBRC, Birmingham, Ala., has joined the announcing staff of WAGA. McCain was the producer and founder of the Progressive Farmer, a program transcribed over a network Southeastern and Western stations. Jon Farmer, sports commentator and disc jockey back from the ETO, and also of WBRC, joins WAGA staff to assist on WAGA Tello-Test show.

## Joins CBS Television Staff

George "Chuck" Olden, formerly with the Office of Strategic Services in Washington, D. C., has joined the staff of CBS television station WCBV. It was announced yesterday. Olden will specialize on illustrations for television shows.

KNOW YOUR ABC'S about KOA

Because of our balanced fare . . . listeners just NATURALLY dial to 850 for the best in music . . . comedy . . . drama and news.

Night AND Day

FIRST in DENVER  
**KOA**  
50,000 watts 850 KC  
Represented by NBC SPOT SALES

★ ★

... Serving Music and Radio

BMI is the perfect liaison between music and radio—for it completely, smoothly, directly bridges the gap between source and outlet.

To just about every broadcasting station, BMI provides a vast source of music—nearly a million song titles—in good taste . . . and the invaluable protection of performing rights.

And to the music publishers and composers, BMI assures responsible control and profitable return of their saleable merchandise—music.

HOW MUSIC AND RADIO ARE SERVED

- BMI covers all major radio networks, serving 1002 commercial stations in the United States and Canada
- BMI acts as publishers' licensing agency, representing many successful and prominent music publishers
- BMI owns exclusive performing rights in nearly a million titles—not only a great variety of popular music, but also standard, educational and serious music.

**BMI BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE · NEW YORK 19, N.Y.  
New York ★ Chicago ★ Hollywood



## OPA Sets Price-Increases

### Boler Resigns Post As Pres. NCBS Web

Chicago—Resignation of John W. Boler as president of the North Central Broadcasting System, Inc., and the election of Howard S. Johnson as new president was announced yesterday at the offices of NCBS. Boler will assume the position as chairman of the board and will continue as majority stockholder of NCBS. Donn Clayton of St. Paul will continue as vice-president and general manager and William J. Kutsch, formerly radio director of Swift and company who handled the company's sponsorship of the "Breakfast Club" American web, was recently appointed.

(Continued on Page 6)

### Gov't Announces Series of "Treasury Salute" Discs

Washington Bureau, RADIO DAILY  
Washington—Dramatizations of an American soldier's experiences in a German POW camp, of a mine-layer's battle with kamikaze pilots off Okinawa, and of a Congressional Medal of Honor winner's brave feat are the three "Treasury Salute" discs scheduled.

(Continued on Page 5)

### Barber Awarded Scroll for Red Cross Fund Work

Red Barber, widely known sports announcer and commentator, under whose leadership the Red Cross 1945 War Fund of Greater New York raised \$22,636,566, was presented this week with a testimonial of appreciation by six borough and chapter.

(Continued on Page 2)

### Army Tribute

Stars of radio, stage and screen, including Bob Hope, Jack Benny, Dinah Shore, Jane Froman and Katharine Cornell, will appear on NBC's "Army Hour" Sunday, (4:00 p.m., EST) when the Army pays tribute to 4,378 performers who entertained on all battle fronts. Special honor will be paid 18 stars who died in this service. Program will be shortwaved abroad.

### No Paper Tomorrow

Tomorrow, October 12, being Columbus Day, celebrated in most of the states of the Union as a legal holiday, RADIO DAILY will not be published.

### Text Of Celler Bill On Radio Released

Washington Bureau, RADIO DAILY  
Washington—Text of the bill introduced by Representative Emanuel Celler, New York Democrat, yesterday, which he claims will protect radio from over commercialization was released yesterday. The full text of the bill follows:

To amend the Communications Act of 1934, as amended, 1. Amend Section 307 (d) of the Communications Act of 1934, as amended, by adding at the end thereof the following:

"Before filing any application for renewal of a broadcast station license

(Continued on Page 6)

### 47 States Will Observe Thanksgiving On Nov. 22

Every state in the Union, except Tennessee, will celebrate Thanksgiving on the fourth Thursday in November (the 22nd) this year, according to a survey of Governors just completed by the Association of National Advertisers. Tennessee will celebrate on Nov. 29th, the last Thursday.

The federal law of December, 1941

(Continued on Page 2)

## Farm Reps Talk Rural Radio With Secretary Of Agriculture

Washington Bureau, RADIO DAILY  
Washington—Representatives of the major farm organizations and the radio committee of the Association of Land-Grant Colleges and Universities met with Secretary of Agriculture Anderson this week to discuss the need for improving rural radio service. Revision of the clear-channel rules was recommended to enable educational stations to serve the rural listeners they wish to reach.

## Scale Upward From 10½ To 15 Per Cent; Manufacturers Now See Possibility Of Capacity Receiver Production

### Three Webs Select Victory Loan Dates

Apart from general and concerted effort on the part of the major networks in inaugurating the Victory Loan, Oct. 28, special network days are being set aside when the webs will devote an entire day and every program commercial and sustaining will be tied into the final loan drive. NBC will have Dec. 8, as agreed

(Continued on Page 3)

### Kenway, Amer. Net, Heads Advertising-Promotion

Ivor Kenway has been appointed director of advertising and promotion for the American Broadcasting Company, effective immediately, it was announced last night by Mark Woods, president of the network, to

(Continued on Page 3)

### WOL Bureau Expands; Col. Warner Will Direct

Washington Bureau, RADIO DAILY  
Washington — Washington Radio News Bureau, of WOL, has been organized with Col. Albert L. Warner in charge, the bureau also serving as

(Continued on Page 5)

Washington Bureau, RADIO DAILY

Washington—Set manufacturers are hopeful that the price increases arrived at yesterday by the OPA for their products represent removal of the last obstacle to high-speed manufacture of radio receivers. These increases of 15 per cent for sets priced at \$11 or less in 1941, 12 per cent for sets priced from \$11 to \$30 and 10½ per cent for sets priced at over \$30, are expected to meet with the full approval of set manufacturers. If the

(Continued on Page 3)

## Candidates Buy Radio In N. Y. Campaign

As the political campaigns for local candidates in the mayoralty race and other city offices entered the intensive stage this week, with broadcasts by at least two major contestants in the past 10 days, radio is being made wide use of as an important vote-getting weapon.

Local stations report heavy requests

(Continued on Page 5)

### WKY Executive Honored With Safety Award

Oklahoma City—E. K. Gaylord, president of WKY Radiophone Co., Oklahoma City, was presented with the National Safety Council's award of honor for distinguished service to

(Continued on Page 2)

### Special Production

Poem recited by Admiral Nimitz Tuesday night made a hit with radio listeners, particularly when repeated on subsequent news programs. Many requests for the words resulted in Ralph Barnhart, WOR chief arranger writing a tune for it and last night on the 11 p.m. news, with Milton Rettenberg at piano, Hugh Thompson of the "Met" sang "Me, Halsey and Nimitz."



Vol. 33, No. 9 Thurs., Oct. 11, 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, Oct. 10)

NEW YORK STOCK EXCHANGE				
	High	Low	Close	Net Chg.
Am. Tel. & Tel.	183	182 5/8	183	+ 1/8
CBS A	43 1/4	43	43	.....
Farnsworth T. & R.	15 7/8	15 5/8	15 5/8	- 1/8
Gen. Electric	48 1/2	48	48 1/2	+ 1/4
Philco	39 3/4	39 1/4	39 1/4	- 1/8
RCA Common	15 7/8	15 5/8	15 7/8	.....
RCA First Pfd.	89	89	89	- 1 1/2
Stewart-Warner	23 1/4	23	23	- 1/8
Westinghouse	36 3/8	35 7/8	36 1/8	.....
Zenith Radio	41 3/8	40 5/8	41 1/8	- 1/8
NEW YORK CURB EXCHANGE				
Hazeltine Corp.	42	42	42	.....
Nat. Union Radio	6	5 7/8	6	.....
OVER THE COUNTER				
Du Mont Lab.		Bid 8 1/4	Asked 9 1/8	
Stromberg-Carlson		22 1/4	23 1/4	
WCAO (Baltimore)		28		
WJR (Detroit)		28		

### Honor To Clark

Station WHOM will broadcast a presentation of the Four Freedoms Award to General Mark Clark by Premier Ferruccio Parri of Italy via shortwave from Rome on Friday, October 12th at 10:00 p.m.

### 20 YEARS AGO TODAY

(October 11, 1925)

Another opportunity for the radio audience to hear the words of President Calvin Coolidge will occur during the broadcast emanating from Washington, D. C., when the Chief Executive unveils the statue of an outstanding hero in the fight for Argentine independence.

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

## Coming and Going

MRS. ROY P. PORTER, wife of NBC's Paris correspondent, is aboard the "Argentina" en route to France, where she will complete plans for the establishment of a Paris office of the Abbott Kimball Company, New York advertising agency.

HUGH B. TERRY, station manager of KLZ, Denver, is leaving for the West following several days in town, during which he conferred with the station reps. and with officials of CBS, with which KLZ is affiliated.

BOB DAVIS, trade news editor at NBC, and TOM KNODE, assistant press manager, leave tonight on a short business trip to Washington, D. C.

MADELINE FRAZIER, of WJZ audience promotion, will leave by plane tonight for a short vacation in Norfolk, Va.

JIMMY DURANTE is in Boston for two personal appearances, one today in behalf of the Greater Boston United War Fund at the Boston Garden and the other tomorrow at Symphony Hall, from which point the Durante-Moore program will be broadcast over CBS.

JOHN H. McNEIL, station manager of WJZ, leaves today for Washington, D. C., where he will confer with executives of the NAB and with Treasury officials on the forthcoming Victory Loan Drive.

MIKE JABLONS, director of news and special events at WNYC, leaves today for Wright Field, Dayton, Ohio, where he will do a wire-recorded show on new developments in American aviation.

FRANK ZUZULO, assistant publicity director at Mutual, is expected back today from Chicago, where he covered the World Series as head of press and radio relations.

HARRY G. BRIGHT, general manager of WGBR, Goldsboro, is in Gotham for confabs with the national representatives of the station.

IVOR SHARP, vice-president and station manager of KSL, Salt Lake City outlet of the Columbia network, is leaving for the home offices following a short stay in Gotham on station and network business.

DON RICH, of WJZ publicity, is back at his desk recovered from an illness which kept him away about a month.

### 47 States Will Observe Thanksgiving On Nov. 22

(Continued from Page 1)

directs the President to fix the date of the holiday as the fourth Thursday in November, therefore the District of Columbia will also observe Thanksgiving on the 22nd. As a result of the passage of this law, confusion regarding the date arises only in the two years out of every seven when there are five Thursdays in the month of November.

### WKY Executive Honored With Safety Award

(Continued from Page 1)

safety on the farm in ceremonies Tuesday, October 9. Presentation was made during a luncheon in WKY studios, and was highlight of the WKY farm reporter broadcast for the day. Maynard H. Coe, director of radio for the National Safety Council, made the presentation.

### Stork News

Henry Stampleman, executive secretary of the Scholastic Sports Institute, is the father of an eight-pound boy born to Mrs. Stampleman at Paterson (N. J.) Hospital. It is their third child—all boys.

### Barber Awarded Scroll For Red Cross Fund Work

(Continued from Page 1)

chairmen in view of his efforts on behalf of the fund.

The occasion marked the closing of the 1945 Fund on September 30th with an over-subscription of \$1,500,000 attributed by Barber to the enthusiastic support of men and women in all walks of life.

### "Texaco" Host to Templeton

Alec Templeton will be heard as guest Sunday on the "Texaco Star Theater" program at 9:30 p.m. over NBC.

**"JIM"**  
is still overseas  
**WRBL**  
COLUMBUS, GA.  
J. W. Woodruff, Sr.  
Manager



## Harvest time

These fall days are harvest days. The crops are ready to be taken.

The picture is pretty much the same in business. Customers are waiting for the harvest of things they've done without. And the battle for brands is going to be colossal.

If you'd like to get off to a good start in the country's 6th largest city . . . if you'd like to reach more customers for each dollar spent . . . then you should get the radio facts about Baltimore.

W-I-T-H, the independent station, is your best bet in this five-station town. Facts prove that W-I-T-H delivers more listeners-per-dollar-spent. We'd be glad to show the facts to you.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED

IN PHILADELPHIA  
Nearly everybody listens to  
**WDAS** BROADCASTS OF NEWS . . .  
ON THE HOUR • EVERY HOUR

That's why  
78 percent of our sponsors renew regularly.



# Three Webs Select Victory Loan Dates

(Continued from Page 1)

on with the Treasury Department. The slogan will be, "Peace Is Worth Paying For." This, incidentally, is the date on which America officially declared war against Japan. KCMC plans special pickups that day, special features and dramatizations bringing the nation to buy its final quota of bonds. C. L. Menser, vice-president in charge of programs will coordinate and direct the network's participation in the drive.

Oct. 29 for Amer. Net

American network will have Oct. 29 as its special day right under the sun and plans are now being formulated for full and special participation. Programs are now being lined up and it is expected that some special pickups will also be used. For CBS, Thanksgiving Day, Nov. 22 has been chosen when a full day of special and regular programs will carry the bond buying messages. Final details are in the works with Douglas Coulter, vice-president in charge of programs supervising. Mutual has no special day set as yet, but plans full co-operation from its kick-off programs down to the bit day. Both Phillips Carlin, vice-president in charge of programs and Joe Schechter, news and special events head, are working out plans.

# Kenway, Amer. Net, Heads Advertising-Promotion

(Continued from Page 1)

Don Kenway will report directly. The two divisions of the advertising and promotion department will be headed by E. J. Huber, as manager of sales promotion, and Theodore Oberfelder, as manager of audience promotion.

# Limitz On NBC Television

Admiral of the Fleet Chester W. Limitz greeted wounded Navy men in major hospitals in the New York area yesterday via an exclusive television broadcast over NBC's station WNBC at 8:40 a.m., EST. The broadcast marked the initial appearance on video of a five star officer of the armed forces of the United States.

## "AD OF THE YEAR"

For the second consecutive year, a KLZ program was named the "Ad of the Year" in the field of broadcasting by the Denver Ad Club.



# KLZ

DENVER

# OPA Sets Price Increases Of 10 1/2-15% On Receivers

(Continued from Page 1)

prices should prove to be too low to permit reasonable profit, individual manufacturers still have recourse to price relief application, but set manufacturers are primarily interested in getting back on the market, even at a loss, if necessary, because they feel it is vital to them to have their products before the public before the newer designs come in.

### "Joker" Possible

A possible joker in the hand, however, is that some manufacturers of components, notably those who make fixed capacitors, fixed and variable condensers and speakers and speaker parts, are dissatisfied with the pricing factors assigned them this week. It is believed by some observers that these manufacturers will refuse to take orders from the set producers at the present ceilings. The set men claimed various components manufacturers refused to take orders under the interim prices even with the additional protection of an adjustable pricing which enabled the components manufacturer to bill the purchaser for whatever prices were finally established by the OPA.

New pricing methods for wood radio cabinets were announced also by the OPA. An order, effective Oct. 16, bases manufacturers' ceiling prices on the prices they charged for cabinets delivered to manufacturers between July 1, 1941, and Oct. 31, 1941.

A price increase factor of 18 per cent is allowed. If a cabinet was not delivered during this period, but has an established ceiling under the consumer durable goods regulation, an increase factor of 12 per cent may be applied to each price to determine the new ceiling price. In line with OPA's reconversion policy, these increase factors reflect lawful increases in material prices and basic wage rate schedules since October, 1941,

together with the industry's average 1936-39 percentage margin over total costs.

The following pricing methods are provided for new models of cabinets and for the output of new makers:

(1) For new models comparable to models on which ceiling prices are fixed by the order, an automatic pricing technique is established. The manufacturer figures his own ceiling price by computing his unit direct cost for the comparable model and for the new model, based on current costs, and applying the mark-up he would realize on the comparable model.

(2) For new models not comparable to other models with established maximum prices, and for all models produced by new manufacturers, ceiling prices must be obtained by application to the OPA. The agency-approved prices will be in line with the price level set for other models under the order.

# Farm Reps, Anderson Talk On Rural Radio

(Continued from Page 1)

are being forced off the air altogether. Anderson said the Department of Agriculture would also testify at the clear-channel hearings in the interest of better rural service.

Coincident with the revelation that the Department of Agriculture will be among those heard at the clear-channel hearings before the FCC, The Ohio Council of Farm Co-Operatives yesterday filed for four FM stations, becoming the first farm group to apply. It is expected that the four stations would be able to provide the entire state with regular broadcast service, which F. G. Ketner, president of the council, described as "necessary to serve Ohio farm people with production, marketing and other pertinent information."

The four cities in which these stations would be placed have not yet been selected. The farmer co-operative group is also preparing to appear at the clear channel hearings.

**KCMC**  
TEXARKANA  
U.S.A.  
• AMERICAN  
• MUTUAL  
1230 Kc.

**WDOD** SINCE 1925\*

THE BEGINNING OF RADIO IN CHATTANOOGA

**CBS** doing the

5,000 WATTS  
DAY AND NIGHT  
best job in Chattanooga

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

First in Chattanooga

For availabilities write  
**FRANK O. MYERS,**  
KCMC, Inc.  
Texarkana,  
U. S. A.

**POPULATION**  
Metropolitan Texarkana —  
52,392 (January 1, 1945)  
Retail Trade Area—331,420  
Wholesale Trade Area —  
416,267 (1940 Census)



Sixty U. S. and Canadian stations are blue-penciling their traffic boards with the new Aladdin Lamp show starring Smilin' Ed McConnell of Chicago fame. Presba, Fellers and Presba of the Windy City commissioned us to get together with Smilin' Ed and work out a listenable custom-built show to entertain the rural folk . . . who seem to buy more Aladdin Lamps than we thought ever existed. The show was put together in our Chicago shop with the able assistance of Marquis Smith of P. F. and P. Now those 60 stations . . . of which 20 are Canadian . . . are carrying this 15-minute NBC Recorded feature on a regular schedule, and their listeners are being entertained by the folksy songs and patter of Smilin' Ed.

When Foote, Cone and Belding dumped the Pepsodent "spot" assignment in our laps, they specified two sets of announcements. One was a musical series featuring the well-known Jesters Trio with announcer Wendell Niles. But the other was a dramatic series which involved an actress who didn't see or hear her associates on the "short-shorts." The reason: Jerry Colonna and Wendell Niles had already recorded their portions of the little production and were "dubbed" into the final product. P. S.: It worked, but nicely.

Another important spot campaign was NBC Recorded in Hollywood just a few weeks ago. The Brown and Haley Candy Company, approached NBC-RRD through their agency Honig-Cooper Company of Seattle. They said they needed a series of announcements for three of their products, Mountain Bar, Brown and Haley Chocolates and Almond Roca. Our staff went to work on the problem, submitted ideas to the client, got approval, and away we went. Distribution of the pressings is now being planned in areas where the client has retail outlets.

Have you talked with your nearest NBC Radio-Recording Division representative lately? He can tell you of new, quicker, more economical ways of handling your recording problem . . . whatever it may be.

**NBC**  
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



### Memos of a Midnighter . . . !

● ● ● **Thumbnail biogs:**—Fanny "Baby CBSnooks" Brice, started her theatrical career at the age of 12 in Brooklyn, where, entered in an amateur night contest at a local theater, she won first prize—five dollars . . . later she sang and danced in burlesque where Florenz Ziegfeld saw and promptly signed her for the Follies where she appeared with Will Rogers, Eddie Cantor, W. C. Fields and others . . . in 1925 she made several films but returned to the legitimate stage with occasional appearances on radio . . . in 1938 she created the "Baby Snooks" role and her famous 'DAAaddy' still regales listeners. . . ● Ginny CBSimms was born in San Antonio, Texas but at an early age was taken by her parents to California . . . her parents, Dormer and Gertrude Simms were 'Minstrel' performers but felt that Ginny would be better off as a teacher rather than a singer . . . following her graduation from Fresno State Teachers College, Ginny became an usherette at a local theater . . . an accomplished pianiste, Ginny auditioned for a singing job at a Fresno station where Kay Kyser heard and signed her . . . after five years with 'Prof.' Kyser she went to Hollywood as a song stylist, appearing in several films and eventually getting her own programs.



● ● ● **RADIOLOGY:**—Did you know that Tony Freeman, musical director at KPO, San Francisco (where he's arranged, scored and written scripts since 1926) is the seventh son of a seventh son, a native Californian, descended from a true son of the Emerald Isle? . . . ● Pvt. John Tillman was the GI who flashed the news of the end of the war to GI's all over the world via the Armed Forces Radio Service, less than two minutes after the White House Flash. . . . Tillman used to announce shows including "Prince Matchabelli," "Andre Kostelanetz Show," "Mary Marlin," "Stage Door Canteen" and "Major Bowes." . . . ● The voice you'll hear in Walt Disney's forthcoming feature cartoon, "Make Mine Music," belongs to Dinah Shore. . . . ● Betty Barton and Buddy Arnold will start a 13-week stint for the Plymouth Shops October 17 . . . program will be heard via WJZ 10:30-10:45 p.m. with Charles Basch Producer-Director and Lynn Carol, announcer-femcee . . . and sotto voce for the record, Lynn Carol is Frances (Great) Scott. . . . ● Meyer Rappaport has come up with a quartette, The Esquires, that you'll be hearing soon—but plenty . . . give a listen and be thrilled. . . . ● When Lum 'n' Abner left for a summer vacation their rating was 2.2 . . . when they returned last month, their Alka-Seltzer spot had been raised to 5.7 . . . thanks to "Pick & Pat," "The Jesters" and director Jack Rubin. . . . ● Starting Nov. 4, the "We The People," CBSeries starts another 13-week renewal. . . . ● Tommy Carr and his orchestra heard every night from the Cameo Room of the Hotel Avery in Beantown, has been renewed for his third successive year . . . ● Aaron Bloom, the Kasper-Gordon flash says, "An old pair of suspenders is like some women—'no give'."



● ● ● **TIN PAN ALLEY-OOPS:**—One of the cleverest of the new crop of tunes is "I Lost My Job," written by J. Fred Coots and Sam M. Lewis and published by Mayfair Music. . . . ● The newly-released Majestic record, "Sylvia" backed with "Horses Don't Bet On People," made by the Korn Kobblers, is a must for your victrola. . . . ● Paul Marsh, tenor-lole featured at the South Shore Terrace Club, rates notWORK. . . . ● Kathleen Cotter Gross and Gregory Franzell have completed two new ditties, "Sweet On You" and "All I Want Is You." . . . incidentally Kathleen's ballad, "You Are My Favorite Dream," with a number one plug, can make the Hit Parade. . . . ● Why doesn't some cinoman give Irene Morgan, Cafe Madrid dansouso, a screen test?

## CHICAGO

By BILL IRVIN

NEW time orders for 85 station breaks and five one-minute announcements and the renewal of 4 one-minute announcements and station breaks were included in the business announced this week by WMAQ by Oliver Morton, manager of the NBC central division national spot sales department. The Pinex Company (Pinex cough syrup) through Russel M. Seeds Company, Inc., ordered a total of 85 station breaks to be aired at the rate of one a week for 17 weeks, effective Nov. 1. The five one-minute announcements were placed by Balaban & Katz Company for the film, "You Came Along."

Available Now—

## PRODUCER-DIRECTOR

EXPERIENCED NETWORK AND TRANSCRIPTIONS . . . NIGHT-TIME DRAMATIC, MUSICALS, VARIETY . . . DAYTIME AND JUVE STRIPS.  
For More Information, Phone—  
MU-4-2858

## STUDIO of DRAMATIC ARTS

STELLA RICHARD-HERLINGER  
Director

announces.

A COURSE IN  
**Television  
Acting**

Especially designed for

**RADIO ACTORS**

under the direction of

**JOHN REICH**

former dramatic director  
of

**CBS TELEVISION**

Course starts October 15

For information  
Call Circle 5-9276

151 W. 54th St., New York 19, N. Y.



**AGENCIES**

**YOUNG & RUBICAM**, has established a subsidiary in Mexico under the name of Young & Rubicam, Mexico, S.A., and a service office has been opened in Mexico City for the primary purpose of serving Young & Rubicam's clients who are interested in the Mexican market.

**William F. Geeslin**, of New York, has been in Mexico for the last several months, will be acting manager of the new office which is located at Plaza de la Republica 46, Mexico. Assisting him will be **Edgar M. Symans**, of Mexico City, who will be assistant treasurer and secretary of the Mexican Company.

**LOWMAN GUM, INC.**, Philadelphia, Pa., makers of Warren's Cockey Chewing Gum, announces the appointment of **Franklin Bruck Advertising Corp.**, N. Y., effective immediately. Plans for 1946 include the use of network radio. The campaign will be the largest in the company's history, embracing all media.

**BERTRUDE GENTZEL** has been appointed as chief time buyer of McEwen-Erickson's radio department, it is announced by **Lloyd C. Coulter**, vice-president in charge of radio. **William C. Dekker** remains director of time buying and station relations.

**Tinney Out Of Army; Plans Return To Radio**

**Mal Tinney**, radio commentator, has been discharged from the Army where he served his full term as a private, by choice. He saw service in China, Burma, India areas and was just left on a speaking tour to Oklahoma. On Oct. 15, Tinney will be back in New York to look over prospective radio engagements.

**Mrs. Corwith Scheduled**

**Mrs. Doris Corwith**, assistant to the manager of the NBC Public Service Department, will deliver a series of addresses before various groups during October on the subject of "Listener and Broadcaster: Their Joint Responsibility in Public Service." She is scheduled to appear before educational groups in Plainfield, N. J.; Harrisburg, Pa.; Wilmington, N. C.; Aurora, N. Y.; and Springfield, Mass.

**"Carousel" Actress To Guest**

**Luva Withers**, understudy to **Jan Clayton**, leading lady in the Broadway musical, "Carousel," makes her radio debut today on the WJZ "Boston Blackie" program at 7:30 p.m.

**WOL Bureau Expands; Col. Warner Will Direct**

(Continued from Page 1)

the Capital news center of Mutual network. Col. Warner, for the past two years was chief of the War Intelligence Division of the Army Bureau of Public Relations and before that director of the Washington news staff of CBS. Policy, it is understood, will be straight news, facts and personality with the listener being left to draw his own conclusions.

WOL's bureau will be serviced by AP, UP, Washington City News Service, full-time WOL reporters, Cowles Publications wire service, exclusive overseas correspondents and the MBS news staff. Bureau is described as one of the most complete in radio.

Col. Warner has been heard as the official voice on the "Army Hour," has had duty overseas and has a backlog of over 20 years newspaper experience.

**Gov't Announces Series Of "Treasury Salute" Discs**

(Continued from Page 1)

cheduled for release the week of Oct. 22, the War Finance division of the Treasury announced yesterday.

Narrator of the POW story is **Jay Jostyn**, "Mr. District Attorney," with **Myron McCormick** as staff sergeant **Bob Read**, whose story is told. This script was written by **Palmer Thompson**, who has newly joined the staff of the War Finance Radio division. **Palmer**, who was recently discharged from Medical Administrative Corp. was a Young & Rubicam radio writer before entering the service.

Movie and radio star **John Beal** heads the large cast enacting the minelayer's story, the script for which is the work of **Hector Chevigny**, who also wrote the script for the story of medal of honor winner staff Sergeant **Raymond Cooley**. This story is narrated by **John Beal**.

**Radio Weapon To Be Discussed**

At the meeting of the Radio Club of America being held tonight in Havemeyer Hall, Columbia University, the radio proximity fuse, a development rated second only to that of the atomic bomb, will be discussed. The paper is being presented by **Dr. L. Grant Hector**, director of engineering of the National Union Radio Corporation.

**Candidates Buy Radio In N. Y. Campaign**

(Continued from Page 1)

for air time from the various parties, with periods ranging from spot announcements to full half-hour programs. The majority of programs sold thus far, according to a survey which includes business conducted over the past week-end, have been procured on a 15-minute basis, with one 55-minute political broadcast on WJZ the longest time yet obtained. Two stations are not selling time to campaign committees, but the remainder are allotting time to a recognized candidate.

**Stations Listed**

Stations selling time are as follows: WHN, WEA, WABC, WJZ, WOR, WMCA, WINS, WHOM, WLIB, WEVD, WBYN and WWRL. The two stations not selling time, WQXR and WNEW, are willing to provide time gratis to candidates upon request. WNYC, as in other campaigns, is expected to grant equal time without charge to all candidates on the same basis.

WNEW is following the practice adopted during the last national campaign which does not accept paid political programs but provides two 30-minute broadcasts weekly, (Mondays 10-10:30 p.m. Saturdays, 9-9:30 p.m.) produced by station personnel. Prepared statements from each of the recognized candidates will be read over the air by a rotating staff of announcers to insure impartiality. Program is called "The People's Choice," and will be broadcast from Oct. 15 through Nov. 5th.

WQXR offers 15-minute spots free to all mayoralty candidates, considering that an avalanche of political broadcasts would be forthcoming if time were placed on sale, and that the effectiveness of its musical pro-

**Program Parade . . .**

**BOSTON BLACKIE** — WJZ-American 7:30-8:00 p.m., EST, R. & H. Beer. The well-known detective figure of Boston Blackie goes through a series of well paced and exciting adventures in the world of crime. The lead role is ably handled by actor **Dick Kollmar** and the balance of the cast is capable and convincing. The commercials are brief and terse and are placed where they do not interrupt the point of suspense built up by the story's action.



**PRINCETON PRECEPTORIAL** — WPAT. Sun., 2:00-2:30 p.m., EST. Timely and important subjects of the day are discussed freely and informally in a general round-table discussion with the best professional minds available giving helpful and enlightening information on technical and academic points. This sustaining program, which originates from the Woodrow Wilson library on the Princeton campus, is a valuable contribution to the public service of radio.

grams would be necessarily reduced as a result.

Since the cash outlay for time sales is spread over several large and small factions endorsing the candidates, actual figures are not available, agencies and stations point out, but is felt that the total expenditure for the campaigns at the close of elections "would approach a quarter of a million dollars." Radio executives look for heavier emphasis on radio campaigning during the last week of campaigns.

**WIBG**

**PHILADELPHIA, PA. 1425 WALNUT ST.**

**Announce the removal of the New York Sales Office to 31 West 47th Street BRyant 9-8172**



**JOSEPH LANG and E. D. McKEON**  
New York Sales Representatives



**ADAM YOUNG** • **NATIONALLY OUTSIDE OF NEW YORK**  
11 W. 42d St., N. Y. C.

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

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN  
NEW YORK'S  
**WLIB**  
THE VOICE OF LIBERTY  
1190 On Your Dial

## Text Of Celler Bill On Radio Released

(Continued from Page 1)

a licensee shall cause to be published at least three times, in a daily newspaper of general circulation published in the community in which such station is licensed, a display advertisement in such form as the Commission shall prescribe setting forth his intention to file a renewal application, the date on which the existing license expires, and a statement in the form prescribed by the Commission that others seeking the same channel must file application before that date in order to receive competitive consideration and that any one desiring to oppose the renewal must file his reasons with the Commission in writing at least 30 days before such date."

2. Amend Section 3 of the Communications Act of 1934, as amended by adding at the end thereof a new sub-section, as follows:

"(BB) With respect to broadcast matters, 'public interest' includes the interest of all listeners within the service area of the broadcast station or stations concerned, and no finding of 'public interest' shall be made in any broadcast matter unless the Commission finds that excessive use of the station has not been made and will not be made for commercial advertising purposes."

### Fixes Sustaining Time

3. Repeal subsection (c) of Section 307 of the Communications Act of 1934, and insert in lieu thereof a new subsection (c) as follows:

"(C) The Commission shall fix percentages of time (commonly known as sustaining time) to be allocated during each part of the broadcast day by each class of broadcast station or by each broadcast station without charge for particular types or kinds of non-profit radio programs or for particular types or kinds of non-profit activities; and such percentages of sustaining time shall be set forth as conditions of operation in each broadcast station license."

4. Amend Section 303 by adding at the end thereof, a new subsection (S) as follows:

"(S) Prescribe the form of any and all accounts, records and memoranda to be kept by broadcast stations. Any

## PICTURE OF THE WEEK



*J. Harold Ryan, retiring president of the NAB, was the recipient of an engraved testimonial certificate signed by members of the board and a silver piece when he left Washington last week. The presentation was made at the dinner honoring Justin Miller, new president of the broadcasting organization.*

and all financial reports filed with the Commission shall be open for public inspections."

5. Amend subsection (B) of Section 310 of the Communications Act of 1934 as amended by adding at the end thereof the following:

"No transfer or assignment shall be approved in which the total consideration to be paid for broadcast property tangible and intangible, exceeds the fair value of such property, provided that such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned."

### Wins Tennis Honors

Washington—Willard D. Egolf, NAB director of public relations, won both the singles and doubles tennis championships of Kenwood Country Club, near his home in Chevy Chase, Maryland. Egolf defeated Dean Judd, six time title holder, in straight sets, 6-0, 7-5. Later he paired with Judd to dethrone the last year's champion.

## Boler Resigns Post As Pres. NCBS We

(Continued from Page 1)

pointed vice-president in charge sales and research.

### Johnson Active in Radio

Howard Johnson, the newly appointed president of NCBS, has been associated with Boler for the past several years. He is also vice-president of the KVOX Broadcasting Company, Moorhead, Minnesota, a vice-president of the Jamestown Broadcasting Company, Jamestown, North Dakota; both of which Boler is a stockholder. Johnson is also on the board of directors of the American Hoist and Derrick Company, St. Paul.

In an interview Boler also announced his resignation as president of KVOX, Moorhead, Minnesota. David C. Shepard, currently treasurer of KVOX was elected president to succeed Boler, but Boler will continue to retain his stock interest in the KVOX Broadcasting Company, and will become chairman of the board. He is also chairman of the board of the Jamestown Broadcasting Company, Incorporated, and is the majority stockholder.

John W. Boler was recently elected president of the newly organized Independent Broadcasting Company, Des Moines which has an application on file with the FCC for a CP 10,000 watts on 940 kilocycles. He was also elected president of the Midwest Broadcasting Company, Incorporated, of St. Paul, Minnesota, which corporation has filed an application with the FCC for a 5,000 watt station on 580 kilocycles.

## King WMFF Manager; Other Personnel Changes

Plattsburgh, N. Y.—Jan King, formerly with the engineering department of NBC in New York, has been appointed station manager of WMFF here. Other personnel changes include: William Chambers, formerly with NBC, now program manager of the station; William Petit, chief engineer and formerly with the N. Y. Police Dept.; Betty Smith, former program director becomes continuing head and woman's editor.

Outlet is full time and affiliated with American.

## NBC Music Appreciation Series To Debut Tonight

NBC University of the Air launches a new music series tonight 11:30 p.m. to 12 midnight. Entitled "The Story of Music," and described as a new type of music appreciation program combining entertainment appeal with educational value, according to a new handbook issued in connection with the series.

Gilbert Chase is supervisor of the series; Ernest LaPrade, network's director of music research will collaborate with Chase and Henri Nosco, will conduct; George Maynard will produce.

## Ave Maria Hour

WMCA — Sunday — 6:30

For 10 years the number one Religious drama of the Americas.  
IT'S A DONALD PETERSON PRODUCTION

**RICHMOND  
COVERAGE  
AT  
PETERSBURG  
RATES  
WIRE or WRITE  
WSSV**

Petersburg, Virginia

You are in  
**GOOD  
COMPANY**  
when you  
advertise on . . .

**KMPC**  
LOS ANGELES  
710 Kc.-10000 WATTS  
THE WEST'S GREATEST INDEPENDENT  
NATIONAL SALES REPRESENTATIVE • PAUL M. RAYMER COMPANY



# Hope Coast Favorite; Fanny Brice Second

September West Coast network ratings reveal Bob Hope as the favorite with the Fanny Brice (substitute show) in second with Lux Radio Theater, third. Others among "first fifteen" in the lead as compiled by C. E. Hooper show both network and local Pacific programs among the favorites.

Report also shows an average evening audience rating of 7.2 which is an increase over the last report and is above that of a year ago. Average evening sets-in-use reported at 3.7 which is up 3.7 over the last report but 1.7 less than a year ago. Average available evening audience placed at 73.8 and increase of 4.5 over the last report but a slight drop from a year ago.

Average daytime audience is down slightly from the last report and also from a year ago, while sets-in-use in daytime is lower than last report at a year ago. Average daytime available audience however is up from the last report and a year ago.

## Bjornson Returns To U. S.

Bjorn Bjornson, NBC correspondent, has returned to the United States on a rest and reassignment. The correspondent began his overseas career in August 1941 when he went to Iceland with American troops. Later he traveled to Stockholm where he broadcast many exclusives, aided by his knowledge of the language. He served to the western front during the latter stages of the war, returning from the Scandinavian countries after VE Day.

## Send Birthday Greetings To—

October 11

Jeff Bryant Norman Stanley Case  
Opal Craven Jimmy Donnelly

October 12

Goodman Ace Ted Collins  
Phil Kramer Theodore Webb  
William Dekker

October 13

Georgia Backus Irene Rich  
Hugh James McIlrevery  
Harry Hershfield

October 14

Leslie Edgley Dan Russo  
Russell Thorson Paul Di Sarino  
F. C. (Stoopnagle) Taylor

OFF THE AIR

REFERENCE RECORDINGS  
IN CHICAGO

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

# COAST-TO-COAST

— WEST VIRGINIA —

CHARLESTON—Bert Sonis, formerly program director of WSAZ, Huntington, W. Va., has returned to WCHS in the same capacity, replacing Joe Herget, who is leaving radio to become advertising manager of the West Virginia Review. Dick Lane has left WCHS to become assistant program director of WSAZ.

— OREGON —

PORTLAND—The 1945 Portland Open Golf tournament, held recently in Portland, was given a direct coverage by the KEX sports department in a series of five broadcasts conducted by Paul Crain, sportscaster. Four of the broadcasts came from the golf course during the actual tournament and the play-by-play was given over "walkie-talkie" equipment as the announcer followed the players.

— OHIO —

MARION—First WMRN staff member to return from the armed services is salesman Edward W. Fox. An Army sergeant, Fox served three years, including 30 months overseas in the European theater. . . . COLUMBUS—Chester Long, former chief petty officer in the Navy, who gave afternoon newscasts over WBNS in connection with the local Naval Recruiting Station, has recently joined the staff as director of continuity and production.

— FLORIDA —

MIAMI—Offering vital statistics of every Miami veteran still in uniform, WQAM's "Meet The Boys" is now slanted to offer his accrued points, number still needed for discharge, where he is, what he is doing, combat record and approximate date he can expect separation from the service. To bring to the attention of employers and business organizations the skills and professions soon returning, the vet's pre-war employment record is also referred to.

— DISTRICT OF COLUMBIA —

WASHINGTON—WOL has created a new musical department with the addition of Charles Keaton. Keaton came from WSJS, Winston-Salem, where he was music director for the past eight years. He will be in complete charge of all record programming and will build and produce all recorded and transcribed shows heard on the station. There will be no ad lib dics shows as Keaton will write continuity for all shows.

— ILLINOIS —

CHICAGO—Jimmy Evans, twice elected All-American during his college football career at Northwestern U where he played guard, and well known as sports-commentator and football prognosticator, has been selected to forecast his football scores on the "Football Warm Up Time" this fall, preceding WJJD's broadcast of the Notre Dame football schedule.

— CANADA —

EDMONTON—Art Ward, CFRN sportscaster had to wheel Russ Shepard, CJCA ditto four blocks down Edmonton's busiest streets on a Saturday because he lost a bet to Russ when CJCA's Dogpatch Dodgers defeated CFRN's Sunwapta Braves in a benefit fastball game recently. . . . TORONTO—CKEY's news staff has been strengthened by the addition of Dick Ward who will cover the local beat.

— COLORADO —

DENVER—KLZ has leased the penthouse atop the Shirley-Savoy Hotel and is now remodeling this space to accommodate the expanded program department. The program and production department will move out of the KLZ business office on the lower floor of the hotel as soon as construction is completed, in about four weeks.

— MASSACHUSETTS —

BOSTON—Neil Wallace, who has been in the Navy since March, 1941, was discharged on September 27 and immediately resumed his job at WEEL as night editor. . . . WORCESTER—Helen Wall of the WTAG staff will appear in the leading role of Victor Herbert's "Red Mill" which will be presented this winter by the Worcester County Light Opera Company.

## Majestic Registers Stock

Philadelphia — Majestic Radio & Television Corp., St. Charles, Ill., has registered with the SEC 300,000 shares of convertible preferred stock, \$5 par. The underwriter group is headed by Kobbe, Gearhart & Co., Inc., and Newburger & Hano, and the price to the public is \$5 per share. Not more than \$300,000 of the proceeds will be applied to partial payment of the cost of land and construction of a new plant at Elgin, Ill. The balance will be added to working capital to be spent within the next six months.

## SMPE Will Discuss Carbon Arc In Tele

The use of the carbon arc in television studio lighting, similar to that now used in motion picture studios, will be one of the principal topics outlined at the semi-annual convention of the Society of Motion Picture Engineers to be held at the Hotel Pennsylvania on the 15, 16 and 17 of this month.

"Balanced Color" Claimed

Executives of the National Carbon Company, Cleveland, Ohio, who have prepared a paper on the subject, believe that the carbon arc will find wide use in the television industry as studio facilities expand, and point out that an important phase of its usefulness lies in the balanced color quality and low infra-red content which makes it valuable in motion picture photography.

Among other topics discussed before the group will be the outline of "Complete Motion Picture Production Plant for Metropolitan New York," by Ralph B. Austrian, executive vice-president of RKO Television Corporation.

## McNeil Show On New Sked Beginning October 27

The Breakfast Club, full hour variety show heard six days a week over the American network from 9:00 to 10:00 a.m., EST, will go into a new five-day schedule following the broadcast of Saturday, Oct. 27, it was announced early this week by the producers of the program.

Conforming with plans adopted several months ago by the sponsors, the American net, and Don McNeil, program toastmaster, it will be heard thereafter Monday through Friday only.

Swift & Co. sponsors the quarter-hour segment from 9:30-9:45 a.m., through J. Walter Thompson, and Philco sponsors the 9:45-10 a.m. portion through the Hutchins Advertising Agency.

**EXCLUSIVE!**

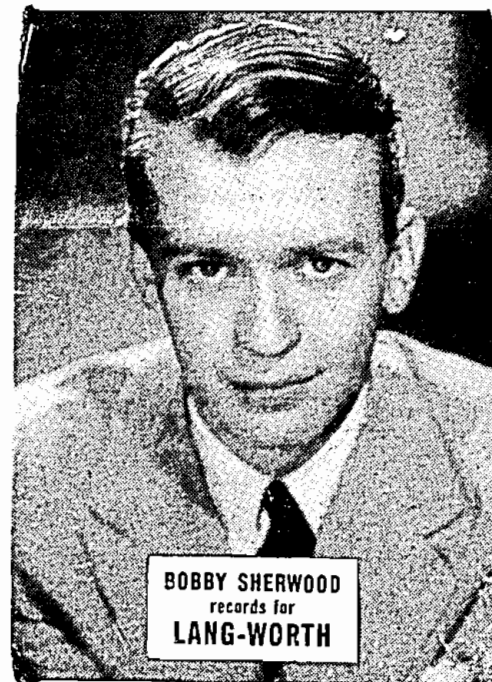
**WIBG**

**990 ON YOUR DIAL**

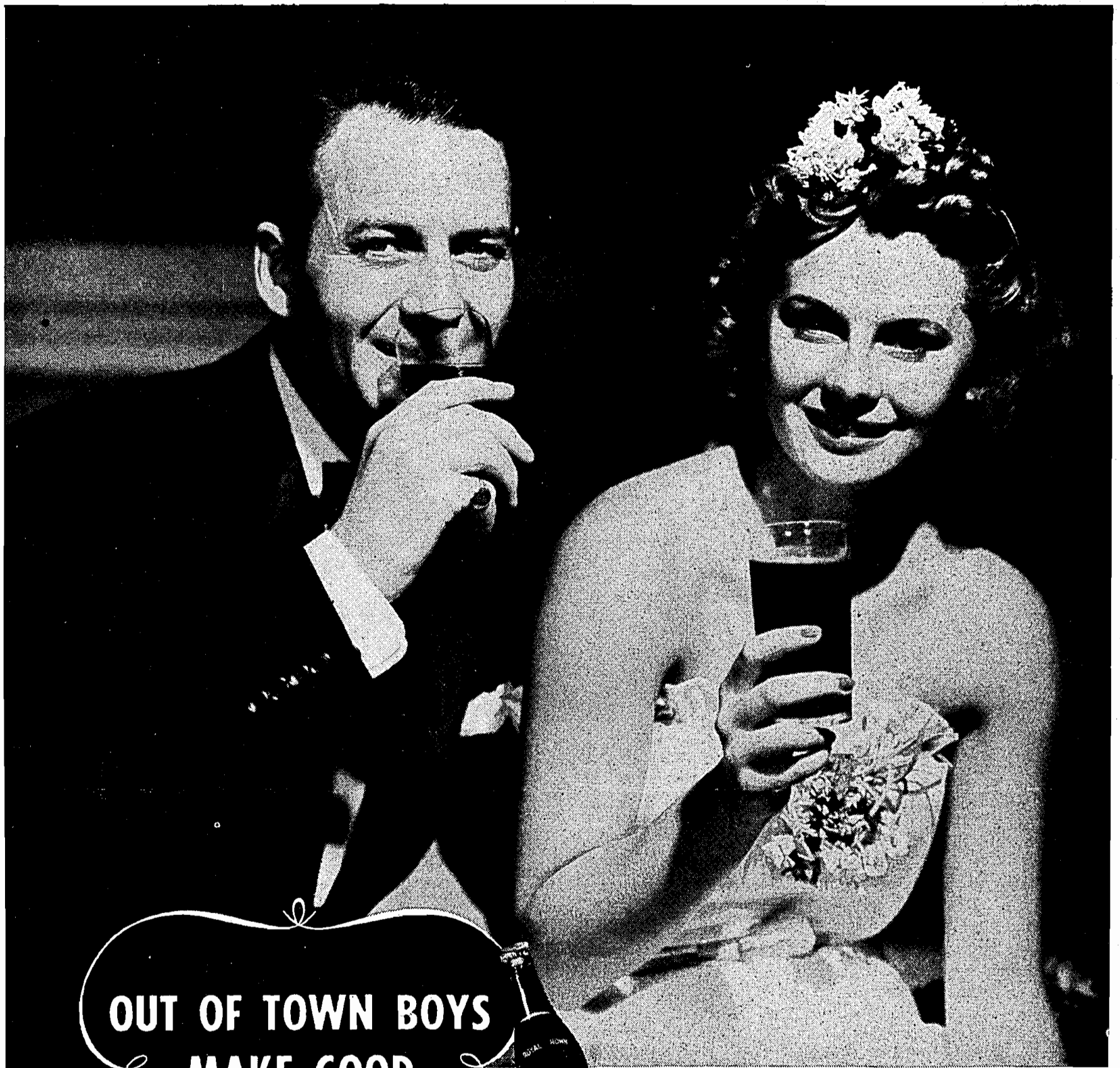
**EAGLE PRO GAMES**

**TEMPLE HOME GAMES**

PHILADELPHIA



BOBBY SHERWOOD  
records for  
LANG-WORTH



**OUT OF TOWN BOYS  
MAKE GOOD**

## **ROYAL CROWN WITH SPOTS**

Since 1939, Royal Crown Cola\* royally good and nationally famed beverage—has crowned the results of WFBR—Baltimore's Big Home Town Station with six year's renewals.

Starting in with 12-minute spots weekly—Royal Crown Cola results dictated an increase to 42 spots

\*Agency: Batten, Barton, Durstine & Osborne, Inc.

weekly. Again WFBR was measured by the yard-stick of results, and WFBR *delivered*.

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, too, have *always* bought and are *still* buying . . . W . . . F . . . B . . . R . . .

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

**WFBR**



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 10

NEW YORK, N. Y., MONDAY, OCTOBER 15, 1945

TEN CENTS

## Tele Men Before FCC

### Applications To FCC Increasing In Volume

Washington Bureau, RADIO DAILY  
Washington—A flood of applications for AM stations were received by the FCC during the past week with a great many of them coming from prospective AM station operators.

All sections of the country are represented in the new applications with many coming from the southern states. The AM applicants are as follows:

The New Britain Broadcasting Co., New Britain, Conn., who applied to operate on 840 kilocycles, one kilowatt daytime only.

Silver City Crystal Co., Meriden, Conn., who applied to operate on  
(Continued on Page 4)

### Marx Named By DuMont To Manage Tele Division

Ernest A. Marx has been appointed general manager of the newly-created television division of DuMont Laboratories, President Allen B. DuMont announced last Thursday. The new division will be responsible for the manufacture and sales of all tele-  
(Continued on Page 2)

### Hollenbeck To WJZ In Six-A-Week Series

Don Hollenbeck, news commentator, will join the WJZ news staff effective Oct. 22, and will be heard Monday through Saturday at 7-7:15 p.m., EST. Hollenbeck, was formerly with the OWI and more recently has been heard on NBC. His WJZ series will start as a sustaining.

### New Technique

Use of transparent glass screens to shield the string section of the Philco Hall of Fame orchestra during broadcasts was introduced by Paul Whiteman on Sunday's American web broadcast. This innovation, a Whiteman creation, leads to better tonal effects and balance within the orchestra. The Hall of Fame program is heard each Sunday on the network from 6-6:30 p.m.

### Heavy File

Washington—Paul Porter, chairman of the FCC, revealed yesterday that as of September 15 the Commission had on file 513 applications for FM stations; 129 applications for commercial television stations; 265 applications for new AM stations and 147 applications for changes in the existing standard broadcast stations.

### Capital Citizens Object to Television Towers

Washington Bureau, RADIO DAILY  
Washington—Some indication of the determination of property owners in residential areas not to have television towers erected in their vicinity, was to be seen at the hearing conducted by the fiscal affairs subcommittee of the House District of Columbia Committee late last week. The hearing was conducted because of continuing vehement protest on the part of resident and property owners in those neighborhoods where Bam-  
(Continued on Page 5)

### CBS California Station Has 25th Anniversary

Hollywood—Station KNX, 50,000 watt key station for the Columbia network in Southern California, celebrates its silver anniversary during the week of October 15 to 21, in commemoration of the time twenty-five years ago when the station first went  
(Continued on Page 8)

### Plea Made For More New York Outlets As The Allocations Are Challenged; CBS Says Color Is Ready

Washington Bureau, RADIO DAILY

Washington—In a session full of surprises, the FCC Thursday saw the supposed importance of validity of its television allocations challenged from two directions. CBS Vice-President Paul Kesten announced that his company will be ready for public demonstrations of its wide-band polychrome tele service in another few weeks, thereby raising the question as to the extent to which sponsors of the narrow-band service will be willing to invest in the monochrome tele. The second challenge came from TBA, which announced a new allocation setup which would provide seven tele stations for New York City, which was allocated only four under the FCC plan announced last month, and, in all,

401 stations for 135 cities—59 more stations than provided in the FCC plan.

NBC President Niles Trammell declared that television is now "ready to go," but that its development will be seriously hindered if, for instance, New York is limited to only four  
(Continued on Page 6)

### Gimbels, Phila., Plans Intra-Store Tele Show

Practical demonstration of intra-store television specifically designed to show the power of video as a department store selling medium will be undertaken jointly by RCA Victor and Gimbels Bros., Philadelphia,  
(Continued on Page 8)

### RMA Cooperates With NAB In Anniversary Week Plan

Washington Bureau, RADIO DAILY  
Washington—Special radio anniversary week displays in the windows of 25,000 radio and service shops are hoped for as the result of an all-out  
(Continued on Page 4)

### OPA Seen Assuring Pre-War-Priced Sets

The radio audience was assured of a supply of reconversion radio sets at approximately pre-war prices, by OPA's announcement of manufacturers increased pricing factors for new radio sets (printed by this paper Thursday) which was accompanied by assurances that wholesalers and retailers will be expected to absorb most of these increases.

Absorption by resellers of most of  
(Continued on Page 5)

## ★ THE WEEK IN RADIO ★

### Labor Union Seeks FM Stations

By JIM OWENS

ANOTHER labor union entered the list of applicants in the FM field last week when the International Ladies Garment Workers Union announced plans to operate stations in New York, Philadelphia, Boston and Chattanooga. Applications were filed in the names of the Unity Corporations, incorporated in each of the states in which the union seeks to obtain a broadcast license. Operation of the stations will be on a strictly

local basis, and the initial capital investment of the four outlets will be \$250,000. ILGWU officials insist that the stations will not serve as oracles for biased labor views, but will conform with FCC regulations that broadcast time be made available to all sides in controversial issues. Proposal is to operate on a non-profit basis, with definite commitments made at the time of application not  
(Continued on Page 2)

### Firemen—Salute

"Vox Pop" joins in the annual October appeal to aid fire prevention when Parks Johnson and Warren Hull interview volunteer fireman at South Kingston, R. I., next Monday. The department protects Peace Dale and Wakefield, mill towns, and holds a record for arriving at fires as fast as the professional firemen in nearby Providence.



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FRANK BURKE : : : : : Editor

MARVIN KIRSCH : : Business Manager

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

## Marx Named By DuMont To Manage Tele Division

(Continued from Page 1)

vision receiving and transmitting equipment, Du Mont said.

Marx, who will make his headquarters in the company's plant, Passaic, N. J., joined Du Mont several months ago as assistant to the president. Previously he served with the rank of lieutenant commander in the Navy where he was senior radar officer of the Third Naval District.

## Swift Curtailing Time

Chicago—Swift & Company, part-time sponsors of the "Breakfast Club" are reported dropping some of the stations used on the American network show and are not planning to introduce some of their new products on the morning variety show. In some quarters it is believed that Swift will eventually drop from the "Breakfast Club" and that Philco will increase its 15-minute time segment to a full half hour.

## 20 YEARS AGO TODAY

(October 15, 1925)

Twenty radio broadcasting stations some of which will reach into every corner of the country are preparing to join in the observance of the Electric Light marking the 46th anniversary of the invention of the incandescent lamp by Thomas E. Edison.

Connect in Connecticut

**WDRG**  
HARTFORD 4 CONNECTICUT  
WDRG - F M 122

## ★ THE WEEK IN RADIO ★

### Labor Union Seeks FM Stations

(Continued from Page 1)

to sell more than 50 per cent of air time.

The War Production Board announced that the value of radio and radar equipment delivered for war purposes from July, 1940 through July, 1945 totalled \$7,680,000,000. Of this output more than 98 per cent was delivered directly to the Army and Navy, with the remainder allocated to war supporting activities. Peak production in radio equipment was attained in 1944 when \$2,834,000,000 worth of material was made available for both war and war-supported sources. The huge increase, according to WPB, was accomplished with only a "nominal" plant expansion problem amounting to approximately \$227,000,000, of which \$150,000,000 was privately financed.

OPA authorized price increases of 10 and one half to 15 per cent on receiver sets priced from \$11 to over \$30 on the 1941 scale, which move, according to manufacturers, represents the elimination of the last major obstacle to high-speed production. Set manufacturers are primarily interested at this point in getting their products before the public, even at a loss, considering the competitive danger that will exist when newer designs reach the market. The only weak spot in the setup is the possibility that components manufacturers may be dissatisfied with pricing factors assigned to them and refuse orders from set producers as a result.

An investigation by the House Un-American Activities committee got under way with requests to radio stations on the eastern seaboard that scripts used by news commentators during broadcasts of August and September be forwarded to Washington for inspection. Letters signed by Ernie Adamson, chief counsel of the committee, specifically named the commentator and scripts in question, but no details were offered as to why the roundup was started.

After applying pressure to NBC to force affiliates to sign contracts with AFM locals, the musicians union directed its attack to CBS, notifying conductor Al Goodman and his orchestra that he would not be permitted to appear on the "Prudential Family Hour." WODD, Chattanooga,

was the outlet involved in the dispute, which is now in the hands of the NWLB.

Meanwhile, CBS is expected to reveal important strides taken in the past few months in color television with a special demonstration for the FCC scheduled for the first of the year. It was reported that in line with color-tele development, CBS has allocated contracts to Westinghouse for color screening equipment.

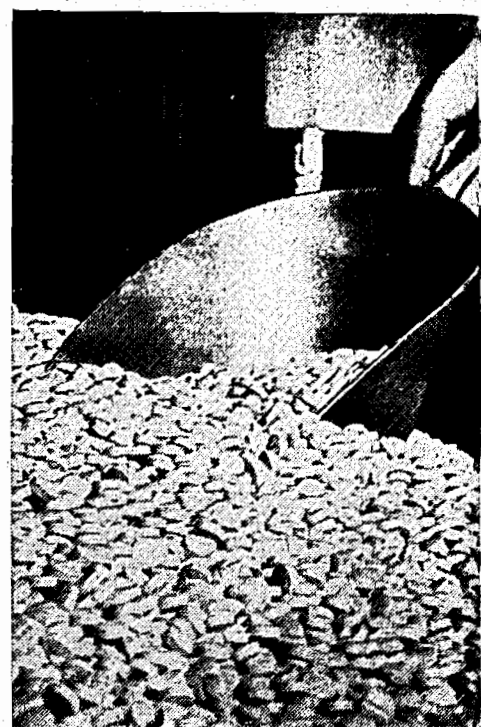
With New York City allotted four stations in the proposed FCC television allocations and 12 applicants on record from Manhattan alone, interest ran high in the outcome of the Commission's hearing scheduled over the past week-end. Indications were that strong bids were set forth to have the number of stations increased in that area.

Representatives of major farm organizations and the radio committee of the Association of Land-Grant Colleges and Universities met with Secretary of Agriculture Anderson to discuss the need for improving rural radio service. Revision of the "clear channel" rules was recommended to enable educational stations to serve rural listeners they wish to reach. Full-time operation, sufficient power and improved facilities were advocated to achieve this aim, representatives pointed out, and emphasized the point that on commercial stations much of the rural information programming is at hours unsuited to farmers.

## T. Harmon Meets Press On Eve Of New MBS Show

Tommy Harmon, ex-Air Corps captain and Michigan football star, met the press at a luncheon at Toots Shor's restaurant in New York City on Friday. Luncheon preceded the debut of Harmon on his own Mutual network program for Clipper Craft Clothes which premiered on Saturday at 7:45 p.m., Jay Faggen and Harry Sobol, representing Harmon and the sponsors, were hosts at the luncheon.

Harmon is considered one of the best backfield men in the annals of the gridiron game.



## This is not TNT

That's a bin full of Atabrine . . . the anti-malaria tablets.

TNT, the destroyer, and Atabrine the health preserver, are made from the same basic chemical.

We think there's a comparison to that strange fact in radio advertising.


All stations are the same basically. All do a job. Only some save sales a little more often than others.

Down here in Baltimore an independent gets the nod from smart time buyers. Advertisers have discovered that W-I-T-H produces more listeners at the lowest-cost-per-dollar than any other station in town. And that's a fact.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REE



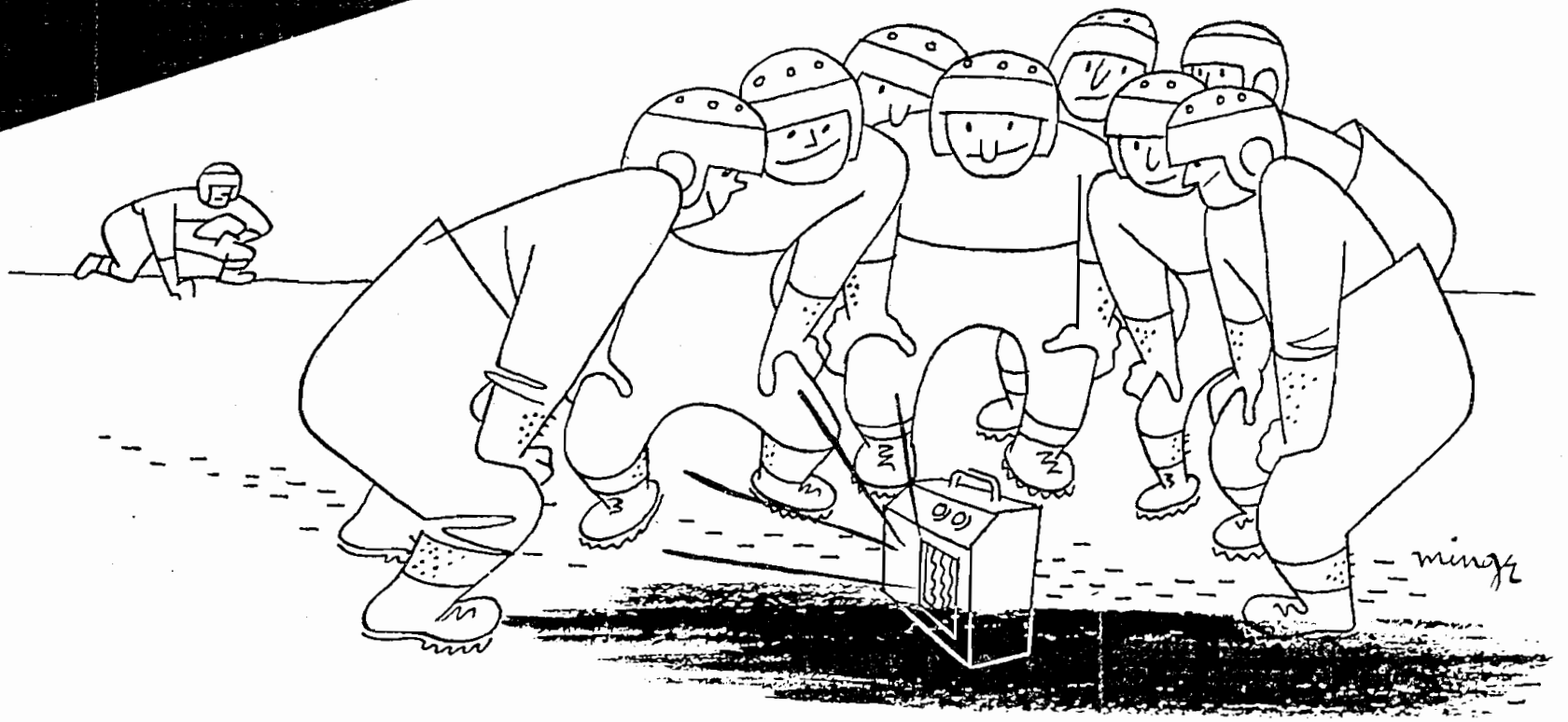
**MUSIC has power**

WDAS is the only  
Philadelphia radio station  
featuring three hours  
of classical music daily

No wonder WDAS audiences say "Thank You!"



**"Throw Your Voice Where  
It Will Do the Most Good!"**



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area... where there is a market with a billion dollar buying power.

*Affiliated with the  
American Broadcasting Company, Inc.*

**WXYZ**

(Key Station of the Michigan Radio Network)

Owned and Operated by the

**KING-TRENDLE BROADCASTING CORPORATION**

**1700 Stroh Building • Detroit 26, Michigan**

Represented by the Paul H. Raymer Co.

## Applications To FCC Increasing In Volume

(Continued from Page 1)

1,470 kilocycles, one kilowatt unlimited.

Fort Orange Broadcasting Co., Inc., Albany, N. Y., applying to operate on 1,470 kilocycles, five kilowatts unlimited.

The Middlesboro Broadcasting Co., Middlesboro, Ky., applying to operate on 1,490 kilocycles, 250 watts unlimited.

### All Sections Represented

Palladium Publishing Co., Benton Harbor, applying to operate on 1,060 kilocycles, 250 watts daytime only.

Burlington-Graham Broadcasting Co., Burlington, N. C., to operate on 1,600 kilocycles, 500 watts night and one kilowatt daytime unlimited.

The Border Broadcasting Co., Dillon, S. C., applying to operate on 800 kilocycles, one kilowatt daytime only.

Arkansas-Oklahoma Broadcasting Corporation, Fort Smith, Ark., applying to operate on 1,230 kilocycles, 250 watts unlimited.

Southland Broadcasting Co., Laurel, Miss., applying to operate on 1,490 kilocycles, 250 watts unlimited.

Permian Basin Broadcasting Co., Odessa, Texas, to operate on 1,450 kilocycles, 250 watts unlimited.

McAlester Broadcasting Co., McAlester, Okla., applying to operate on 1,400 kilocycles, 250 watts unlimited.

Kithas Valley Broadcasting Station, Ellensburg, Wash., applying to operate on 1,400 kilocycles, 250 watts unlimited.

### Publications Seek Station

Federated Publications Inc., Lansing, Mich., which applied to operate on 550 kilocycles, one kilowatt unlimited.

Oklahoma Television and Broadcasting Co., Tulsa, to operate on 990 kilocycles, one kilowatt, unlimited. (Members of this company are now connected with KBTS, Shreveport, La.)

Great Northern Radio, Inc., Glens Falls, N. Y., 1,450 kilocycles, 250 watts unlimited.

Glasgow Broadcasting Co., Glasgow, Ky., 1,490 kilocycles, 250 watts unlimited.

Sabine Area Broadcasting Corp., Orange, Texas, 1,600 kilocycles, 250 watts unlimited.

Bay City Broadcasting Ltd., Bay City, Texas, 1,110 kilocycles, one kilowatt, unlimited.

Valley Broadcasting Co., Stockton, Calif., 1,380 kilocycles, one kilowatt, unlimited. (Lincoln Dellar, president of this company, now operates KXOA, Sacramento, Calif.)

Commonwealth Broadcasting Corp.,

A Voice  
In Your Future

John Tillman

CBS Announcer  
Serving in the Army



### A Reporter's Report Card...!

● ● ● DAVID SARNOFF: Very smart of you to tell the Babbitts no dice on a radio czar. Look at the press on Happy Chandler in baseball . . . . . RED SKELTON: You are radio's number one holdout on the q.t. The price you are asking from Raleigh is staggering—but you'll get it. . . . . JACK ROBBINS: Ted Collins may head a music publishing firm which will really be another of your properties. Same deal as you have with Mike Todd, right? Incidentally, Howie Richmond tells me that the report about your dropping Geo. Paxton's crew is as phony as a pawnbroker's smile . . . . . JIMMY CANNON: Your sports job on the Post will start in three weeks, but before that rolls around you will get a lush offer from Fred Allen. . . . . FRANK FAY: Gen'l Motors' plan to radio star you in a half-hour series faded faster than a two-bit tie' and it couldn't happen to a nicer guy. . . . . BERT LAHR: Too bad about that Moon Mullins fiasco, but then, what's a thousand bucks to a guy with your moo? . . . . . JACK BERTELL: Have the Hartmans retired? . . . . . ALFRED LYON: You will replace two of your Philip Morris shows as soon as the agency can come up with a couple to suit you. . . . . FRANK E. MULLEN: What's the story of your career doing in the "Railroad Workers Journal?"

★ ★ ★

● ● ● LOU COSTELLO: Nice gesture on your part, dedicating your opener to that little rheumatic fever victim you've been helping so much. . . . . VIC KNIGHT: Radio heads of most of the major agencies will be in the studio audience when you audition your Niagara Falls show Tues. nite with Bea Wain and Andre Baruch. It's a sweetheart of a show, sweetheart. . . . . JOE RINES: Walter Lurie, radio head of Blaine-Thompson, left for the coast again to consummate a few big deals. . . . . JIM AMECHE: Beautiful job, fella, on that Powder Box Revue. . . . . ARTHUR GODFREY: Your music man, Hank Sylvern, just gifted director Jeanne Harrison with a rock this big. Wedding will take place as soon as Hank can locate a six-room apartment.

★ ★ ★

● ● ● MILTON BERLE: Your new tricks to revive your show will be to come out at the end of the 2nd act and say to the audience: "You don't want to see the rest of this, do you?"—and then go into your full single until curtain time. . . . . TOM HARMON: A major sports goods manufacturer wants you for a second radio stanza—and everybody in radio wishes you well on your new Mutual series. . . . . TOMMY ROCKWELL: Red Nichols now working with Will Osborne's ork. Howcum? . . . . . DONALD FLAMM: Alva Johnston's article on Tommy Corcoran in the current Satevepost (which discusses the sale of WMCA to Ed Noble) is loaded with more names than a small town weekly. So intrigue-packed is the background of the transaction that the plot, if aired, would make a lot of the suspense look like bedtime stories. Politricks at its height.

Danville, Ky., applied to operate on 1,490 kilocycles with 250 watts unlimited.

I. K. Corkern, Bogalusa, La., applied to operate on 1,490 kilocycles with 250 watts unlimited.

Chatham Broadcasting Company, Savannah, Ga., applied to operate on 1,400 kilocycles, with 250 watts unlimited.

Wisconsin Station Broadcasting Co., Madison, applied to operate on 1,480 kilocycles, 250 watts unlimited.

Dorrance D. Roderick, who now operates KROD, El Paso, Texas, applied for three new AM stations in Pueblo, Colorado, Silver City, N. M., and Odessa, Texas. The Pueblo sta-

tion would be operated on 1,230 kilocycles, and the Odessa station on 1,450 kilocycles. All three with 250 watts unlimited.

### FM Applicants

The FM applicants who filed this week are as follows:

The Atlas Broadcasting Company, Baltimore, Md.

WKLK, Sunbury, Pa.

Midwest Broadcasting Co., Mt. Vernon, Ill.

WSRR, Stamford, Conn.

Richland, Inc., Mansfield, O.

WTOC, Savannah, Ga.

Old Dominion Broadcasting Corporation, Lynchburg, Va.

KFAB, Lincoln, Neb.

## RMA Co-Op To NAB For Radio Anni. Week

(Continued from Page 1)

promotion drive to be pushed by the Radio Manufacturers Association, in co-operation with the NAB. Special literature and display pieces for the week of November 4 are being mailed out, with suggestions for the showing of old receivers, early studio and transmitting equipment and similar antiques contrasted with their modern counterparts.

In addition to the statuette being presented by RMA to the industry, over 1,000 replica plaques, carrying the call letters of all stations, are being prepared for RMA. Final plans will be discussed Thursday of next week when the RMA advertising committee will meet at the Roosevelt Hotel, New York, with the NAB public relations committee.

## NAB Spokesman To Attend Can. Food Conference

Dorothy Lewis, co-ordinator of liaison activity for the NAB, will attend the World Food and Agricultural Organization Conference in Quebec which opens Oct. 16. Miss Lewis will file releases for use by NAB stations and particularly for Association of Women Directors of 425 stations in 270 cities.

In addition Miss Lewis will emcee an inaugural broadcast on Oct. 16 over CBS network, the guests including: Clinton Anderson, secretary, Department of Agriculture; Ambassador L. B. Pearson, chairman interim commission of FAC and representatives of the India and the Netherlands governments.

## STARS OVER KMBC



ERLE SMITH

Like all KMBC personalities, Erle Smith is nationally publicized and nationally known! Erle is KMBC's genial managing news editor—heading up one of radio's finest news departments. Hitch your advertising to a "Star" by phoning Free & Peters, Inc.

KMBC  
OF KANSAS CITY

SINCE 1928 BASIC CBS  
STATION for MISSOURI and KANSAS



# Capital Citizens Object to Television Towers

(Continued from Page 1)

er and NBC have already been authorized by the District Zoning Commission to build their towers. Its purpose was to determine whether legislation should be passed to authorize the erection of teletowers in disincorporated parks.

### Engineers Testify

Appearing in opposition to such legislation, because of the fear that the parks opened to this construction property owners would succumb in having the Bamberger and other cases brought up for reassignment, were engineers representing radio broadcasters. These men pointed out that the best possible locations for tele transmission had been selected and that no comparable locations could be found within the park areas.

Several attorneys appeared for individual citizens in support of the legislation.

### Chapman Touring Suburbs

Merian Chapman, publicity director of WEA, has left on a tour of the suburbs in the station's listening area to confer with officials of the various local newspapers.

## ★ AGENCY NEWSCAST ★

**H**AL DAVIS has joined Kenyon & Eckhardt as radio publicity director. Davis recently was discharged from the Navy. Prior to his enlistment in May, 1942, he had his own public relations agency. Before that, he was in charge of publicity for the Columbia Recording Corporation. . . . Judson H. Irish joined the copy department of Kenyon & Eckhardt on October 1st.

**WILLIAM ESTY & COMPANY, INC.** announces that William Strosahl has been made a vice-president. He was formerly an art director with J. Walter Thompson and Company has been associated with William Esty and Company for the past four years.

**THE MOSS-CHASE COMPANY,** Buffalo, New York, has been elected to membership in the American Association of Advertising Agencies.

**LUCKY HEART LABORATORIES, Inc.** of Memphis, Tenn., manufacturers of DDT Destro, household insecticide, has placed its account with Goldman & Gross agency, Chicago, Illinois. Henry Flarsheim is account executive.

**THE FIRST ADVERTISING CAMPAIGN** by the State of New Hampshire to attract new industries has just been announced by Edward Ellingwood, industrial director of the New Hampshire State Planning and Development Commission. Advertising will be launched this month, with general business and specialized trade publications being utilized. Like New Hampshire's resort campaign, this advertising is being directed by Charles W. Hoyt Company, Inc., New York advertising agency.

**THE ADVERTISING PRODUCTION CLINIC** of the Advertising and Selling Course, sponsored by the Advertising Club of New York, will be under the chairmanship of Charles B. Konselman, Wickwire, Spencer Steel Co. Among those who will serve as leaders at the various meetings are: Donald Macaulay, S. D. Warren, Co.; Richard Mathies, Fuller & Smith & Ross Inc.; Eugene de Lopatecki, art director; Richard Messner, E. E. Brogle & Co., Inc.; Edward N. Mayer Jr., James Gray Inc. and O. Alfred Dickman, N. Y. Herald Tribune. The course opens Monday Oct. 8 at 7:45 p.m. at the Engineering Societies Building, 29 W. 39th St.

# OPA Seen Assuring Pre-War-Priced Sets

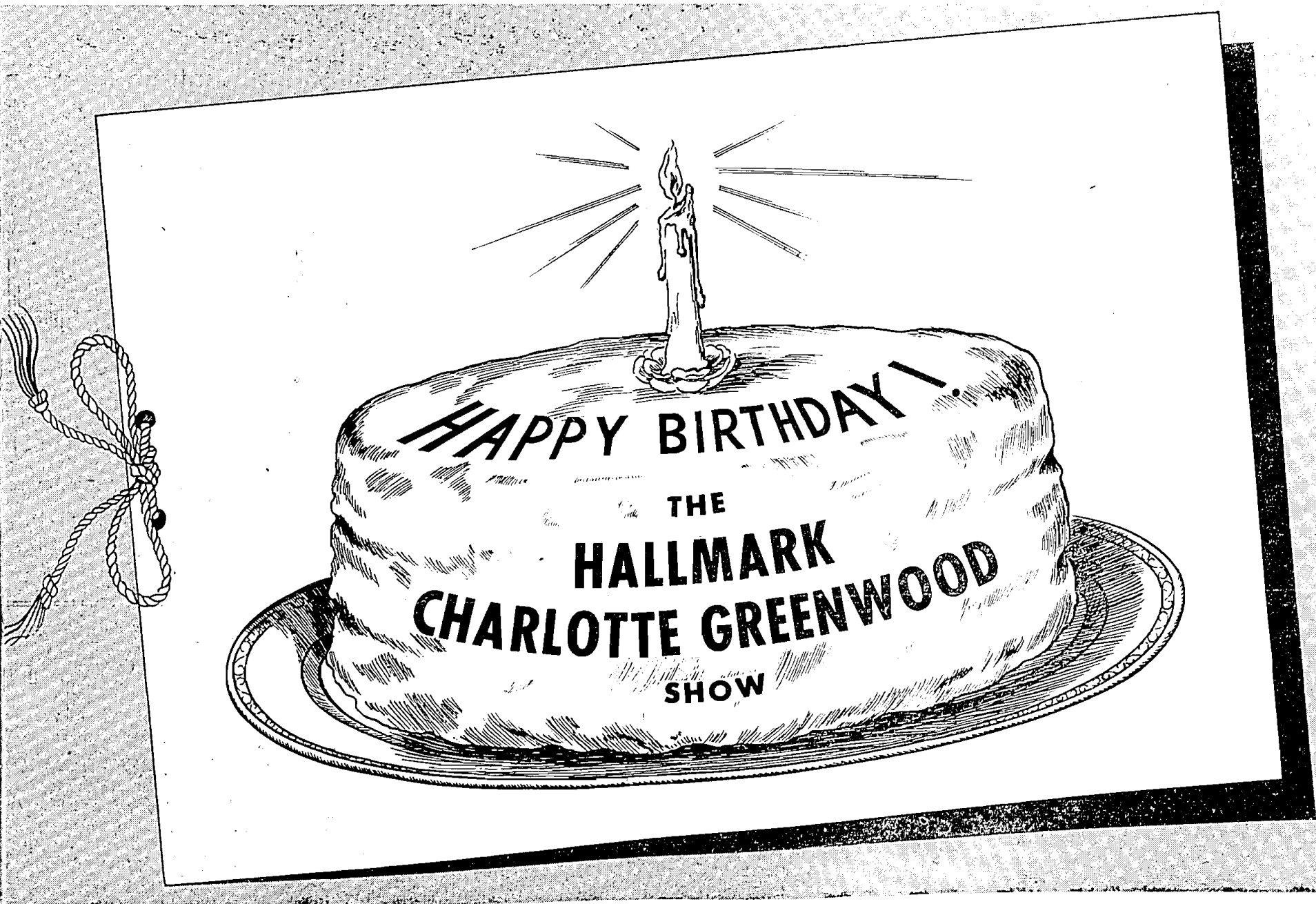
(Continued from Page 1)

the increases granted manufacturers will not reduce their average margins below those realized in pre-war months, OPA said, and added that such margins probably will be even greater now, since trade-ins will not have to be taken at these resale values and no markdowns will be necessary to stimulate consumer buying.

New manufacturers and those who manufacture new models will have to apply individually to the central OPA offices for official information on price ceilings.

## Porter To Address Meet Of Kentucky Broadcasters

Paul A. Porter, chairman of the FCC, in Washington, will speak on the radio industry, and Leonard L. Asch, proxy of the Capitol Broadcasting Co., Inc., will tell the pioneering story of the first independent FM commercial station, WBCA, Schenectady, at the annual convention of the Kentucky Broadcasters, at Louisville, Kentucky, on October 24th and 25th.



# Tele Men Before FCC

## Webs, Also TBA, Hit Commission Allocations

(Continued from Page 1)

stations, or if the FCC imposes bodily the network regulations now applicable to AM broadcasting.

Trammell opposed time-sharing on a single channel as a serious deterrent to network operation. Such operation would be virtually impossible unless all key stations, at least, were on the air at the same time, he said.

### Wants Costs Distributed

"The great public benefit of network broadcasting is that, by this means, people remote from the great talent centers nevertheless have access to the finest programs which can be produced anywhere in the United States. Unless this benefit is extended into the television field on a practical basis no progress comparable to that which has been made in sound broadcasting can be made in television. Unless the costs of high-grade programs can be distributed over stations in many markets there will be few high-grade programs in any markets. In other words, the economic necessities of broadcasting, be it sound or television, require that high grade programs be given the widest possible distribution. Curtailment of that distribution inevitably means curtailment of the quality of programs."

Trammell called also for the imposition of no specific limit on the number of stations a single licensee can own. Each case should be decided on its merits, he said. NBC and the public interest would best be served, he said, if the net were permitted stations in New York, Chicago, Washington, Cleveland, Denver, San Francisco and Los Angeles.

### "Two Things Needed"

"Television, to be successful, needs two things from government" said Trammell, "First an attitude of encouragement and sympathetic support; and second, maximum flexibility and

minimum restriction in its development."

First witness to be heard was Col. William A. Roberts, for TBA. He outlined the TBA allocation plan, which is based upon the use of highly directionalized antenna whereas the FCC plan calls for all-direction antenna. Details of the plan were presented by Dr. T. T. Goldsmith, Jr., and William S. Duttera of the TBA engineering committee.

"The plan," said Goldsmith, "is the result of progressive studies considering the technical requirements, the market considerations and the public service factors leading to a practical television industry."

The provision for widespread use of directional antenna caused some speculation among engineers in the audience, however, on the grounds that it might mean an increased multipath interference and more difficulty with shadows. One engineer declared that adoption of the TBA plan would mean that setmakers would have to redesign most of their sets—especially the relatively inexpensive sets—in order to provide instruments capable for ringing in the directional telecasts.

### Fears Site-Depreciation

Another observation was that under the TBA plan several tele licensees and applicants would find the property they now own for the sites of their transmitters worthless—particularly in cases where the sites are beyond city limits.

Whereas the FCC proposal would provide Channels Nos. 1, 12 and 13 as community channels, the TBA plan designates only Channel No. 1 for community coverage.

"By use of some directivity in a few cases, all but five markets can be provided with competitive high power assignments," Dr. Goldsmith indicated.

The FCC plan leaves 20 out of the 140 Metropolitan districts without metropolitan stations, while the proposed TBA plan omits only five districts. Both plans provided community channels in these omitted districts, with a single exception.

To illustrate the effectiveness of directivity on a co-channel arrangement with a minimum of separation, Duttera cited Wilmington, Del., and Trenton, N. J., only 57 miles apart, as an example. With each city employing a full-powered metropolitan transmitter, combined with directivity in antenna design, the Metropolitan district and some additional adjacent areas could be provided with television service.

"No attempt has been made to determine the ultimate possible, nor can any such determination be made at the present time," Duttera declared.

"Much depends on (a) further development of directional transmission; (b) a greater knowledge of propagation; (c) utilization of shielding effects of mountainous terrain;

(d) developments in the receiver antenna; (e) satellites, and (f) upon the possible use of directional receiving antennas," he asserted.

Colonel Roberts, discussing the TBA position with regard to rules and regulations, asserted that notwithstanding the industry's disappointment as a result of the limited allocation of channels to centers where television could be first available, he believed the problems of the Commission and the industry "can be reconciled if there exists a mutual desire for the prompt inauguration of commercial television."

### Discusses Minimum Schedule

He declared that the minimum operating schedule proposal, requiring, as at present drafted, the transmission on a regular program operating schedule of a standard television signal for a total of six hours per day, is considered by the association to be beyond the practical and financial capacity of newly licensed stations. It suggests, in lieu thereof, a regulation requiring the transmission of regular programs for a minimum of 28 hours per week, as a standard to be attained at the end of six months' operation. The proposed requirement of six hours per day, if stated as a weekly average, is considered about the highest "minimum" requirement consistent with the presentation of high quality program material and might be required after a year's commercial operation.

"The reasons underlying this conclusion are not wholly financial. Careful study, based on experience, disclosed a minimum ratio of four hours of rehearsal to one hour of show for the average live talent program."

Another factor supporting 28-hour per week minimum in the interest of the smaller stations is "the impossibility of securing network programs until there is a more complete development of coaxial and relay network facilities, and the present difficulty of securing satisfactory film programs" Roberts said.

Here Roberts was supported by Kesten, who estimated that 40 per cent set ownership would have to be achieved before broadcasters could expect to break even on their expenditures; that 60 per cent or 65 per cent might be the ultimate ceiling of television set ownership. With these estimates as guides, he suggested an alternative for the stations in the 13 narrow channels. Each broadcaster would add hours of television broadcast in proportion to the growth of the audience, according to the following formula:

One hour daily until set ownership has reached 10 per cent.

Two hours daily until set ownership has reached 20 per cent.

Three hours daily until set ownership has reached 30 per cent.

Four hours daily until set ownership has reached 40 per cent.

Five hours daily until set ownership has reached 50 per cent.

## High-Band Activity Seen Essential By Woods

Six hours daily after set ownership exceeds 50 per cent.

In submitting his proposal, ever, Kesten stated CBS would port it only for as long as inadequate channels in the low frequencies and some such solution necessary.

Roberts also proposed that application of the chain broadcast regulations to tele be held up.

TBA does not approve the FCC proposal that use of film in telecasting must be announced, Roberts said.

"The visual presentation of entertainment and educational features developed a genuinely new dramatic art. An inherent part of this development has been the co-mingling the use of sets similar to those the conventional stage with background shots of outside areas and local and the blending into the live television program of episodes specially shot on locations which cannot be included in a television studio. The effect obtained are startling, and the illusion in many instances are complete. There is no element of misrepresentation involved. When feature motion picture programs or shorts are used, are suitably titled and there is no possibility of misunderstanding the nature of the program material. It is assumed that the sole purpose of any regulation requiring announcement of mechanical reproduction to prevent deception of the public. With this purpose the industry will agree in full accord, and its only suggestion to the Commission is that time allowed to develop abuses, if occur, before the precise corrective measure are ordered, it would be possible to deteriorate television presentations greatly by any artificial or suitable rule requiring announcement of film or background which was incidental to a composite program affirmative prohibition of misleading or false announcements as to the nature of film or live talent in television would constitute the maximum justifiable regulation."

Niles Trammell, president of

(Continued on Page 7)



"WFDF Flint says we can have a new truck soon."

# W F T C

World's Foremost Tobacco Cent  
Affiliated with the American  
Broadcasting Company

FIFTY MILLION TOBACCO  
DOLLARS turned loose in  
Kinston last year.  
MORE this year!

National Representatives  
BURN-SMITH



# Leading Executives Of Industry Protest Allocations

## Flexibility Needed, With Gov't Co-Op, Says Trammell

(Continued from Page 6)

appearing before the commission declared that "Television, to be successful needs things from government: first, attitude of encouragement and sympathetic support and second, maximum flexibility and minimum restriction in development."



NILES TRAMMELL

or can it be assumed that television is going to show the same thing, or present same problems, as sound broadcasting," Trammell continued. "According to the chief resemblance between television and sound broadcasting is the fact that both use the air as a vehicle for program transmission to the home. In other important respects, the technique and operation of the two types of service differ widely. The shape of things to come in the commercial development of television is still largely unknown."

**Suggests More N. Y. Channels**  
Turning to the commission's proposed allocation plan, Trammell declared that "the scarcity of channels provided for a number of major metropolitan areas is strikingly evident. New York for example, the world's largest city, is assigned only 12 channels."

Trammell pointed out that nearly 50 per cent of the population of the United States reside within the area in which it is possible to broadcast television programs from a New York transmitter. "The best interests of the public will be served, and progress of television stimulated, if the New York area is allocated the maximum possible number of frequencies," he added.

**Directive Antennas Sought**  
The NBC president said that engineers had advised that the maximum use of channels can be attained by the application of directive antenna systems to television transmitters.

He revealed that NBC engineers had been studying this problem with other engineers of the industry and through the Television Broadcasters Association engineer committee had arrived at a suggested allocation plan for television, utilizing the principle of directive antenna systems.

Referring to the minimum operating schedule as proposed in the FCC allocations plan, Trammell said NBC had no objection to the Commission's proposal for a minimum schedule of six hours a day. He added that the network expected to develop the operations of stations to a schedule averaging more than six hours a day.

Trammell indicated opposition to the proposal that two or more licensees in a locality share time on a single channel. He said he regarded this proposal as having serious implications. "Involved is a principle of allocations," he declared, "which it seems to me will prohibit the development of nation-wide network television service."

### Against Time Sharing

"Time-sharing by competing organizations using separate facilities would be uneconomic in the extreme," Trammell said, "since a time-sharing station would have all or most of the capital investment and expense of a full-time station, with only half the potentialities for economic growth."

### Regional Plan Outlined

Referring to multiple ownership, Mr. Trammell said: "It is our position that licenses should be issued by the Commission in particular cases as the public interest, convenience and necessity may require, and no fixed limit should be placed by the Commission on the number of stations which may be licensed to any one licensee."

Referring specifically to NBC, Trammell continued: "We believe that the public interest will best be served if we are permitted to operate television stations in New York, Chicago, Washington, Cleveland, Denver, San Francisco and Los Angeles, in order to provide a nucleus of key stations around which network operations may be built."

"In view of the great expense and difficulty of transmitting network television programs by coaxial cable or radio relay stations, a coast-to-coast television network will not come into existence immediately. Initially, NBC contemplates that it will operate regional networks which will later be linked together to form a national network. NBC will need to own key stations for each of these regional networks. It will need stations in New York and Washington as the nucleus for an East Coast network. It will need stations in Chicago and Cleveland as the nucleus for a Middle Western network. It will need stations in Los Angeles and San Francisco as the nucleus for a West Coast network. Finally it will need a station in Denver as a base on which to start building a Rocky Mountain network which will in time

serve to link the Middle West and the West Coast networks."

Full-color, high frequency television is "no longer a theory, but a fact," Paul W. Kesten, executive vice-president of CBS told the FCC.

On Oct. 10, Kesten said, CBS successfully transmitted full-color television pictures on ultra high frequencies across the New York skyline from one building to another "many blocks away, where they were received with superb clarity." The pictures were nominally 525-line, but each completed picture contained "1575 imperceptible lines of beautifully detailed color," Kesten said. He added the transmission demonstrated the actual use of the new high frequencies and the modulation of a ten megacycle video band.

The CBS objections to the 42-hour a week rule are two-fold, Kesten said. Citing the huge production costs of effective television, Kesten said the rule would "virtually serve notice on prospective licensees that they'd better stay out of television for quite a while unless they have millions of dollars to earmark for it at once."



PAUL W. KESTEN

Kesten said the program costs for the current CBS tele schedule of four hours weekly is about \$500,000 yearly, not including transmitter costs, depreciation or general overhead. "On this basis of production," he said, "it would cost by actual calculation a minimum of \$3,191,000 a year to do 42 hours a week of such programming." Similar costs would be "faced by every separate licensee... until transcontinental relay or cables are much farther along than they are now."

The other CBS objection, Kesten said, is that such a rule would result in poor quality programs, which in turn, would stifle the public sale of sets. He said it is better that "one good television program be put on the air than that 10 hours be aimlessly filled with dull, lack-luster programs." He said the radio retailer sells not the receiving set but "the program service which the set will deliver." Mr. and Mrs. Public will buy a set, he said, if it presents a program "good enough to make them want it more than they want the price of the set..."

Kesten estimated that 40 per cent set ownership would be necessary before broadcasters could expect to break even on their expenditures and offered 60 to 65 per cent as the ultimate ceiling of tele set ownership. Using these figures as guides, he submitted an alternative proposal which would require a minimum broadcast time of one hour daily to reach 10 per cent set ownership in the area up

## Kesten Sees Color In Modern Video As "A Fact"

to 50 per cent with a six hour minimum for anything above 50 per cent.

This proposal, he said, reaches the same end as the FCC proposal, but "would defer the requirement until after the broadcaster was at least breaking even." He said it would also serve "advance notice on any licensee, informing him what his future responsibilities would be..."

He added that he regards the proposal "simply as a means of coping with the problem created by the shortage of channels in the lower frequencies. CBS could not readily lend its support to even such a graduated formula for television in the higher frequencies, because while it may be a necessary evil with only three or four stations in our biggest cities, the need for it tends to disappear when there are two or three times as many channels for each city."

Keeping in mind the imminence of moving tele into the high frequencies with pictures in color, Kesten deplored the need for issuing such regulations for the lower frequencies, saying that it was like "speaking the lines and rehearsing the parts for a play that will never really open, or

(Continued on Page 8)

sell  
Durham  
N.C.'s  
3rd city  
quickly  
with

WDNC



OWNED BY  
DURHAM HERALD-SUN  
NEWSPAPERS

Represented by Howard H. Wilson Co.

**"JIM"**  
is still overseas  
**WRBL**  
COLUMBUS, GA.

J. W. Woodruff, Sr.  
Manager

# Gimbels, Phila., Plans Intra-Store Tele Show

(Continued from Page 1)

beginning Oct. 24 through Nov. 14th, it was announced over the week-end. Based on the success of this demonstration, consideration will be given to the installation of RCA television equipment in Gimbel stores in Pittsburgh, New York and Milwaukee, and it was announced that similar wide-scale video projects might possibly be presented in department stores throughout the country.

At a press conference RCA and Gimbel executives explained the purpose behind the demonstration, emphasizing that television will be minimized, but not overlooked, as an entertainment medium, and that the merchandising of store items, particularly fashions, would be stressed. Under the theme of the demonstration, "Television Goes to Work," the presentation of the store's merchandise on video will be measured as to pulling power and its ability to build store traffic in selected selling areas.

Recalling that Gimbel Bros. was the first department store to install and operate a radio broadcasting station in 1922, Bernard Gimbel, president, Gimbel Bros., Inc., declared that "television will become an even greater force than radio in department store merchandising." By the medium of intra-store video, customers on various floors can be shown merchandise on display in other departments. Viewing centers are now being installed on all seven floors of the Philadelphia store, utilizing hundreds of feet of floor space. Dramatic displays of RCA electronic and communications apparatus will be exhibited.

# Witnesses As One In Opposing Commission Allocations Plan

(Continued from Page 7)

will close down almost as soon as it opens." Time-sharing arrangements for low frequency television bands will have to be adopted to overcome the scarcity of channels in any one market, Mark Woods, president of American Broadcasting Co., told the FCC.

In addition to offering this solution to the problem of frequency band allocation, Woods said that eventually commercial television on a nationwide system must go to the higher frequency band between 480 and 920 mc., and to expedite this he suggested several methods by which television licensees should be encouraged to become active in the higher bands.



MARK WOODS

"Everything," said Woods, "seems to point to the necessity of establishing television in the higher frequencies as rapidly as possible and all commercial television activity in the lower frequency band (44 to 216 mc. inclusive) should be considered on a temporary basis to be used only for a definite period of time, after which all commercial television will be transferred to the higher frequency band.

"In order to insure immediate interest in television, plans should be for-

mulated within the industry whereby the public purchasing receivers for operations within the lower frequency bands, should be assured of a liberal trade-in or modification plan, whereby the receivers purchased during this period of interim operation could be changed so as to receive stations on the higher frequency band."

Woods told the FCC that the great demand for frequencies between 44 and 216 mc. makes it necessary to require that these frequencies, when allocated, be used for at least 25 per cent of the time thus granted.

"We believe," said Woods, "that television operation should be based on a minimum of six hours per day operation, and while unquestionably this will, for the immediate future, be difficult for some companies to comply with, it will provide greater interest to the public in the purchase of television receivers and will hasten the day when it will be practicable to provide better programs for a greater percentage of the time, and will make possible commercial television on a sound basis."

In addition to Mark Woods, the ABC group attending the FCC hearing included Robert Kintner, vice-president; Keith Kiggins, vice-president in charge of stations; Clark Stover and Joseph McDonald, attorneys; Frank Marx, director of general engineering; Clure Owen, allocations engineer; and Paul B. Mowrey, manager of the television division of American's program department.

The hearing will be continued before the FCC today.

# CBS California Outlet Has 25th Anniversary

(Continued from Page 1)

on the air with a 10-watt transmitter. Plans for the birthday festival for a series of special programs, elaborate display in the station's lobby at Columbia Square in Hollywood and costumes of the 20's for receptionists and elevator girls. A special five-minute broadcast will be held each day of the anniversary week during which prominent local civic, religious and business leaders will discuss the influence of radio on community and the part the station has played in the development of Los Angeles and Southern California.

A feature of the birthday celebration will be a special repeat broadcast of the radio drama "Beulah" which, in its first airing won the Parkard-Bell award for the best station-written and produced program saluting 25 years of broadcasting. In the Columbia Square lobby will be displayed special technical equipment, including a tiny 50-watt transmitter, crystal sets and other early style radio equipment.

## Send Birthday Greetings To—

October 15

- Bob Sherry      William Edmonson
- Don Bigelow    Muriel Harbarter
- Bob Trout      Ransom Mills Sherman
- A. Lewis King   Robert E. Lee

## Exclusive!

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

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560 Kc. 5000 WATTS

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PHILADELPHIA, PA.  
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## Announce the removal of the New York Sales Office to

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### NATIONALLY OUT-SIDE OF NEW YORK

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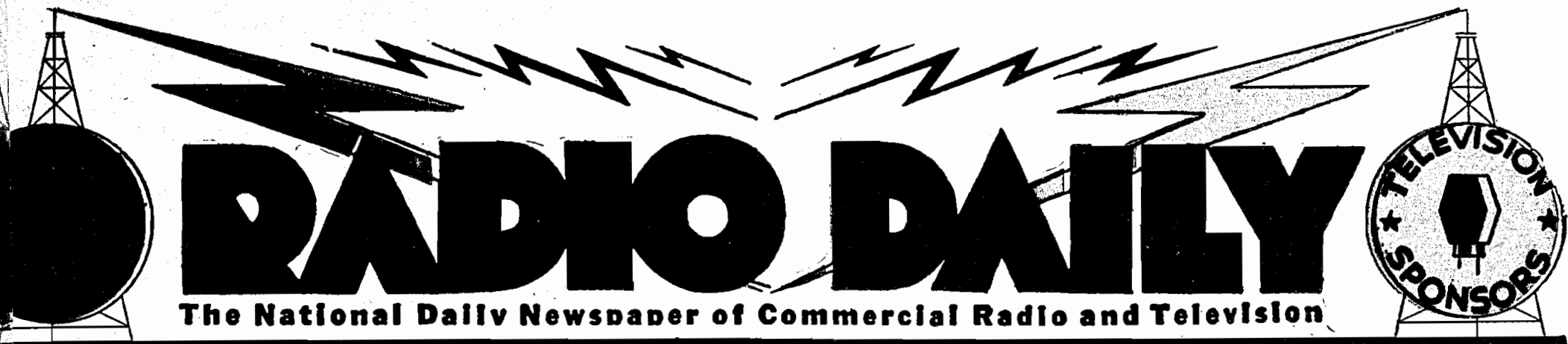
# W C B M

### MUTUAL BROADCASTING SYSTEM

JOHN ELMER      GEORGE H. ROEDER  
President      General Manager

FREE & PETERS, Inc.  
Exclusive National Representatives





The National Daily Newspaper of Commercial Radio and Television

VOL. 33, NO. 11

NEW YORK, N. Y., TUESDAY, OCTOBER 16, 1945

TEN CENTS

# New FM Proposal To FCC

## FCC Faces Problem Of Many Applicants

Placed with a serious cut in its operating budget, with Congress in a reckless economy spirit, the FCC is entering upon the period of greatest peacetime activity in its history. In addition to the 514 FM applications, 269 AM and 133 tele applications pending, are another 163 FM applications and 155 AM applications which came in just prior to the October 8 deadline and have not been filed. This raises the overall total to 1,071 FM applications, 424 AM and 133

twelve new FM and five AM applications were announced Friday by the FCC. The FM applications in-

(Continued on Page 7)

## Federal Court Upholds WPEN Programming Rules

Philadelphia—The right of the Wilkes-Barre Penn Broadcasting Co. to refuse to sell time on WPEN to eight religious groups was upheld last Friday in a nine-page opinion handed down by the Federal Circuit Court of Appeals. The radio station, the decision said, might either sell time or give it to religious groups, but no Federal law

(Continued on Page 2)

## Plaque Goes To KNX For Best Anniversary Show

Los Angeles—Presentation of a specially designed plaque as a token of station KNX's victory in the Kard-Bell contest to determine the best station-written and produced program saluting the 25th anniversary

(Continued on Page 8)

## Tokyo Talent

Danny Kaye accompanied by Leo Durocher won the honor of being the first American entertainers to perform for U. S. forces occupying the Tokyo area it was revealed Sunday. The official Army Hour on NBC, in tribute to show business, picked up Kaye for interview while he was entertaining 20,000 troops now used to implement America's occupation of Japan.

## Okinawa Citation

Helen Rodabaugh, formerly associated with NBC as a secretary in the network's Engineering Department and now a Red Cross nurse on Okinawa, was cited in recent newspaper dispatches for her work in ministering aid to the victims of the typhoon which swept over Okinawa last week. Miss Rodabaugh joined NBC on Feb. 1, 1941. On Jan. 20, 1945 she resigned to join the Red Cross.

## See Monochrome Tele Endangered By Color

Washington Bureau, RADIO DAILY

Washington—Fear that low-frequency, monochrome tele will be snuffed out before it ever flowers stalked the witnesses who testified Friday at the closing session of the FCC hearings on tele rules and channel allocations. Following the announcement Thursday by CBS Vice-President Paul W. Kesten that wide-band, full color tele is ready to de-

(Continued on Page 7)

## Four AM Outlets Okayed; Also Three Power Boosts

Washington Bureau, RADIO DAILY

Washington—Four new AM stations were authorized by the FCC yesterday, as well as substantial boosts in power to three licensees now on the

(Continued on Page 2)

## Web Video Vital, Says Fly As Tele Institute Convenes

A high quality of network television is necessary before the public will accept the art as it has accepted radio and motion pictures, James L. Fly, ex-chairman of the FCC, told 300 members and guests at the opening luncheon yesterday of a two-day session of the Television Institute at the Hotel Commodore.

"Television is a big business and you cannot make it a little business," Fly declared, urging a general acceptance among industry executives that they make provision for "origi-

nal, high-quality educational and entertainment programs. No other field has the broad and deep impression on the public that radio has, and television will have," he said, expressing the belief that "for quite some time" there will be a heavy reliance on motion pictures in television, and that in some instances there will be a closer relationship to pictures than to radio.

"In democratic competition in television," Fly continued, "the Ameri-

(Continued on Page 6)

## CBS Executive Asks Coverage Uniformity Among Stations In Area Covering Northeastern States

Washington Bureau, RADIO DAILY

Washington—Advocating equality in physical facilities among stations in each market insofar as possible, Joseph H. Ream, vice-president of CBS, offered a proposal covering northeastern states at an FM hearing conducted yesterday by the FCC.

The proposal, aimed at fixing regulations for New York City primarily, would provide that 10 of the 20 stations will be practically identical in terms of coverage and the variation of coverage between the extremes

(Continued on Page 5)

## Miller Assures Support Of Radio For Bonds

Washington Bureau, RADIO DAILY

Washington—Justin Miller, president of NAB, yesterday announced full backing of the radio industry in the coming Victory Loan drive, which begins October 29, was promised Treasury officials, meeting with Treasury representatives. Broadcasters from the 17 districts and NAB

(Continued on Page 2)

## Associated Web Signs Adam Hats For Boxing

A 52-week contract for major boxing bouts to be aired over the full web of Associated Broadcasting Corp. has been signed by Adam Hats through Buchanan & Co., New York.

The first broadcast will originate

(Continued on Page 4)

## General Mills Buys Time On Mississippi Valley Web

Chicago—General Mills of Minneapolis have bought a participating commercial sponsorship on the Mississippi Farm Hour scheduled to start

(Continued on Page 2)

## Reporters In Japan Limited By Networks

The four major U. S. webs will be allowed two correspondents each in Japan and one each in the Philippines effective Oct. 27, according to a directive issued by Gen. Douglas MacArthur which puts a ceiling on the number of newsmen of all media who will be permitted to remain in areas under his command. The direc-

(Continued on Page 5)

## Rene Morin Reappointed To CBC Post In Canada

Montreal—Rene Morin of Montreal has been reappointed for a further three-year term as governor and vice-charman of the CBC it was announced in the Canada Gazette. The

(Continued on Page 7)

## Business Amity

Anglo-American economic relationships will be discussed on BBC's 'Freedom Forum' Sunday, with Rt. Hon. L. S. Amery, Secretary of State for India; Sir Henry Bunbury, distinguished civil servant, and Dr. Vera Micheles Dean, research director of the American Foreign Policy Assn. Mary Adams, BBC producer, will be the chair-



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

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## FINANCIAL

(Monday, Oct. 15)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 <sup>5</sup> / <sub>8</sub>	183 <sup>5</sup> / <sub>8</sub>	184 <sup>5</sup> / <sub>8</sub>	+ 1 <sup>5</sup> / <sub>8</sub>
CBS A	43 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>8</sub>	43 <sup>3</sup> / <sub>8</sub>	+ 1/8
Crosley Corp.	37 <sup>1</sup> / <sub>4</sub>	36 <sup>3</sup> / <sub>4</sub>	37	...
Farnsworth T. & R.	15 <sup>3</sup> / <sub>4</sub>	15 <sup>1</sup> / <sub>4</sub>	15 <sup>3</sup> / <sub>4</sub>	+ 1/4
Gen. Electric	48 <sup>1</sup> / <sub>2</sub>	48 <sup>1</sup> / <sub>8</sub>	48 <sup>1</sup> / <sub>2</sub>	...
Philco	38 <sup>3</sup> / <sub>4</sub>	38 <sup>1</sup> / <sub>2</sub>	38 <sup>1</sup> / <sub>2</sub>	...
RCA Common	15 <sup>7</sup> / <sub>8</sub>	15 <sup>5</sup> / <sub>8</sub>	15 <sup>3</sup> / <sub>4</sub>	+ 1/8
RCA First Pfd.	88	87 <sup>1</sup> / <sub>4</sub>	87 <sup>1</sup> / <sub>4</sub>	- 1/2
Stewart-Warner	23 <sup>1</sup> / <sub>8</sub>	22 <sup>3</sup> / <sub>4</sub>	23	...
Westinghouse	36 <sup>1</sup> / <sub>4</sub>	35 <sup>3</sup> / <sub>4</sub>	36	...
Zenith Radio	40 <sup>1</sup> / <sub>2</sub>	40 <sup>3</sup> / <sub>8</sub>	40 <sup>1</sup> / <sub>2</sub>	- 1/8

### NEW YORK CURB EXCHANGE

Nat. Union Radio	6	5 <sup>7</sup> / <sub>8</sub>	6	+ 1/4
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## General Mills Buys Time On Mississippi Valley Web

(Continued from Page 1)

October 29th over the Mississippi Valley web. The Monday through Saturday a.m. show's format is based on an extensive survey of the radio requirements of the rural and small town audience, both from a service and entertainment standpoint.

### 75 Affiliates Involved

On each broadcast all 75 web affiliates will take over five minutes of the hour locally to give local live-stock, market, grain market, and weather reports. They also will intermittently be invited to take over a half hour of the program and originate that portion of the show as a "guest" station so that the network can capitalize on the ideas contributed by local program directors toward building what they believe is the kind of program the rural audience likes best to hear.



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

## Coming and Going

**JOHN TOOTHILL**, president of the Burn-Smith Company, national station representatives, has arrived in Gotham to talk over plans for the coming twelvemonth with Bob Keller, his eastern manager.

**DR. LEON LEVY**, president and station manager of WCAU, Philadelphia, is in New York to attend the two-day television conference at the Commodore.

**HARWOOD HULL, JR.**, NBC correspondent in Puerto Rico, is in New York on a 10-day business trip.

**MORTIMER A. NUSBAUM**, publicist, is in Montreal to handle the opening of Canada's Ninth Victory Loan Oct. 19.

**BARNEY CRAGSTON**, sales manager of the American network's co-operative program division, has left on a business trip to Hartford, Springfield and Providence.

**MARY LITTLE**, radio editor of the Des Moines Register Tribune, is spending a week in New York.

**E. E. HILL**, managing director of WTAG, Worcester, Mass., is back at his desk following a short visit to Washington, D. C., on station business.

**JESSYCA RUSSELL**, New York editor of "Magazine Digest," has returned from a week-end in Toronto, Ont., where she conferred on business matters.

## Federal Court Upholds WPEN Programming Rules

(Continued from Page 1)

was violated when it refused to sell time to such a group. "A radio broadcasting station," the Court said, "is not a public utility in the sense that it must permit broadcasting to whoever comes to its microphone."

### Dispute Followed Sale

Written by Judge John Biggs Jr. and concurred in by Judges Curtis L. Waller and M. F. McLaughlin, the decision said that while it was true "that for a man to speak or preach, he must have some place from which to do it," it did not hold true "that he must seize a particular radio station for his forum."

The dispute arose after the purchase of WPEN by the "Evening Bulletin." The new management cancelled all religious programs contracted by the previous owner, and planned to donate time for such programs, not including those of the complainants. The latter, in their suit, charged abridgement of the rights of free speech and religious worship and breach of contract.

## Met. Tele Files In Albany

Albany — Metropolitan Television, Inc., New York City, has filed a certificate in the office of the Secretary of State increasing its capital stock as follows: From stock consisting of 1,100 shares consisting of 1,000 shares pfd. \$100 pv. and 100 shares common no par value, to 1,101 shares, consisting of 1,000 shares pfd. \$100 pv., 100 shares class A no par value and added one share Class B \$1,000 par value.

## Four AM Outlets Okayed; Also Three Power Boosts

(Continued from Page 1)

The four new stations—all locals with 250 watts unlimited—go to Norwich, Conn. (1,240 kc.); Milledgeville, Ga. (1,450 kc.); Portland, Me., The Centennial Broadcasting Co. (1,450 kc.) and Meridian, Miss., Birney Imes, Jr. (1,240 kc.).

The power boosts were to KTBC, Austin, Tex.; KSJB, Jamestown, S. D., and WKBH, La Crosse, Wis.

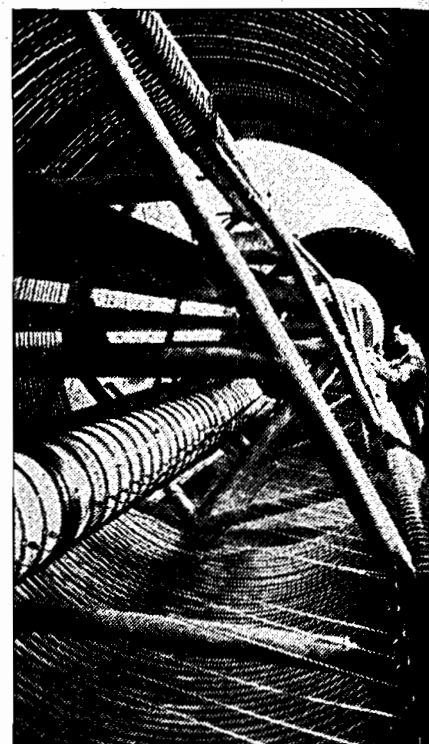
The Austin station, which received an increase from 250 watts night, one kilowatt day, to one kilowatt night and five kilowatts day, operates on 590 kc. and is owned by Mrs. Claudia T. Johnson, wife of the Texas Representative, Lyndon Johnson.

KSJB, on the 600 kc. band, was boosted from 250 watts day and 100 watts night to five kilowatts unlimited, and WKBH was boosted from one to five kilowatts unlimited. It operates on the 1,410 band.

## Miller Assures Support Of Radio For Bond Drive

(Continued from Page 1)

executives concluded a two-day meeting in preparation for radio's role in the Eighth drive for public support of the countries cost of waging total war. Broadcasters were given a special preview of programs scheduled for America's radio stations, between October 29 and December 8, closing day of the drive. Radio men in attendance discussed plans for meeting in their respective districts immediately upon their return home.



# Atom smasher

That's a picture of one of the gadgets that paved the way for the atomic bomb.

We'd planned to use it some time ago, but it got lost in the shuffle. It's probably a better news item now than it would have been.

Most people don't know what a large charge is used in the atomic bomb, but the impression is that it's small.

As stations go, we're small. But W-I-T-H has a wallop that makes sales managers looking for low-cost, big sales results grin with pleasure.

W-I-T-H is the successful independent station that produces more listeners-per-dollar-spent than any other station in this five-state town.

Glad to show you the facts of the time.



# W-I-T-H

IN BALTIMORE

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY

**WDAS** AUDIENCES HAVE BEEN *Loyal* FOR MORE THAN TWENTY YEARS

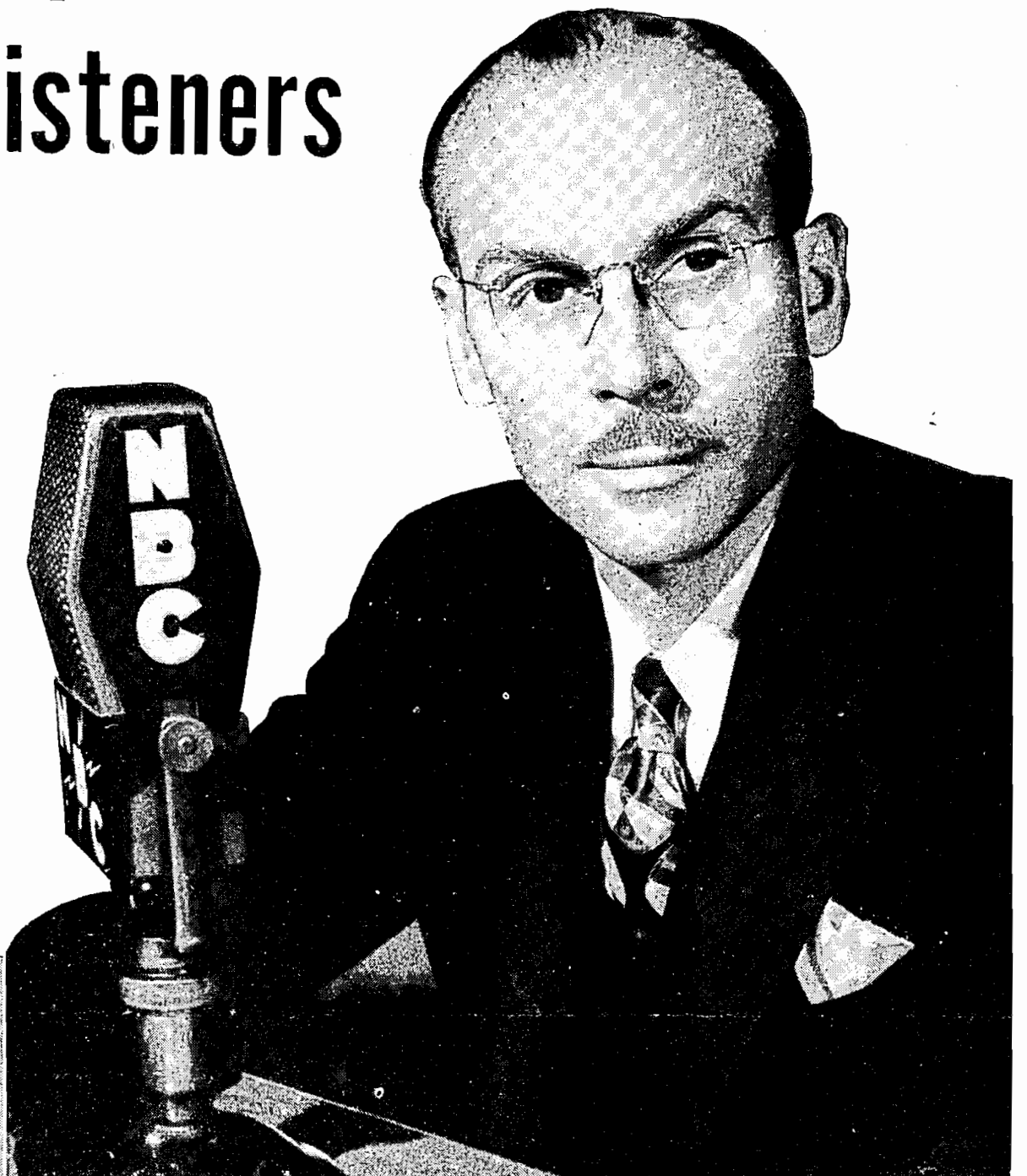
This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.





# WTAM's Sohio Reporter Rates First with Cleveland Listeners

**T**HE most popular news programs in Cleveland. Four times daily, Clevelanders get their news the way they want it... brief, concise and without bias from the Sohio Reporter. A vital, four pronged newscast written and edited in the WTAM News Room. "Another Sohio Service" is another community service by WTAM.... first in listening audience, day and night and first in all program popularity polls, year after year.



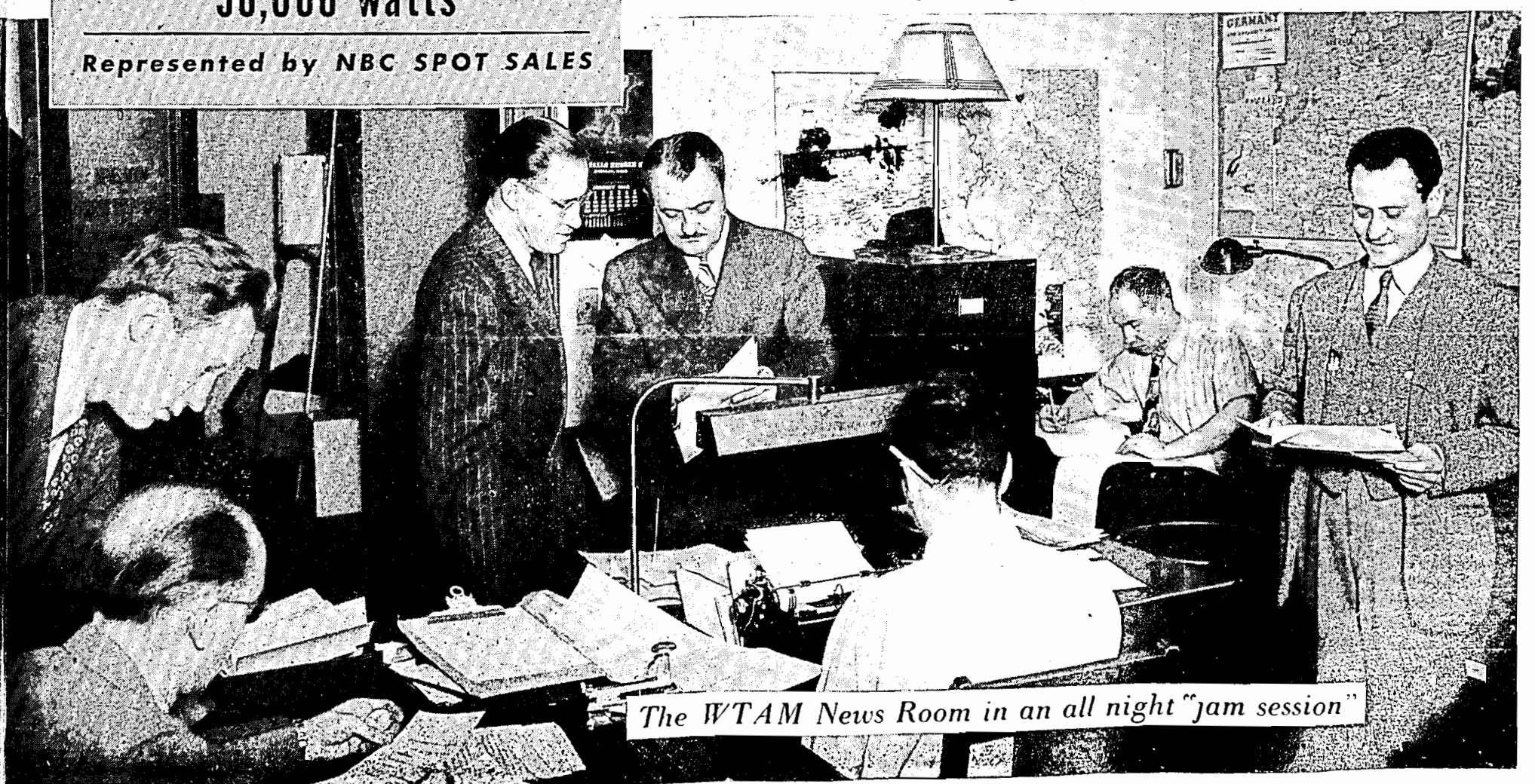
WAYNE JOHNSON... the "voice" of the Sohio Reporter gives facts, not opinions

FIRST in CLEVELAND

**WTAM** 

50,000 watts

Represented by NBC SPOT SALES



The WTAM News Room in an all night "jam session"

## LOS ANGELES

By RALPH WILK

**K**NOX MANNING, KNX-CBS news-caster and commentator, is writing an article for a national magazine based upon radio's participation in the war.

Band leader Buddy Fisher and Publicist Lynn Garson have joined hands in an independent publicity agency.

Special guest of Norma Young, gracious lady of KHJ's "Happy Homes" program, was Lewis Allen Weiss, executive vice-president and general manager of the Don Lee network, at a Home Economics Women in Business banquet recently. The occasion was "Bosses night," and Weiss accompanied Miss Young at the special invitation of herself and the organization.

George Fisher, ace movie gossip commentator of the air waves, is now interested in flying. Fisher spends his free time taking flying lessons and intends to buy a plane in the future.

Walter Tetley, of "The Great Gildersleeve" program, has been named a captain in the War Chest drive in Encino, taking charge of business and multiple dwellings.

With the signing off of his current 26-play-series for KHJ-Mutual Don Lee, Arch Oboler looks forward to something unique in the way of vacations. Oboler, who just bought a jeep for his ranch, plans to break it in by driving it to old Mexico following his last broadcast. Upon his return to Hollywood, the brilliant playwright-producer will direct the film version of one of his radio plays for M-G-M.

### Associated Web Signs Adam Hats For Boxing

(Continued from Page 1)

in Baltimore, Oct. 22, at 10:05 p.m., EST. Sam Taub will do the blow-by-blow of the final of a duration elimination series for the lightweight championship between Archie Moore and Homer Williams.

The schedule calls for feature bouts from Washington, Philadelphia, Baltimore, Cleveland, Detroit and Chicago with other major fights to be added as they develop.

The web will present a preview of scheduled bouts on Oct. 18, 8:30-9:00 p.m., EST, in conjunction with promotion and publicity for the fights being prepared by both sponsor and agency. The show will include sports celebrities and commentators in pickups from major cities throughout the country.

### FOR MEN ONLY!

Do you need a little relaxation? A little helper in your control room. I'm the secretarial answer to a producer's prayer. College degree. 5 years radio experience. Available immediately. Box No. 228,

RADIO DAILY  
1501 BROADWAY, NEW YORK 18, N. Y.



### Michigan Avenue Memorandum

● ● ● Bob Hope's sponsor, Charles Luckman (Pepsodent proxy) reported in line for an important government post. . . . . George Jessel, 20th Century-Fox producer, and a troupe of Twentieth's stars were in town for the world premiere of "The Dolly Sisters" at the Chicago

Chicago Theater. . . . . Mack Millar, Eddie Cantor's drum beater, huddling here with American Legion officials regarding

plans for the Legion's project to obtain Christmas gifts for hospitalized GI's. . . . . Disturbed by the outbreak of racial feeling among high school

groups here, Danny Kaye cancelled several engagements and offered to speak on racial tolerance at a youth rally in Orchestra Hall during his

Chicago stay. So effective was his talk, and those by Hilda Simms and Bill Robinson, that school officials of nearby Gary, Ind., are considering

inviting Frank Sinatra, who has been using his influence to promote racial tolerance among school groups, to speak at a meeting of striking Gary

students. . . . . Ray Jones, executive secretary of AFRA, was denied an opportunity to answer Cecil B. DeMille when the latter addressed the

Executives' Club at the Hotel Sherman, but the club did invite Jones to be present. Jones prepared a statement for release to the press at the con-

clusion of DeMille's speech, in which he gave his version of the \$1 AFRA

assessment battle.



● ● ● George Hicks, American commentator, in Chi. for nar-

rator's role on the Theater Guild of the Air recently was discussing the role of the radio war correspondent in the post-war period. The

radio correspondent, Hick believes, like the GI in battle, has completed his mission. The war correspondent differs from the foreign

correspondent in that, like the average GI, he is interested in ending the war and getting home. . . . . "A foreign correspondent, on the

other hand," said Hicks, "should be a genuine student and a semi-statesman. He must live abroad and continuously be an ambassador

of good will" . . . . . Famed for his outstanding D-Day broadcast of the invasion of Normandy, an eyewitness account delivered as he

stood on the deck of the USS Ancon, a converted passenger liner used as a headquarters ship, Hicks wants to forget the war and con-

centrate on post-war America, but before he forgets it he is writing a book about it. . . . . "The book," he explained, "is being written

the way a broadcaster would describe a baseball game. I want the readers to feel as if they'd seen it, just the same as I have."



● ● ● When Pauline Lehman of San Diego, Calif., submitted a question for use on the Quiz Kids program she had no idea that it would

create disagreement between two major universities. Her question, used on the Sept. 16 broadcast, was: "How long would a mirror have to be to

enable Quiz Kid Robert Burke, who is six feet, two inches, to see all of himself at one time?" The Quiz Kids research staff checked with physicists

at the University of Chicago, who said that the length of the mirror would depend on the distance Robert stood from it. But Northwestern

University physicists disagreed. They insisted that regardless of where Robert stood, the mirror would have to be half his height, or three feet,

one inch. With the Quiz Kids serving as mediators, the two universities rechecked their answers. Slightly embarrassed, the University of Chicago

reported that they had been wrong, that three feet, one inch was correct. P.S. U. of C. physicists were key workers in the development of the atomic

bomb.

## SOUTHWEST

**T**HE seven week strike of print at San Antonio's three daily newspapers ended October 11 when agreement was reached between publishers and the International Typographical Union. Local staffs which aired many of the features found in the newspapers since the walkout, announced that in all cases they will continue to air them inasmuch as they have a regular audience and it is in line with the press policy to air additional local state news coverage.

With a kilocycle editorial polished to the interest of Dallas and Texas, "The Southwest Magazine the Air" made its debut over WFA Dallas on the night of the 16th. The opening issue included dramatization of the visit of Hirohito to Gen. MacArthur, and how Admiral Nimitz took command in the Pacific.

The Bell Broadcasting Co., operators of KTEM, Temple, Texas, has applied to the FCC for license to operate an FM station there. Frank W. Mayborn is general manager.

"Radio Frolics" began its third year on KGKO, Fort Worth, on the 13th. Programs air the talents of youngsters of the school systems in Dallas and Fort Worth each Saturday for half an hour.

### Wedding Bells

Los Angeles—Helen Dare, secretary on Bob Hope's program and Murry Sloan were married in Yuma, Arizona, October 10th. The couple honeymooned at Arrowhead. Sloan recently discharged from the Army Anti Aircraft as Staff Sergeant, spent three years in the CBI theater war.

### Talent Quest

Philadelphia — Norman Land, WPEN's music department is currently conducting a search for new radio talent and a number of discoveries already have been given air time.

42nd Week

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



# Offer New FM Plan For No. East. States

(Continued from Page 1)

be reduced from 56 per cent to 49 per cent.

FCC Chairman Paul Porter indicated that the FCC will consider the plan. Ream was appearing at a special hearing on the proposed FM assignment for New York.

The CBS plan, Ream said, would increase the average coverage of all stations in the northeastern area from 7,000 square miles to 9,010 square miles. "The total increased coverage of all stations in the area would be approximately 40,000 square miles," he went on, "and this is equivalent to providing channels for five additional stations with a coverage of 8,000 square miles each."

"We advocate equality in physical facilities among stations in each market insofar as possible," Ream declared. "This will avoid the prince-and-pauper result which has existed in present-day broadcasting, and will concentrate competition between stations in the field of programming. This should result in bringing the public a better program service."

The plan was reflected in 60 maps, William B. Lodge, CBS director of general engineering, presented a detailed explanation of the plan and outlined the technical aspects of the improvements which the plan would provide.

Porter admitted that the CBS plan appeared to be an improvement which will be studied by the FCC engineers. He added that interested parties may submit comment or protest on the CBS plan provided they do so within the next week. Speed is paramount, he said, when Commissioner K. Jett pointed out that assignment of frequencies for the northeastern area will probably be held pending the Commission's decision to adopt or reject the plan.

While NBC took no position on the plan, it was apparent that it believes

# Proposed N. Y. Allocation

New York City allocations as specifically outlined by the FCC and by CBS are given below. The CBS plan would permit considerable latitude to the Commission in shifting assignments to fit in with this general scheme:

Station	Licensee	FCC		CBS	
		Plan Area Channel	No.	Plan Area Channel	No.
WAAW	Bremer Broadcasting	41	5,180	23	7,290
WABC	FM, CBS	47	5,500	45	7,000
WABF	Metropolitan Tele	53	8,060	21	7,290
WBAM	Bamberger	45	5,500	43	7,000
WEAF	FM, NBC	49	5,500	47	7,000
WFGG	Finch	59	6,950	57	7,490
WFMN	Armstrong	65	7,780	55	7,490
WGYN	Muzak	61	6,950	27	7,020
WHNF	Marcus Loew (WHN)	57	6,950	29	7,020
WNYC	FM, City of N. Y.	51	5,400	33	5,400
WQXQ	Interstate (N. Y. Times)	63	7,780	31	7,020

it should be assured of coverage at least the equal of that permitted any other broadcaster. To justify this stand, Henry Lauder pointed to the importance of the NBC programming and its popularity and claimed that NBC is entitled to good treatment because of its early entry into the FM field. When it was pointed out that NBC programs would be available to many listeners in the New York area on nearby stations, he pointed out that 27.9 per cent of the WEAF-FM programs, according to present plan, are to be local.

CBS, Bamberger and American broadcasting all agreed to the principle that the four major nets should be handled on an equal basis, with the latter two approving the CBS allocation plan.

Although opinions were mixed on the CBS plan, it was apparent that most of the New York FM stations on the air—with the exception of the NBC, Bamberger and CBS are satisfied with the assignments proposed for them by the FCC and are anxious to see nothing adopted which will cut down their coverage.

Marcus Cohn, former FCC attorney now representing the Unity Corporation of New York—a subsidiary of

the International Ladies' Garment Workers Union which last week applied for four FM stations, challenged the whole principle of reserving channels for those already operating stations. Each applicant should have an opportunity to demonstrate what he will do with his facilities, Cohn said, and these demonstrations should be required as well of present licensees. When Chairman Porter ventured that this would be tantamount to license revocation, Cohn pointed out that the licenses had been granted conditionally anyhow.

"Pioneering in radio is as much a matter of programming as it is of simply being on the air," Cohn said. "It is likely that some applicants not now on the air might provide superior service to that of present licensees now or in the future."

As for the term "pioneer," Cohn pointed out that the New York Times, licensee of WQXQ, has been in the radio business for 425 days, having entered the field through purchase of WQXR and WQXQ. Others were ready to enter the broadcasting field longer ago than that but were not in position to buy expensive facilities and were unable to build because of the war, he said.

# Reporters In Japan Limited By Networks

(Continued from Page 1)

tive also reverts all correspondents to civilian status.

For MBS, Don Bell, now in Japan, will go to Manila as the web's correspondent in the Philippines. Bob Brumby, now vacationing after a tour in the Pacific, will go to Japan and will be joined by Jack Mahon who is now on his way home for a rest.

William J. Dunn and Bill Downs will cover for CBS in Japan while John Adams stays on as the web's representative in the Philippines.

Of NBC's crew in the area, George Thomas Folster and Guthrie Janssen are assigned to Nippon, with Joe Laitin in the Philippines. Merrell Mueller has returned from Japan and Joe R. Hainline is returning to the U. S. with units of the Pacific fleet.

American's correspondent under the new system will be Frederick B. Opper and Larry Tighe in Japan, and Dave Brent in the Philippines. Norman Paige has come back from Tokyo and John Hooley, recently from Manila, will probably go to Europe after a vacation.

MacArthur's order will permit one correspondent for the Australian Broadcasting Co. in Japan and one in the Philippines. BBC will be allowed two newsmen in Japan.

# Schaefer Buys WEAF News Spot

The F. & M. Schaefer Brewing Co. has purchased a 52-week sponsorship of Clyde Kittel's five-minute news program over WEAF, Tuesdays, Thursdays and Saturdays at 7:00 a.m. EST, it was announced yesterday.

# Hollenbeck In Morning Slot

Don Hollenbeck's Monday-through Saturday news program, scheduled to start on WJZ Oct. 22, will be heard from 7-7:15 a.m. The original report had inadvertently scheduled the show for the evening hours.

# Palmer Gets New Post

T. B. "Bev" Palmer has been named to the newly-created post of manager of technical operations of American web's western division, it was announced by Don Searle, American vice-president in charge of West Coast operations. Palmer will assume his new position, with headquarters in Hollywood, as soon as his successor as manager of KGO, San Francisco, is chosen.

# Willis Named Nunn Exec.

Lexington, Ky.—J. Ed Willis, manager of WLAP, Lexington, has been named assistant general manager of the Nunn Stations, it was announced yesterday by Gilmore N. Nunn, who has resumed the office of president and general manager following service in the U. S. Army.

Miller A. Welch, for nine years a member of the WLAP staff, succeeds Willis as manager of the station.

# Stork News

Johnny Sinn, executive of the Frederic W. Ziv Company, and his wife, Joan, celebrated the addition of a six-pound, nine-ounce boy to their family, on Thursday, October 11th. He has been named Steve.

## Exclusive!

**CHI' BEARS '45 FOOTBALL**  
**W-I-N-D CHICAGO**

560 Kc. 5000 WATTS

**KLZ DENVER**

City College of New York Award of Merit for most effective institutional commercial program.

REPRESENTED BY THE KATZ AGENCY

**HIS 21ST YEAR..**

**AND MORE POWERFULLY PROGRAMMED THAN EVER**

50,000 Watts • NBC Network  
Edward Petry & Co., National Representative

## Network Video Vital, Fly Advises Institute

(Continued from Page 1)

can system is the only one which can carry the load, and only the general support of industry will maintain the quality we look forward to." Discussing the commercial side of video, he declared that "television advertising will outstrip other advertising media," when the field reaches the professional efficiency extant in radio.

Regarding the smaller, independent television stations, Fly predicted that "it will be difficult for an independent station to support itself," and impressed the need for sound planning and co-operative arrangements between business and television operators.

### Dr. Goldsmith Heard

Dr. Alfred N. Goldsmith, chairman of the luncheon told the group that "there is a need for a recrudescence of the pioneer spirit in television, and a need for brave men and brave dollars." Decisions must be made, he added, even at the risk of making mistakes, since progress in the field must continue. On the other hand, he pointed out the importance of "commercial wisdom and careful planning," and moreover, "the need for the sympathetic guidance of Governmental regulatory authorities."

Broadcasting from London, William J. Haley, director-general of the British Broadcasting Corporation, revealed that the British Government had again given permission for BBC to go ahead with television. Pointing out that before the war BBC had a public video service, Haley disclosed the fact there were about 25,000 receivers in operation, with a probable 100,000 viewers in the aggregate.

### Interest Seen Strong in Britain

Even while England was at war, Haley reported, the government and industry representatives began work to get television before the public at the soonest possible date after the cessation of hostilities, and that meetings took place to discuss the problems to be faced at that time, and to "produce an improved system having a standard of definition approaching that of the cinema, and possibly incorporating color and stereoscopic effects." Haley admitted, however, that this phase of the development "is television of the day after tomorrow."

The BBC director, raising the possibility of international co-operation in television, said that one of the major problems of such a condition "will be the question of some form of agreement upon international standards."

### Alley Discusses Film-Use

Discussing the "Use of Film In Programming" in a morning session of the Programming Panel, Paul Alley, NBC television director, said: "The best television programs will combine the finest points of both live and film production," and "the audience is primarily interested in the entertainment side of television,"

(Continued on Page 7)

## Who's Who At The Television Meeting

The advance reservation for the two day Television Institute which opened yesterday at the Hotel Commodore in New York City follows:

Roy M. Schwarz, Fitzgerald Adv. Agency, New Orleans; R. C. Woodroff, Walker & Downing, Pittsburgh; A. C. Baltimore, Sta. WBRE, Wilkes-Barre, Col. B. J. Palmer, Sta. WAC, Davenport, Iowa; Hal S. Lamb, Westinghouse Radio Sta. KYW, Phila.; Morry Sustrin, Younker Bros., Des Moines; C. Merwin Dohyn, Sta. KGER, Long Beach, Cal.; Joseph H. Beck, Sta. WTCN, Minneapolis; P. L. Shoup, Howland Dry Goods Co., Bridgeport, Conn.; George H. Cole, Television Film Industries Corp., New York; A. Bernstein Namm Store, Brooklyn; E. Welton, Namm Store, Brooklyn; Ross Dalbey, Younker Bros., Des Moines; Lt. H. D. Baltimore, Sta. WBRE, Wilkes-Barre; Elizabeth A. Hanson, Mutual Buying Syndicate, New York; Elmor Lenz, Free-Lance, New York; Ralph B. Hendrickson, Television Film Industries Corp., New York; Craig Lawrence, Cowles Broadcasting Co., New York; B. J. Palmer, Tri-City Broadcasting Co., Davenport, Iowa; Joseph Simon, G. Fox & Co., Hartford, Conn.; Lee Williams, Fuller & Smith & Ross, Inc., New York; Irving Brown, New York City; Marie McCall, New York City; Kenneth Gordon Heine, Richmond Broadcasting Co., Richmond, Va.; Mary Kersey Harvey, New York City; Jean Arms Day, House & Garden, New York.

Also Kathleen Sandrock, Allied Purchasing Corp., New York; Arthur Sinsheimer, Peck Advertising Agency, New York; Gertrude Dondoro, U.S.O. Overseas, Riverside, Conn.; Charles L. Harris, Radio Sta. WGRC, Louisville; J. Porter Smith, Radio Sta. WGRC, Louisville; Perry W. Esten, Radio Sta. WGRC, Louisville; James N. Manilla, Compton Advertising, Inc., New York; Ralph Ramoa, Station WHTD, Hartford; F. A. Klingenschmitt, Amy, Aeeves & King, Inc., New York; Leonard J. Patricelli, Station WTC, Hartford; Dorothy G. McFadden, Junior Programs, Inc., Newark; R. H. McKinney, J. P. McKinney & Son, New York; Lawson Paynter, McCann-Erickson, Inc., New York; Richard E. Coon, Spindel Newspapers, Inc., Poughkeepsie; Stanley G. Boynton, Stanley G. Boynton Agency, Detroit; T. O'Connor, Sta. WBAL, Baltimore; Bill Harris, Sta. WBAL, Baltimore; Annabelle Dean, U. S. Navy, New York; Philip R. Mayo, Amer. Optical Co., Buffalo; A. L. Burton, Amer. Optical Co., Southbridge, Mass.; Cecil Rennie, Abraham & Straus, Inc., Brooklyn; Grace Z. Brown, New York; Mary Garrison, Garrison's Magazine, New York; Joan Gardner, Garrison's Magazine, New York; S. Norris, Amperex Electronic Corp., Brooklyn; Carl M. Stanton, Dancer-Fitzgerald-Sample, Inc., New York; Lincoln Diamant, Intercollegiate Broadcasting System, New York.

Cyril J. Mullen, Pedlar & Ryan, New York; Mr. William B. Boswell, Oceanside, N. Y.; Mrs. William B. Boswell, Oceanside, N. Y.; Victor A. Bennett, Sta. WAAT, Newark; Arthur Levey, Scophony Corp., New York; Dr. A. H. Rosenthal, Scophony Corp., New York; A. J. Richard, Paramount News, New York; Blossom H. Grayer, Meyer Both Co., New York; Ruth Waycott, Television Theatre Studio, New York; Mary de Lovelas, New York; Mary Lou Wellman, Frederick Atkins, Inc., New York; Capt. Alexis Thompson, Pearson Pharmacal Co., New York; Brig.-Gen. John R. Kilpatrick, Pres., Madison Square Garden, New York; M. F. Beck, The Katz Agency, Inc., New York; T. E. Knielak, The Katz Agency, Inc., New York; Haven M. Powers, Leland Powers School of Radio, Boston; Edward B. Gordon, Van Strum & Towne, Inc., New York; Virginia B. Doughty, Van Strum & Towne, Inc., New York; Thomas C. Stowell, N. Y. State, Dept. of Health, Albany; Leonard Power, New York; E. P. Genock, Paramount News, New York; Donald K. deNeuf, Raytheon Mfg. Co., New York; Abby M. Rieker, New York; W. B. Lusk, Jr., Cannon Mills, Inc., New York; Edward W. Rheins, Cannon Mills, Inc., New York; Lt. Lawrence J. Curreo, Office of Research & Inventions, U.S.N., Washington, D. C.; Frank Burke, Radio Daily; Jim Owens, Radio Daily.

Clifford C. Harris, Pennsylvania Broadcasting Co. WIP, Phila.; Edward Wallis, Pennsylvania Broadcasting Co. WIP, Phila.; John Reich, Ph.D., New York University, New York; M. H. Basserman, W. & J. Sloane, New York; D. J. Brunn, W. & J. Sloane, New York; Richard G. Belcher, R. H. Macy & Co., Inc., New York; Rick T. Landen, Sun

Dial Films, Inc., New York; Mort Farr, Mort F. Farr Radio, Upper Darby, Pa.; Kendall Foster, William Esty & Co., Inc., New York; Herbert Sullivan, Sullivan & Shaw, Greenwich, Conn.; William W. Rose, Pedlar & Ryan, Inc., New York; Marguerite Walsh, Pedlar & Ryan, Inc., New York; Walter Ware, Duane Jones Co., New York; Albert P. McNamee, McCall Corp., New York; Leonard Rapner, WCAE, Inc., Pittsburgh; Wayne Henry Latham, Station WSPR, Springfield, Mass.; Walter Hase, Sta. WDR, Inc., Hartford; Harvey Olson, Sta. WDR, Inc., Hartford; Olga Gordon, John Wanamakers, New York City; Rosemary Sullivan, John Wanamakers, New York City; Paul Ziemmer, John Wanamakers, New York City; Cecilia Loftus, New York City; G. S. Wasser, Sta. KQV, Pittsburgh.

F. A. Cowan, American Tel. & Tel. Co., New York; J. V. Dunn, American Tel. & Tel. Co., New York; H. C. Lauderback, American Tel. & Tel. Co., New York; W. M. Reynolds, American Tel. & Tel. Co., New York; Geri Trotta, Mademoiselle, New York; Frances Hughes, Mademoiselle, New York; S. D. Gregory, Schenley Distillers Corp., New York; Edward L. Markman, Radio Station WSRR, Stamford, Conn.; Harold H. Meyer, Radio Station WSRR, Stamford, Conn.; C. P. Hammond, National Broadcasting Co., N. Y.; Charlotte F. Stern, National Broadcasting Co., N. Y.; Gerald G. Hogan, Pedlar & Ryan, New York; E. G. Sisson, Jr., Pedlar & Ryan, New York; Paul E. Carlson, Allen B. DuMont Laboratories, New York; Alfred S. Reynolds, Thalhimer Bros., Inc., Richmond, Va.; Oviatt McConnell, RKO Pathe, New York; Leon Levy, Station WCAU, Phila.; Mr. M. I. Jurin, Franklin Bruck Advt. Corp.; Fred H. Pidler, Cine-Television Studios, Inc., New York; Yasha Frank, Cine-Television Studios, Inc., New York; Ruth Friedlieb, Cine-Television Studios, Inc., New York; Robert Lewine, Cine-Television Studios, Inc., New York; Frances Shattuck, Cine-Television Studios, Inc., New York; Chester MacCracken, Doherty, Clifford & Shenfield, Inc., N. Y.; Blaney Harris, Doherty, Clifford & Shenfield, Inc., N. Y.; William W. Martin, White Plains, New York; Florence Hehmeyer, New York City; Max Leonard, Academy Display Service, N. Y.

S. Norris, Amperex Electronic Corp., Brooklyn; C. A. Roeder, Station WCBM, Baltimore; Phyllis Wolfe, Station WCBM, Baltimore; Eleanor Pechulis, Station WCBM, Baltimore; W. P. Williamson, Jr., WKBN Broadcasting Corp., Youngstown; Dorothy Baker, Riverside, Conn.; Frank Clawson, Riverside, Conn.; Paul B. Mowrey, American Broadcasting Co., New York; F. W. Mansfield, Sylvania Electric Prod., New York; Reynold R. Kraft, NBC, New York; John H. Dodge, NBC, New York; John F. Saunders, Ralph H. Jones Co., New York; Claire A. Singer, Station WOV, New York; Lt. Halsey V. Barrett, U. S. Navy, Washington, D. C.; Marilyn Lazar, Stewart-Jordon Co., Phila.; Donna Ohl, Stewart-Jordon Co., Phila.; Sheila Whitelegg, Stewart-Jordon Co., Phila.; Jayne O'Connor, Stewart-Jordon Co., Phila.; Roberta Steek, Stewart-Jordon Co., Phila.; D. E. Hyndman, Eastman Kodak Co., New York; S. S. Liggett, Universal Pictures, Washington, D. C.; Walter P. Lewisohn, New York, New York; Ann Barbinel, Ann Barbinel Prod., New York; Esther B. Hendrie, Director of Children's Plays, Glen Ridge, N. J.; Elizabeth E. Marshall, Radio Council WBEZ, Chicago, Ill.; Genevieve Snubert, Badger, Browning & Hershey, Inc.; Arthur Poppenberg, Amer. Broadcasting Co. Spot Sales, N. Y.

Donna L. Fenlason, Birds Eye Div. of Gen. Foods, New York; Lt. J. M. Weisfeldt, Sig. Corps Photo Center, New York; H. J. Wines, Zenith Radionics Corp., New York; Philip Wagner, Zenith Radionics Corp., New York; Arthur Morris, Zenith Radionics Corp., New York; Morris Cooper, Three Rivers, Michigan; Kenneth W. MacGregor, Wm. Esty & Co., New York; William F. Valentin, Amer. Central Mfg. Corp., Connersville, Ind.; R. W. Rogers, Libbey Glass Div., Owens-Ill. Glass Co., Toledo, Ohio; J. E. Naylor, Libbey Glass Div., Owens-Ill. Glass Co., Toledo, Ohio; Peter J. Vest (tentative), Elizabeth Arden, New York; Mrs. Pearl Lemert, Television Pioneer; Wilson Royer, Eastman Kodak Co., Rochester; Lenore Berse, R. H. Macy, N. Y. C.; John R. Allen, Marschalk & Pratt Co., N. Y. C.; Pierre Boucheron,

Farnsworth Television Corp., Ft. Wayne; John T. Mitchell, Morse International, Inc., N. Y. C.; Lee Wallace, Lee Wallace Teleshows, N. Y. C.; G. Bennett Larson, Wm. Penn Broadcasting Co., Philadelphia; Hildre Sanders Levines, Mitchell Faust Adv. Co., Chicago; Quincy A. Brackett, WSPR, Inc., Springfield, Mass.; Dorothy Pollard, Buffalo; Miss Mary C. Ransome, University Film Prod. N. Y. C.; Arnold Cohen, Jones & Brakeley, Inc., N. Y. C.

Also Phil Stewart, Roche, Williams, Cleary, Chicago; Eleanor Rampell, N. Y. C.; R. W. Rogers, Libbey Glass Div., Owens-Illinois Co., Chicago; Sterling E. Norcross, The Television Engineer, Bloomfield; Joseph V. Noble, Sgt., Sig. Corps Photo Cen., L. I. C.; Lt. Butler, Capt. Alexis Thompson; W. J. Knoop, A. B. DuMont Labs., Passaic; T. J. Westermann, Willard Pictures, N. Y. C.; M. Beville, Nat'l B'casting Co., N. Y. C.; M. Greene, Nat'l B'casting Co., N. Y. C.; M. Schmidt, Nat'l B'casting Co., N. Y. C.; Christopher Cross, British Broadcasting Company, N. Y. C.; Charles Brewer, British Broadcasting Company, N. Y. C.; William Reid, British Broadcasting Company, N. Y. C.; Stephen Fr. British Broadcasting Company, N. Y. C.; Don van Rowse, British Broadcasting Company, N. Y. C.; Robert Burns, British Broadcasting Company, N. Y. C.; Marjorie Lein, British Broadcasting Company, N. Y. C.; Annette Elser, British Broadcasting Company, N. Y. C.; Mildred Helms, British Broadcasting Company, N. Y. C.; Ann Koszko, British Broadcasting Company, N. Y. C.; Joseph Kenas, British Broadcasting Company, N. Y. C.; R. E. Shopen, KOW2 World Publishing Co., Omaha; C. P. Cudway, The Rauland Corp., Chicago; William Tobey, Abraham & Straus, B'klyn.

Also John V. L. Hogan, Interstate Broadcasting Co., N. Y. C.; Arthur Jay Cook, N. Y. C.; Elhott M. Sanger, Interstate Broadcasting Co., N. Y. C.; Douglas Milne, National Union Radio Co.; Ben Warriner, National Union Radio Co.; Don McNamara, Earle C. Anthony, Inc., Los Angeles; Franklin O. Peas Video Productions, Philadelphia; Juli Speigelman, N. Y. C.; Ruth Fox, WFIL Philadelphia; Clair McMullen, WFIL, Philadelphia; Louis E. Shecter, L. E. Shecter Adv. Ag., Baltimore; Morris A. Baker, Lesh Corp., Baltimore; L. Waters Milbourn, WCAO, Baltimore; Martin L. Jones, WCAO, Baltimore.

Y. K. Smith, D'Arcy Adv. Ag., N. Y. C.; Paul Smith, D'Arcy Adv. Ag., N. Y. C.; D. S. McKay, Farnsworth Television & Radio Corp., Fort Wayne; Harvey A. Huff, Home News Publishing Co., New Brunswick; Victoria Balestriari, B'klyn; Veronique Hal South Norwalk; E. B. Lyford, Nat'l B'casting Co., N. Y. C.; Norman C. Kal, Kal, Ehrlich & Merrick Adv., Wash., D. C.; Robert J. Enders, Kal, Ehrlich & Merrick Adv., Wash., D. C.; Alexander L. Charles, Kal, Ehrlich & Merrick Adv., Wash., D. C.; Forest Entwisle, Kal, Ehrlich & Merrick Adv., Wash., D. C.; George Bellak, Long Island City; Doroth F. Miller, Harrison, N. Y.; Norman Livintstone, WOR, N. Y. C.; Eugene King, WOE, N. Y. C.; Robt. Simon, WOR, N. Y. C.; Donald Hamilton, WOR, N. Y. C.; Danit Ehrenrich, WOR, N. Y. C.; Helen Levint, WOR, N. Y. C.; David Driscoll, WOB, N. Y. C.; Rufus Maddux, WOR, N. Y. C.; Chas. Oppenheim, WOR, N. Y. C.; Chas. Singer, WOR, N. Y. C.

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## Network Video Vital, Fly Advises Institute

(Continued from Page 6)

However, when it comes to telecasting news events, celebration, on-the-spot happenings, etc., "television will be in a class by itself," he added.

Network television is a certainty, according to Paul Mowrey, television manager for the American Broadcasting Company, "because advertisers demand national coverage," and their investments will be protected only by the market that network operation can provide.

"One of the most important and commercially significant of the things our experience has taught us at WABD," Samuel H. Cuff, manager of the DuMont station declared, "is that anything offered the television audience that is in good taste, visually appealing and truly entertaining is effective television." This axiom, he added, applies fully as much to commercial as to sustaining programs. In discussing the history of WABD, a small experimental station that grew into a full sized, commercial television broadcasting outlet, Cuff declared that the new studios in the John Wanamaker Department Store embrace today's most advanced "thinking" along the lines of development in engineering.

### Porter Sends Congratulations

Unable to attend the meetings, Paul Porter, FCC chairman wired the following congratulatory message to Irwin A. Shane, publisher of "Television" which is sponsoring the Institute:

"I regret that the pressure of other business makes it impossible for me to attend the Television Institute. It looks like an exciting program, and your distinguished list of speakers suggests that the Institute may do much to further sound thinking in the field of television."

The final sessions of the Institute, which take place today from 10:00 a.m. to 4:00 p.m. will embrace the following phases of television discussion: (1) Advertising Panel, under Richard Manville, chairman; (2) Round table discussions of directing, writing, producing and acting; (3) Merchandising Panel; (4) Round table discussions of education, special events, employment in television and "Television For Retailers."

### Italian Appointment

Giuseppe Lupis, station WHOM's supervisor of Italian programs, leaves today on the Gripsholm for Rome where he will be a member of the National Consultative Assembly, a body which will be the nominal Italian Chamber of Deputies pending final settlement of the Constitution.

### STATION

Wants experienced salesman in New York City, on straight commission basis. Job could give the right man from \$5,000 to \$15,000 per year. Write, Box No. 230,

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## Prospect of Color Tele Causes Some Speculation

(Continued from Page 1)

monstrate publicly, Dr. Peter Goldmark, CBS tele engineer revealed Friday morning that manufacturer of transmitting and receiving equipment for ultra high frequency transmission is already under way.

GE has agreed to take the products of CBS research and turn them into commercial products, Goldmark said, with the first GE receiver samples to become available by the end of January. In addition, he said color tele studio equipment is now being manufactured by Westinghouse, with 10 units already sold. "All receiver manufacturers will have equal chance to obtain designs and licenses under the Columbia patents" he added.

Goldmark said that by using an inexpensive directional antenna, ghost-free reception would be possible in the high-frequency transmissions. "It was found during the tests," he added, "that a signal reflected from a nearby tall building corresponded to a transmitter radiating one-hundredth of a watt radiated in all directions uniformly." He said this means that an area like New York could be covered by "a transmitting power of less than one-tenth that which is required in the present low-frequency television bands."

CBS color tele plans, Goldmark said, include installation of one-kilowatt transmitter in the Chrysler Building in New York. He said CBS engineers will start metropolitan as well as long-range propagation tests and sought co-operation of the FCC engineering staff.

### Du Mont Gives Views

Dr. Allen B. Du Mont, president of Du Mont Laboratories, supported the proposed TBA allocations, saying his company does not agree "with the Commission's thinking that the proposed allocations and standards will not provide a 'truly nation-wide and competitive television system'."

Du Mont recommended to the FCC that "the public and the industry be assured that the present plan is permanent to the extent that the public purchasing receivers should expect at least 10 years use therefrom." He added that "to make a substantial investment in television in the lower

frequencies with the advent of commercial high definition color television practically upon us not only would be unwise but utterly foolhardy."

### Expanding WABD Service

Soon after Jan. 1, he said, WABD would carry programs originating in Washington as well as in New York, and that by April 1, the Washington station would carry programs originating in both cities.

Theodore C. Streibert, president of the Bamberger Broadcasting Service, said his company is "especially interested in New York, where most of the programs—at least for the Eastern Seaboard—must necessarily originate." He said "a minimum of seven channels should be allocated to New York in order to promote the highest degree of competition."

Streibert added, "Indeed, we question whether the origination of programming and development of the program art and techniques can be safely left in the hands of a few. Furthermore, there are at least four existing national network organizations now in the television service, or planning to be in it, in New York. If they are to be permitted to render regional and national service, and if no more than four channels are available, then the opportunity for purely local programming service in New York will be completely non-existent."

### Shepard Heard

John Shepard of the Yankee Network said, "it is our considered opinion that both the interests of the industry, both manufacturing and operating, would be best served by abandoning the suggestions for the establishment of commercial television below 300 megacycles at this time, and by the establishment of such service in higher frequencies at the earliest date practicable." If

## FCC Faces Problem Of Many Applicants

(Continued from Page 1)

cluded Roy L. Albertson, WBNY, Buffalo, N. Y.; Cur-Nan Co., Brockton, Mass.; New York Sun Broadcasting Co., New York; WIZE, Springfield, Mass.; WMBH, Joplin, Mo.; Southern Broadcasting Co., Carbondale, Ill.; Lincoln Dellar, Sacramento, Calif.; WDAK, Columbus Ga.; Jed Sheplar, Lawton, Okla., and Santa Catalina Island Co., Avalon, Calif.; West Virginia Radio Corp., Morgantown, W. Va., and Columbus Broadcasting Co., Columbus, Ga.

## Rene Morin Reappointed To CBC Post In Canada

(Continued from Page 1)

Gazette also announced reappointment of Howard B. Chase of Montreal and Mrs. T. W. Sutherland, Revelstoke, B. C. as governors of the CBC for another three-year term. All reappointments date from November 1, 1945.

## MacArthur Heard

General of the Armies Douglas MacArthur, broadcast to the people of the U. S. last night at 6 p.m. over a four-network pool. The program was beamed directly from Japan to the West Coast via Radio Tokyo.

the low-frequency service is to be established, he added, it should be made plain that it is only a temporary service with less exacting engineering standards than are to be required for the permanent service.

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**SALES DOLLARS TRAVEL FAR • •**  
*Ben Ludy,* GEN'L. MGR. *.. when you use them on*  
**WIBW**  
The Voice of Kansas  
TOPEKA

**WDOD**  
20th YEAR  
CBS  
for  
**CHATTANOOGA**  
5,000 WATTS DAY AND NIGHT  
*first in Chattanooga in*  
LISTENING AUDIENCE  
ADVERTISING VOLUME  
PUBLIC SERVICE

# AGENCIES

**F**RANK BARTON, formerly with N. W. Ayer & Son and the Columbia Broadcasting System, has been appointed manager of the radio department of Benton & Bowles, Inc.

**S**TATION KWBR, OAKLAND, CALIFORNIA announces the appointment of William G. Rambeau Company, Chicago as their exclusive station representative.

**C**HARLES A. POOLER, following two years in the armed forces has returned to Benton & Bowles, Inc., as vice-president and director of research, Clarence B. Goshorn, president of the agency has announced. Pooler previously was associated with the research divisions of Ward Wheelock Co., and Lever Brothers. He was named head of the Benton & Bowles research department in May of 1942, and a vice-president of the agency a year later.

**H**UGH K. BOICE, JR., for four years commercial manager of WMBD, Peoria, Ill., has joined J. P. McKinney & Son, New York, as manager of its radio department.

**H. W. RODEN**, president of American Home Foods, Inc. announces the appointment of Merritt Greene as assistant to John Bier, manager of the Clapp's Baby Food plant in San Jose, California. Mr. Greene was in charge of the Canned Food Section of the War Food Administration from 1941 until August, 1945. A. H. F. account is placed by Ruthrauff & Ryan, Inc.

## Soap Box Club Honors Hirshfield At Luncheon

Can-You-Top-This Harry Hirshfield was given a bang-up birthday party yesterday midday by the Soap Box Club at the Algonquin Hotel. Vocal tribute was extended the guest of honor by Lou Nizer, Al Smith, "Bill" O'Brien and Jack Alicoate. Hirshfield was not allowed to speak. A good time was had by all.

## Send Birthday Greetings To—

October 16

Cynthia Carlin      Wilfred Lytell  
Vincent Munro, Jr.      Carl Kent  
Francis E. Kaye      Rosemary Garbill

### WANTED

Experienced radio station salesman who has earned \$10,000 or more per year. Must have agency contacts in New York City. Write Box No. 229,—

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# COAST-TO-COAST

## — NEW HAMPSHIRE —

**P**ORTSMOUTH—Finding jobs for veterans was principal theme of WHEB's booth at the recent Rochester Fair. Vets were invited to register their qualifications, and preferred employment. Information thus obtained is being used in a current series, "Jobs for Joe," beamed to prospective employers. Veteran Bob Bruce did the announcing and station manager, Jim Dunbar, had charge of the booth.

## — MASSACHUSETTS —

**W**ORCESTER—In co-operation with the Chamber of Commerce, WAAB is presenting a series of programs in an effort to promote the Worcester Committee of Economic Development. . . . **BOSTON** — Kenneth N. Strong, ex-maritime, has joined the promotion department staff of WCOP as merchandising assistant. In this capacity he will spend most of his time in the field calling on merchants.

## — CALIFORNIA —

**L**OS ANGELES—Under the auspices of the Juvenile Division of the Los Angeles Police Department, KECA will launch a comprehensive series of programs aimed to acquaint parents, organizations and leaders of the community with the causes, preventative measures and a general diagnostic clinic on juvenile delinquency. Stories will be based on anonymous case histories from department files.

## — OREGON —

**P**ORTLAND—Frank Coffin, KGW's chief announcer went down to Diamond Lake, Oregon to interview Universal Pictures' "Canyon Passage" cast, there on location filming the opus. The entire troupe gave a blanket "OK" to the "Remember Our Men" pledges when Coffin explained their purpose, and the rotund announcer returned carrying signed cards from Susan Hayward, Andy Devine, Dana Andrews, Ward Bond and Dorothy Peterson.

## — WEST VIRGINIA —

**C**HARLESTON — In co-operation with the newspapers of West Virginia and in appreciation of America's Free Press, the W. Virginia web, through its key station WCHS, aired a special 25-minute program September 30th. The show, in observance of National Newspaper Week, consisted of short talks by state newspapermen broadcasting from WPAR, Parkersburg; WBLK, Clarksburg; WSAZ, Huntington; and WCHS.

## — DISTRICT OF COLUMBIA —

**W**ASHINGTON—Claude Mahoney, of WTOP, and Lt. Comdr. F. J. Loveless, USNR, aide to the Navy Yard Commandant, sounded the alert for the Washington Navy Yard's Community War Fund Drive. Between shifts at the Navy Yard, when approximately 15,000 workers were in transit to and from work, and machinery was quiet, Mahoney's pep talk to meet the Yard's \$86,200 was fed through the p.a. outlets throughout the Navy center.



**LIEUTENANT F. B. RYAN, JR., U.S. Navy** who has been released from active duty with the U. S. Navy, has returned to Ruthrauff & Ryan, Inc., New York. Lieutenant Ryan, who left in October 1942 on leave of absence to be commander of Armed Guard Crew, will resume his duties as vice-president and treasurer of the organization.



**MARTIN KOERNER**, head of mail department at Barnes Printing Co., publishers of RADIO DAILY, has returned to his old job on release from the Army.



**LT. GEORGE B. MacGLENNON**, former advertising manager of Muzak Corporation, who spent three years in the Army Air Forces in Africa and the Middle East has returned to civilian life. MacGlenn was recently assistant public relations officer at Robins Field, Ga., in charge of radio production and special events. He will announce his plans following brief vacation.



**LT. HENRY W. LUNDQUIST**, recently discharged from the Naval Reserve after more than three years service, joins the staff of WCOP, Boston, as assistant director of programs and production.

## Plaque Goes To KNX For Best Anniversary Show


(Continued from Page 1)

sary of broadcasting, has been scheduled over KNX for Tuesday, during the closing minutes of the re-broadcast of the prize-winning production.

The presentation will be made by Howard D. Thomas, Jr. general manager of the Packard-Bell Company and the plaque will be accepted, for station KNX, by D. W. Thornburgh, CBS vice-president in charge of the Pacific Coast Division.

"Bequest," the prize-winning program, is being re-broadcast as a special feature of station KNX's Silver Anniversary celebration during the week of October 15 to 21. It was written by Everett Tomlinson and Beth Barnes and produced by Tom Hargis.

**RICHMOND COVERAGE AT PETERSBURG RATES**  
WIRE or WRITE  
**WSSV**  
Petersburg, Virginia



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Editors      Critics      Writers  
representing every section  
of the country  
will again select  
**THE ALL AMERICAN RADIO PROGRAM**  
for exclusive publication in  
**RADIO DAILY**  
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# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 33, No. 12

NEW YORK, N. Y., WEDNESDAY, OCTOBER 17, 1945

TEN CENTS

## Protest Navy Day Plans

### ATC Details Agenda For Chicago Meeting

Chicago—The educational application of AM, FM and tele will be fully covered at the ninth annual meeting of the School Broadcast Conference to be held at the Morrison Hotel Oct. 21 and 23.

Through broadcasts, utilization demonstrations and work-study groups, the conference will detail current methods and practices in education through radio and will explore all possibilities for improvement and expansion. The sessions will be attended by educators, radio executives and members of parents-teachers groups. Exhibits portraying new ideas and equipment will be set up at the meet-

(Continued on Page 6)

### Network Representatives Set For World Air Trip

Representatives of three major networks will follow the round-the-world trail blazed by the ATC in a special 22-day trip scheduled to start from Washington on Oct. 19.

Several side trips and stop-overs are planned to give the radio men opportunity to examine and report on conditions in the countries touched

(Continued on Page 5)

### New Federal Set-up Planned For Campaigns

Washington Bureau, RADIO DAILY

Washington—A new Federal office to serve as liaison for campaigns and to handle various other co-ordinating work formerly done by OWI's radio bureau—but on a smaller scale—will be set up here soon, it is reliably re-

(Continued on Page 5)

### Bird's Eye View

WINS today will cover the arrival of fleet. Willard Schroeder, general manager, has arranged for a plane to carry Joe Tobin, WINS announcer, and recording apparatus. Plane takes off at 6 a.m. and will be in air until 7:30 a.m. Tobin will record description and impressions as he flies over various units of fleet. Rebroadcasts are scheduled for 1 a.m.; 2, 6 and 9 p.m.

### Author Revealed

Capt. W. G. Beecher, Jr., USN, now in command of group of destroyers in Tokyo Bay, is author of "Me and Halsey and Nimitz" which Admiral Nimitz read at dinner in his honor in New York last week, and which was set to music by Ralph Barnhart, chief, WOR arranging staff. Song will be published next week by Robbins Music Corp.

### Gov't Uses Int'l Radio Pending Disposition

Washington Bureau, RADIO DAILY

Washington—There is no alternative but for the Government to continue operating our international shortwave stations pending final decision on their disposition, Assistant Secretary of State William Benton told the House Foreign Affairs Committee yesterday. Discussing the general outlines of the international information program he plans for the

(Continued on Page 6)

### Patterson Gets Post In Radio At State Dept.

Eugene Patterson, former program director of WLWO, has been appointed chief of the broadcasting division of the State Dept. Interim Information Service. His new post puts him in charge of programming for the 23 shortwave stations used by IIS for broadcasts to Europe and North Africa. Patterson had been chief of OWI studio operations since the inception of government broadcasting early in 1942.

### New York Outlets Charge Discrimination In Radio-Press Setup For Cover Of President Truman

### Radio Sets By Xmas Promised Canadians

Montreal—Radio receiving sets, especially mantle models in plastic and wood will be in retailers' hands across Canada in time to be purchased as Christmas gifts, a consensus of opinion of dealers revealed. Manufacturers have been hit by the price ceiling since suppliers of necessary parts and materials have been permitted to raise their prices as much as 30 per cent and labor costs have

(Continued on Page 5)

### Joint Sponsorship Set For MBS "Queen For A Day"

Sale of "Queen For A Day" under terms of a 10-year contract for joint sponsorship by Miles Laboratories and Procter & Gamble, was announced yesterday by Z. C. Barnes, vice-president in charge of sales at Mutual. Miles Laboratories takes over spon-

(Continued on Page 7)

### All Nebraska Stations Now Licensed By Ascapi

Jules M. Collins, in charge of Ascapi's radio department, announced yesterday that since the repeal of Nebraska's anti-Ascapi law in August, all 13 stations in the state have taken

(Continued on Page 5)

Charging they have been denied equality with the wire services and newsreels, radio newsmen yesterday protested plans for coverage of New York's Navy Day celebration Oct. 27 at a meeting with public relations officers of the Third Naval District. The major complaint of the newsmen, who represent-

(Continued on Page 2)

### Committee Activities Scored In Resolution

Washington Bureau, RADIO DAILY

Washington — Charging that the chief function of the committee thus far has been to smear the pix industry, radio commentators and political opponents, liberal members of Congress are today circulating a petition which seeks to bring up for a vote of the House a resolution to discharge

(Continued on Page 5)

### McGee & Molly Lead First 15 Evening Shows

Fibber McGee & Molly lead the first 15 evening programs, with Bob Hope second and Charlie McCarthy third, according to the mid-October rating compiled by C. E. Hooper.

Spotlight Bands, was credited with

(Continued on Page 5)

### Sees Future Tele Competing In \$3,000,000,000 Adv. Field

Television broadcasters will be competing with radio, newspapers and magazines in a three-billion-dollar market for sponsors' and consumers' dollars, Paul Raibourn, treasurer of Allen B. Du Mont Laboratories, told television and advertising executives in a panel discussion of the Television Institute which

ended its two-day meeting yesterday at the Hotel Commodore.

"The three-billion-dollar figure represents the existing field with which sponsored television will compete for revenue from sponsors, and public, Raibourn added, and although it is difficult to predict to what extent

(Continued on Page 7)

### Heavy Middleweight

Guy Lebow, fightcaster on WHN, New York, has some explaining to do to his friends. Radio program highlights listed as the opponents at the Park Arena boxing bouts last night, Phil Palmer vs. Guy Lebow, middleweights. Actually Palmer's foe was supposed to be Freddie Peralta, Guy—six feet tall—weighs in at 198 pounds, and wants heavy-weight billing.



# Radio Feels Navy Day Plans Favor Wire Units, Newsreels

Vol. 33, No. 12 Wed., Oct. 17, 1945 Price 10 Cts.

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

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## FINANCIAL

(Tuesday, Oct. 16)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	184 3/4	184 1/4	184 3/4	+ 1/8
CBS A	43 3/8	42 3/8	42 3/8	- 1/8
CBS B	42 1/2	42 1/2	42 1/2	0
Farnsworth T. & R.	15 5/8	15 1/2	15 1/2	- 1/4
Gen. Electric	48 1/2	48	48 1/4	- 1/4
Philco	38 3/8	37 7/8	38	- 1/2
RCA Common	15 7/8	15 1/2	15 5/8	- 3/8
Stewart-Warner	22 7/8	22 5/8	22 5/8	- 3/8
Westinghouse	35 3/4	35 3/8	35 1/2	- 1/2
Zenith Radio	40 1/4	40	40	- 1/2

### NEW YORK CURB EXCHANGE

Nat. Union Radio	6	6	6	0
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### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/2	9 1/4
Stromberg-Carlson	22 1/4	23 1/2
WCAO (Baltimore)	28	28
WJR (Detroit)	28	28

### Radio Execs. Meeting

U. S. Attorney General Tom Clark will be the principal speaker at the second meeting of the '45-46 season of the Radio Executives' Club on Thursday, October 18th at 12:30 p.m., at the Hendrick Hudson Room of the Roosevelt Hotel. Lloyd O. Coulter, vice-president in charge of radio of McCann & Erickson, Inc., will be general chairman of the meeting which will honor representatives of the advertising agencies in the field of radio.

### Levant, Karloff Hildy Guests

Oscar Levant and Boris Karloff will appear on Hildy's "Raleigh Room" over NBC at 10:00 p.m. Tuesday, Oct. 23.

NEWS AND THE POPULAR CLASSICS WITH A BLEND OF THE MODERN

NEW YORK'S

# WLIB

THE VOICE OF LIBERTY

1190 On Your Dial

(Continued from Page 1)

ed the four major webs as well as New York indies, was the ban on broadcasts from the Brooklyn Navy Yard the morning of the 27th when President Truman will speak briefly at the commissioning of the USS Franklin Delano Roosevelt. The wire services, newsreels, and television cameras will be permitted full coverage at this event, which Mrs. Eleanor Roosevelt also is expected to attend.

The only exception to this White House-imposed ban was granted to WNYC because Charles Ross, Presidential secretary, and Leonard Reinsch, the President's radio adviser, felt that the airings over the city station's small radius would not "take the edge off" the President's speech from Central Park that afternoon. The ceremonies in the park will be given full network and local coverage.

#### Novik Gives Views

However, Morris Novik, director of WNYC, opposed the plan from the start, and tried to get full radio coverage. Last night he was trying to contact Reinsch to bring about a change. At the meeting a spokesman for the station said that if the com-

missioning was to be a WNYC exclusive, the station would drop it.

Another gripe of the broadcasters is the arrangements for space on the destroyer Renshaw from which Mr. Truman will review the fleet in the Hudson River. The major wire services, AP, UP and INS will be allowed one man each on board, but only one radio man will be permitted, necessitating a pool arrangement among the four major networks.

Another destroyer, the Welles, which will accompany the Presidential ship during the review will be devoted entirely to newsmen of all media, but the radio men feel the distance which must necessarily separate the two ships will prevent efficient voice coverage.

#### Protests Planned

Without exception, the newsmen present at the meeting expressed displeasure at the arrangements as they now stand. It was felt that protests would be lodged with the White House and with Navy Department particularly about the setup at the commissioning. "If we can't broadcast the President's speech," one of the broadcasters said, "we should at least be allowed to do an on-the-spot description of the ceremonies."

Those present at the meeting were: Dolf Schneider, NBC; Mike Jablons, WNYC; Jo Ranson, WNEW; Bill Slocum, CBS; Paul Killiam, WOR; Jim Kane, CBS tele; Al Grobe, WQXR; Louis Carino, WHN; W. H. Trevarthen, American; Max Jacobson, NBC; J. H. Hartley, NBC tele; Lee Stewart, WAAT, and Jerry Bowman, American.

### U. S. Radio Artists To Aid Canadian Victory Loan

American radio artists will journey to Canada to aid in the Canadian Ninth Victory Loan, which plans a tee-off show from Montreal Friday night Oct. 19. Arrangements made between representatives of the Canadian Legion and the Mortimer A. Nussbaum office indicate that the program line-up will include: Ed Sullivan, as emcee, Dick Todd, Miriam Hopkins, Ellen Drew, Bess Myerson (Miss America) and the Harvest Moon Ball winners. Additional radio talent will be announced shortly.

Opening program in the form of a two-hour rally will have one hour broadcast over the CBS.

### Stork News

Jack Miller, conductor of the orchestra on the Kate Smith program, is the father of a girl born last week to Mrs. Miller at Doctors Hospital.


Chicago's

# ONLY 24 HOUR STATION

# W-I-N-D

560 Kc. 5000 WATTS

## Coverage ...in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.



## Let MacFarlane sell it for you

This around-the-world, authoritative, dependable analyst of the news has six open night spots on the schedule, on the Associated Broadcasting Corporation network.

MacFarlane knows the veteran problems. He has been in on the housing question for years. He knows the unemployment situation . . . he's been in on the labor management quarrels. His keen analysis has built audiences.

11 to 11:15 P. M. is the time. Call the Headley-Reed man or Jack Embry at W-I-T-H, Lexington 7808, Baltimore.



## W-I-T-H IN BALTIMORE

TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED



CONSTRUCTION

**TIME!**

Time for blasting sales curves upward is the kind of time Weed & Company stations offer and Weed men sell. Time buyers across the nation rely on Weed for help in spotting hot markets and influencing them through topnotch availabilities.

The Weed motto, "time will sell", is amply demonstrated by the continuing flow of contracts into sales-able stations that carry this meaningful line on their letterheads: "Nationally Represented by Weed & Company."

# WEED AND COMPANY

RADIO STATION REPRESENTATIVES

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



PATSY BAUMAN, one of the featured performers on KGW's "Remember Our Men" series of radio programs originating from veterans' hospitals in the Portland area, gives autographs to a group at the Portland Veterans Hospital, after the show.



### 'Remember Our Men'

It is easy to forget, perhaps, but it is just as easy to remember, and besides there is a privilege and a duty. One is thinking of KGW's campaign for remembrance, and of the pledge of the station's staff artists to continue to entertain disabled service men in army and navy hospitals, for so long a time as the need exists. The pledge is fittingly simple, and we think it should here be repeated, for it is something that everybody might well take to heart:

In recognition of the fact that, although peace has come, the war may never be over for many of our service men and women, I pledge that I shall continue to entertain hospitalized veterans whenever and wherever I can.

One does not need to be a radio entertainer to adopt the spirit of this obligation, but it is hoped that all radio stations will join in the movement, and, indeed, the "Remember Our Men" campaign is effectively organized for that purpose. The war is over for you and your hours are filled with eventful interest—but it isn't over for the hospitalized veteran who has little to entertain himself with, save to lie there and read—if he can read—or lie there and think, or hobble about with four walls for his bounds. No, it isn't over for him. But he must not be allowed to suppose that he is forgotten.

—reprinted from the Portland Oregonian, September 15, 1945

FREE PLEDGE CARDS are still available to organizations interested in furthering this post-war entertainment campaign for wounded veterans.

ONE OF THE GREAT STATIONS OF THE NATION  
**KGW**  
 PORTLAND, OREGON



REPRESENTED NATIONALLY  
 BY EDWARD PERRY & CO. INC.



### Memos Of A Midnigher . . . !

• • • When Ezra Stone resumes as Henry Aldrich, his stipend will call for \$2,100 per. His contract had graduating clauses—and he was in the army a long, long time. . . . Phil Baker auditioning ex-GI's (both male and femme) during the last week of Nov. They don't have to be professionals—just have talent. Kay Roberts, of the Wm. Morris factory, is setting the deal. . . . Capt. Ed Sarnoff on his way to the States from Tokyo after 23 months overseas. . . . Ben Gross, News radio ed, is being considered for the technical advisory post for Jerry Brandt's forthcoming movie on radio, "Magic in the Air." . . . The feuding between Jerry Wayne and Luba Malina, of "Marinka," has become so bitter that the producers feel the matter may have to go before Equity and they're holding their breath. . . . Harmon O. Nelson, out of service after three years of building and operating radio stations in the Pacific, joins Roche, Williams & Cleary on the coast as radio director. . . . Medicos have ordered AP's Jack O'Brien on the wagon for at least a year. . . . It's a boy at the John Sinns. . . . Several publishing firms interested in scripts of WPAT's Princeton U's Preceptorial of the Air. . . . Fred Stengel, former Variety scribe, has joined NBC on a special assignment. . . . RCA giving Jay Blackton a major build-up. . . . Vickee Richards signed for "Soundies" and a Philly nite spot. . . . Frazier Hunt's voice sounds like Walter Pidgeon. Is that bad? . . . Clifton Webb very ill in Calif. . . . Abbie Greshler now handling ex-WAC Sgt. Adele Clark.

★ ★ ★

• • • Milton Berle and some NBC officials were lunching recently and discussed the quiz show situation. The comic pointed out the danger of a contestant slipping out with some off-color line and commented that quizmasters must go gray from that worry. "Oh, we're prepared for that," one of the execs explained. "If something like that happens, our announcers will simply say: "This is the Columbia Broadcasting System."

★ ★ ★

• • • Idle Thoughts While Dialing: Very few males can be said to have 'glamour'—but Mark Hellinger's arrival here certainly livened up the old town. Incidentally, "Leave It To The Girls" would love to have Mark as their guest on the 27th. . . . One of Louie Sobol's finest columns—his report on his gin rummy duel with Toots Shor. . . . Wonder whether you'd call her guests—Hildegard's chosen people. . . . Wonder howcum the World-Telly left out Dick Liebert in its yarn about high-bracketed organists. The guy merely clears around \$75,000 per annum. . . . Arthur Gary losing his La Coronado spot on NBC Tues. and Thurs. nites. They claim he's got too much 'commercialism' in his voice for that late-hour spot, whatever that means. . . . Aside to WOV: Have you thought of Art Green for the vacated Alan Courtney spot? . . . Good planning on Phil Carlin's part in bringing back Ted Cott's "So You Think You Know Music" to the air. It preems Friday nite on Mutual with Ted assuming his old role as emcee, natch. . . . Marty Ragaway claims he's doing big in radio writing. He's now writing warm-up material for announcers. . . . Nice layout on Joan Brooks in the current 'Look' mag. . . . Fred Allen's opening Hooper of 2L2 surprised nobody. . . . Frankle Carle's opening at the Pennsylvania last nite had the management dusting off the S.R.O. signs. Seems like the whole town was there. . . . Murphy Sisters so sensash on guest shots on National Barn Dance they've been offered a long-termer.

★ ★ ★

• • • Our Hat's Off Dep't: To Harry Hershfield—one of radio's most popular and beloved citizens. . . . To Woody Herman, who amazed his fans and pals alike with his smooth job of emceeing on his opening show for Wildroot. Why, the guy's another Crosby! . . . Ken Lyons for his triple-threat versatility in turning out three different types of shows currently—"Boston Blackie," "Calling All Girls" and the Kenny Baker show.

## LOS ANGELES

By RALPH WILK

JACK HALEY and NBC "Seal Village Store" cast and product crew, and Guy Lombardo's American Chelsea Show group last week made special 15-minute transcriptions for benefit of National Tuberculosis Health Association to aid in annual Christmas Seal Drive. Platters will play on over 200 stations in 75 cities. Race Track.

Dick Powell, whose "Rogue's Gallery" broadcasts are heard every Thursday night, is the first radio star to enter his yacht in the race for Los Angeles harbor to Hawaii to be held in 1946.

"A Bit of Paris in New York"

*Henri*  
 Est. 1906

FRENCH RESTAURANT

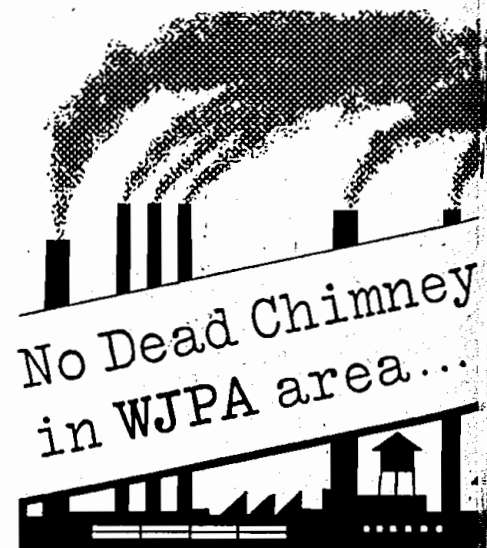
REAL FRENCH CUISINE

LUNCHEON From \$1.50

DINNER From \$2.00

Famous French Candies

15 EAST 52d ST.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, JOHN LAUD, Managing Director, New York, Chicago, San Francisco, Los Angeles.

WSTV - Steubenville, O.

WFPG - Atlantic City, N. J.

WJPA - Washington, Pa.

WKNY - Kingston, N. Y.





## Radio Sets By Xmas Promised Canadians

(Continued from Page 1)

50 per cent while the retail price of sets remain at controlled levels. The principal material bottlenecks are wooden cabinets and tubes. Plastic cabinets, some of the manufacturers are using their pre-war dies, while others are tooling up for a fresh start, which will enable them to introduce minor refinements, such as streamlining as will not involve the inside parts and features resulting from war research now expected to be available shortly.

## 3 More For Connie Bennett

Three more sponsors have signed for the Constance Bennett show through the co-operative program development of the American network, was announced yesterday by Stan-ley Florsheim, director of the division. They are: Cullum & Cullum (department store), on WCOS, Columbia, S. C.; D. W. Rogers Co. (department store), on WSRR, Stamford, Conn.; The Three Sisters Shops, on WFL, Chicago.

## Swarthout On RCA Show

Bladys Swarthout, mezzo-soprano, will be heard on Tommy Dorsey's "RCA Show" next Sunday at 4:30 p.m., over NBC.

## McGee & Molly Lead First 15 Evening Shows

(Continued from Page 1)

the highest listeners-per-set with 3:01; average evening audience is 8.9 up from the last report and slightly off the same time last year's report; average evening sets in use reported are 28,05 which is 2.3 more than the last report and the one last year at this time. "Take It Or Leave It," had the highest sponsor identification index with 81.5; "Saturday Night Serenade" had the largest women listeners per set and "Lone Ranger" the most children.

Lux Radio Theater, was fourth on the list of top 15, with Fred Allen showing up even with Jack Benny, each being rated at 21.2. Others in successive order are: Screen Guild Players, Walter Winchell, Mr. District Attorney, Abbott & Costello, Take It Or Leave It, Amos 'n' Andy, Joan Davis and Andy Russell, Kraft Music Hall, Jack Haley and Eddie Cantor.

## New Federal Set-up Planned For Campaigns

(Continued from Page 1)

ported. This unit would be a White House creation, possible within the OWMR, it is believed and will probably include topflight radio, pix and press men with very small staffs to work with them.

## Network Representatives Set For World Air Trip

(Continued from Page 1)

by the new service. The Army is sending along a special technician to enable the globe-trotters to cut on-the-scene discs which will be rushed back home for rebroadcast. Direct pickups will be arranged from Cairo, Karachi, Manila and Tokyo.

Dave Driscoll, director of news and special events for WOR, will represent MBS on the trip. Correspondents Robert Trout and Ted Malone will report for CBS and American, respectively.

The trip to Tokyo will be a detour from the original route of the Globester and has been arranged for the convenience of the webmen. The return trip will be made via the Aleutians if conditions permit.

## All Nebraska Stations Now Licensed By Ascap

(Continued from Page 1)

out Ascap licenses of one form or another.

New York Supreme Court Justice Paxton Blair, on Monday dismissed the complaint against Ascap brought by Teddy Hart, brother of the late Lorenz Hart, who died in 1943. In its decision, the court upheld Ascap's right to elect successors to deceased members who held office, under its Articles of Association.

## Committee Activities Scored In Resolution

(Continued from Page 1)

the House committee on Un-American affairs. The brief resolution itself charges the committee with failing to investigate Fascist forces in America and instead trying to smear liberal and progressive forces. It specifically mentions the committee's unfair charges against Hollywood and its spreading of allegations concerning certain radio commentators.

## Radio Noise Filter

Schenectady—G. W. Frick, General Electric engineer has announced that a tiny gadget developed by G. E. for making better radio reception possible aboard the giant B-29's, is being widely used to eliminate static or buzzing in electrical equipment, and will be an important factor in bringing better radio reception in the homes.

## Morgan Propeller Club Speaker

Clay Morgan, assistant to the president of NBC, and formerly publicity director of the French Lines, will address the panel on Public Relations at the American Merchant Marine Conference during the 19th Annual Regional Meeting of the Propeller Club of the United States today at the Waldorf-Astoria Hotel. His subject will be "Public Relations in American Shipping."



# The Murphy Sisters

## A HARMONY TRI-OOMPH!

### ON VICTOR RECORDS

JUST RELEASED NATIONALLY  
BY VICTOR

"WILL THE ANGELS PLAY  
THEIR HARPS FOR ME?"

AND  
"HOMESICK"  
#21734

SOON TO BE RELEASED

"ON THE OTHER SIDE OF  
THE RAINBOW"

"A LITTLE STREET WHERE  
OLD FRIENDS MEET"

### ON THE AIR

WEAF-NBC—Monday Thru Friday 12:45 p.m.  
Guest-Starred

NATIONAL BARN DANCE—COMMAND PERFORMANCE  
CHESTERFIELD SUPPER CLUB—KATE SMITH SHOW

### PERSONAL APPEARANCES

IN TOP THEATERS  
AND HOTELS  
THRUOUT THE COUNTRY

PUBLICITY  
SIDNEY ASCHER



DIRECTION  
MUSIC CORPORATION OF AMERICA  
NEW YORK · CHICAGO · HOLLYWOOD



PERSONAL MANAGEMENT  
AILEEN STANLEY  
1619 BROADWAY, N. Y.

# Gov't Uses Int'l Radio Pending Disposition

(Continued from Page 5)

Department of State. Radio stations will rely on broadcast to provide for private enterprise, and the Government will supplement private stations with facilities and equipment where necessary.

## Cable Problem 'Pathetic'

The shortwave radio problem is said to be a "pathetic case" and "pathetic" what is to be done with it. It is expensive, and most of the cost of today's operations is covered by the programming and operation of shortwave radio, it is impractical for private industry since there is no way of securing adequate revenue from listeners abroad in spite of the fact that in any case only 12 of the 26 transmitters now in use in the United States were in operation at the time of Pearl Harbor. All the rest were built for or by the Government. To scrap these now transmitters, most of which are owned by the Government and to stop programming them at once, would not seem a intelligent from the point of view of the future national interest.

## Says Study Is Needed

Since there is a great national interest involved and since this is one of the most complicated problems in the whole field of Government, the Department of State cannot possibly decide this particular case now. The problem needs to be studied in its entirety, and recommendations must carefully made for submission to the Congress. We have no choice, it seems to me, but to continue the operation of shortwave radio on a reduced scale, with fewer languages, fewer hours on the air and fewer employees until such a study can be completed and recommendations made.

# Plan Industry Dinner To Further Defense Appeal

The Joint Defense Appeal of the American Jewish Committee and Anti-Defamation League of B'nai B'rith will launch an industry-wide drive to collect \$50,000 for the furtherance of the organization's fight against anti-Semitism with a Radio and Allied Trades dinner to be held Oct. 25 at 6.30 p.m. at the Hotel Commodore. Arthur Freed, chairman, announced.

Freed said the more than 500 reservations already received is evidence of the industry's sentiment to form a solid front against the evil.

# Utilization Of AM, FM, Tele On Agenda Of SBC's Meet

(Continued from Page 5)

... (The text continues with details of the SBC meeting agenda, including discussions on AM, FM, and telephony utilization.)

## FCC Director on Programs

Chairman Brewster, North American director for IBCU, will speak at the annual luncheon of the Association for Education by Radio at noon. There will follow a broadcast and discussion on the "Lucky Make Believe" with Isabel Calvert as the title role. At 3.30 there will be a panel discussion titled "In The Public Interest: Convenience and Necessity" with Harold B. McCarty, director of WHA, presiding.

In the evening there will be an FM demonstration which will include a special broadcast from the studios of WGNB. There will be also a simulated broadcast "The World of Tomorrow" and a GE film "Listen - It's FM".

The morning of the 23rd there will be a broadcast "The Air Age" from the CBS School of the Air series. The program will be directed by John Barnes and produced by WBEM with participating students from Niles.

... (The text continues with details of the SBC meeting agenda, including discussions on AM, FM, and telephony utilization.)

## Who'll Speak

... (The text continues with details of the SBC meeting agenda, including discussions on AM, FM, and telephony utilization.)

... (The text continues with details of the SBC meeting agenda, including discussions on AM, FM, and telephony utilization.)

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**BALTIMORE'S**  
*Listening Habit*

**W  
C  
B  
M**

**KNOW YOUR ABCs about KOA**

KOA is going all out on promotion for the 1945-46 "Parade of Stars"

Result more listeners more sales for KOA advertisers

**FIRST IN DENVER**  
**KOA**  
50,000 watts 150 KC  
represented by ABC STOUT SALES

**MUTUAL BROADCASTING SYSTEM**

JOHN ELMER President  
GEORGE H. ROEDER General Manager

**FREE & PETERS, Inc.**  
Exclusive National Representatives

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 — 2 West King St., Lancaster, Penna. or

Sales Representative

**RAYMER**

**NBC-MUTUAL**

**RADIO BROADCASTING DISCS**

*Acoustic* Day Circle 7-2965  
Night Regent 4-2190

**RECORDING STUDIO, CARL FISHER, INC.**  
119 West 57th Street, New York 19, N. Y.



# AGENCIES

**HERBERT T. HODGES**, chairman of the executive committee of the Sun, will speak at the opening of the 22nd year of the Advertising and Selling Course, sponsored by the Advertising Club of New York. Col. Hodges will speak on "Success-Unlimited."

**THE SIEDEL ADVERTISING AGENCY**, with offices in the Times Building, have been appointed to direct the advertising plans of the Belle Products Co., manufacturers' representatives and distributors.

**MIN M. SMITH** has joined Kenyon Eckhardt as manager of their Detroit office and assistant director of the Detroit Sunday Evening Hour. Before entering the RAF Ferry Command in 1942, Smith was on the production staff of the Canadian Broadcasting Co.

**FRANK ADVERTISING S. A.** Havana, Cuba announces their appointment as advertising agents for the Cuban National Tobacco Commission, Division of the Department of Agriculture, Republic of Cuba. Present plans call for a promotion on Havana shows in U. S. media starting in December.

## Grant Sponsorship Set For CBS "Queen For A Day"

(Continued from Page 1)

Ship of the half-hour show on October 29, five times a week Monday through Friday at 2:30 p.m., EST. On December 31, Procter & Gamble share sponsorship with Miles, a sponsor taking a 15 minute segment of the show. Wade Advertising Agency represented Miles in the deal. Compton agency closed for Procter & Gamble.

## New Station For Portland, Me., Area

Portland, Me.—Portland will have third radio station before many months it has been announced by William S. Newell, Bath, Me., ship-optimizer and board chairman of Centennial Broadcasting Company. Construction of the station WJNO, with 250 watts power on a frequency of 1,450, is to start this fall. Murray Carpenter, Port Washington, N. Y., and Humbolt J. Greig, New York, N. Y. C., are vice-presidents; Col. T. Davis, N. Y. C., president; A. Marshall Laidlaw, N. Y. C., secretary and Elmer Paulson, N. Y. C., treasurer. Carpenter will be station manager.

### WANTED — A MAN!

To invest in secretary with mink-coat deals. Dividends paid off in intelligence, ingenuity, capability. College degree. Five years' radio experience. Write Box No. 228, Radio Daily, 1501 Broadway, New York 18, N. Y.

# Sees Future Tele Competing In \$3,000,000,000 Adv. Field

(Continued from Page 1)

video will amplify this amount or supplant these existing media, he voiced agreement of industry executives that "television has a field in which to compete that is as large as the dreams of its enthusiastic promoters."

On the subject of sponsorship, Raibourn revealed that in a recent survey among experts on broadcasting and the economics of distribution of radio sets, the opinion existed that "sponsored television will not obtain a mass audience because readily possible programs are far inferior to radio or movie shows." A few men in high places in the industry take the position that widespread tele-broadcasting will not be attained within the next few years, basing their argument on the fact that no one can long afford to provide programs unless sets are readily available to use the programs and that few sets will be bought until programs are available. "In other words," Raibourn continued, "the ratio of sponsors' costs to returns will not be such as to keep the ball rolling."

### Cites Growth Since 1929

However, another phase of the sponsorship problem is encouraging, according to Raibourn's study,—i.e., the giant strides in advertising that have been taken by television's closest medium,—radio broadcasting,—since 1929. "The best estimates are that in 1929, the top in our previous period of prosperity," he said, "the amount of money spent for station time, talent and production, did not greatly exceed \$40,000,000 or a little over one per cent of the amount spent on advertising in that year. During the past 12 months, advertiser's expenditures for sponsored radio have been running in excess of \$400,000,000 per year, or 10 times that of the rate of 1929."

Discussing the needs of retailers and dealers to sell television receivers, Thomas F. Joyce, of Raymond Rosen & Co., Philadelphia, told the group that "the first requisite for the rapid development of the receiver market is great television programs." Programs that will satisfy their owners, or induce them to exploit the advantages of the medium among their

friends, will stimulate other people to buy more than any other phase of promotion. "First and foremost," Joyce declared, "the television show and not the technical performance of the receiver is the measure of an owner's satisfaction." Dealers do not believe that the video industry can flourish on second rate live talent shows, or second and third rate motion pictures, he added, and he found that retailers were more concerned with the program quality than the physical quality of receivers.

### Calls Quality Paramount

As to receiver prices, Joyce revealed that retailers generally agreed that quality is of paramount importance, and that the growth of television will be greatly stimulated if certain levels are maintained. A small table model receiver should ultimately retail for approximately \$99.95. The console type, combined with standard and FM, radio, should sell at an ultimate price of \$199.95, and the projection television receiver, combined with standard and FM, will have a desirable price level of \$395.

Television's most important application to the retailer is intra-store video, according to Milton Alexander, advertising manager of the Allen B. Du Mont Laboratories, who outlined the advantages of the new medium in creating and attracting store traffic in certain specific departments. More importantly, in the future, when stores branch out, television may be used to promote merchandise centrally located, or create fashion shows that will be viewed by audiences in various departments or branch locations. Alexander also emphasized the retailer's role in television, in his ability to "stimulate the sale of telesets through demonstration of receivers through the day."

### Mowrey Assesses Costs

Assessing probable costs and returns on the advertiser's dollar in video, Paul Mowrey, manager of television for the American Broadcasting Company, described commercial tele as a combination of two proved media,—radio and display advertising. "The ultimate costs of television advertising will be higher than either of these two media alone," he said. Video advertising, in its early stages, will not be low in price, he maintained, but it will be an advantageous buy, largely because the advertiser who "gets in on the ground floor" will gain a knowledge of the medium that will pay off handsomely when television takes its place among other media.

### Don Douglas On "Gang Busters"

Don Douglas, radio actor featured on the CBS "American School of the Air," WJZ "Washington Story" and other programs, will henceforth be heard regularly as a member of the "Gang Busters" cast, every Saturday, 9-9:30 p.m., via WJZ and the American network.

RADIO DAILY, as a service to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

X-Army Officer, married, desires position as narrator, announcer or writer with independent station in Mid-West or New England. Will furnish recording if desired. Write: Serviceman's Want Ad, Box No. 40 RADIO DAILY, 1501 Broadway, New York City.

Music program director position desired. Pre-Army experience as singer, violinist, arranger of programs, appearances over eight New York stations. Familiar with classic and popular music. Write: Serviceman's Want Ad, Box No. 41, RADIO DAILY, 1501 Broadway, New York City.

Army officer, honorable discharge, desires position as announcer. Five years professional stage (Broadway). Announced for station in Norfolk, Va. for past five months. College graduate. Prefer New York area. Write: Serviceman's Want Ad, Box No. 42, RADIO DAILY, 1501 Broadway, N. Y. C.

Script writer, dramatic, fantasy and continuity. Wrote own dramatic show for network and independent station. Knowledge of production. Prefer New York or suitable offer at Coast. Write: Serviceman's Want Ad, Box No. 43, RADIO DAILY, 1501 Broadway, New York City.

SALESMAN, discharged veteran, 26, married, four years training in radio and radar, Harvard and MIT radar school. Desires position as electronics representative, preferably in New York City. Write: Serviceman's Want Ad, Box No. 44, RADIO DAILY, 1501 Broadway, New York City.



Where "Dun and Bradstreet" meet "Hooper and Crossley!"

**WJNO**

THE VOICE OF THE PALM BEACHES



FOR SPECIAL WASHINGTON COVERAGE

Follow the Crowd

**U.S. RECORDING CO.**  
1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies



*Beginning Monday  
October 15th*

# FRANK SINGISER

*"The Sinclair Headliner"*

**MOVED TO A NEW TIME!**

**MONDAY • WEDNESDAY • FRIDAY • 7:30 PM, EST • MBS NETWORK**

## THANKS FROM THE YANKS!

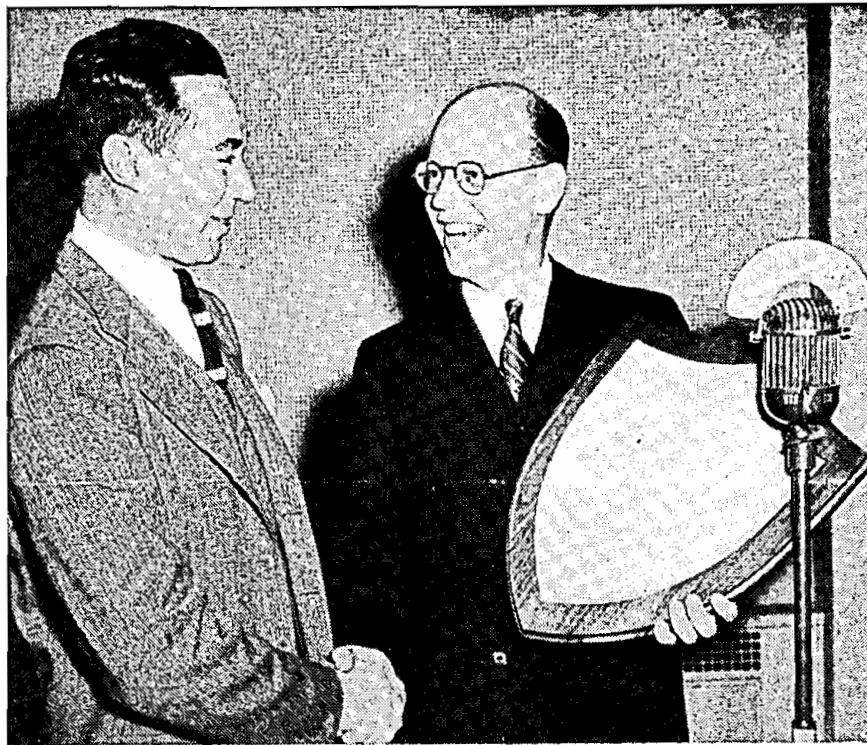
"Thanks . . . At all times you certainly gave the Marine Corps the proper presentation!"

*Robert L. Denig  
Brig. General U.S.  
Marine Corps  
August 17, 1945*

## CLEAR NEWS ROUND-UP!

"Most of the commentators were too gee-whizzy to report what the snatch of Madagascar meant. Frank Singiser had the clearest round-up!"

*— Walter Winchell*



## LEADERSHIP!

"When the facts regarding the loading situation were called to the attention of the absentees through your radio broadcast, the situation very soon returned to normal."

*Alex B. MacNabb  
Port Commander  
Phila. Cargo POE  
January 3, 1945*

## ACTION!

"Frank Singiser, the WOR-Mutual newscaster, made an appeal against absenteeism among dockworkers which resulted in service men having to load their own ships. Two hundred applied for jobs."

*— Edward Leamy, WORLD TELEGRAM*

## AWARDED A SILVER PLAQUE

"For excellence in the preparation and presentation of news" . . . by the United Businessmen's Assoc. of Philadelphia, representing 25,000 members, April 26, 1945.

## ACCURACY!

"In ten years of broadcasting I dare say Frank Singiser has flubbed fewer words than anyone else on the air."

*— "Listen Here", WOMAN'S DAY*

## A CAPABLE MAN!

"With industry and business playing such heavy roles in furnishing veterans with post-war jobs, we'd like to hear Mutual's Frank Singiser, a capable man, do a series of reports about same."

*— Marion C. Taylor, N. Y. ENQUIRER*

## A MODEL!

"Frank Singiser is a newscaster fastidious in his pronunciation of foreign words."

*— Justin Gilbert, HACKENSACK RECORD*

711 FIFTH AVENUE, NEW YORK CITY 22

Exclusive Management  
**NATIONAL CONCERT  
AND ARTISTS CORPORATION**  
Daniel S. Tuthill, Vice-President  
Director, Popular Division



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 33, No. 13

NEW YORK, N. Y., THURSDAY, OCTOBER 18, 1945

TEN CENTS

## Navy Relaxes Its Ruling

### Short Wave Field Is Gov't Problem

Washington Bureau, RADIO DAILY  
WASHINGTON — American short wave broadcasts, formerly heard in 10 languages, have been cut to 18, Assistant Secretary of State William Benton, head of the international information service, told the House appropriations committee this month during hearings released yesterday on the first supplemental session bill. The languages include English, French, German, Italian, Chinese, Japanese, Korean, Spanish, Portuguese and several of the Balkan and Asian dialects.  
General Benton's testimony was  
(Continued on Page 3)

### NBC Will Modernize All Chicago Studios

Chicago—Work is to start almost immediately on a studio modernization program costing approximately \$1,000,000 at NBC Chicago headquarters, it was announced by Harry C. Wolf, vice-president and general manager of the NBC central division. The Chicago studios in the Merchandise Mart will be brought into line with the most advanced developments in acoustical engineering.

### Low Research Service Offered By Ross Federal

A packaged research service, "Survey of the Month," has been offered to business throughout the country by the Ross Federal Research Corp. The company said the surveys will be quite rigid as far as the questionnaire, the interviewing technique,  
(Continued on Page 13)

### Reversal

General Douglas MacArthur's headquarters in Tokyo yesterday cancelled a directive that would have set strict limits on the number of Allied newsmen of all media permitted in Japan, Korea and the Philippines. Other portions of the order, including the return of correspondents to civilian status, will go into effect Oct. 27 as scheduled, however.

### President To Speak

President Truman's address before a joint session of Congress on peacetime universal military training Oct. 23, will be broadcast by the four major webs beginning at 12:30 p.m., EST.

### Lauds Advertisers In New York Speech

John Snyder, federal reconversion chief, last night revealed in a speech before the AAAA, in New York, that the coordinating agency for government campaigns, creation of which was reported by this paper yesterday, will be a part of his office and will work closely with the advertising council. "We look forward with pleasure to working with you in the months ahead," Snyder told the AAAA listeners, "and know that we can rely on the same high plane of  
(Continued on Page 14)

### CBS Affiliate Board Meeting In New York

The Affiliates Advisory Board of CBS is holding its third meeting of 1945 at web headquarters in New York. I. R. Lounsberry of WKBW, Buffalo, is chairman of the board. Other board members who are scheduled to attend are: E. E. Hill, WTAG, secretary; C. T. Lucy, WRVA; Arthur Church, KMBC; Clyde Coombs, KARM; F. C. Eighmey,  
(Continued on Page 3)

## Set Plans For Radio's Co-Op In Campaign For Victory Loan

Completion of plans for radio's participation in the Victory Loan drive, scheduled to get under way Oct. 29th, were announced this week by Ted R. Gamble, National Director of War Finance, following a series of meetings with broadcasters and Government officials from which emerged "the most effectual and thorough broadcasting plans in the Treasury's War Finance history."  
The Radio Section of War Finance,

## Protests Of N. Y. Indie Stations Result In The Altering Of Radio Plans For Navy Day Coverage

### U. S. Att'y Gen. Here For REC Luncheon

United States Attorney General Tom Clark will address the Radio Executives Club luncheon at the Roosevelt Hotel today. He will give an off the record talk on governmental affairs and may comment on communications.  
Today's REC luncheon is under the  
(Continued on Page 13)

### Audience Participation Show Set For WOR-Mutual

New audience participation show titled "Break the Bank" will debut on WOR-Mutual from Guild theater, New York, on Saturday at 9:30 p.m. Program is sponsored by Vicks through Morse International. Bud Collyer will be the host and guest m.c. will be John Reed King.

### WEAF-FM Requests FCC For Change Of Frequency

An application for change in frequency for WEAF-FM, New York, has been dispatched to the FCC. Channel 55, 98.9 megacycles, was requested instead of Channel 35, 94.9 megacycles, for the NBC station.

Strong protests by New York web and indie outlets resulted yesterday in the lifting of the ban on descriptive broadcasts of the commissioning of the Franklin Delano Roosevelt in the Brooklyn Navy Yard on Navy Day, Oct. 27. The stipulation that President Truman's speech at the ceremonies be  
(Continued on Page 15)

## House Vote Planned On FCC Budget Status

Washington Bureau, RADIO DAILY  
Washington—An early House vote on the proposal of the appropriations committee to reduce the FCC appropriation by \$930,000—providing for liquidation of FBIS and RID—is looked for with inclusion of the recommendation in the first supplemental appropriation rescission bill  
(Continued on Page 13)

## Radio Will Be Discussed At ANA Annual Meeting

Radio is expected to hold a prominent position in discussions at the 36th Annual Meeting of ANA to be held Nov. 18, 19 and 20 at the Hotel Pennsylvania. A leader of the industry, as yet unnamed, will address a  
(Continued on Page 13)

### Homecomers

American web war correspondents Donald Coe and Cleve Roberts returned to the U. S. yesterday after service in ETO. Coe arrived by plane from Paris and Roberts from Casablanca. Both will receive new assignments after vacations. Both Coe and Roberts covered for the web some of the principal engagements in the European theater of operations.



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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, Oct. 17)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	185	184 3/4	185	+ 1/4
CBS A	43	42 3/4	43	+ 5/8
CBS B	42 1/4	42 1/4	42 1/4	- 1/4
Crosley Corp.	37 3/4	37 1/4	37 3/4	+ 3/4
Farnsworth T. & R.	15 5/8	15 1/2	15 5/8	+ 1/8
Gen. Electric	48 1/2	47 3/4	48 3/4	+ 1/8
Philco	38 1/4	38	38	- 1/4
RCA Common	15 3/4	15 1/2	15 1/2	- 1/8
RCA First Pfd.	88 3/8	88	88 3/8	+ 1 1/8
Stewart-Warner	22 7/8	22 5/8	22 7/8	+ 1/4
Westinghouse	36 1/8	35 1/2	36 1/8	+ 5/8
Zenith Radio	40	39 3/4	39 3/4	- 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/2	9 1/4
Stromberg-Carlson	22 1/4	23 1/2
WCAO (Baltimore)	28 1/4	...
WJR (Detroit)	29	...

**Hooper Addresses AMA**

C. E. Hooper, of C. E. Hooper, Inc. radio rating service, will address the opening Fall-Winter luncheon of the 1945-46 season of the American Marketing Association today at the Hotel Sheraton. His talk will emphasize the importance of audience ratings to advertisers, agencies and radio networks.

**Benchley On "Hall Of Fame"**

Robert Benchley, star of radio and screen, will make his first appearance on the "Radio Hall of Fame" program next Sunday, over the American network, (6:00-6:30 p.m., EST) with one of his humorous discourses on "How To Watch a Football Game." Paul Whiteman conducts the "Hall of Fame" orchestra, supported by the songstress Martha Tilton.



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

**Coming and Going**

CHARLES P. HAMMOND, director of NBC's advertising and promotion department, and CHARLES B. H. VAILL, sales promotion manager of the network, are in Chicago for conferences with officials of the network's central division.

RALPH N. WEIL, station manager of WOV, is on a business trip to Chicago. He plans to return on Monday.

MARIE ROGENDAHL, coloratura soprano heard in the past as the "undiscovered voice" on Phil Spitalny's "Hour of Charm," is back in town for more radio work after having completed her college education at the University of Oregon.

DON LERCH, director of WEA's "Modern Farmer" program, is in Quebec to attend the convention of the World Food and Agriculture Organization.

OLGA COELHO, Brazilian soprano, has completed her tour of her native land and Argentina, and is leaving for the States.

HAVEN M. POWERS, principal of Leland Powers School of Radio, Boston, was here this week for the meeting of the Television Institute at the Hotel Commodore.

ROGER W. CLIPP, president of WFIL, Philadelphia, in New York yesterday to deliver an address at the Advertising Club.

EVELYN KNIGHT, vocalist, on Saturday will go down to Washington to sing at the "Victory Dinner" during the Third Annual Photo Exhibit of the White House News Photographers Assn.

TED ARNOLD, national sales manager for WHBF, Rock Island, Ill., is spending a week in New York on business.

CLIFF HARRIS, technical supervisor of WIP, Philadelphia, and EDWARD WALLIS, program director of the station, visitors in Gotham the early part of this week.

RICHARD H. MASON, general manager of WPTF, Raleigh, N. C., and OLLIE CARPENTER, sales manager of the station, are in town for confabs with officials of NBC.

WILLIAM B. LEWIS, vice-president of Kenyon & Eckhardt, Inc., and WILLIAM J. REDDICK, director, spent the week-end in Detroit, where they attended the broadcast of the Ford Sunday Evening Hour.

NORMAN CORWIN is in Boston, where today he will deliver an address at the Boston Public Library.

**End Promotion Mgr. Meet For O&O Outlets Of CBS**

CBS yesterday ended a three-day confab of promotion managers representing the network's owned-and-operated stations. The sessions, which were held at the Ritz-Carlton started Monday.

Among promotion heads present were: Guy H. Cunningham, WEEL, Boston; Jules Dundes, WABC, New York; Maurice B. Mitchell, WTOP, Washington, D. C.; C. W. Deebler, KMOX, St. Louis, and Ralph Taylor, KNX, Los Angeles.

Also present were representatives of WBBM, Chicago; WCCO, Minneapolis, and Edward Connolly, WBT, Charlotte, the latter station no longer owned by Columbia.

**Stork News**

Mr. and Mrs. Hugo Seiler yesterday announced the arrival of a seven pound son. Seiler is program supervisor for the Mutual Broadcasting System.

**Kate Smith Host To Carle**

Kate Smith will have as guest on her program of Oct. 26 over CBS, Frankie Carle, pianist.

**Three AM, 2 FM Stations Requested Of The FCC**

Washington—Applications for three new AM stations and two new FM stations were received at the FCC yesterday. The Cleveland Broadcasting, Inc., Cleveland, Ohio, applied to operate on 1,300 kc, five kilowatts, unlimited. Ohio-Michigan Broadcasting Corporation, Toledo, Ohio, applied to operate on 980 kc, five kilowatts, directional antenna, night, unlimited. Walter A. Graham, Tifton, Ga., applied to operate on 1,300 kc with 250 watts unlimited.

The FM applicants were the West Virginia Radio Corporation, Pittsburgh, Pa., operator of WAJR, Morgantown, and WBAP, Fort Worth, Texas.

The application of Jackson Broadcasting Company, Jackson, Miss., for a new AM station was dismissed on its own motion.

**Benny Substitutes For Kaye**

Jack Benny and his crew will sub for Pacific-touring Danny Kaye on the latter's CBS spot Oct. 26, 10:30-11:00 p.m., EST. Program is the fourth of six guest spots to fill time during Kaye's overseas tour. Kaye is scheduled to resume his show Nov. 16.



**Gold nugget**

We knew we'd have to get around to a picture and headline like this one sometime in this series. There's a twist to it, and a point to be made.

That pan of gold nuggets is from the usual gold country. It's from a rich gold lode in Dahlonega, Georgia.

The point is this, as far as you're concerned: Just off the traditional path of radio time buying, many radio advertisers have struck gold.

We'd like to offer you W-I-T-H, the successful independent station in Baltimore—as an example.

W-I-T-H, the independent, delivers more listeners-per-dollar spent than any other station in this big five-station town.

Facts are available to prove to you that the independent in Baltimore is your big buy.



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

TOM TINSLEY, President  
REPRESENTED BY HEADLEY

IN PHILADELPHIA  
Nearly everybody listens to  
**WDAS** BROADCASTS OF NEWS...  
ON THE HOUR • EVERY HOUR

That's why  
78 percent of our sponsors renew regularly.



# Summer Shortwave Broadcasts Seen As Government Problem

(Continued from Page 1)

duplicate of his statement of Tuesday before the House foreign affairs committee, as reported in this paper yesterday. He stressed his plans to supplement, rather than compete with private industry, in the international information job to be done.

### Industry Not Interested

Benton told the committee flatly that the radio industry does not see commercial advantage to the short wave program. Although there is a possibility of some limited amount of sponsorship of programs, the amount this would bring in, he stated, would be "negligible in comparison to the operating costs. It is universally agreed that it is going to take money over and above what any sponsors will put into it, if we are to do a real job, and that there is no money in it today for private operators."

He and Ferdinand Kuhn, deputy director of ILLS, explained to the committee that government controls on the content of the short wave programs have been retained. This is necessary, Benton said, because "Direct communication between peoples of the world, as illustrated by this short-wave broadcasting, is a trend that we have had with us for some time and that I think will accelerate. It seems to me that it is incumbent upon us to think in terms of the future, two, three, four, and five years from now, in judging short-wave broadcasting, instead of merely thinking of the past, during the war. It is not easy to foresee the future and I feel that the question of how to handle these short-wave broadcasting activities, or how to control the programming is a difficult one, not an easy one on which to come up immediately with a final and definite answer."

### Urges Gov't Continuance

It is important to keep our wave lengths and to keep our equipment in to keep our transmitters, in my opinion, while we study this subject of how to program the short wave and how to achieve long-range contact of programming material. There are many views of how to do that. The industry itself is divided in its

views on how to do that. By "the industry" I mean the few people who did own short-wave stations prior to the war.

"There are many conflicting views here in government on how to do that, and my hope is that the Congress will agree that we should continue this short-wave broadcasting activity for the immediate future, while we set up a procedure for studying the form of operation and the form of control. And an important part of that study is an estimate, a guess, of how important short-wave broadcasting is going to be to us all five years from now rather than merely an analysis of how important it was last year or the year before last.

### Seeks Congress Co-Op

"It is my hope that the Congress will agree that we need to carry this short-wave broadcasting on through the calendar year 1946 under such controls as seem most effective and most suitable, while a real study is made of how to operate it, how to control it, how to police the programming and control the programming, and so forth. Because it is a very involved and complicated subject and I do not think it can be constructively handled and decided with a gun at your head, in a month or two or three or even four or five months, and it is the one area for which I have taken responsibility that the most time seems to be needed to come up with even a tentative answer in the public interest."

## CBS Affiliate Board Meeting In New York

(Continued from Page 1)

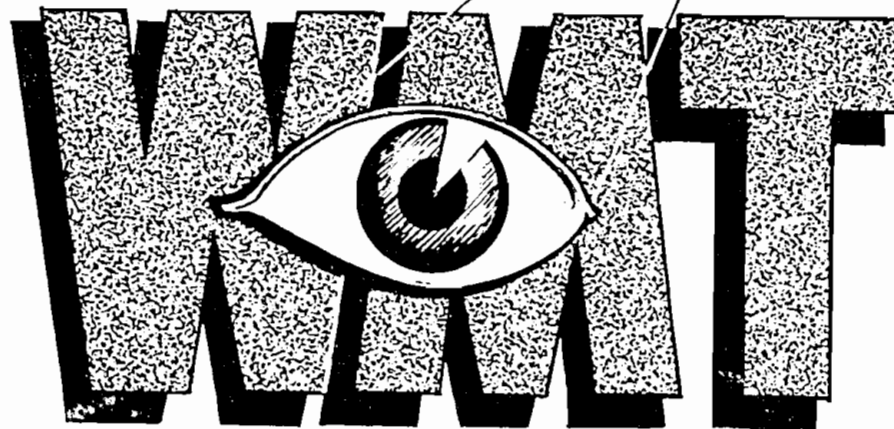
KGLO; Clyde Rembert, KRLD; John Rivers, WCSC, and W. H. Summer-ville, WWL.

CBS executives planning to attend the sessions are: Paul W. Kesten, executive vice-president; Frank Stanton, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Frank K. White, vice-president and treasurer; Herbert V. Akerberg, vice-president in charge of station relations; J. Kelly Smith, director of station relations, and William A. Schudt, Jr., eastern division manager of station relations for the network.

Other web execs slated to meet with the board to discuss problems of network procedure and operations are: Douglas Coulter, vice-president in charge of programs; William C. Gittinger; vice-president in charge of sales; Paul M. Hollister, vice-president in charge of advertising and sales promotion; Earl H. Gammons, director of Washington office; Peter C. Goldmark, director of engineering research and development, and William B. Lodge, director of general engineering.

# Smart Time Buyers

Will Put Their "Hawkeye" On

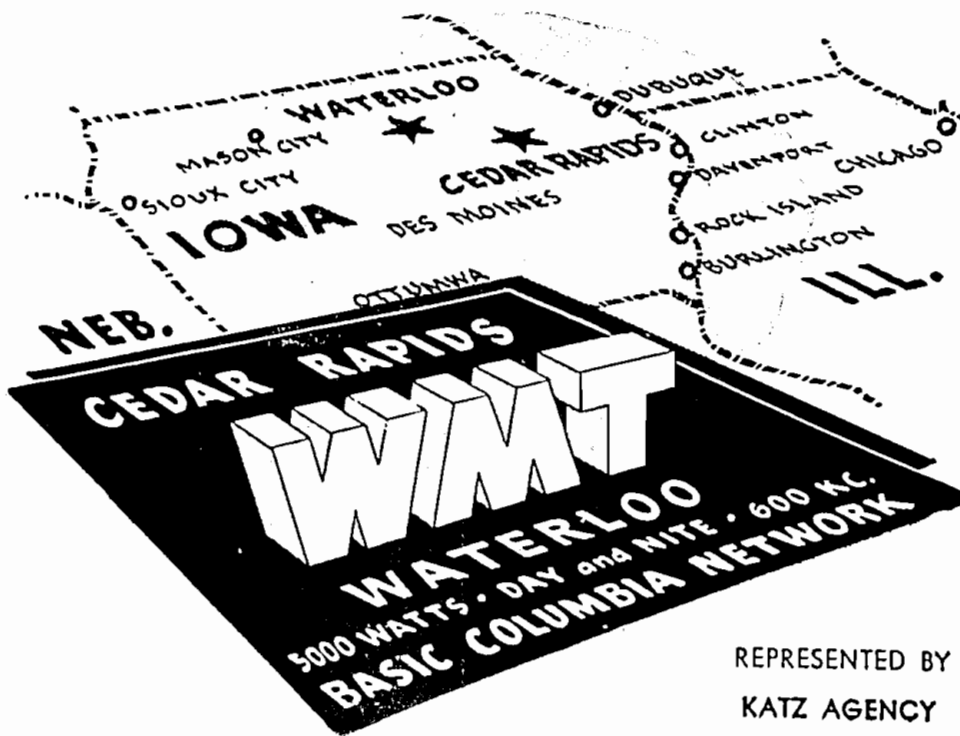


## with the largest population coverage\* of any station in the Hawkeye State . . . at IOWA's best frequency—600 KC, 5000 Watts

Yessir, "keep your eye on Iowa" . . . one of the brightest spots on any sales map. And when you go West, go to Eastern Iowa's most popular station for lowest-cost sales.

WMT is Eastern Iowa's only CBS station . . . covering 126,500 square miles of "high test" sales territory!

\* 3,500,000 people. WMT also has the largest daytime primary area of ANY station in Iowa within its 2.5 MV line.



REPRESENTED BY KATZ AGENCY

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



There are reasons why hundreds of advertisers of every type . . . retailers, wholesalers, distributors, manufacturers all over the nation . . . automatically specify an NBC Syndicated Show when they plan local or regional radio advertising. And these reasons are pretty obvious once you have used an NBC Recorded feature.

Quality is an intangible term, but when applied to NBC Syndicated Shows, it means better all-around audience reaction . . . and that's what really counts. Those extras in writing, direction, talent, performance that you find in every NBC-RRD program help make the difference. The extra technical attention given each recording by skilled NBC engineers, the extra supervision by RCA technicians in processing each record . . . all of this adds up to a superior product . . . a program comparable to any of the best network shows.

Cost is a determining factor in any radio venture. Despite the fact that production costs of our shows are on the way up, we have succeeded, through planned merchandising, in bringing program costs down to an almost negligible figure. Under our new "rate adjustment plan," rates for NBC Syndicated Shows have been cut as much as 40%. Increased distribution of our shows has permitted us to pass this saving along to advertisers everywhere.

Selection is another important consideration for a local or regional advertiser. But there is really no problem when you scan the panorama of NBC Recorded programs. Every important type of show is available . . . drama, mystery, music, variety, inspirational, sports, juvenile, quiz . . . ranging in length from 5 minutes to one-half hour.

As part of the complete service offered with each NBC Syndicated Show, every subscriber receives a fully planned Audience Promotion Kit containing radio, newspaper and display material.

Write, wire or phone your nearest NBC Radio-Recording Division office for full information and rates for NBC Syndicated Shows in your town.

**NBC**  
Radio-Recording Division

AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



**California Commentary !!!**

● ● ● One of the nicest parties of the year was that tossed by Don Searle, American's Western division major domo, in honor of Milt Samuel, who resigned the post of the division's publicity chief to join Young & Rubicam, and to welcome Bob Hall, Milt's successor.

**Los Angeles**

Don Gilman, who was Milt's chief for several years at San Francisco and Hollywood and who is now the West Coast petroleum industry czar, attended the affair that was given at the swank Beverly Hills Club. Joan Davis, Eddie Cantor, Constance Moore, Mack Millar, Frank Samuels, Francis Conrad, Virginia West, Frances Scully, Louella Parsons, Clyde Scott, Jack Melvin, Glenhall Taylor, Bob Mucks, Bobby Nichols, James Abbe, Noel Corbett, Bruce Eels, George Rosen, Bobbie Valentine, John Maschio, Ed Ettinger, Erman Pessis, Bill Davidson and Joe Leighton were among those who toasted Milt and Bob. The guys and gals on Radio Row are still talking about the splendid performance—his first dramatic one—that Eddie Cantor gave on Archie Oboler's produced and written show over Mutual. Major Mark Finley, former public relations director of KHJ, has been promoted to rank of lieutenant colonel. Finley, who entered the service on Dec. 7, 1941, is now public relations director at Delta Base, Marseilles.



● ● ● Comedian Bob Sweeney now has a new partner—for life. She is none other than comely Beverly McCarthy of CBS, with their Radio Row romance culminating in a quiet wedding last month. Lloyd Brownfield has expanded his CBS Western division press department with the addition of Elinor Corrigan formerly of the Kansas City Star, and Bob Ray. Betty Bunn of "Brownie's" department, held a reunion with her brother, Major Reynold W. Bunn, whom she had not seen in four years. Wendell Niles has named his new racehorse "Anndear" in honor of his wife. Jay Stewart, who stepped into Emcee Jack Bailey's shoes when Jack was affected by the heat on a recent "Meet The Missus" broadcast, has received much praise for the work he did on the four shows Jack had to miss. Jay is also doing the announcing on "Truth Or Consequences."



● ● ● Frank Sinatra's Swooners, a soft-ball team, made a big hit with the fans at Gilmore Field, defeating the Hollywood Park Jockeys. Frankie played second-base, while E. H. "Buddy" Morris, the song publisher, who did considerable baseball playing in the East, was in the outfield. Hank Sancola, another song publisher, was also in Frankie's lineup. Eddie Traubner, the business manager; Barry Sullivan and Tony Quinn, screen players, and Sid Gould were among the members of the winning team. Look-alikes: Bob Graham, the singer, and Von Urbanski, NBC staff producer. Appearance of the Smart Set for the "Hoagy Carmichael Show" Oct. 15 was cancelled due to the death of Norman Berens, a member of the group. He died suddenly of a heart attack Thursday while fishing near Glendale. He is survived by his wife and six-year old child. Art Linkletter, emcee of the "G. E. House Party," is one of the top handball players in the country and plays the game about five times a week. Producer Dick Mack of the "Joan Davis Show," has a formula for good comedy-variety shows. "The cast has to enjoy the program," Dick said, "or, eventually, the radio audience won't either." And Dick should know. He has produced some of the country's greatest comedy air shows. Knox Manning received one of those weird reactions to "Star In The Afternoon," the recent CBS show, previewing its fall and winter programs. Woman wrote to him panning "his" show and remarking that never again would she listen to NBC as a consequence. All of which is weird because Manning's participation in the program amounted to 50 seconds and it was a CBS, not a NBC presentation, of course. Walter Tetley of "The Great Gildersleeve" program, has given lessons in magic to more than 200 servicemen from the Birmingham hospital at Van Nuys. Walter is one of the most expert magicians in the Hollywood radio colony.

**CHICAGO**

By BILL IRVIN

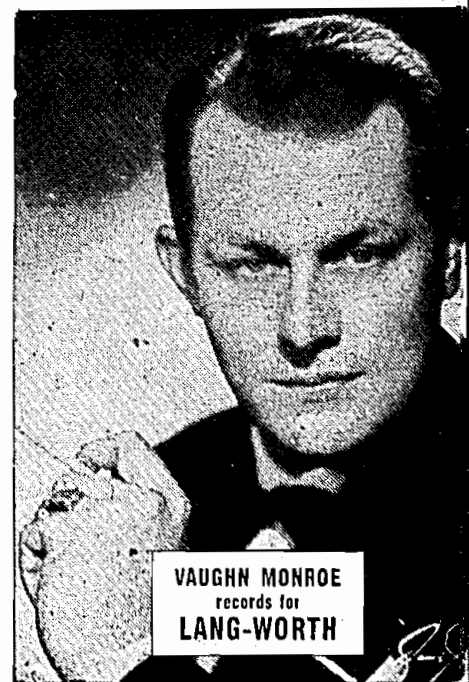
**T**IN PAN ALLEY OF THE AIR effective immediately, and National Barn Dance," effective S. 29, will be heard on the full NBC Network, it has been announced Paul McCluer, sales manager of NBC Central division. "Tin Pan Alley," Saturday, 5:45 p.m., CDST, formerly heard on 83 NBC station and is sponsored by Leaf Gum Company, through Bohel and Jacobs, Inc. Chicago. Saturday night "National Barn Dance," formerly aired on stations, is sponsored by Miles Laboratories (Alka-Seltzer) through Wade Advertising Agency.

Following three years service the U. S. Navy, Carl J. Meyers returned to WGN as director of engineering. Meyers and G. Will Lang, the station's chief engineer, the title formerly held by Meyers, serve as a team supervising the activities in connection with station development and conducting experiments in television and facsimile. Meyers was granted a leave from station in September, 1942. He entered the Navy as a lieutenant commander the Bureau of Aeronautics. At time of his discharge he was a project engineer in the Bureau with the rank of commander.

S/Sgt. Edward G. Cerny, USA veteran of three years service, including overseas duty in France, Italy, Africa, Trinidad and Brazil, returned to his former position as head librarian of the NBC central division on Oct. 15.

**CIO For Morris Employee**

Office workers at William Morris Agency designated Local No. 1 of the United Office and Professional Workers of America, CIO as their collective bargaining agent in a vote held under NLRB auspices. This organizing effort is the beginning of extension of organizing activity into the office divisions of the entertainment industry by members of the Screen Guild Local No. 1.



VAUGHN MONROE  
records for  
LANG-WORTH



# TELEVISION DAILY

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★ SECTION OF THE RADIO DAILY • OCTOBER 18, 1945 ★ ★

## Full Navy-Day Coverage

### CBS Shows New Steps In Color Television

Utilizing wartime progress in the field of electronics both here and abroad, The Columbia Broadcasting System expects to demonstrate a new, air-definition high frequency television in full color and in black and white, with actual broadcasting in New York City before the end of this year, Dr. Peter C. Goldmark, CBS Director of engineering research and development, declared in a talk here recently.

Tracing the progress of activities in television since the outbreak of war in December, 1941, Goldmark recalled that CBS had conducted sev-

(Continued on Page 8)

### IA, IRE Groups To Meet In Rochester, Nov. 12-13

Various phases of television, radar and wire recording will be among the subjects to be discussed at the 1945 Rochester Fall meeting of members of the Radio Manufacturers Association, engineering department and the Institute of Radio Engineers, to be held at the Sheraton Hotel, Rochester, Nov. 12 and 13.

Among the scheduled speakers appearing before the group will be David B. Smith, L. C. F. Horle, E. W. Gystrom, L. A. DuBridge, W. L. Britton and R. A. Hackbush.

### Radar Course Starting In New York Tomorrow

The New York section of the Institute of Radio Engineers, jointly with the communications group of AIEE, announced last week the formation of a lecture course on radar, with the first session taking place tomorrow, Oct. 19th. Six lectures will be held

(Continued on Page 7)

### Store-Tele

Gimbel Bros.-RCA tieup in Philadelphia for intra-store television debuts next Monday in Philly and is hailed as the first such demonstration on a large scale. In New York Du Mont's WABD is fast getting set in the John Wanamaker main store for a lavish display, probably by Christmas.

### Assurance

Allen B. Du Mont points out that his recent testimony as delivered before the FCC, on suggested tele rules and regulations, was garbled (in transmission) making it appear he feared the advent of color or any other progress in television. Inasmuch as Du Mont Laboratories itself is a leading experimenter and a pioneer as well, it naturally isn't true. What Du Mont wanted pointed up is: No matter what the FCC decides, it should assure both public and industry, that the proposed allocations remain at least for 10 years.

### Strong Speaker List Invited By The ATS

Speakers who are being invited to address the American Television Society during the 1945-46 season include Paul A. Porter, chairman of the Federal Communications Commission; James A. Farley, head of the Committee for Economic Development; Col. Sosthenes Behn, president of the International Telephone and Telegraph Corporation; Norman Corwin, distinguished radio and television script writer; Charles H. Brewer,

(Continued on Page 7)

### SMPE's New Officers Revealed By Hyndman

Newly elected national officers of the Society of Motion Picture Engineers and new members of Society's Board of Governors, whose terms of office will begin January 1, 1946, were announced this week by Donald E. Hyndman, president, at the

(Continued on Page 10)

## FCC May Open High Bands For Commercial Licensing

Washington Bureau, RADIO DAILY

Washington—Although nothing concrete has been done about it yet, it is believed in radio circles here that the FCC may soon decide to open the high-frequency television band for commercial licensing. The effect of the CBS announcement of last week that multichrome television is now

an accomplished fact had as great an effect on the FCC as it did on the narrow-band operators.

In the belief that the very announcement by CBS will, in itself, serve as a deterrent on development of the present commercial television service, the FCC may very soon de-

(Continued on Page 8)

### Yesterday's Arrival Of U. S. Fleet Units Televised By NBC and CBS Outlets; Extensive Plans For Oct. 27th

### Congress To Enter Wash. Tele Picture

Because of growing public opposition to the re-zoning of residential areas in Washington, D. C., to provide for construction of television antennae, Congress is expected to act shortly on legislation to allocate all antennae to a specific area.

Rock Creek Park, which bisects the city, is considered a logical site for antennae broadcasting equipment, but it is expected that this suggestion

(Continued on Page 10)

### Stratovision Test Units Will Get Under Way Soon

Pittsburgh—The engineering Section of Westinghouse Industrial Electronics Division at Baltimore is now building stratovision test units and will devote full time to development and production of transmitting and receiving equipment for airborne field tests, Walter Evans, vice-president in

(Continued on Page 8)

### CBS Radio Directors Start 12-Wk. Tele Course

A general training course in television for directors of CBS' audio programs, comprising 12 weekly sessions of two-hour instruction periods, was begun this week at the network's video station WCBW, under the super-

(Continued on Page 8)

Triumphant return to native shores of the U. S. battlewagons, carriers, cruisers and lesser tonnage, was covered by television yesterday both in New York and San Francisco and televised in the East over WNBT by NBC and WCBW by CBS. Camera crews of NBC television department on Tuesday covered the arrival of the fleet in San Francisco and the films were flown to New York, where they were shown last night. Although WNBT is not normally on the air Wednesdays, it remained open yes-

(Continued on Page 10)

### Scophony's Skiatron Aided Radar's Cause

Scophony's contribution to the war effort via its Skiatron system, definitely aided the development of certain phases of radar equipment and important methods of pickup according to a statement released this week by Arthur Levey, president of Scophony Corp. Paramount Pictures, Inc. and 20th-Century Fox Film Corp. through General Precision

(Continued on Page 7)

### Theater Tele Outlook Reviewed In Canada

Montreal—High on the list of post-war theater innovations is television. A realistic view of the future has prompted the four big names in U. S. motion picture production to conduct considerable research into just how best television can be made to serve

(Continued on Page 8)

### Emphasis On Tele

Hollywood—After five years of active duty with the United States Marine Corps, Lt. Col. G. McGuire Pierce has joined the Warner Brothers station, KFWB, as assistant general manager. He will devote much of his time to the development of television and FM activity in the organization.

# BETTY ("Incendiary Blonde") HUTTON Says

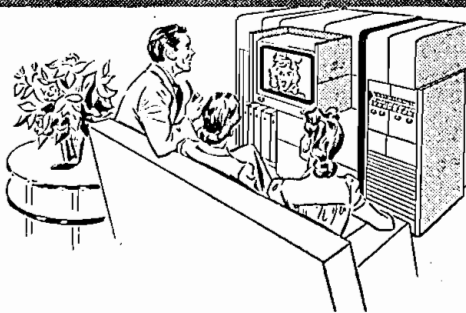
**"I'LL BE PRACTICALLY IN YOUR LAP --  
ON DUMONT TELEVISION!"**



Yes, Miss Hutton, the intimacy of television is its greatest asset. Television actually re-creates you "in person" . . . brings you to vibrant life in countless family circles.

And because eyes and ears, when used together, drink in dozens of impressions simultaneously, you will find yourself selling hair-do's and apparel styles, jewelry and books, cars and resorts—while singing a single song! That's teleselling!

For more than two years, DuMont's Television



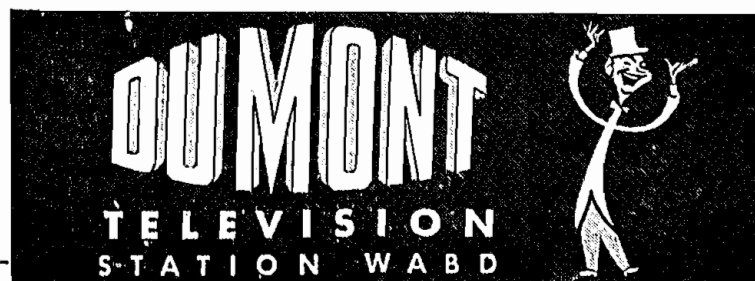
Station WABD, New York, has been helping hundreds of advertisers to pre-test program ideas and "telesales" techniques for peacetime use. Isn't *now* a good time for you to get acquainted with the extraordinary sales

bounce of television . . . to preview your products or services while the cost is peanuts. Consult your advertising agency. If you haven't visited Station WABD, our Sales Manager will gladly make arrangements. Why not write him today?

\*"INCENDIARY BLONDE" in Technicolor, starring BETTY HUTTON, released by Paramount Pictures Inc.

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY, TELEVISION STUDIO AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

Copyright 1946, Allen B. DuMont Laboratories, Inc.





## Scophony's Skiatron Aided Radar's Cause

(Continued from Page 5)

Equipment Corp. together own approximately 50 per cent of Scophony. Dr. A. H. Rosenthal, now Director of Research and Development of Scophony Corporation of America, had applied certain electronic phenomena occurring with ionic crystal materials, notably alkali halides, to the reproduction of intelligence by cathode ray tubes, and in a number of basic inventions for the first time introduced these "electron capacity" phenomena into practical electronics, thus opening the way to serious important applications. The results of his experiments and practical methods for applying "electron capacity" were described in a number of publications.

Applied to television, these inventions form the basis of the Skiatron system of Scophony with its great advantages for large screen television projection, and picture reproductions both in black and white as well as in color.

Applied to radar, the Skiatron tube, as frequently referred to in this connection, the Dark Trace Tube, invented by Dr. A. H. Rosenthal, enables a large and bright representation of the radar indications convenient for observation and tracing.

It can be stated on good authority that the Skiatron or Dark Trace Tube, which formed an essential component of many wartime radar devices, will play just as important a role in various peace time applications of radar for navigation and other purposes.

Scophony takes pride in having been able to lay the foundations of an important phase of the scientific effort, and looks forward to serve peace time developments with various industrial applications of the Skiatron or Dark Trace Tube principles.

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## BBC Gets Tele Green-Light

From Trans-Atlantic Talk

By WILLIAM J. HALEY

Director General of the BBC

AFTER a long wait, the BBC has at last once more been given the signal by the British Government to go ahead with Television. As you know, we had a public television service in operation here in London before the war. We thought it a pretty good service and were proud of it. In all, there were about 20,000 to 25,000 receivers. That meant probably well over 100,000 viewers. We fully accepted the necessity on September 1, 1939 to close it down. From that moment the BBC had a war job to do.

As the years went by, it became clear that one of the problems that would face television after the war was whether it was to go on where it left off, or, whether there should be a delay while some even more highly developed system was perfected. It was a matter that exercised the minds of everyone interested in television over here. Finally, the British Government set up a committee under Lord Hankey to decide upon this problem. That committee, upon which the BBC, eminent scientists and other interests were represented, unanimously came to the conclusion that the proper answer was to get television going for the public in the soonest possible time after the end of the war. All the Committee's sittings took place in war time; some of them, I well remember, under the threat of flying bombs. We did not know how soon it was going to be possible to implement the findings of the Hankey Report.



William J. Haley

Today we are in a position to do so, and also as soon as possible to begin our share in the work of the second recommendation of the Report which was that all interested parties should work together to seek to produce in due course—and here I am quoting, "an improved television system having a standard of definition approaching that of the cinema and possibly incorporating color and stereoscopic effects." But that, quite frankly, is the television of the day after tomorrow.

What is our immediate position? First and foremost, our transmitting apparatus at Alexandra Palace is undamaged. Through the war years it was used for war purposes; we have got to do a certain amount of reconversion on it. But it came through all enemy action unharmed, and we hope in a very few weeks to be mak-

ing our first test transmissions for the benefit of the radio industry. Upon the satisfactory nature of these tests and upon the speed with which we can get our technicians, our program staffs, and our other television experts back from the fighting services will depend the date in 1946 when we can start our public service again. We shall start it in London, but there is an obligation upon us to extend it step by step to the remainder of England, Scotland and Wales as fast as the various circumstances allow.

### Two Systems "Side by Side"

If at some stage in our geographical progress we discover that the new and perfected system of which I spoke earlier has become a practical proposition, then we will run the two systems in parallel, side by side. The owners of sets capable of receiving the present system will be given a guarantee of so many years service, but either with the existing or a still to be discovered system the steady geographical march of television will go on. Here again we will depend on the flow of men and materials and the priority which will be established for the necessary labor. But the BBC today looks forward with great zest to a period of active television endeavor. We are going to start where we left off, but we are not going to stay there.

\* \* \*

There is a second factor which makes your invitation to me to speak to you across the Atlantic on this October afternoon particularly appropriate. It is the fact that the purpose of your luncheon is international co-operation in television. There are some people who call themselves realists when they are merely being short sighted, who believe that this is a pipe dream. But, like yourselves, we firmly believe television is only in its toddling steps. One day it will stride out not only across countries and states, but also, we hope, across oceans. After the things which the scientists, and, above all, the radio scientists, have achieved in the past six years, who dares to say that anything is ultimately impossible? . . .

If there is to be international co-operation in television, one of the major problems will be the question of some form of agreement upon international standards. The Hankey Committee, about which I spoke earlier, was a practical working body of hard-headed radio and other experts and had this possibility in mind, too. I would like to read to you one clause in their report. It is headed, "International Standardization":

"We would urge, however, that the ideal of international standardization of television should be kept constantly in mind, and, as a first step towards its attainment, we suggest that the earliest opportunity should be taken of reaching international

## Strong Speaker List Invited By The ATS

(Continued from Page 5)

North American director of the British Broadcasting Corporation, and James Lawrence Fly, former chairman of the FCC, Herbert E. Taylor, Jr., chairman of the ATS Program Committee has announced.

Opening meeting of the 1945-46 season was held Thurs. Oct. 11, at the Barbizon Plaza with members presenting their views on television and Society activities for the coming year. George T. Shupert, president of the organization, reported that membership in ATS was expanding steadily, and there are now more than 350 in the Society. He appointed David Hale Halpern, vice-president, as chairman of the meeting. Mr. Halpern outlined evidences of rising national interest in television, reviewed highlights of last week's FCC hearings on allocations, discussed plans for television networks and the prospects of broadcasters putting 42 hours of television programs on the air weekly.

## Radar Course Starting In New York Tomorrow

(Continued from Page 5)

in the main auditorium of the Engineering Societies Building on Friday evenings at 7:00 p.m.

The program follows: Oct. 19th, "Introduction to Radar Concepts," Donald G. Fink, executive editor, Electronics; Oct. 26th, "Transmission, Radiation and Propagation," S. Silver, Massachusetts Institute of Technology Radiation Laboratory; Nov. 2nd, "Generation," J. B. Fisk, Bell Telephone Laboratories; Nov. 9th, "Reception," S. E. Miller, Bell Telephone Laboratories; Nov. 16th, "Indication," L. J. Haworth, MIT Radiation Laboratory; Nov. 30, "Measurements and Test Equipment," F. J. Gaffney Massachusetts Institute of Technology.

agreement on the bands of frequencies to be allocated to television.

"We understand that the matter is likely to receive consideration at an international tele-communications conference which will doubtlessly be held fairly early in the post-war period. Later, as research on a new and improved system of television proceeds in this and other countries, but before work on the new system has gone too far, we recommend that the advisory committee should suggest whatever action it may appear practicable to take with a view to bringing about international agreement for the adoption of common television standards."

It is only 36 years ago that the first aeroplane flew the English Channel. We do not believe it will be that many years before television makes the same hop. . . . So I send you our assurance that international co-operation in television is a thing as closely identified with our way of thinking as it is with yours. . . .

## May Open High Bands For Commercial Tele

(Continued from Page 5)

side to open up the high frequency bands, now reserved for experimental video, in an effort to speed development of the color service. It was apparent at last week's hearing on television rules that the CBS announcement hit with the force of a bombshell among the industry representatives on hand. The excitement about the TBA allocation proposals and how many television stations New York City could have died out as soon as the CBS announcement was made by Paul W. Kesten, executive vice-president of the Columbia network. It seemed quite unimportant, suddenly.

### War Hastened Development

There is reason to believe that the FCC might grant the last-ditch request of several telecasters that they announce publicly that operation on the present television bands for a 10-year period will be permitted. Although economy of frequency is one necessity for the FCC which has often been overlooked by the industry, the Commission feels that it is only fair to permit telecasters already in the field to operate for a time, at least.

However, at the same time, it is generally believed here that the CBS announcement will mean that a considerable portion of the 155 television applications now before the FCC will be withdrawn.

General belief here is that Du Mont, RCA and other firms which plunged heavily to develop the monochrome system laid the groundwork for the new wide-band television service. It is believed also that had it not been for the war, the narrow-band system would probably have had widespread acceptance by now, with the polychrome service still several years off.

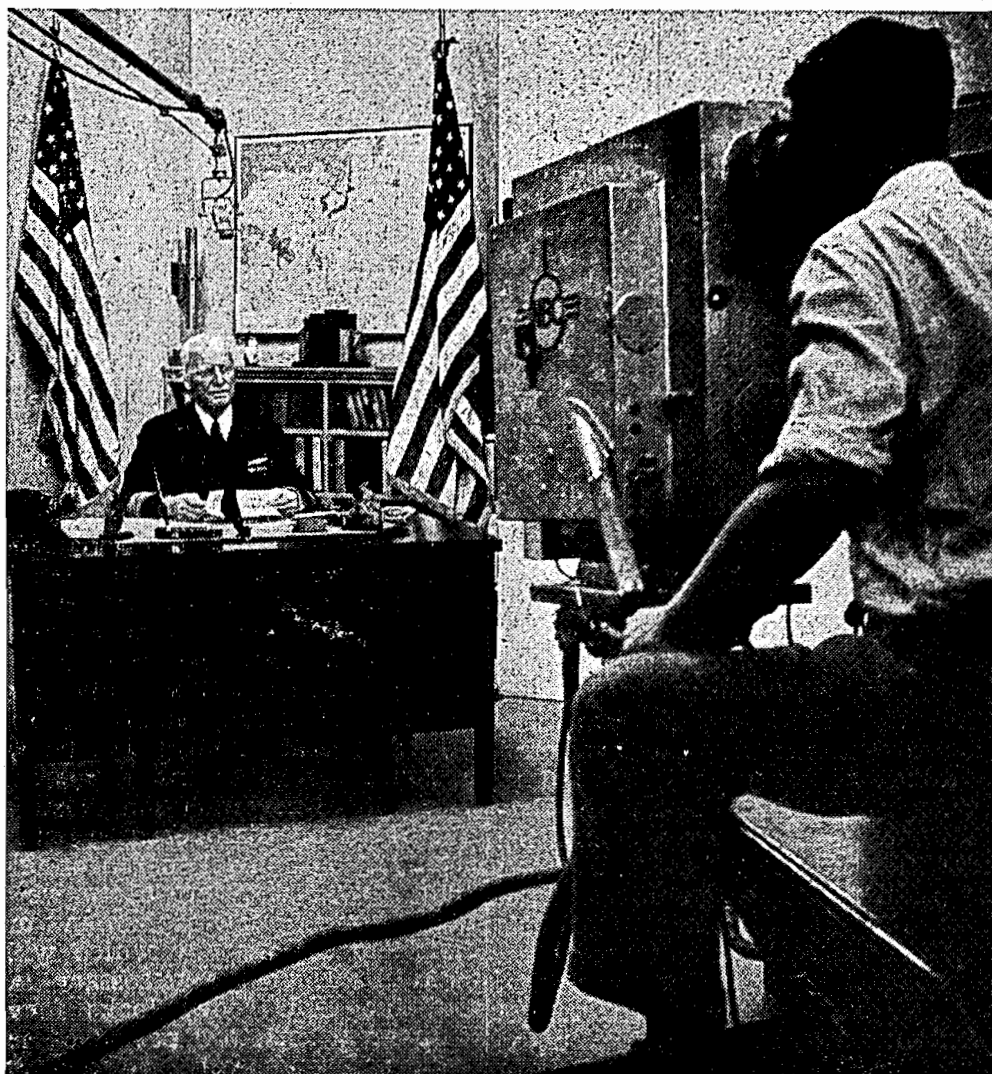
## Theater Tele Outlook Reviewed In Canada

(Continued from Page 5)

the motion picture industry. Famous, controlled by Paramount Pictures, considers itself in a favored position in respect to possible early use of television in its theaters. The parent organization will broadcast television newscasts and concerts, mostly emanating from its Hollywood studios, through the densest population areas of United States. These concerts and newscasts will be channelled around the country by company relay systems on special frequency allocations. An early extension into Southern Ontario via Buffalo is very likely, a Famous Players Canadian Corporation official claims.

Chief motion picture asset of television will be in its spot news value. It appears highly probable now that theaters in the near future will be able to show the latest in news coverage several minutes after the event has taken place. For special events

## Tele View of the Month



Admiral of the Fleet Chester W. Nimitz, first five-star officer to appear on television, is shown being televised in NBC-WNBT studios on Wednesday of last week. Admiral Nimitz greeted wounded servicemen in 10 major hospitals around New York where 59 television receivers are installed.

## CBS Radio Directors Start 12-Wk. Tele Course

(Continued from Page 5)

vision of Worthington Miner, television manager.

The opening session, which took place last Monday, was devoted to the fundamentals of television, and served as a general introduction to the field, with emphasis on technical background, basic concepts, language, lights and camera capacities. Subsequent periods are scheduled to cover basic camera techniques and functions of personnel; control room techniques such as cutting, shading, film, dissolves, co-ordination, still pictures and animations; lighting; sound,—the use of music and special effects, script construction; setup and direction, and field tests.

CBS radio directors scheduled to take the 12-week course include Robert Shayon, John Dietz, John Becker and Robert Heller.

more rapid service can be arranged. This up to the minute news service, more adequately and completely handled than will likely be possible with the limitations of home television sets, is expected to bolster box-office returns.

## Stratovision Test Units Will Get Under Way Soon

(Continued from Page 5)

charge of Westinghouse radio activities, announced Wednesday.

The section, which has been expanded with the termination of war contracts, is headed by Charles E. Nobles, 27-year-old radar expert who devised the plan, Evans said. Tests will be conducted in co-operation with the Glenn L. Martin Co., co-developers of the system.

Evans said flight tests "will be well under way before snow flies." He said the company is trying to obtain a "suitable high-altitude plane from surplus war stocks so that tests may be begun at once. Tentative designs for the final stratovision plane, now on the Martin boards, will be revised if necessary to incorporate any changes recommended by these tests," he said.

## G.E. Appointments Listed

C. P. Dunning has been appointed local New York City manager for the General Electric Company's appliance and merchandise and Ralph J. Mowry was named sales manager of the company's Newark appliance distributing branch.

## CBS Shows New Steps In Color Television

(Continued from Page 5)

eral successful experiments in full color television before the war, with broadcasts from the Chrysler tower in New York spread over a 30 mile radius, but executives did not consider the amount of detail in the picture "quite sufficient to meet our standards."

"In order to provide the necessary extra detail in the picture, our color system was transferred into the so-called ultra-high frequency region," Goldmark pointed out, explaining that this is the segment of the radio spectrum which is between 300 and 1,000 megacycles. This new space in the ether became usable as a result of war research. "Whereas, before the war television pictures had to be contained within a bandwidth of four megacycles," he said, "the new system utilizes 10 megacycles."

### Special Frequency

The ultra-high frequency band, he added, which has now been set aside by the Government for experimentation with this new system, extends from 480 to 920 megacycles. This band furnishes 29 television channels, compared with 12 television channels which had been assigned to the pre-war system, and will make possible nationwide coverage and also provide the viewer with a wider selection of programs.

Goldmark also answered a question which has recently been widely circulated in regard to color receivers. "CBS is not a manufacturer of commercial radio equipment," he said, "but we are developing two types of color receivers in our laboratories for the benefit of the consumer and set manufacturers." One set is a small floor model which produces a picture about the size of a magazine page, and the other, which is larger and more expensive, furnishes an image about 20 inches wide. "It is estimated that color television receivers will be only slightly more expensive than black and white receivers," he added.

As to the actual time when color receivers will be available for public use, Goldmark revealed that development and construction work has advanced sufficiently to permit field testing before the close of 1945, and that following successful completion of the experiments, manufacture will be able to start production immediately. Thus, the most advanced phase of television,—transmitting full color,—will guard against receivers becoming obsolete for "a long time to come."

### Tele Application Amended

Washington—The Evening Star Broadcasting Company (WMAL), this city, has filed with the FCC an amendment to its application for commercial television station. The amended document requests a change in the frequency channel from No. 4 to Channel No. 4.



BUY MORE VICTORY BONDS



### ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the seventh in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

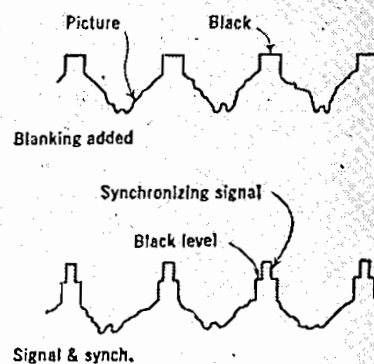
RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

## 7. THE REMOTE PICK-UP EQUIPMENT

THE signal generated by the field-camera pick-up tube must be greatly amplified (and synchronizing and blanking must be added) before it can be sent on to the studio or main transmitter. Thus, considerable equipment, other than the field camera itself, is required at the point of pick-up. RCA built the first complete equipment for field pick-ups, and the first such equipment (shown here) using the Orthicon camera. In this equipment, the signal, pre-amplified in the camera, is amplified further

to monitoring level and fed into the line or relay transmitter for transmission to the main studio. Synchronizing pulses are added to lock together the scanning beams in the camera and receiver tubes. The equipment that accomplishes these functions is completely contained in several suitcase-size units. This is the equipment that NBC has used so successfully in broadcasting from Madison Square Garden, the Yankee Stadium, and other points in New York City.

*The Fountainhead of Modern Tube Development is RCA*



# RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

## SMPE's New Officers Named By Hyndman

(Continued from Page 5)

opening of the Society's 58th Semi-Annual Technical Conference which was held at the Hotel Pennsylvania, New York.

### National Officers Listed

National officers with terms expiring December 31, 1945, and those elected to them for the ensuing year are: Engineering Vice-President, J. A. Maurer, John A. Maurer, Inc., Long Island City, N. Y. (re-elected); Financial Vice-President, M. Richard Boyer, E. I. duPont de Nemours & Co., Parlin, N. J.; Secretary, Clyde R. Keith, Western Electric Co., New York City; and Treasurer, Earl I. Sponable, Movietonews, Inc., New York City.

Officers whose terms do not expire until December 31, 1946, are: President, Donald E. Hyndman; Past-President, Herbert Griffin; Executive Vice-President, Loren L. Ryder; Editorial Vice-President, Arthur C. Downes, and Convention Vice-President, William C. Kunzmann.

### Board Members

Five members of the Society were elected to the Board of Governors for terms beginning January 1, as follows: From the Atlantic Coast area—Frank E. Carlson, General Electric Co., Cleveland, re-elected; Alan W. Cook, Ansco, Binghamton, N. Y., and Paul J. Larsen, Johns Hopkins University, Washington, D. C.; from the Pacific Coast area—John G. Frayne, Western Electric Co., Hollywood, Calif., and Wesley C. Miller, Metro-Goldwyn-Mayer Pictures, Culver City, Calif.

Governors remaining in office through 1946 are: John I. Crabtree and Reeve O. Strock, from the Atlantic Coast Area; and Charles R. Daily, Peter Mole, and William A. Mueller, from the Pacific Coast Area.

## Congress To Enter Wash. Tele Picture

(Continued from Page 5)

will be also opposed, chiefly by Secretary Harold Ickes and Gen. U. S. Grant, 3rd, who is chairman of the National Capital Park and Planning Commission.

Recently the Zoning Adjustment Board of the District approved applications filed by the National Broadcasting Company and the Bamberger Broadcasting Service, permitting the erection of a 350-foot tower for NBC atop the Wardman Park Hotel, and a 200-foot antenna at 40th and Brandywine Streets, N. W., for Bamberger.

Other obstacles to television broadcasting cropped up during the past week, including FCC's refusal to grant NBC permission to use a channel for experimental purposes, on the grounds that television had reached the point where further scientific and experimental stations were no longer required.

## Advantages Of Film Programs

By RALPH B. AUSTRIAN  
Executive Vice-President, RKO  
Television Corp.

On many occasions I have advocated the use of the motion picture as the ideal method of programming television stations. RKO Television Corporation has since its formation been producing both live talent and filmed television programs. Careful observations were given both types of programs. Time studies were made. Costs were analyzed. Quality was appraised. Artistic and dramatic values compared. Technical excellence determined. A decision has been made to discontinue the production of all live talent programs.

Space limitation prevents thorough discussion of all of our conclusions which led to this decision. Outstanding amongst them however and of particular importance to the advertiser and advertising agency was the realization of the staggering amount of preparation which must be painstakingly undertaken to bring the production up to air time. Once the program is telecast, this great effort is then thrust aside and discarded. The radio production fraternity is thoroughly conversant with the relatively simple technique of producing a mystery playlet. But preparing it for television is quite another thing. Agency people are going to have to try to solve this problem so let's take a good look at it.

Here is what generally takes place when an original 30 minute mystery show is prepared for radio:

Table 1: Necessary Steps for the Preparation of Original Mystery Story for Radio—Air Time—30 minutes. 1. Writing or adapting of the script which must indicate: a—music cues, b—sound effects. 2. Preparing the budget. 3. Casting: No consideration need be given to appearance or histrionic ability. Voice and reading only qualifications. 4. Writing of commercials. 5. Music arranging: two or three hours. 6. Rehearsal (reading): three to four hours. 7. Rehearsal (music): two to three hours. 8. Dress rehearsal and revisions: one to two hours. 9. On the air: thirty minutes.

Now let us take the same vehicle and ready it for "Live Talent" television:

Table 2: Necessary Steps for the Preparation of an Original Mystery Story for Television (Live Talent)—Air Time—30 minutes. 1. Writing or adapting of the script which must show: a—Where music is to be used arranging or composing of same, b—Where sound effects are to be used, c—Type of camera shot—closeup, medium long, d—Type of scene transition: dissolve or straight cut, e—Camera angles. 2. Detailed preparation of budget. 3. Preparation of sets: a—Examination of camera angles as called for by script to determine how large sets must be, b—Scenic artists design sets, c—Scenic studio builds sets. This requires carpenter shops, paint frames and all necessary artisans, d—Scenic artist

paints sets, c—Scenery must be transported to studio.

4. Dressing of set: a—Property man buys, builds, or rents all necessary set dressings and hand props and arranges for transportation to studio.

5. Costumes: a—Wardrobe head decides all costumes (with approval of director). These are then made, rented, or bought. Cast of course must go for try-ons. 6. Cast: Consideration must be given to; a—Voice, b—Appearance, c—Histrionic ability—just as for a stage actor. For this casting operation, readings must be held. 7.

Writing-Casting of commercials: a—The preparation of the commercial may require just as much special scenery, casting, writing, rehearsal as the main show. It may even be a show within a show. Perhaps elaborate and of course extremely important. 8. Reading rehearsal (first heading): a—This is held after the selected cast has memorized its lines. It may last three or four hours. 9. Staging rehearsal: a—For stage direction, stage business, walk throughs, etc. it would take three hours. 10. Musical rehearsal: a—Musicians rehearsal, cues, bridges, transitions, etc. two or three hours. 11. Sound effects rehearsal: a—Selecting of effects, timing for cues, etc. one hour. 12. Complete rehearsal with costumes, scenery, props, musicians, set dressed, lit, etc. For this there will be needed: a—Make up man, b—Stage lighting crew, c—Scenery setting crew, d—Microphone men, e—Sound men, f—Property crew to dress set. Three to four hours. 13.

Complete rehearsal as above but before live cameras: a—Here entire production audio, video and camera crews will be required. 14. Dress rehearsal and revisions: a—Thirty minutes to one and one-half hours. 15. On the air: a—Thirty minutes. 16. Strike on the set: a—Scenery returned to scenery dock, b—Properties stored or returned from where rented, c—Costumes returned or stored, d—Trucking and handling charges applicable here.

Note: The time required for all of the above has been estimated conservatively. As productions, due to competition become more elaborate and costly, preparation and rehearsal will go up considerably.

After the show is once aired all of the above is lost forever. Quite a staggering difference isn't it? Why not go just a little further and film it? As a matter of fact it is simpler to film it once the physical elements are assembled than to rehearse it and "play it live." Here's why. Eventually if you play it "live" you have to build up all of your rehearsals to a 30 minutes uninterrupted period. All personnel connected with the performance has to be on hand constantly. You never are quite sure when you will want someone so you have everyone there all the time. If you're going to film it, however,

you take one scene at a time, you light it, walk through it, rehearse it, polish it up a bit and shoot it soon as it is right. If it doesn't work the director he shoots it again, *that's finished*. The people in it, if they are not needed in other scenes are dismissed, giving them freedom to pursue other activities. The set if no longer needed is "struck" freeing studio space for other productions.

Let us suppose an advertising agency had to produce 10 or more half hour shows at several different studios or networks each week and every week for 13 or 26 weeks. Perhaps 26 shows in 26 weeks! Take another good look at the production chart in Table 2. Translate it into staff requirements on a permanent basis—man hours needed, capital investment, transitory minutes of air time. Consider well the aid motion picture companies can give you in preparing "one time shots" but carefully edited beautifully mounted professional productions.

Fuller detail on this coverage now being worked out by CBS and NBC as far as New York is concerned is planned; however, to give Navy Day complete tele coverage including the possible televising of President Truman from Central Park, where he is scheduled to make a speech, at the possible place of tele camera the destroyer Renshaw, from which President Truman and other dignitaries will review the fleet. In the event that the Renshaw is crowded without the tele crews, a setup on another boat may be arranged.

## Coverage of Navy Day Planned By Station

(Continued from Page 5)

terday to handle the arrival of 1 fleet. Similar coverage was afforded by WCBW as televised by CBS.

Meanwhile special arrangements are being made for full coverage of Navy Day on Oct. 27, when the cameras will seek to bring every possible angle to bear, from all points of vantage. Both NBC and CBS are seeking equal footing with the movie newsreel cameras and at a meeting between the Navy and newsreel men the networks will apply their vantage points to set up cameras, either films or for direct pickup.

Overall film coverage of Navy Day is planned by the CBS television station WCBW-N. Y., from the arrival of President Truman at Pennsylvania station early in the morning through the Navy League dinner at the Waldorf-Astoria in the evening. CBS camera crew will be stationed along the ceremonial route and all the established functions on that day's schedule.

## Joins Movie Company

Rick T. Landen, radio writer a member of the program staff W2XJT, tele station, has joined S Dial Films, Inc., as assistant director in charge of motion pictures for television.

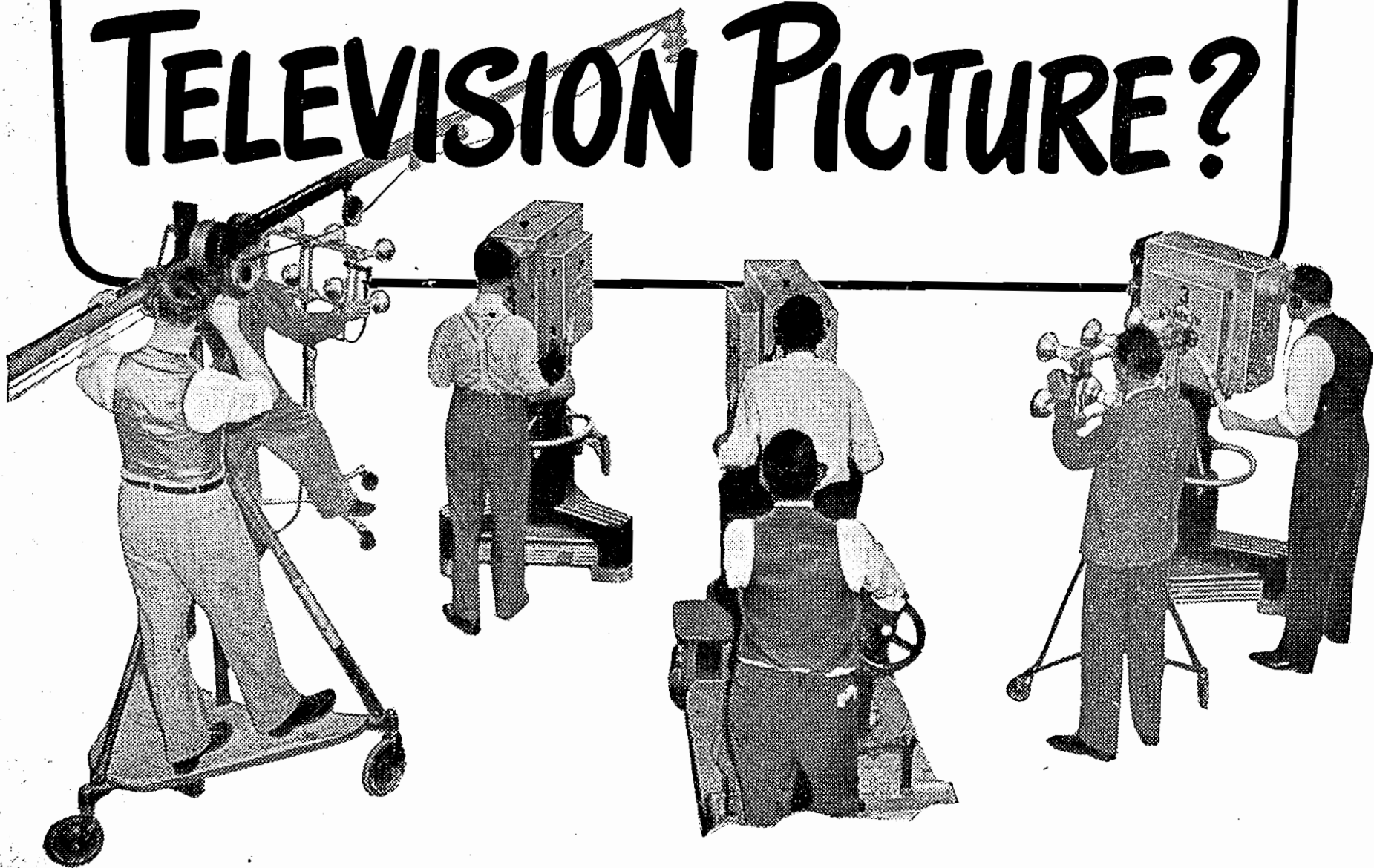
you take one scene at a time, you light it, walk through it, rehearse it, polish it up a bit and shoot it soon as it is right. If it doesn't work the director he shoots it again, *that's finished*. The people in it, if they are not needed in other scenes are dismissed, giving them freedom to pursue other activities. The set if no longer needed is "struck" freeing studio space for other productions.

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# When are YOU going to get into the TELEVISION PICTURE?



Clients Now Regularly Sponsoring  
NBC Television

GILLETTE SAFETY RAZOR  
CO., INC.

RADIO CORPORATION OF AMERICA

FIRESTONE TIRE AND RUBBER CO.

PAN AMERICAN WORLD AIRWAYS

ELGIN NATIONAL WATCH CO.

UNITED STATES RUBBER CO.

WALTHAM WATCH CO.

BULOVA WATCH CO.

IN LESS TIME THAN YOU PERHAPS SUSPECT. That's why there'll never be a better time than *now*—to gain a practical, working knowledge of this complicated sight medium. There'll never be a better time than *now* to equip yourself to make the most successful commercial use of television, to adapt your advertising skill and experience to this new medium.

Today it is still possible to learn how to adapt your advertising techniques to sight transmission—for *only negligible expenditures*.

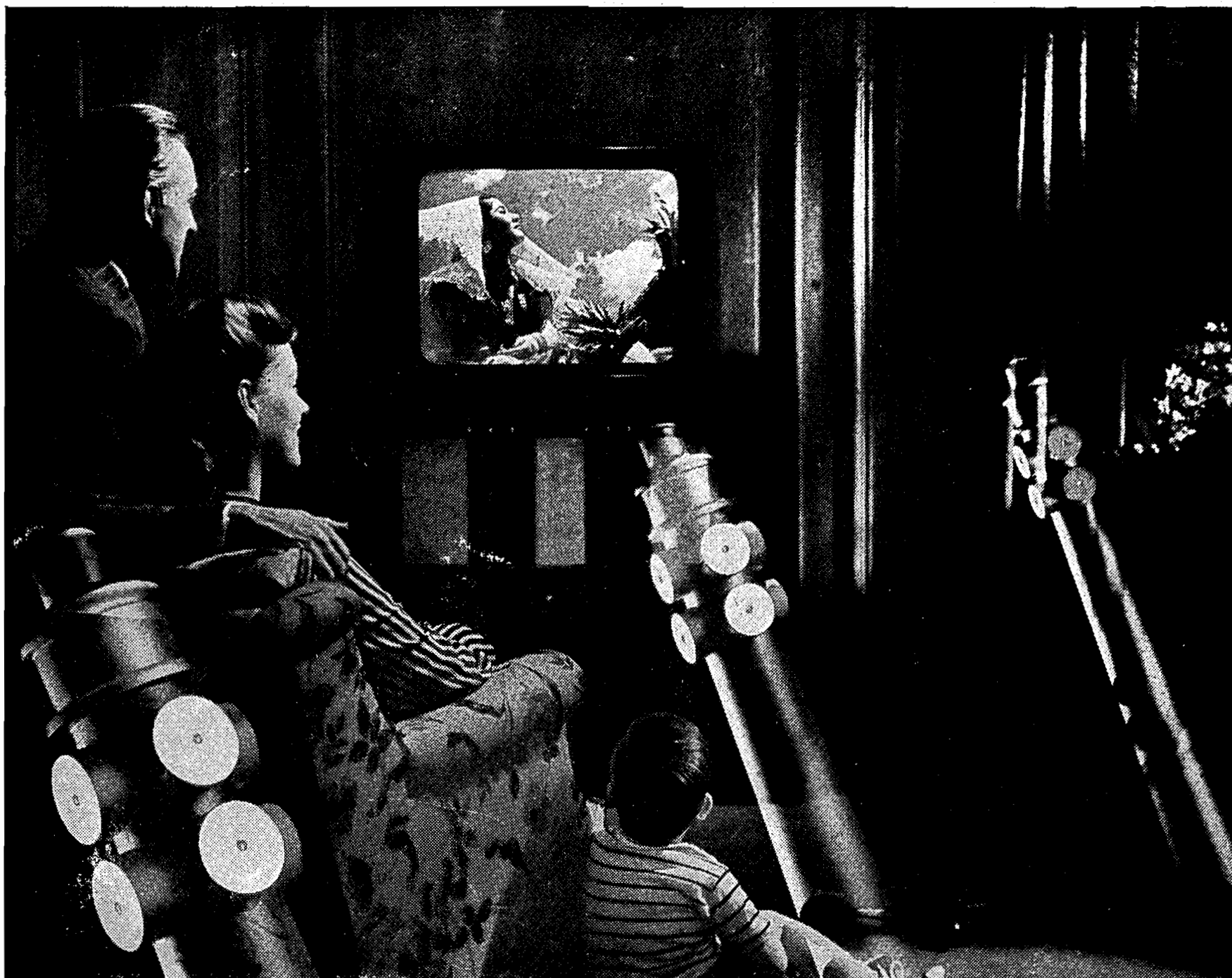
We're ready to work with you—whenever you're ready to step into television. The same NBC program, production and technical expertise already winning trade and audience applause for NBC television is available to help you solve your video problems.

**NBC TELEVISION**

**WNBT**

**NEW YORK** Television Channel No. 1

**NATIONAL BROADCASTING COMPANY**  
A SERVICE OF RADIO CORPORATION OF AMERICA



RCA radio-relay towers—like those phantomed above—will leap the hurdle of *distance* in television.

## ***Coast-to-Coast Television...through "Radio-Relay"***

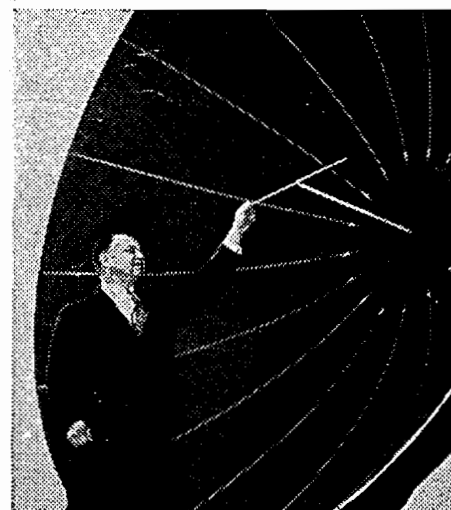
For a long time it looked as though television would have to be confined to local stations. Only persons within a fifty-mile radius of New York, for example, would see the important television broadcasts from NBC's pioneer station WNBT, atop the Empire State Building.

That was because the ultra short waves that carry television do not bend with the curvature of the earth. They go in a straight line out to the horizon—and then keep on going into the sky.

But today, television's big handicap of short range has been completely overcome—by RCA scientists and engineers.

The *radio-relay* was developed—a tower that "bounces" television programs to the next tower 30 to 50 miles away. Through a network of these automatic, unattended, radio-relays, coast-to-coast television is made practical.

This is but one more example of how RCA research constantly "makes things better." Such research is reflected in *all* RCA products. And when you buy a television set, or radio-phonograph, or anything made by RCA, you enjoy a unique pride of ownership. For if it's an RCA you can be sure it is one of the finest instruments of its kind that science has achieved.



C. W. Hansell, RCA specialist in transmitters and relays, is shown here with a radio-relay reflector that can "bounce" radio messages, radiophotos and Frequency Modulation programs at the same time that it relays television!



**RADIO CORPORATION of AMERICA**



# S. Att'y Gen. Here For REC Luncheon

(Continued from Page 1)

Sponsorship of radio directors of New York agencies. Lloyd Coulter, McCann & Erickson, will be chairman of the day and will introduce Attorney General Clark. Judge John Gabby of NBC heads the committee who will welcome Clark.

Agency radio directors who are serving on the committee for today's luncheon include Gordon Gates of Young & Rubicam; Walter Craig of Patton & Bowles; Tom Luckenbill of William Estes; Arthur Pryor of W.D. & O.; Paul Rickenbacker of Foote, Cone & Belding; Don Stauffer of Ruthrauff & Ryan and Louis Titterton of Compton agency.

Attorney General Clark will be met at LaGuardia field at 11 a.m., this morning by William von Zelle, chairman of the REC house committee.

Berry Cooper, radio, stage and screen singing star, will be guest vocalist and will lead in the singing of the national anthem at the luncheon.

# Beville Named To BMB Research Committee

Broadcast Measurement Bureau announces the completion of its technical research committee with the appointment of H. M. Beville, Jr., who recently assumed his executive research position as research director of the NBC.

The technical research committee is the advisory group to the Bureau staff and the bureau board on all matters of technical research, and has equal representation of advertisers, advertising agencies and broadcast-ers. The other members of the committee are: For the ANA—A. N. Halberstadt, chairman, Procter & Gamble; Frederick G. Berner, G. Washington Coffee Refining Co.; Robert F. Elrick, Pepsodent Company. For the AAAA—Frederick B. Manchee, BBD&O; William R. Farrell, Kastor, Farrell, Chesley & Clifford, Inc.; W. J. Main, Ruthrauff & Ryan. For the NAB—Edward F. Evans, American Broadcasting Co.; Harry T. Rumble, NAB.

# Western Union FM Agreement

Western Union Telegraph Company's announcement that it has included an agreement to use the Armstrong FM inventions in the development of a telegraph radio relay system, indicates interest in radio transmission of telegrams. The agreement, which was signed with Major Edwin H. Armstrong, owner of the FM inventions, will run until 1956.

# CONFUCIUS SAY--

"Wise man grab smart secretary before smarter man beat him to her." College degree. Five years in radio. For men only. Write Box No. 228, Radio Daily, 1501 Broadway, New York 18, N. Y.

# Radio Will Be Discussed At ANA Annual Meeting

(Continued from Page 1)

general session on media on the 19th and there will be group discussion on radio the following day.

Representatives of most of ANA's 378 members are expected to attend the meeting which will start with a dinner at 5:00 on Sunday, the 18th. This dinner will be mainly a social event with little or no business planned, an ANA spokesman said.

The delegates will knuckle down to business the following morning when Thomas H. Young of U. S. Rubber Co. and chairman of the program committee will preside over a general session on the corporate functions of advertising. Talks at this session will be based on a recent survey of ANA members of the application of advertising techniques and experience to other fields such as sales training, employee relations, stockholder relations and commercial research.

### General Session in Afternoon

The afternoon of the 19th there will be a general session on the outlook on media at which the radio spokesman will appear. Paul S. Ellison, advertising manager of Sylvania Electric Products Inc. and vice-president of the ANA board of directors will preside.

Group session on radio, industrial advertising, advertising of household equipment, government relations, the farm market and the export market will be held during the morning of the 20th. The radio group session is expected to provide an airing of the advertisers' problems. The chairman will be Don Stetler, advertising manager of Standard Brands and chairman of the ANA radio committee.

A general business meeting will follow with a closing dinner scheduled for Tuesday evening. At the business meeting there will be a round-up of national business problems, possibly in motion picture form, and a presentation by the Post-War Advertising Council.

# New Research Service Offered By Ross Federal

(Continued from Page 1)

the tabulation and the price is concerned, but entirely flexible in its adaptation to local situations and conditions."

Each month one survey will be offered to a specified line of business. The November survey will go to banks and will deal with contemplated purchases of homes, home equipment, real estate and installment buying, the company said. Subsequent surveys will be offered to newspapers, radio stations, bakeries and other types of businesses common to most medium or large cities.

The radio survey, which is scheduled to be held in the early spring, will include a measurement of the relative sales effectiveness of individual programs. The company added that each survey will be priced from 25 to 30 per cent below regular schedules.

### Press Wireless Expansion

Stockholders of Press Wireless, Inc., voted unanimously to increase the authorized capital stock of the company to 50,000 shares without par value. By this action, all preferred stock is eliminated and stockholders will in the future hold the same class of stock, a no-par common to be sold at \$100 per share to press, broadcasting, radio and various other allied interests.

# House Vote Planned On FCC Budget Status

(Continued from Page 1)

reported yesterday. There is a strong prospect of a fight on the House floor to restore at least a part of these funds, on the grounds that the FCC is today heading into its period of greatest activities, with over 1,000 applicants for new broadcast licenses as well as policy questions of prime importance to be determined.

### Canadian Originations

Six programs of CBS American School of the Air series will originate in Canada during 1945-46. The first of these, "The Founding of Quebec," will be broadcast from Montreal Oct. 22, 5:00-5:30 p.m., EST. Program dramatizes Champlain's establishment of a French commercial empire in the New World.

### New Britain Organization

New Britain, Conn.—New Britain Broadcasting Co. of 272 Main St. has filed certificate of organization showing president Julian Gross, West Hartford; vice-president, Harry W. Hastings, New Britain; treasurer, Chester Blank, West Hartford; assistant treasurer, Joseph W. Roche, New Britain; secretary, William H. Ray, Elmwood; assistant secretary, Geraldine Kenny Ray, Elmwood.

this is

# WDOD

20th YEAR

the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

the STATION IN Chattanooga

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

A Guide to Recorded BMI Music

## Disc Data for Disc Users

- They call it the "Disc Jockey's Bible" . . . for BMI's DISC DATA is truly one of the most valuable aids to users of phonograph records in radio.
- DISC DATA gives the Disc Jockey everything he needs for his programs . . . all in one compact, loose-leaf folder. The names of outstanding recording artists, alphabetically listed. Biographical highlights, photos, and up-to-date listings of BMI-licensed song titles, giving labels and numbers.
- At the moment, DISC DATA includes material on 57 noted band leaders and vocalists . . . with new names and new record releases constantly being added.
- DISC DATA is but one of the many services to radio provided by BMI . . .

**BMI BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE · NEW YORK 19, N.Y.  
New York \* Chicago \* Hollywood

## Lauds Advertisers In New York Speech

(Continued from Page 1)

cooperation which you gave to the government during the war years."

Snyder thanked his listeners for "an enviable record in the past four years.

"Through your war advertising council you marshaled task forces to help put over the government campaigns through the various media at your disposal. The men and women of the advertising agencies devoted thoughtful research and long hours to the problems on which the government sought your invaluable aid. Your clients contributed war advertising on government campaigns to a value of more than one billion dollars. But the actual value of your contributions has no dollar sign before it. The results of the advertising are incalculable.

### Rationing Explained

"It is not sufficient to state that no campaign to which you devoted your counsel failed. Restrictions which it was necessary for our government to impose—such as rationing of meat, butter and other foods, and of gasoline and fuel oil—were made more understandable to the people through the advertising campaigns. The necessity for public support of various recruitment and salvage drives also gained much through your support. It was the same with appeals to support price ceilings, and with appeals for blood donations, through which untold numbers of lives were saved on the battlefield.

"Many women enlisted in the Waves and the Wacs, many became students in the U. S. Cadet Nurse Corps, or trained as nurses aides, as a direct result of the appeals you sent out for us through newspaper and magazine advertising, in posters, movies, and on the airwaves.

"Many extra V-Mail letters were sped to our boys overseas as a direct result of your solicitations through the full page ads and other media which were contributed by you and your clients.

### Government Agencies Grateful

"These are only a few of the government campaigns with which you helped us speed the war to victory. The American Red Cross, the Office of Price Administration, the War and Navy departments, the U. S. Public Health Service, and more than a score of other agencies, today acknowledge their gratitude to you.

"The Treasury Department which you are assisting on the Victory Loan Drive has had your continuous support, and I am told that about one third of all the war advertising has been devoted to the War Bond themes.

"Now I understand that the council is working on a project to help focus attention on the urgent need for United States cooperation with other nations in a program to insure future peace. No project could be more worthwhile."

## WOMEN IN RADIO

**A**S NILA MACK said when the fifteenth anniversary of her "Let's Pretend" show rolled around last month and she wrote that interesting Report On A Notion—"there's been a lot more beside water gone under the bridge since that day in August 1930 when with Don Clark and Georgia Backus pinch-hitting for sound, I, icy-handed with fright, started on the notion that radio was an ideal medium for dramatized fairy tales." It was a CBS program with a cast comprising two little girls and the rest of it adult that she used as the proving ground for her notion which really had nothing to do with fairy tales. It was simply that as a child she had loved stories of make-believe, so, she thought, why shouldn't the kids of today like them too. That she was so right has been proven through the years and by adults as well.

☆ ☆ ☆

One of Nila Mack's possessions is a "tired old book" which she's used as a filing system ever since the start of her program. It contains the names of the young hopefuls she auditioned and her comment as they came along. The list is long and meaningful. For instance, after the name of Peter Donald, Jr., she wrote. . . . "excellent . . . dialects all good . . . remember." Today the name of Peter Donald is starred. Jack Kelk is another entry in Nila's book. She found him "very good . . . acts . . . plays ukelele . . . use." Jackie Kelk of CBS' "Aldrich Family" is probably called "Homer" now, more often than not. Other entries are Pat Ryan, Billy Halop, Joan Tetzl, Mauch Twins, Skippy Homeier and Roddy McDowell, all of whom have made entertainment news many, many times.

☆ ☆ ☆

In spite of busy radio schedules that cause much dashing from studio to studio, our actresses find time to indulge in various hobbies and pursue profitable careers on the side. Take for instance Eugenie Chapel, heard on "Mr. Keen, Tracer of Lost Persons," who directs the Victory Players' productions of the American Theater Wing. Eugenie also provides English-speaking voices for Russian films. . . . Helen Menken, star of "Second Husband," is the owner of a famous curio collection. . . . Ara Gerald, heard on "Our Gal Sunday," does interior decorating and penthouse gardening. . . . Another gardener is Julie Stevens who has the title role in "The Romance of Evelyn Winters" has many outside interests such as the Siamese cats leading lady Toni Darnay raises while collecting antique clocks. . . .

☆ ☆ ☆

Charita Bauer makes electrical recordings for her friends on her own recording machine and Katherine Emmett writes poetry. Both are in "Second Husbands" . . . Kate McComb of "The Strange Romance of Evelyn Winters" cast has recorded three talking books for the American Foundation for the Blind. . . . Jane Miner, radio's "Lora Lawton," is a camera fiend. . . . Joy Hathaway, also known as "Amanda," likes to try her hand at poetry. . . . Lucille Wall, radio wife of "Lorenzo Jones," haunts antique shops in quest of old Sheraton and Chippendale. . . . Two gals whose off-mike activities run to specialized cookery are Claire Niesen of "Backstage Wife" and Irene Hubbard who plays at being secretary to "Mr. Keen." . . . Evelyn MacGregor, when not singing, finds relaxation in creating patchwork quilts.

☆ ☆ ☆

You've heard of many women who were successful wives and mothers before breaking into radio so now let's introduce you to one who had become a grandmother before entering the field. She's Nan Lupo who conducts three of WAAT's programs over in Newark—namely Beauty Goes to Work, Finishing School of the Air and Stork Express. With a background in the cosmetic industry, having raised four children of her own and now grandmothering two, she should know her subjects, and does. Nan loves her radio work and found it a most pleasant experience to have a host of listeners happy with her on her 26th wedding anniversary this month in the knowledge that her three Navy sons were safe and well. Nan herself probably felt a very special kind of glow, for she's about the youngest-looking grandmother you'd ever expect to see . . . and the prettiest.

## Complete Radio Plan For Victory Loan A

(Continued from Page 1)

emphasis on rehabilitation, care of the wounded and the interpretation of the G. I. Bill of Rights. Star radio, stage and screen will play leading roles in the "Salute" program written and directed by top-flight writers and directors. Music for show produced in the East will be supplied by Mark Warnow's Hit Parade orchestra, while Western presentation will be provided with music by J. Scott Trotter, Victor Young and other name organizations.

850 stations throughout the country have ordered "Treasury Salute" to be broadcast three times weekly and "Music For Millions" transactions have been ordered by 833 stations for the same number of programs. Music platters will feature numbers by Bing Crosby, Dick Shore, Frank Sinatra, Mary Smith, Roy Rogers, Dick Haymes, Cora Boswell, Kate Smith and Frank Langford, among several others scheduled to appear on the "Music For Millions" programs, containing newly composed bond songs together with previous loan tunes.

### Industry Executives Speak

It was also announced that 18 industry leaders have recorded Victory Bond messages on a one-minute platter, containing talks by J. Johnston, Niles Trammell of the National Broadcasting Company, Ed Kobak of the Mutual Broadcasting System, Philip Murray, labor leader, Albert Goss, Randolph Burgess, Emil Schram.

Each network has selected a special day during the Victory Loan its individual Bond day,—a day which every program broadcast on the web will be identified with the Loan either through the announcement part of the program or the title program. CBS has chosen Thanksgiving Day, Nov. 22nd as its Network Day, NBC on Dec. 8th, while Mutual will use Armistice Day, Nov. 11 and American's Network Day will coincide with the opening of the campaign, Oct. 29th. A special kit of promotion material was prepared for each network by the Radio Section of War Finance, containing bond literature from other sections of War Finance, suggested scripts, music, special events and program ideas.

The official "kickoff" for the Victory Loan will take place on Sunday, Oct. 28th, from 7:30 to 8:00 p.m., and plans are under way to have networks broadcast separate Bond shows simultaneously and highlighting a special message from Secretary of the Treasury Fred M. Vinson.

### Shirer To France

William L. Shirer leaves London for Paris from where he will broadcast over the Columbia network. October 21 the French election is scheduled to take place the same day. During the commentator's European trip, he will cover the Nuremberg trials of the Nazi war criminals.



# Navy Dept. Relaxes Its Ruling On Radio Cover For Oct. 27

(Continued from Page 1)

ed only by WNYC remains, but  
Morris Novik, director of the city  
Commission, said that WNYC would not  
pick up the Chief Executive unless  
special permission was granted to all  
other New York stations.

At a meeting with public relations  
officers of the Third Naval District  
Tuesday, radio newsmen were told  
that only WNYC would be allowed to  
broadcast from the Navy Yard al-  
though full coverage was planned for  
wire services, newsreels and  
radio services. The newsmen were  
angered because they felt they had  
been denied equality with the other  
radio media.

**White House Directive**  
Protests were made to the White  
House Tuesday night, and early  
Wednesday morning Presidential  
Press Secretary Charles Ross said  
that all stations will be allowed to  
broadcast on-the-spot descriptions of  
the commissioning.

The second situation which grieved  
radio newsmen—the fact that there will  
be three wire service men aboard the  
Presidential destroyer Renshaw to  
compare with one on the ship  
Franklin's one—remains unchanged. How-  
ever it is felt that if the webs were  
to protest this ruling also to the  
White House, a change would be ef-  
fected in favor of radio.

**Driscoll Wired Protest**  
Dave Driscoll, director of news and  
special features of WOR, led the fight  
for equal representation at the com-  
missioning. Here is the text of his  
latest wired to Ross Tuesday night:  
"Commander Keller (Public Rela-  
tions Officer, Third Naval District)  
has informed us that you and Mr.  
Weinsch have let him know that there  
is to be no radio coverage of the  
Franklin Delano Roosevelt commis-  
sioning except by WNYC in accord-  
ance with a commitment already made  
at that station.  
This decision apparently revokes

the ruling passed along to New York  
broadcasters by Morris Novik at a  
previous meeting, according to which  
descriptive broadcasts were to be per-  
missible without the words of Presi-  
dent Truman.

**Protests Both Rulings**

"WOR protested the first ruling and  
protests even more strongly the  
second and latest ruling.

"We cannot understand the reason-  
ing under which the ceremonies are  
not to be broadcast, yet complete  
newsreel and press coverage of the  
President's text is being arranged for.  
We understand that the President's  
remarks are to be brief and in no  
sense a duplication of the Central  
Park address, so that it is hard to see  
how broadcast of the first talk could  
take the edge off the second talk sev-  
eral hours later.

"We hereby renew our request for  
equal privileges with the press and  
newsreels at the ceremonies and re-  
spectfully request to know why no  
descriptive material or broadcast of  
any kind can be aired by any station  
but WNYC. Further, in view of the  
name of the ship being commissioned  
and the observance of the day when  
we feel everyone wants the Navy to  
receive proper tribute, we cannot un-  
derstand why radio is literally being  
barred from describing the Commis-  
sion pennant being run up the mast  
of the aircraft carrier Franklin Delano  
Roosevelt."

**Ross Reply Received**

Ross replied as follows:  
"There was never any intention  
to forbid descriptive broadcasts of  
the Franklin Delano Roosevelt com-  
missioning. All stations may make  
such broadcasts. Only prohibition is  
against carrying President's remarks.  
Sorry misunderstanding has arisen.  
Have just cleared up matter with  
Commander Keller by telephone."

## J. Youth Organization Seeks 3 Radio Programs

Youth of New Jersey, a non-profit  
organization affiliated with Youth of  
America, has made provision in this  
year's budget for the production of  
three radio programs of interest to  
the younger element. They seek an  
information program, a forum type  
show and a feature strictly for  
youth. A 100-page "Youth Portfolio  
Information" is being distributed  
to those who may be able to fill the  
production needs of the youth organ-  
ization.

## Canada Confab Aired Via CBC Shortwave

Montreal—Foreign delegates to the  
Food and Agriculture Conference  
meeting at Quebec City on October  
16 reported to their homelands with  
day to day outlines of the discussions.  
CBC International Service mikes car-  
ried their voices back to short-wave  
headquarters in Montreal where they  
were sent by another line in the  
European, South and Central Ameri-  
can transmissions beamed from the  
CBC's powerful short-wave transmitters  
in Sackville, N. B.

## Kyser On "Enterprise"

Kay Kyser and his "College of  
Musical Knowledge" will broadcast  
from the deck of the aircraft carrier  
Enterprise, in New York Harbor, Oct.  
24, NBC, 10:00 p.m., EST. Kyser re-  
cently returned from a tour of the  
Pacific area.

# Today

AT THE RADIO EXECUTIVES CLUB LUNCHEON

THE HONORABLE

**TOM CLARK**

ATTORNEY GENERAL OF THE U. S.

**HOTEL ROOSEVELT**

Hendrick Hudson Room

12:30 Sharp

Presented by the honorary committee for the day  
consisting of: Lloyd Coulter, McCann-Erickson;  
Gordon Cates, Young & Rubicam, Inc.; Walter  
Craig, Benton & Bowles, Inc.; Tom Luckenbill,  
William Esty & Co.; Arthur Pryor, BBD&O; Paul  
Rickenbacker, Foote, Cone & Belding; Don Stauffer,  
Ruthrauff & Ryan, Inc., and Lewis Titterton,  
Compton Advertising

**JUDGE JOHN ASHBY**

General Counsel of

National Broadcasting Co.

Will Introduce the Speaker

**JERRY COOPER**

Popular Baritone, Featured Singer



Members Are Requested to Show Their Membership Cards

Price per plate—Members \$2.25 • Non-Members \$2.75

**Certified**

## AGENCIES

**ROYAL ARCH GUNNISON**, authority on the Far East was guest-speaker at the Celebrity-Luncheon of the Advertising Club of New York, and related his experiences in Manila after having declined General MacArthur's request to leave Manila with him and being later captured by the Japanese where he was held prisoner at Luzon and afterward at Shanghai.

**MADISON ADVERTISING COMPANY** has been appointed by A. M. Products to direct the advertising and merchandising of a new toiletry product, soon to appear in newspapers, magazines and radio.

**H. PIERSON MAPES** has been appointed general manager of the Hutchins Advertising Company, Inc., New York office, it has been announced recently by Frank A. Hutchins, president of the company. For the past 15 years, Mapes has been with Philco Distributors, Inc., New York, as sales promotion manager.

**LILLIAN STONE**, formerly with the advertising department of NBC, has joined the publicity staff of The Zlowe Company, New York City.

**JACK KELLY**, manager of WCOL, Columbus, Ohio, has been elected secretary of the Columbus Radio Executives' Club.

**SHORT & BAUM**, Portland, Ore., advertising agency, has added two members to its staff. They are Vivian McMurtrey and Mary Margaret Godfrey. Mrs. McMurtrey comes to the Portland agency from the San Francisco office of Foote, Cone and Belding. Mrs. Godfrey served as advertising manager for the J. K. Gill Company, and for many years, has been doing free lance publicity and promotion work in Portland.

**FLORENCE MCKENNA** has been named copy chief of Goldman & Gross, Chicago advertising agency. Miss McKenna formerly was associated with Dancer-Fitzgerald-Sample, Foot, Cone & Belding and Ruthrauff & Ryan. . . **EDWARD MITTELSTADT**, formerly art director of the United Advertising Agency, has been appointed art director of G. & G.

## COAST-TO-COAST

## — MARYLAND —

**BALTIMORE**—Ian Ross MacFarlane, WITH commentator, acted as emcee during a special celebration in honor of Lt. Col. James Patrick Devereaux, hero of Wake Island. The broadcast originated from Fort McHenry, where Col. Devereaux was presented with a sword used by his grandfather in the war of 1812 at the Battle of Ft. McHenry.

## — MINNESOTA —

**MANKATO**—Two World War II vets have joined the announcing staff at **KYSM**. Glenn Reed of Minneapolis served in the air corps for three and a half years, flying a B-17 in the Mediterranean theater, and Bill Holland who served six months in the Navy as a fire controlman aboard the U.S.S. Montpelier in the Atlantic.

## — LOUISIANA —

**NEW ORLEANS**—The dispute between station **WSMB** and the American Federation of Musicians which caused the cancellation of two nationwide broadcasts over NBC, has been settled. The station has agreed to hire six musicians at a weekly salary, but did not accede to the union's demand that retroactive pay be granted to July 1, 1945.

## — OHIO —

**CINCINNATI**—The **WCKY** Bond Booth, located on Fountain Square in the heart of Cincinnati, has begun its fourth year of operation and the Navy League Information Booth nearby has just celebrated its first anniversary. Both installations were built by L. B. Wilson, **WCKY**, owner, and have been maintained by the station since that time.

## — MINNESOTA —

**MINNEAPOLIS**—Frank Butler, recently honorably discharged from the Army, has rejoined the announcing staff of **WCCO**, and ex-Navy man Tom Dawson, has resumed his duties as station sales manager. A. E. Joscelyn, station manager, has been appointed chairman of the radio committee for the War Chest Drive in Hennepin County.

## — IOWA —

**OTTUMWA**—Honoring the birthday of the Ottumwa Jr. C of C, **KBIZ** recently turned over the operation of the station to Chamber members during nine daytime hours. The 20 members, who assumed all regular staff jobs, originated all local broadcasts, including farm, man on the street and record commentary shows. . . **SHENANDOAH**—**KMA** has announced the appointment of Major Howard O. Peterson as their sales manager.

## — WEST VIRGINIA —

**CHARLESTON**—Harry M. Brawley, former principal of Chamberlain, Jr. High School, Charleston, W. Va., has been appointed the director of the new Public Service Department of **WCHS**. At present Mr. Brawley's efforts will be directed towards adult and child education. Before joining **WCHS** he has been connected with the local school system since 1932, serving in executive capacities since 1940.

## — NORTH CAROLINA —

**RALEIGH**—“New Civilians” at **WPTF**, include Warren Barfield who rejoins production staff after three years in the Navy, and Preston Pearson, also ex-Navy man, who is control engineer. . . **ASHEVILLE**—A courtesy announcement was scheduled innocently enough following the Asheville Parents-Teachers educational feature—but—the gratis spot turned out to be a plug for “It Pays to be Ignorant!”

## — UTAH —

**SALT LAKE CITY**—**KALL**, new Mutual-Intermountain station which came on the air Sept. 30th, took advantage of the shift from Wartime to Standard Time, making the following time signal announcements during its first day of operation: “You’ve turned your radio dial to a new setting. Now make certain you’ve set your watch or clock to Standard Time.”

## — NEW JERSEY —

**PATERSON**—The Paterson Board of Recognition presented to **WPAT** a gold statuette of a baseball player mounted on a miniature monument in recognition of the City championship won by the station's baseball team this year in the Paterson Development League, an enterprise sponsored by leading business and civic-spirited organizations in North Jersey to combat the rise of juvenile delinquency.

## — FLORIDA —

**MIAMI**—Leslie Bain, radio commentator and nationally syndicated newspaper columnist, returned to **WKAT**, where he originated his radio news program in 1940. He will broadcast Mondays thru Fridays. Because of the strong public interest in atomic developments and their world-wide implications, Bain will devote his Friday format to discussions of the subject.

## PROMOTION

## Customer Gratitude

**WISN**, Milwaukee, in a promotional brochure which demonstrates advertiser good-will and satisfaction tells of the third year in which station has been dinner guest of Milwaukee County Pharmacists Association for their handling of “Know Your Druggist Better,” a quarter-hourly weekly show which gives ethical publicity for pharmacists.

## Canadian Fair Coverage

A slick paper pamphlet with pictures of the Edmonton Fair activities and station participation in those activities, and the words “CJCA Goes To The Fair And Scores Again” on the cover, is the station's method showing a part of its public service endeavors as well as demonstrating its prominence in the Canadian community.

## Colorful Portland

A combination of station statistics and chamber of commerce selling colorfully keyed in a slick paper brochure published by **KEX** in Portland, Oregon. The pamphlet is made very attractive by a series of beautiful color photos of Oregonian scenic views, and the text is neither overwordy nor heavy.

## To The Point

In an informal and amusing, but tersely worded booklet, **CBS** tells the advertiser of the advantages their “Program Information,” a publication which lists as briefly as possible the essential facts needed about individual programs available for sponsorship. The facts of the promotional piece are highlighted by satirical cartoons, illustrating the points mentioned.

## Public Service Series

**WMCA**, N. Y., has published a promotional pamphlet offering station service throughout the country a transcript service on their public service show “New World,” on a non-profit, cost share basis. The prize winning show formerly devoted to Negro life in America, has been expanded to include the dramatic stories of contributions made by all minority groups in the strengthening of democracy and features as actors, outstanding radio, theater and screen artists.

**RICHMOND  
COVERAGE  
AT  
PETERSBURG  
RATES**  
WIRE or WRITE  
**WSSV**  
Petersburg, Virginia

Send Birthday  
Greetings To

October 18

Helen Claire	William Drips
Louise Fitch	J. D. Henry
John MacBryde	Lorraine Mantler
Jack Turner	Peter Petrushka

**EXCLUSIVE!**

**WIBG**  
990 ON YOUR DIAL

**EAGLE  
PRO GAMES  
TEMPLE  
HOME GAMES**

PHILADELPHIA



# FCC Denies Applications

## WOKO Case Opens In Washington Court

Washington Bureau, RADIO DAILY  
Washington—Argument of WOKO, Albany, N. Y., that the FCC exceeded its authority in refusing to grant a renewal of license to that station because of misrepresentation in its application, was heard here yesterday in the U. S. Court of Appeals. William M. Dempsey, representing WOKO, argued that the Commission usurped the punitive functions of a court and exceeded its administrative functions under the Federal Communications Act, in refusing to grant the renewal solely on the grounds that no report was made to the Commission  
(Continued on Page 7)

## Brooklyn Navy Yard Program Offered Via WNYC Feed

Charles Ross, Presidential Press Secretary, yesterday threw a wrench into the apparently settled plans for radio coverage of the commissioning of the aircraft carrier Franklin D. Roosevelt in the Brooklyn Navy Yard on Navy Day, Oct. 27, when he said that only WNYC will be allowed to set up microphones at the ceremonies. He added that New York radio outlets would be allowed  
(Continued on Page 2)

## Feltis Going To Chicago In BMB Membership Drive

Hugh Feltis, president of Broadcast Measurement Bureau, will present a progress report on the Bureau at the regular meeting of the Chicago Radio Management Club on Oct. 24th. The following day, Leslie C. Johnson  
(Continued on Page 4)

### Were You There?

If you were present at the formal opening of Carnegie Hall the night of May 5, 1891—in the audience or as a performing musician—CBS' maestro, Andre Kostelanetz wants you as a guest on his broadcast of Nov. 15, when he presents an all Tchaikowsky program. At the official opening of the mecca of American concert music, Tchaikowsky conducted a program of his own work.

## U. S. Attorney General Pays Tribute To Radio

Assurance that television will become a great power for good if developed along the same broad lines as radio broadcasting, with its many services to the public, was voiced yesterday by the Hon. Tom Clark, Attorney General of the U. S. as guest of honor of the Radio Executives Club of New York. Clark informally discussed various aspects of his office and reiterated that the Justice  
(Continued on Page 5)

## House Group Scored On Commentator Action

The House Committee on Un-American Activities was charged yesterday with "undermining American civil liberties" by the radio division of the Independent Citizen's Committee of the Arts, Sciences and Professions  
(Continued on Page 2)

## Status Of Latin American Webs Uncertain At Present

Status of Latin American networks operated by U. S. webs will remain virtually nil until such time as the government through a designated branch or department, State or FCC sets a policy for American international stations. Currently, no land wires are being used on the hookups and any feeding from North America is via shortwave. Since the shortwave outlets are still under government control, the free programming of the South American stations comprising

## Commission Refuses To Grant Renewals For Two Central Jersey Stations; Outlines Reasons For Denials

## BMI Elects Officers, New-Term Directors

J. Harold Ryan, former president of the National Association of Broadcasters, was re-elected president of Broadcast Music, Inc., for another full year term, at the annual meeting of the board of directors held this week. All officers and directors of BMI have been re-elected to serve another term, and Justin Miller, new  
(Continued on Page 5)

## Seven FM-Tele Applicants Withdraw Pleas To FCC

Washington Bureau, RADIO DAILY  
Washington—Three FM applications and four commercial tele applications to the FCC have been withdrawn at the request of the applicants.  
Filene's Television, Inc., Boston;  
(Continued on Page 4)

## Lalley Quits Amer. Web; Was Sales Promotion Mgr.

T. L. Lalley, sales promotion manager of the American Broadcasting Company, has resigned. His future plans have not as yet been announced.

Washington Bureau, RADIO DAILY  
Washington—Taking a course which only a few years ago was practically unheard of, the FCC yesterday proposed to deny two applications for renewal of AM broadcasting stations in Central New Jersey—one without prejudice to a new application setting forth changed operating plans for the future.

Three stations are involved in the proposals, WCAM, Camden; WCAP, Asbury Park, and WTNJ, Trenton;  
(Continued on Page 5)

## Web Market Surveys Urged By Speaker

Radio's greatest need, in regard to network program ratings, is for listenership information by markets not only outside but inside of cities, according to C. E. Hooper, of C. E. Hooper, Inc., who addressed the opening luncheon meeting of the 1945-46 season of the American Marketing Association  
(Continued on Page 7)

## Ralston Named To Post With Procter & Gamble

G. A. Ralston has been named director of radio in charge of night-time programs for Procter & Gamble Company, W. W. Ramsey, director of radio for the company, announced yesterday. Ramsey continues as  
(Continued on Page 6)

### Honored

Bing Crosby and Bob Hope were the only entertainers chosen among the first 10 "Favorite Americans" in the 35th poll of the "Woman's Home Companion," published in the mag's November issue. They tied for ninth place. Others in the top 10 are Pres. Truman, Gens. Eisenhower, MacArthur, Mrs. Roosevelt, Cordell Hull, Herbert Hoover, Henry Ford and Clare Booth Luce.

### While Home Burns!

Connie Desmond should know how Nero felt. While subbing for Morey Amsterdam this week on WHN's "Gloom Dodgers" he was told at the microphone, "Your wife just phoned and said your house is on fire." Connie introduced the next performer, then left the studio and tried to phone his wife; got only busy signals, and dashed back to Riddle While Home Burned.



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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 Oct. 18)

Table with stock exchange data including New York Stock Exchange, New York Curb Exchange, and Over the Counter.

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

Coming and Going

WILLIAM F. BROOKS, NBC director of news and special events, in Washington to confer with staff members at WRC on news activities of New York and the Nation's Capital.
EDGAR KOBAK, president of the Mutual network, leaves Sunday on a business trip to St. Louis, Chicago, Elkhart and South Bend. He'll be back at his desk in about a week.
LYMAN BRYSON, CBS director of education, and FRANK ERNEST HILL, of the education department, leaving for Chicago, where Hill will represent the network at the Ninth Annual School Broadcast Conference to be held Monday and Tuesday.
JOHANNES STEEL and GEORGE HAMILTON COMBS, commentators on WHN, leave today for Washington, D. C., from which point their programs will originate until their return to New York.
LARRY SURLS, account executive of the cooperative program division of the American network, has returned from a business trip of two weeks through Tennessee and Virginia.
SYDNEY EIGES has returned to his duties as manager of the press department of NBC following several days in New Kensington, Pa., where he was called by the death of his mother, Mrs. Anna B. Eiges.
G. A. RICHARDS, president of WGAR, Cleveland, WJR, Detroit, and KMPC, Los Angeles, is in town for conferences at the headquarters of the Columbia network.
EDGAR L. BILL and CHARLES CALEY are here from WMBD, Peoria, Ill. Paid a call yesterday at the Broadcast Measurement Bureau offices of Hugh Feltis.

House Group Scored On Commentator Action

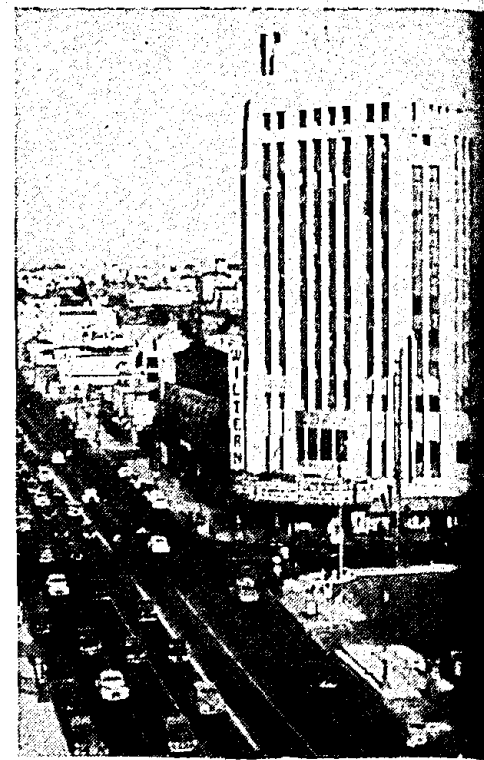
(Continued from Page 1) fessions, which issued a call to other organizations to attend a meeting Monday night designed "to stop the campaign of subtle intimidation which has been launched against a group of respected, able radio commentators." The radio division of the Citizen's Committee is under the chairmanship of Norman Corwin, writer and producer. Issuing a statement of its view on recent action undertaken by the House group which involves the inspection of radio scripts used by several commentators, the ICC stated in part: "The action in relation to the radio commentators constitutes censorship of a particularly insidious nature, inasmuch as the Committee's weapons are not legal and proper, but secretive and tendentious. . . "A request of this nature, in the radio industry, is tantamount to formal charges. Already, this unprincipled campaign has had serious personal results for at least one of the commentators involved. The Committee on Un-American Activities, established among other things to insure continuance of American civil liberties, is in fact undermining those liberties."

Vera Barton On Panorama Show Vera Barton will be the guest vocalist on the "Popular Panorama" show Monday, 10:30 to 11:00.

Bklyn. Navy Yard Program Offered Via WNYC Feed

(Continued from Page 1) lowed to pick up a WNYC feed of President Truman's address or a description of the ceremonies. The coverage plan, as originally handed down to radio newsmen at a meeting Tuesday with public relations officers of the Third Naval District, was that only WNYC would be allowed at the ceremonies, with no feeds permitted. Following strong protests to the White House, it was announced Wednesday that all stations would be allowed to broadcast on-the-spot descriptions, but only WNYC could carry the President. However, Morris Novik, director of the city station, said that WNYC would not pick up Mr. Truman unless similar permission was granted to all other New York stations. This was the situation yesterday when Ross made his statement to Bill Brooks of NBC. It is felt that Ross will be barraged with protests from the networks' New York outlets, which feel that radio is being denied equality with the wire services and newsreels, all of whom will be allowed full coverage of the event.

Hart To Do Pathe Shorts Maurice Hart, WNEW announcer, has been set to do the commentary on a series of Pathe movie shorts. Several of the pictures will be written by Hart, as well as narrated by him.



Wilshire & Western

Because of Los Angeles' traffic system, 84,000 cars stream across this intersection of Wilshire and Western in a 24-hour period. The more publicized intersection of Hollywood and Vine in Hollywood has only 45,000 vehicles in the same time period. The comparison W-I-T-H is about to make in this ad is pretty obvious. It isn't what people have been led to think about intersections or radio stations that makes them great. It's the performance record. Here's our point in Baltimore radio: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big five-station town. Facts are available.

MUSIC has power WDAS is the only Philadelphia radio station featuring three hours of classical music daily No wonder WDAS audiences say "Thank You!"

W-I-T-H IN BALTIMORE TOM TINSLEY, President REPRESENTED BY HEADLEY-REES



# Thanks for those bouquets!



**ASHTON STEVENS,**  
*Chicago Herald-American:*  
"A gorgeous radio show under the sponsorship of U. S. Steel."

\* \* \*

**SI STEINHAUSER,**  
*Pittsburgh Press:*  
"We were spellbound. We have seen a lot of broadcasts, but this one was one of the greatest dramatic performances of radio."

\* \* \*

**RANALD SAVERY,**  
*Montreal Star:*  
"Certainly this combination of talent in producing and acting gives the air productions a good start."

\* \* \*

**WILLIAM F. McDERMOTT,**  
*Cleveland Plain Dealer:*  
"The Theatre Guild began a new series of high type plays under auspices of United States Steel. What a combination!"

**BEN GROSS,** *New York News:*  
"After having heard two of these presentations, an unprejudiced listener must admit that the Guild hour proves by far the most adult and interesting dramatic fare ever heard on the radio."

\* \* \*

**BLANCHE GOUFFAUT,**  
*Dayton, Ohio, News:*  
"The radio debut of The Theatre Guild is, we feel, of momentous importance to radio listeners who appreciate drama."

\* \* \*

**GLORIA TAMMEN,**  
*Yankton S. D. Press & Dakotan:*  
"One of the most outstanding programs ever to be introduced to a radio audience."

\* \* \*

**JACK O'BRIAN,**  
*Associated Press Drama Editor:*  
"As might be expected when two giants in their respective spheres get together, the initial broadcast of The Theatre Guild on the Air was a notable event, both for radio and its weighty sponsor, the United States Steel Corporation."

**VARIETY:**  
"Such new ventures as the Theatre Guild on the Air series are seen as hyping an interest in the theatre bringing legit to millions who never had access to it before and incidentally, adding immeasurably to the country's culture."

\* \* \*

**HARRIET VAN HORNE,**  
*N. Y. World-Telegram:*  
"The Theatre Guild on the Air provided an excellent hour of entertainment."

**WALTER WINCHELL:**  
"The Thittir Guild's radio grease-painting came through with a dramatic workout which should put muscles into the airwaves' flabby make-believe rep."

\* \* \*

**ADELE HOSKINS,**  
*Chicago Daily News:*  
"The steel-sponsored program bodes well to become one of the finest entertainment shows on the air."

\* \* \*

**CLEVELAND PRESS:**  
"The top program of the fall season is the Theatre Guild series."

\* \* \*

**TOM TYRELL,**  
*San Francisco Shopping News:*  
"Theatre Guild' is regarded in radio circles as the event of the season, for it opens another hour-long dramatic series, something that should add considerable stature to the prestige of the broadcasting arts."

\* \* \*

**EDWIN LEVIN, PM:**  
"It was good broadcast entertainment."

\* \* \*

**SACRAMENTO BEE:**  
"Every once in a while something really 'great' takes place in the entertainment world; such an event is the new American Broadcasting Company presentation, Theatre Guild on the Air."

\* \* \*

**JACK GOULD,**  
*New York Times:*  
"To The Theatre Guild go thanks for a dramatic series which holds every promise of being one of the season's more stimulating and adult presentations."

\* \* \*

## Coming...

- \* KATHARINE HEPBURN
- \* PAUL MUNI
- \* TALLULAH BANKHEAD
- \* FREDRIC MARCH
- \* EDWARD G. ROBINSON
- \* ALFRED LUNT
- \* LYNN FONTANNE
- \* ETHEL BARRYMORE
- \* BURL IVES
- \* BURGESS MEREDITH
- \* PAULETTE GODDARD

\* \* \* \* \*

**SUNDAY NIGHTS**  
10 to 11 P.M. (EST)



## The Theatre Guild on the Air

sponsored by

**UNITED STATES STEEL CORPORATION**

EVERY SUNDAY NIGHT AT 10, COAST TO COAST OVER 184 STATIONS OF THE AMERICAN BROADCASTING COMPANY

# AGENCIES

**B**UCHANAN & COMPANY, INC., has been named advertising agency for Teen-timers Inc., it has been announced by Jules Rubenstein, president of the firm. The appointment includes advertising for the new line of Teen-timer Cosmetics, and for allied dress lines such as Princess Jr., Tween-times and Wee-timers. Promotional plans include a considerable extension of their present network radio.

**M. BARRON LABORATORIES** of Atlanta, Ga., has appointed the Madison Advertising Company as agency for a new line of cosmetic products.

**CALHOUN CARTWRIGHT**, fresh from three years of Naval service, has joined the staff of the Allan Miller Agency in Toledo, Ohio in the capacity of publicity director. Before entering service Mr. Cartwright had been news editor at WCAR, Pontiac, Mich., and previously operated his own publicity agency.

## Seven FM-Tele Applicants Withdraw Pleas To FCC

(Continued from Page 1)

Central Ohio Broadcasting Co., Columbus, and Cincinnati Broadcasting Co., Cincinnati, all of whom had applied for both FM and tele stations, withdrew their applications.

The application of Allen B. Du Mont Laboratories, Inc., Boston, Mass., for a commercial tele station was returned at Du Mont's request.

Speculation here is to the effect that numbers of tele applicants might withdraw their applications for commercial stations because of the proposed ban on television towers. The feeling is that such licenses will be only a temporary grant and that telecasting will necessarily move up to the higher frequencies soon to make room for more stations and in order to include color, development of which is expected by many to crowd monochrome tele out of the picture almost before it is well under way. It is thought here that these may be only the first of a series of such withdrawals.

Filene's Television, Inc., Central Broadcasting Co., and Cincinnati Broadcasting Co., all are affiliated with Federated Stores. Their lawyer, Andrew Haley, said that they withdrew their applications to get themselves out of the fierce competition for limited tele channels and to concentrate on experimentation in development of higher frequency telecasting.

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



### Notes From An Aisle Seat . . . !

● ● ● Shakeup among the supervisors at American web result of realignment of duties, with Adrian Samish tightening up the various departments. Henry Cox winds up as ass't to Bob Wamboldt, Eastern production manager, with resignations of Geo. Brengel, Jack Byrne, Ben Bodec and Tom McDonald already in effect. Carol Irwin remains as head of talent dep't. . . . Everett Crosby and Nick (CBS) Keesley lunching at Louis & Armand's with their attractive wives. The \$64 question about Bing's plans for '46 should be answered any day now—and wha'd'ya wanna bet he'll be on for a new sponsor? We hear General Motors has the inside track. . . . Eddie Cantor show expects to come to N. Y. around Christmas. . . . Broadway press agents organizing a squawk against a jazz critic who seems to favor the clients of a theatrical agency which just by coincidence books him as a lecturer. . . . Donald Flamm's new plans are to head a radio package company. . . . A lot of radioites at the present time are being fleeced into buying oil stock around the spot where the atomic bomb was dropped experimentally in N. Mexico. They figured explosion would uncover huge oil deposits. . . . Dave Stanley has a piece in the Dec. "This Month" on Ted Husing tagged "A Man Of A Few Million Words". . . . Nice timing on the part of the mag in Ada Siegel's current story on Pierre Laval. . . . The Andrews Sisters will net more dough out of their \$6,500 contract than they did out of their old contract calling for 12 G's. For the latter fee, they had to supply the ork and other talent.



● ● ● Television's first full-length dramatic production, Maxwell Anderson's "Winterset," will be aired on NBC's WNBT Sunday nite, Oct. 28th. . . . Geo. Wright, organist, being groomed for his own show. . . . Vera Barton gets a birthday present in the form of a new show, "Melody Hour," on Mutual starting Oct. 25th. . . . Johnny Olsen making arrangements to broadcast audience participation show from a giant air liner in flight. . . . Frank Papp's next series on 'World's Great Novels' will be 'Huckleberry Finn'. . . . Topping the 55-member cast for the N. Y. Times show, "Fashions of the Times," will be Ireene Wicker and Ray Morgan. . . . Johnny Thompson's "Song Shop" on American switching to Sunday afternoons. . . . Cootie Williams gets the nod into the Zanzibar because of his jukebox click, "House of Joy."



● ● ● Idle Thoughts While Dialing: Ralph Slater's display of hypnotism on Mutual the other nite was Grade-A entertainment—both visually and for the air. Billed as the world's fastest hypnotist, Slater proved as deft a master of the mike as he is over his subjects. . . . Barry Fitzgerald, probably the most lovable character on the screen, was somewhat less effective on the air in his opener. Most of the time we could hardly make out what he was saying. In fact, it all sounded like so much double-talk to us. . . . Sidney Ascher, president of many Societies, including the one about disparaging cracks against Bklyn, acquitted himself nobly subbing for Dick Kollmar on the 'Dorothy & Dick' stanza yesterday. . . . Speaking of Dick, everybody in town is happy he's got a hit on his hands in "Are You With Us," and what's more, the boys are glad Lew Parker proved such a click. . . . Bert Wheeler show coming up strong on the rating chart—and you name a guy who deserves it more. . . . Great hearing the "Easy Aces" on the D. Kaye spot. Jane is still one of our top comediennes. . . . Shirley Burke, formerly with the Treas. Dep't., Moe Gale's new Gal Friday. . . . Is Mary Pickford slated to head her own air show—with hubby Buddy Rogers' crew? . . . Marie Yanofsky, Kate Smith's deft scripter, penning a tome called "No Men In The House"—and she's such a pretty thing, too. . . . What should be one of the hottest controversial forums heard in a long time will take place on the WHN stanza, "Author Meets the Critics" on Oct. 22nd, when Henry Morgenthau, Jr., squares off against Dorothy Thompson in defending his book "Germany Is Our Problem."

# CHICAGO

By BILL IRVIN

**A**merican Bird Seed Products, Inc., on Sunday Oct. 21 begins sponsorship of the "American Radio Warblers" on 17 midwest stations of the Mutual Broadcasting System Program, which features trained carnaries, has been heard locally over WGN for the past 17 years. Contract is for 26 weeks. Business was placed through Weston-Barnett, Inc., Chicago.

"Club Time," featuring choral and organ music, will be heard over 23 stations of the American Broadcasting Company beginning Saturday, Oct. 20, 10:15 to 10:30 a.m., CDST under sponsorship of Club Aluminum Products Company of Chicago, it was announced by Gil Berry, sales manager of the American network central division. The business will be placed through the Trade Development Corp., Chicago. Program talent includes Club Gospel Singers, a choral group of nine, featuring Beverly Shea, bass-baritone, with organ accompaniment, in non-denominational hymns. Program is produced by Henry Sellinger. Don Hustad is director of music.

## Feltis Going To Chicago On BMB Membership Drive

(Continued from Page 1)

son, director of NAB District No. 9, has invited the local Chicago stations to hear Feltis present the BMB plans and recent actions of the bureau which he heads.

Mr. Feltis will go to Louisville on Oct. 29th, where, at the suggestion of a number of radio stations in that market, he will report on the progress of BMB and discuss plans for those stations' participation in the Bureau's development.

### C.A.B. Expands Editorial Staff

Jean McCormick has joined the staff of the Co-operative Analysis of Broadcasting, Inc., as a assistant to Jay Stanwyck, editor of the CAB Reports. Miss McCormick has been connected with the University of Chicago as a research statistician and has more recently been associated with Crossley, Inc. in their radio department.

You are in  
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# Attorney General Pays Tribute To Radio

(Continued from Page 1)

Department was the servant of friendly toward business. Broadly, he said, was in good hands the FCC with the able Paul at its head, and, it was the of the Attorney General to back the FCC in the courts as he sees mark otherwise regarded the REC its guests with intimate work of the events and lighter of the Attorneys-General and respective lives. Clark also said would like to see radio further the movement seeking to cut the juvenile delinquency causes. was introduced by Judge A. by, vice-president and general of NBC who did an excellent it. President of REC Murray turn, in turn had introduced Ashby and those on the dais included the agency radio executives who served as the honorary committee for the day. This committee consisted of: Lloyd Coulter of Gann-Erickson; Gordon Cates, of & Rubicam; Walter Craig, Ben Bowles; Paul Rickenbacker, of Cone & Belding; Tom Lucken- William Esty & Co. and Lewis Compton Advertising. on the dais were: James Fly, former FCC Chair- Jos. McDonald, American Net- Sydney Kaye, CBS attorney BMI official; Emanuel Danett, counsel for MBS and Arthur Ginn, of the Washington office of Gann-Erickson. Jerry Cooper sang National Anthem.

orary committee of the day l under Arthur Kemp, REC ar committee chairman.

# Re-elects Officers, Directors For New Term

(Continued from Page 1)

appointed president of the NAB, been made a member of the of directors.

officers re-elected are as fol- J. Harold Ryan, president; M. Kaye, vice-president and el; M. E. Tompkins, vice-presi- and general manager; C. E. nce, treasurer; Robert Burton, int secretary; Claude Boydston, ller; Directors: John Elmer, M; William Hedges, NBC; Paul ncy, WTIC; Leonard Kapner, E; Carl Haverlin, MBS; C. W. M, KOIN; J. Leonard Reinsch, Joseph McDonald, American acasting Company; Frank K. K, CBS; and Justin Miller, NAB.

NEWS AND THE POPULAR CLASSICS WITH  
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THE VOICE OF LIBERTY  
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# FCC Denies Two Renewals To Central Jersey Stations

(Continued from Page 1)

all share time on the 1,310 band with 500 watts power. The WCAM and WTNJ renewal applications are to be denied.

WCAM is licensed to the City of Camden, but the Commission holds a contract between it and the Mack Radio Sales Co., thereby the Mack Company purchases the bulk of the WCAM time and sells it commercially.

With very little control over the disposition of this time by the city, a violation of the act. The contract was so drawn, in fact, that when Mack several years ago refused to turn over financial data on the station's operation to the Commission, the city was unable to comply with the Commission's demand for such information. There is pending today in the New Jersey courts an injunction suit against the City of Camden brought by Mack Radio Sales because of refusal of the city to air program material scheduled by Mack.

Mack pays the city \$2,000 for 1,300 hours annually. The company also pays \$10 weekly to supplement the \$35 weekly salary of the city employed station program director—who has the responsibility for accepting or rejecting the Mack schedules.

### WTNJ Situation Differs

In the case of WTNJ, the Commission found that the station had filed an application for change of frequency in order to block the application for a competing station in Trenton, although another justification subsequently found to be false had been offered. In addition the station manager, Franklin J. Wolff had told the Commission several times that he had never instituted court action against the competing application. Such action had actually been filed more than once.

Wolff had told the Commission also that no officers of WTNJ had ever had a 25 per cent or greater interest in any liquidated corporation. Although he had himself been president and treasurer of the Monument Pottery Company, liquidated in 1930, he told the FCC he had held only a one per cent interest. A check of the 1930 renewal application for WOAX, Trenton, which subsequently became WTNJ, showed a claim by Wolff that he was one-third owner of the Monument stock. The Commission does not know which was true, but only that the statements conflict.

### Reviews Camden Case

"In issuing a license to the City of Camden, the Commission intended that the policies pursued and the service rendered by station WCAM would be dictated by the public character of the licensee as a municipal corporation. Instead, under its contract with Mack Radio Sales Company, the City of Camden has transferred substantial dominion over approximately 85 per cent of its broadcast time to a private commercial entity which has met none of the tests

laid down in the act for the exercise of this privilege, and has relinquished or seriously curtailed its ability to bring to bear, in administering the station's commercial radio business, the well informed discretion which the Commission was entitled to expect would redound to the public benefit from WCAM's operation by a licensee having the city's particular qualifications.

"Not only does this contract place the company under no obligation to render any particular quality of service, but the provision giving Mack Radio the right to immediate injunctive relief, 'in case of breach or threatened breach' by the city subject the licensee to summary court action should it attempt to assert its responsibility, as licensee, for the selection of programs which are in the public interest. Indeed, by granting Mack Radio this broad right to injunction, the city has created a situation in which the company, by challenging any of the city's suggestions with regard to WCAM's commercial programming or business practice, however modest, reasonable, or responsive to a licensee's obligations under the statute such suggestions may be, is able automatically to transfer the essentially discretionary process of determining the policies appropriate to WCAM or necessary to meet the act's requirements, from the licensee, to which the Commission specifically entrusted this function, to the local courts.

"The contention that the financial problems involved in commercial radio make it impracticable for a governmental agency to administer such accounts, whether or not it be in itself a valid judgment, cannot exempt the city from the performance of the duties imposed by the act upon the licensees of radio broadcasting stations. The City of Camden, as the licensee of WCAM, has failed to assume the responsibilities and to discharge the duties of the licensee of a radio broadcasting station, as required by the Communications Act of 1934, as amended, and the Commission's rules and regulations. Under the circumstances, its license cannot be renewed and its modification application must be denied. However, this action is without prejudice to the City of Camden, filing a new application for a construction permit and license to operate on 1,310 kilocycles sharing time with WCAP, providing it is affirmatively shown that the City of Camden would have the exclusive use and control of the station and that no further effect would

**CERTIFIED**

# Latin-Am. Web Status Uncertain At Present

(Continued from Page 1)

draw, also what if any changes would result due to conferences originally set up at Rio de Janeiro but since postponed.

Whether the government itself would set up a corporation to operate the various international transmitters for educational purposes of foreign and/or occupied countries is still another angle to be settled.

Until such time as they are wholly turned back to the licensees or definite schedules of time provided one way or the other, the matter of Latin American webs, with the possible exception of Mexico is highly problematical as to the immediate future.

be given to the agreements here declared to be illegal.

"As for WTNJ, the FCC declared that Wolff has engaged in conduct which demonstrates his inability satisfactorily to administer a license under the Communications Act. The circumstances surrounding the filing and withdrawal of WTNJ's application for the frequency sought by WTTM, the misleading letters sent by WTNJ to the Commission, the concealments and prevarications of Wolff, the individual entrusted with the licensee's responsibilities in the station's various applications to the Commission, and Wolff's inconsistent and evasive testimony at the hearing, convince us that the Commission has no reasonable assurance that it can rely on the licensee's representations or that it possesses the degree of responsibility which the Commission must require of its licensees in order to conduct its operations under the act in an orderly and expeditious manner. This reprehensible behavior has been so persistent and longstanding that it cannot be considered inadvertent or attributable to ignorance of the Commission's procedures or of the seriousness of such offenses.

"It not only reflects on the qualifications of the licensee, but has definitely impeded the Commission's own efficient discharge of its functions under the act. We accordingly conclude that the applicant lacks the necessary qualifications to discharge the obligations of a station licensee. WTNJ's applications for renewal and modification are therefore denied."

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**'45 FOOTBALL**  
**W-I-N-D**  
**CHICAGO**  
560 Kc. 5000 WATTS

## PROMOTION

### Japan—War History

The National Broadcasting Company has published a documentary report on the 83 hours "from war to peace" depicting the handling of war news associated with the surrender of Japan, complete with announcements, broadcasts and pictures of news room activities during the hectic hours before the official announcement from the White House. In magazine form, the report offers a vivid picture of activities in the NBC newsroom throughout the three-day vigil, with photographs of commentators and network executives milling around microphones and teletype machines. Broadcasts and pictures cover outstanding events of the Pacific war from Pearl Harbor to Tokyo Bay, in log form. Well handled and informative,—a strong and clear history of the Japanese war from NBC.

### Promotion In Schools

The merchandising staff of KABC, San Antonio, Texas has come up with a promotional stunt which has the co-operation of the local school board. Each month KABC prints up several thousand blotters containing the name of the school, a box containing the past, current and coming month and a six inch ruled side. Besides this, attention is invited to three programs which the station believes the students will enjoy listening to.

### Tobacco Belt Coverage

WRRF, Washington, No. Carolina, gives the spending facts of the hundred-million dollar annual tobacco market in Eastern No. Carolina and how that market is reached through radio, in their latest promotional piece which is a four-page folder type brochure printed in black and orange on a white background.

### Ralston Named To Post With Procter & Gamble

(Continued from Page 1)

director of radio and as such will be responsible for the company's daytime programs. He will also represent the Procter & Gamble Company in broad matters of radio policy which concerns both daytime and nighttime shows.

### 'Mr. District Attorney' Sale For Movie Use Denied

Ed Byron, of Byron Productions, Inc., owner of Mr. District Attorney, yesterday denied published reports that he had sold the screen rights to the program to Sam Bischoff, independent Hollywood producer. Byron said that while it was true that negotiations were going on, no agreement has been reached as yet. He called the reports premature, saying "someone in Hollywood must have jumped the gun."

## WORDS AND MUSIC

By HERMAN PINCUS

**TRAVELOGUE:**—We would hazard a guess that by now our fourteen readers (not counting Bob Kerr) are aware of the fact that we have once more turned up (not unlike the bad penny) on that island which the thrifty and foresighted Dutch purchased from the Indians . . . in truth there are some who still contend that in paying twenty-four dollars for Manhattan, Peter Minuet was outsmarted . . . what we really wish to convey is the fact that we're home . . . (all bill collectors will please take numbers and fall in line) . . . on returning from Hollywood, friends (at least two people we know) asked us if we had seen so and so, what's his name, whoozis etc . . . so to answer all their questions at one and the same time, we'll tell whom we saw (DEFINITELY not in the order of their importance) but in the order their names come to us in retrospect . . . first of all we saw our own Hollywood go-getter, Ralph Wilk and his hard-working and efficient secretary, Ethel Rosen, L. Wolfe Gilbert, Archie Gottler (who leaves soon to entertain Yanks in Tokyo) Karl Sands, Harry Ruby, Bert Kalmar, Jimmy McHugh, Harold Spina, Happy Goday, Al Friedman, Al Solomon, Phil Cohan, Jimmy Doane, Marcy Klauber, Larry Ceballos, Rudy Vallee (whose home in Hollywood Hills is beyond description), Lewis Bellin, Sandy Bickert, Brad Browne, Jack and Mrs. Kirkwood, Irving Miller, Jack Scholl, M. K. Jerome, Ned Washington, Charles Newman, Bobby Worth, Will Osborne, Dave Barry, Ed Gardner, Iris Adrian, Cottonseed Clark, Johnny Bond, Eddie Kirk, Ginger Selby, Sandra Gould, Larry Berns, Matty Mainek, Irving Taylor, Horace Heidt, Dave Bernie, Hal Bock, Buzz Adlam, Hal Block, Lou Herscher, Bob Gillham, Ed Finney, Allie Wrubel, Nat Vincent, Frank Sinatra, Hank Sanicola, Charles and Jean Fischer, Walter G. Samuels, Harry Norwood, Shirley Eder, and by a strange co-incidence all are doing well, thank you.

★ ★ ★

**RADIOLOGY:**—Twentieth Century-Fox will shortly screen-test Mary Patton. . . ● Kate Smith has turned down much moolah refusing to endorse cigarettes . . . the songbird of the south doesn't smoke. . . ● Major Birney Imes, Jr., president of the Mid-South Network, will soon don civvies again after five years in the service. . . ● Jackie (Homer) Kelk is proving himself quite a comedian in the recent guest shots he's filled. . . ● Nancy Reid, WNEWarbler, can sing in 21 languages. . . ● When "Amos 'n' Andy" went overseas to entertain the troops, they visited the Hitlerat retreat at Berchtesgaden. . . Correll who used to be a brick contractor in Illinois, spotted a piece of lavender tile in Schickelgruber's bathroom and appropriated same . . . (Schickie always was partial to lavender). . . ● Gail Fletcher, one of the purtiest of female space grabbers, is now plugging clients for the Earle (of) Ferris. . . ● Mel Blanc of the "Coffee Time" cast collects watches . . . careful Mel, we read of a guy who used to collect watches too . . . when he appeared before the Judge—Ohhh!! you don't collect them that way? why didn't you say so??. . . ● Carl Kalish, KPO<sup>1</sup> musical director, joined that station in 1930, later becoming concert master of the house orchestra which included Roy Shields and Meredith Willson.

★ ★ ★

**TIN PAN ALLEY-OOPS:**—Gerald Griffin, currently in Italy with a Camp Show unit, adding to a well-done job by trying to locate families of foreign-born ASCAP songwriters. . . ● An article by Martha Tilton in the November issue of Pic has her husband's name spelled "Vannerman." . . Oh Martha. . . Leonard spells his name "Vannerson." . . ● Look alikes: J. Fred Coots and George Olsen—Ed Kasper of Kasper-Gordon and James J. Walker, prexy of Majestic Records. . . ● Paging John McNeil—the subway ads misspell your top comic's name "Allan" Young instead of "Alan" . . . (how does he learn all these things?).

RADIO DAILY, as a service honorably discharged servicemen and women, offers for position want ads to those seeking employment in radio. One restriction is that the copy limited to 25 words or less.

**SALES-DISTRIBUTION,** radio television sets, equipment. Lie Comdr., formerly successful salesman, researcher, sales manager, investment securities business wants to grow with television. Young appearance, mature judgment. Write: Serviceman's Want Ad, Box No. 49, RADIO DAILY, 1501 Broadway, New York City.

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**EXPERIENCED Account Executive, Salesman, Time Buyer** previously with a major network desirable position in New York or West Coast. Write: Serviceman's Want Ad, Box No. 48, RADIO DAILY, 1501 Broadway, New York City.

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**ANNOUNCER, WRITER,** this class restricted license. Dramatic experience, transcriptions for the Army. Desires position ANYWHERE. Write: Serviceman's Want Ad, Box No. 47, RADIO DAILY, 1501 Broadway, New York City.

★

**A RADIO EXECUTIVE** just separated from the Army wishes to discuss with you the management of your station, direction of sales program production. Has managed three stations and been 15 years in advertising. Straight sales in major market would interest him. Write: Serviceman's Want Ad, Box No. 46, RADIO DAILY, 1501 Broadway, New York City.

★

**ANNOUNCER** — Formerly with New England station desires position ANYWHERE. Narrator while in Marine Corps, transcription dramatic shows, sports announcer. Write: Serviceman's Want Ad, Box No. 45, RADIO DAILY, 1501 Broadway, New York City.

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**ANNOUNCER,** professional musician, prefers position with an independent radio or television station in New York vicinity. Write: Serviceman's Want Ad, Box No. 44, RADIO DAILY, 1501 Broadway, New York City.

★

**ANNOUNCER,** 29, graduate University Iowa radio school, sober, reliable, good voice. Also double studio musician. Prefer Mid-West. Transcription and photo on request. Write: Serviceman's Want Ad, Box No. 50, RADIO DAILY, 1501 Broadway, New York City.

### Todd Helps Nat'l War Fund

Dick Todd will guest on the VI Auction, Monday, Oct. 22nd, 10:00-10:30. He will auction master record of his new Sonora lease of "All Around the Christmas Tree." Proceeds of the auction go to the National War Fund.



# WOKO Case Opens in Washington Court

(Continued from Page 1)

Frank Pickard, former CBS vice-president, was a principal stockholder of the station. Dempsey asked the court to hold that the Commission had not properly fulfilled its obligation to base its decision upon public convenience and necessity, because investigation was made of the program service rendered to the community by WOKO, and no consideration was given to a proposal suggested by the station to reorganize its corporate set-up, sell stock by other means meet the Commission's conditions in order to continue to operate the station.

At the FCC, Assistant General Counsel Harry Plotkin explained that the Commission must be able to rely on the truthfulness of applicants due to its full docket and inefficient personnel, it cannot investigate each applicant's statements. Renewals, he explained are granted without hearing and this one also have "slipped by" as it had been before, had Pickard not insisted on the stand, in testimony in the WGST case, that he had stock in WOKO. Following testimony the Commission investigated and learned that Pickard or his wife was in fact the beneficial owner of WOKO stock held in the name of Richard Phelps, his brother-in-law.

Plotkin's fact that when report of this alleged ownership of stock was withheld from the Commission, Pickard was an officer of CBS, employed by Plotkin to have a bearing on the Commission's decision. Plotkin argued that existence of such connection with the network could lead to be giving WOKO preferential treatment in the matter of network affiliation. WOKO is a Columbia affiliate.

In rebuttal Dempsey said there is no support or precedent for the contention that Pickard should be disqualified as a stockholder of a local station because of interest in a network and pointed out that similar situations of interest do exist to the knowledge of the Commission and are tolerated.

Dempsey also said there was no reason to suspect that other Albany stations could not compete on an equal basis for network affiliation, especially since there is only one other station in Albany and four other networks to choose from.

Asked by the court, "What part of the Federal Communications Act says anything about the Commission having authority to select those appli-

# COAST-TO-COAST

— NEW HAMPSHIRE —  
**PORTSMOUTH** — "Counter Quiz," indoor version of usual sidewalk question bee, puts prize brain teasers up to actual shoppers inside the local J. J. Newberry Company variety store. Weekly Saturday series, conducted by Bob Fuller, invites contestants to answer a question. If correct, shopper helps herself to the items she was going to purchase at that particular counter.

— COLORADO —  
**DENVER** — KLZ's mobile unit, with public address system going full blast, was on the spot to direct traffic at the Denver War Chest rally at City Auditorium. Eddie Bracken and Shirley Temple headlined the show which was transcribed for later playback. Special events director, Mack Switzer, put the War Chest broadcast on the air and announcer, Glen Martin, handled the mobile unit.

— TEXAS —  
**FORT WORTH** — The Cass County Kids, broadcasting over WFAA, Dallas and KGKO, are wanted by Gene Autry for his new CBS radio show. Hitch is the absence of Bert Dodson, now in the Marines. Autry is willing to take Jerry Scoggins and Freddie Martin, to other members of the unit, plus a substitute until Dodson is released.

— CALIFORNIA —  
**FRESNO** — Paul R. Bartlett, general manager of KFRE, is hopping between Washington and New York in anticipation of boosting his station's 250-wattage to the most powerful in the San Joaquin Valley. . . . **OAKLAND** — KROW is the first station in the West to feature the new Zenith Cobra phonograph pickup arm in promotion and on the air during programs of good music.

— GEORGIA —  
**ATLANTA** — Major Robb joins the staff of WAGA as emcee of the early a.m. two-hour musical clock show. Robb, recently discharged from the Navy where he was Asst. Naval Attache, and commander of a sub-chaser, has a wide experience as an "early morning man."

cants which is likes." Plotkin replied that the Commission must determine which of various applicants will render the most satisfactory public service, since there are more applicants than frequencies and all applicants cannot be granted licenses. In Albany, he pointed out, there are at present two applicants for the WOKO frequency, so that refusal to renew the WOKO license does not necessarily curtail broadcast service in that territory. He also called the court's attention to the section of the Act (308) which specifically mentions character as one of the determining factors in granting of licenses.

To questioning by the court as to whether the Commission's holding would have been any different if it had been conclusively established that the stock was in fact owned by Mrs. Pickard, Plotkin replied that it would not, as such relationship is always suspect.

— OREGON —  
**PORTLAND** — The Pendleton Round-Up was broadcast exclusively by KEX as a public service by the station's special events department. The first three days, Bob Thomas, news editor, covered the events in a "Round-Up Resume," the last day of the show. Thomas and Paul Crain, sportscasters, broadcast directly from the Round-Up arena, the climax of the riding and roping games.

— PENNSYLVANIA —  
**PITTSBURGH** — WWSW inaugurated a new series of programs emanating from the Home Arts Studio of Rosenbaum's department store in Pittsburgh. Dave Tyson, staff announcer, emceeds the show which features interviews and easy chatter with the many women who have luncheon at the Home Arts Studio. The show is sponsored by Kirkpatrick's Coffee.

— ILLINOIS —  
**CHICAGO** — New "Birdmen" at WIND are Bob Barry who just received the "homing pigeon" button at Halloran Hospital, and Stanley Vainrib who came back via Northington Hospital. Both are handling the mike. . . . "Citizens of Tomorrow" the radio show dedicated to the youth of America, returned to the air on WGN on Oct. 13. Series premiered in 1940 and has been heard weekly during the school year since.

— NEW JERSEY —  
**PATERSON** — WPAT is assisting with the arrangements of the 8th War Loan Bond Drive rally to be held by Hackensack, N. J., at its athletic field on October 29th, in honor of its high school students, who have the largest pro rata for selling War Bonds of any similar group in any city throughout the United States.

— MICHIGAN —  
**DETROIT** — "Storyland," is written, produced and acted by students of the Radio Division of the Detroit Public Schools, with the co-operation of the WWJ production staff. It is an audience show of children's classics brought to life as a radio class project. Program is beamed not only to general public, but is carried to the elementary schools as part of the curriculum.

# Web Market Surveys Urged By Speaker

(Continued from Page 1)

Association at the Hotel Sheraton yesterday.

Attempting to eliminate a part of the confusion that has settled upon advertisers, agency and radio executives from the conflicting reports of program rating services, Hooper pointed out the advantages of the "telephone coincidental method" because of its ability to clarify and identify specific areas and its application to network programs. "Only the telephone companies, governmental rate making bodies and users of the coincidental method realize the degree to which the presence of a telephone in a home has become absolute as a trustworthy economic index," he said, "and the degree to which this convenience in the homes of the well-to-do has become a necessity in the homes of the economically less fortunate."

Five basic factors make the coincidental telephone method highly desirable for program ratings, namely (1) speed, (2) cost, (3) mobility, (4) reliability, and (5) applicability to network radio. Hooper emphasized that radio should begin to search for the reasons behind the vast differences that exist now between the various methods of measuring audi-

The following conclusions were left with advertising and radio executives by Hooper: (1) that the individual program audience "selects from" rather than "appeals to" this mass radio audience, and that the audience should be inspected by periodic special surveys to determine its economic and other basic characteristics. (2) that for network broadcasting there exists basic applicability of the telephone home sample coupled with high speed, low cost and universal mobility, (3) that radio has but made a beginning in the direction of information on its "facilities," and tremendous strides in the scope and detail of this type of information can be anticipated.

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## Send Birthday Greetings To—

October 19

Tom Barton Opal Bates  
Clive Davis Jack Shannon  
W. B. Ryan Addison Charles

October 20

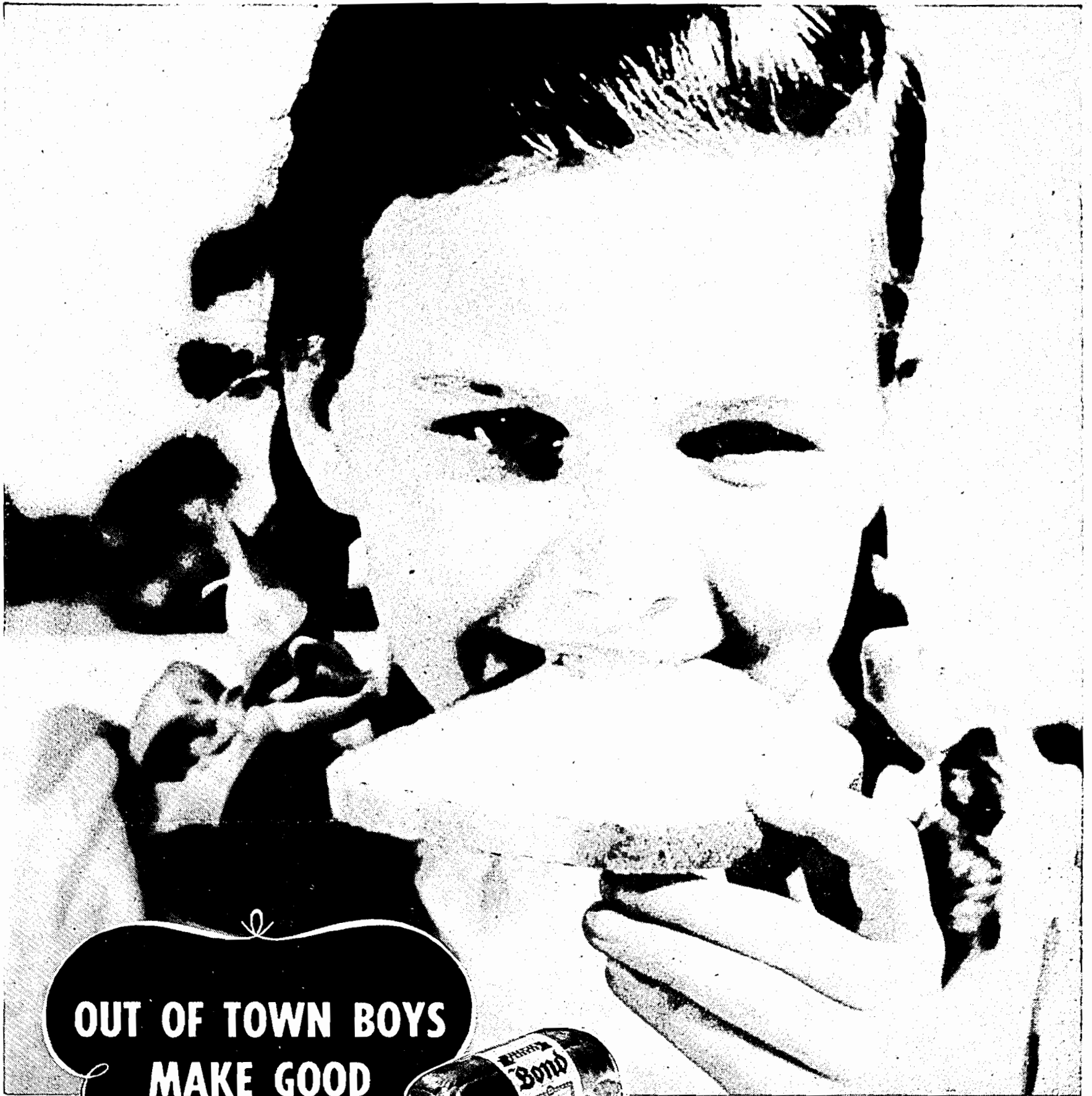
Benedict Gimbel, Jr. Leo O'Rourke  
Clifford Peterson Thomas Chalmers  
Margarette Shanna

October 21

Jack Holden W. Calvin Moore  
Richard Nicholls Tommy Riggs  
Louis Sobol Irving S. Strouse  
Norman Warenbud Frances Scully

## MR. PRODUCER!

Are you irritable, over-worked? Don't go to the nearest doctor, just answer this ad. Dynamic secretary, college degree, five years' radio experience. Write  
 BOX 228, Radio Daily  
 101 Broadway New York 18, N. Y.



**OUT OF TOWN BOYS  
MAKE GOOD**



### **Casting Bread On Victory Gardens**

Since 1937 Bond Bread\* has been a consistent customer on BALTIMORE'S BIG HOME TOWN STATION—WFBR.

Some years—programs—other years programs and spots—that is the history of Bond Bread and WFBR. This year it is spots and a program “tailored to measure” by WFBR’s Program Division—“The Victory Garden Club of the Air.”

Agency: Neal D. Ivey Company

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

Running from February to November it looks like a Bond Bread and WFBR fixture.

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, too, have *always* bought and are *still* buying . . . W . . F . . B . . R . .

**WFBR**





# FCC Okays 64 FM Outlets

## Awards Today At Chicago Meeting

Chicago—Harold B. McCarty, director of the University of Wisconsin, WHA, today will receive the National Award of Merit of the Executive Committee of the School Broadcast Conference for "outstanding and meritorious service in educational radio." The presentation, to be made by Judith Waller, mid-western service director of NBC, will take place at the ninth annual luncheon of the Conference this afternoon at the Morrison Hotel.

A committee, made up of educational

## Louis-Conn Radio Rights Draw Web, Sponsor Bids

Radio rights for the broadcast of the Louis-Conn fight next June are attracting high bidding from sponsors and networks, it was indicated yesterday, with NBC reportedly offering \$200,000 and Henry Kaiser \$200,000. However, the Gillette Razor Company has a contract with the 20th Century-Fox Club and Mike Jacobs, producer, which provides exclusive

## Cowles To Syndicate "Quoting America"

Cowles stations are to syndicate a new series called "Quoting America" has been worked out by the Cowles stations following tests of the program idea. WHOM, New York, Craig Lawrance, Cowles spokesman, announced yesterday.

"Quoting America" is an impartial

## Army-Tele-Tieup

Chicago—The first tele program to be presented by the Army will be produced over WBKB, Nov. 13, by the Sixth Transportation Zone. Entitled "The Transportation Corps Brings 'Em Back," the show will be produced by its author S/Sgt. Paul C. Korkein, who previously scripted two national Army programs. Military personnel will be augmented by professionals.

## "Hiya Chum"

Montreal—Saluting a new Toronto station as "Hiya Chum" Mayor Saunders of that city will open station CHUM, Saturday, Oct. 28, from his office in Toronto City Hall and dedicate it to public service. Power of the station is 1,000 watts and the wave length 1,050. H. C. Chase, chairman of the board of governors of the Canadian Broadcasting Corporation, will extend the best wishes of the corporation to the new station.

## WMCA Joins Network As New York Outlet

Contracts were signed yesterday whereby WMCA, New York indie, becomes the key station of the Associated Broadcasting Corporation's web in New York City under terms of a one year contract effective November 5.

Deal was consummated in New York by Herman M. Stein, treasurer of WMCA and Roy C. Kelley, executive

## Another Cut Forecast For Gov't Shortwave Staff

In keeping with President Truman's directive abolishing the OWI and calling for a gradual liquidation of its services through the Interim International Information Service, another cut in the agency's shortwave broadcast

# Navy Day Plans Completed; Heavy Schedule Arranged

Radio has won its fight for equal representation with the wire services and newsreels at the commissioning of the Franklin Delano Roosevelt in the Brooklyn Navy Yard on Navy Day, Oct. 27. Morris Novik, director of WNYC and co-ordinator of Navy Day coverage for radio, announced last night that Leonard Reinsch, Presidential radio advisor, and Charles Ross, press secretary, have agreed to allow all local stations to do descriptions of the ceremonies

## No. East. Area Excluded As Commission Mulls CBS Allocation-Suggestion For That Section Of Nation

## Radio Relay Systems To Replace Telegraph

The Western Union Telegraph Co. plans to replace thousands of miles of telegraph wires between major cities with super-high-frequency radio relay systems, it was announced yesterday by A. N. Williams, president.

Simultaneously with the announcement of the development which may revolutionize telegraphic communication

## Baker Becomes Radio Chief Of Dept. Of Agriculture

Washington—John Baker, former Marine lieutenant, named chief radio service, United States Department of Agriculture. Before entering armed forces, Baker was member of USDA

## Radio Listening Increase In New York Area Noted

Radio listening in the New York area rose during the week surveyed in October compared to the previous month, Pulse, Inc., reported yesterday. The increase indicated sets-in-

Washington Bureau, RADIO DAILY

Washington—Skirting the northeastern area, for which the Commission is now considering substitution of the CBS-proposed allocation plan for its own, the FCC yesterday announced its first batch of FM license grants to follow the 60-day waiting period. A total of 64 construction permits in 21 states was announced and it was explained that channels remain available for additional ones in the cities where the 64 are to be located.

What yesterday's action amounted

## House Members May Hit Committee Action

Washington—Several members are expected to arise on the floor of the House today and tomorrow to score the House Committee on Un-American activities for its action in demanding the scripts of radio commentators. Seven commentators were first named

## Hearing On FCC Budget Gets Underway In Wash.

Heading into its period of busiest activity, top figures of the FCC are today engaged in presenting the House Appropriations Sub-Committee

## Blimp Stuff

Paul Killiam, of WOR news department will take himself a ride in a blimp this morning and during the 11 a.m. news period, he will be cut in with a description of the arrival in New York harbor of the famous U.S.S. Missouri, via portable shortwave equipment. Ship on which the Japs signed surrender terms, joins the fleet for Navy Day review.

Highlights of the day, which are



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JOHN W. ALICOATE : : : Publisher

FRANK BURKE : : : : Editor

MARVIN KIRSCH : : : Business Manager

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# FINANCIAL

(Monday, Oct. 22)

NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	185 5/8	185 1/4	185 5/8	+ 1/4
CBS A	43 1/4	42 1/2	43 1/4	+ 1/2
Crosley Corp.	36 3/4	36 3/4	36 3/4	- 1/2
Farnsworth T & R.	15 1/2	15 1/4	15 1/4	...
Gen. Electric	48 3/8	48	48 3/8	+ 3/8
Philco	38 1/4	37 3/4	38 1/4	...
RCA Common	15 1/2	15 1/8	15 1/4	- 1/8
RCA First Pfd.	88 1/2	88 1/2	88 1/2	+ 1/2
Stewart-Warner	22 1/4	22	22	- 1/4
Westinghouse	36	35 1/4	35 3/8	+ 1/8
Zenith Radio	11	10 7/8	10 7/8	- 1/4

OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/2	9 1/4
Stromberg-Carlson	22	23
WCAO (Baltimore)	28 1/2	...
WJR (Detroit)	29 1/2	...

### Stork News

John H. Dodge, account executive for the NBC Television Sales Department and his wife Claire, Sunday became parents of a six pound 13-ounce son. Boy was born at New York Presbyterian Hospital.

## 20 YEARS AGO TODAY

(October 23, 1925)  
WLS will begin operation of its new 5,000 watt station, and also begin broadcasting from the new larger quarters in the Hotel Sherman, Chicago. A double-panel W. E. amplifying apparatus has been installed in the studio control board with the newest and best equipment available.

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

### Another Cut Forecast For Gov't Shortwave Staff

(Continued from Page 1)  
casts has been ordered, effective Nov. 11.  
The radio operation will be cut more than 20 per cent, with an equal cut in personnel expected. IIS is now beaming 67 15-minute shows to Europe daily. This will be cut to about 50 a day. All Scandinavian broadcasts, presently six a day, will be eliminated. Other sections scheduled to be cut out entirely are the Belgian, with its French and Flemish language units; the Portuguese and the Netherlands. The Spanish section will be cut from five daily 15-minute shows to two.

The peak of government short-wave operations was reached last May when approximately 3,000 programs were aired weekly over five networks. The agency now has three webs in operation.

### House Members May Hit Committee Action

(Continued from Page 1)  
by the committee as worthy of study—Johannes Steel, William Gailmor, Hans Jacob, Sidney Walton, J. Raymond Walsh, Raymond Gram Swing and Cecil Brown—but the storm of protest over the committee move compelled a face-saving announcement that the scripts of other commentators as well would be studied. Although the committee spokesman who ventured that other scripts of different political hues would be read, it is significant that the names he ventured were all those of commentators who are generally listed as liberals—Walter Winchell, Drew Pearson and others.

Representatives Ellis Patterson of California, Hugh Delacy of Washington, John Coffee of Washington and Emanuel Celler of New York are among those planning to attack the committee.

**PRODUCER-DIRECTOR**  
In search of Network or Agency connection. Six years' diversified experience. College education and knowledge of four foreign languages. Write Box No. 234, Radio Daily, 1501 Broadway, New York 18, N. Y.

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

### Hearing On FCC Budget Gets Underway In Wash.

(Continued from Page 1)  
on deficiencies with facts to justify a large deficiency appropriation.  
Chairman Paul A. Porter and Commissioners Charles R. Denny and E. K. Jett appeared before the group yesterday, along with key men of the Commission staff, and further hearing will be held today.  
A large sum—reported nearly two million dollars on an annual basis—is being sought, with the pressure of over 1,000 applications for new AM, FM and tele facilities overloading the present Commission staff.

### Baker Becomes Radio Chief Of Dept. Of Agriculture

(Continued from Page 1)  
radio and other government agencies. Baker began agricultural broadcasting at Purdue University 1930. Later became agriculture extension editor in Massachusetts. He then moved to Chicago to conduct farm programs for station WLS.

### Radio Listening Increase In New York Area Noted

(Continued from Page 1)  
use went from an average 19.5 in September to 22.5 in October. It represents a gain of 16 per cent over September.

### Col. Lewis Being Relieved As Commander Of AFRS

Col. Thomas H. A. Lewis, head of the Armed Forces Radio Service, is being relieved from active service, it was announced yesterday.



# Shot in the arm

That's what a lot of products are going to need in the days ahead. A stiff shot, too.  
Competition is going to bear down with new products, new labeling, new package design. And the fight for business will be bitter.  
It's time now to figure out ways to reach more people to tell your story to.  
If you're interested in radio in Baltimore—the country's 6th largest city—we'd like to tell you about one station in this five-station town.  
Most time buyers know about W-I-T-H—but maybe you haven't gotten around to looking over the independents.  
Here are the facts on W-I-T-H: W-I-T-H delivers more listeners-per-dollar-spent than any other station in town.  
That's all.

**Coverage ...in Philadelphia**

**WDAS** covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

**W-I-T-H**  
**IN BALTIMORE**  
TOM TINSLEY, President  
REPRESENTED BY HEADLEY-REED





## **BALANCE BUILDS**

### **a CONTINUOUS AUDIENCE**

**A**S the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock listener audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's great Italian-speaking audience of 520,000 radio homes. And in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station. WOV is the key to two New York radio audiences. Use it to influence the buying decisions in America's first market.

RALPH N. WEIL, General Manager  
JOHN E. PEARSON CO., Nat'l Rep.





## Radio Relay Systems To Replace Telegraph

(Continued from Page 1)

tion, Dr. C. B. Joliffe, vice-president of RCA, asserted that the microwave radio relay system which WU plans to use to improve and speed its services is "one of the most significant advances in the communications field."

According to Williams, towers erected about 30 miles apart will be used in the radio network which will be put into operation during the next seven years, with the first step contemplating the establishment of a New York - Washington - Pittsburgh triangle. Although plans anticipate that hundreds of thousands of miles of wire in the 2,300,000-mile telegraph network will be replaced, Williams explained, no line will be removed until the radio system has proved satisfactory and has received government approval.

The system planned for the first triangle, he pointed out, would provide radio beams in each direction. Each beam could be equipped to provide 270 multiplex circuits so that 1,080 operators theoretically could transmit telegrams simultaneously over a beam in one direction.

Terminal equipment would be installed in the three cities and in Philadelphia, with 21 intermediate relays in towers on mountains or hills ranging from 14 to 54 miles apart and having elevations up to 2,900 feet. The towers will range from 60 to 120 feet in height. The 24-story Western Union Building at 160 Broadway will serve as the New York tower, Williams said, with transmitting and sending equipment on the roof. A 90-foot tower will be built in Washington, a bluff overlooking the city will be used in Pittsburgh, and a bank building will base the tower in Philadelphia.

The use of the radio relay system, Williams declared, will provide a larger number of channels for the handling of telegraph traffic and also circuits for new uses such as the facsimile operation, known as Telefax, and for special leased networks required by large users of telegraph. The new system will reduce the number of circuit interruptions due to storms, falling trees and electrical disturbances, he added, and could be installed and moved more quickly than wire lines. Improved quality and dependability at lower maintenance costs are expected as a result. An experimental circuit was established last spring between New York and Philadelphia, Williams revealed, in co-operation with RCA and with the sanction of the FCC.



### California Commentary !!!

● ● ● If WKMO, Kokomo, Ind., does not win a substantial prize in the CBS \$25,000 sales promotion contest, it will not be the fault of Mrs. Doris King Porter. For several days she was the busiest gal in Hollywood,

### Los Angeles

conducting recorded informal interviews with such CBS personalities as Fannie Brice, Jack Carson, Ozzie and Harriet, Gene Autry, Ann Southern, Jean Hersholt, Art Linkletter, Marlin "Beulah" Hurl and producers Bill Robson and Bill Spier. Mrs. Porter is now on her way to New York, where she will try for interviews with Frankie Sinatra, Kate Smith, James Melton and Helen Hayes. While here she also got autographs of the celebrities for use in the WKMO campaign, and backing her up enthusiastically in her work is John Carl Jeffrey, general manager of the station. Before handling this campaign for the CBS member outlet, Mrs. Porter was assistant dramatic and music editor of the Indianapolis Star. Knox Manning, ace KNX-CBS newscaster and commentator, is completing a book on radio's participation in the war. Manning was a Major in the Army Air Corps and came in close contact with the part the industry played.

★ ★ ★

● ● ● Don Searle, American's Western division chief, tossed a nice party at the Beverly Hills club in honor of the "This Is Your FBI" show. Guests at the affair also heard a special preview of the radio version of "The House On 92nd Street," in which Lloyd Nolan, William Eythe and Signe Hasso participated. Henry Legler, Jerry Devine, Lee Meyers, William N. Robson, Jack Johnstone, Bob Hall, Jack O'Mara, Nat Tufts, William Livingston, Lt. Governor Fred Hauser, R. B. Hood, local FBI chief, and Acting Chief of Police Charles Eaton were among the guests. Jack Carson will celebrate his birthday on Oct. 24 at his Van Nuys home by giving a party for 18 guests. Gayle V. Grubb, new manager of KGO, San Francisco, earned his way through the University of Nebraska as a journalism major by organizing a band and group of entertainers, accepting bookings over a wide area. After graduation he took his troupe on an extensive tour of the East and Europe, where they spent two years, principally in London.

★ ★ ★

● ● ● Advertising agencies were well represented at the party tossed by CBS-KNX in honor of its birthday. Among the agency representatives at the affair were Henry Legler, Murray Bolen, Paul Franklin, Neil Reagan, Bruce Ellis, Milt Samuel, Bob Mucks, Donald A. Breyer, Raymond Keane, Thelma Ringer, Arthur W. Stowe, P. E. Gailey, Jefferson K. Wood, Robert Hixson, Burt Oliver, Miko Corcoran, Fred Becker, Carlton Adair, R. E. Mosser, A. Carmon Smith, Bernard Weinberg, Russell Lockwood, David Fenwick, Martin Barrott, Nathan Tufts, Jr., John H. Weiser, John Guedel, Cornwell Jackson, Norman Blackburn, E. K. Grady, Dan Donnelly, W. B. Gelssinger, Wayne Tiss, O. V. Cameron, Earl Culp, J. B. Kiefer, Thelma Ringer, Art Gudelman, Bill Card, William N. Robson, R. T. T. Challman, Ann Pillon, Roderick Mays, Robert Dwyor, Robert McInnis, Tom Moody, Glenn Gordon, Larry Lowin, Gertrude Stark, Bill Bryan and Jack Morse. Larry Stevens, singer on the Jack Benny show, who recently became a benedict, is receiving some interesting film offers. Peggy Webber wrote, directed, produced and emceed a special television show for W6XAO, which was a potpourri of oldtime vaudeville. Show was labeled "They Played The Palaco" and the cast was headed by Trixie Friganza. Los Paul, featured with his trio on the Burns and Allen show, is having a series of 100 World Transcriptions released to stations throughout the country under the label, "A Call From Los Paul." Harry Von Zoll has been signed by RKO for a featured role in "They Dream Of Home." He thus will continue the screen career he started so successfully with his portrayal of the town druggist in "Uncle Harry," at Universal.

## AGENCIES

GENE KRAEMER, formerly with the network sales dept. of NBC, has joined the Joseph Katz Co., New York as field representative. Mr. Kraemer left New York on October 16th on a Mid-Western swing call on radio stations and newspapers in behalf of this agency's clients.

RADBILL OIL COMPANY, has selected J. M. Korn & Company, Philadelphia, to handle the advertising of Penn-Rad Motor Oil, effective November 1st.

BAYSIDE NATIONAL BANK, Bay side, L. I., has appointed S. Duane Lyon, Inc., advertising agency to supervise advertising in newspaper and radio.

RICHARD L. SIGERSON, former associate director of public relations and the publicity division of J. I. Mathes, Inc., has been named director of those two departments.

TED SELLER of McCann-Erickson has been appointed account executive of Woman's Home Companion.

### Louis-Conn Radio Rights Draw Web, Sponsor Bid

(Continued from Page 1)

broadcasts of "any fight arranged by Jacobs" over WJZ and the American Broadcasting Company, and inquiry last night revealed that bids by "outsiders" were purely speculative.

No confirmation was available last night at NBC headquarters regarding the amount offered for the broadcast.

### Toscanini Starts Sunday

Arturo Toscanini will begin his eighth full season as conductor of the NBC Symphony Orchestra when he opens the winter season of "General Motors Symphony of the Air," Oct. 28, 5:00-6:00 p.m., EST.

43rd Week

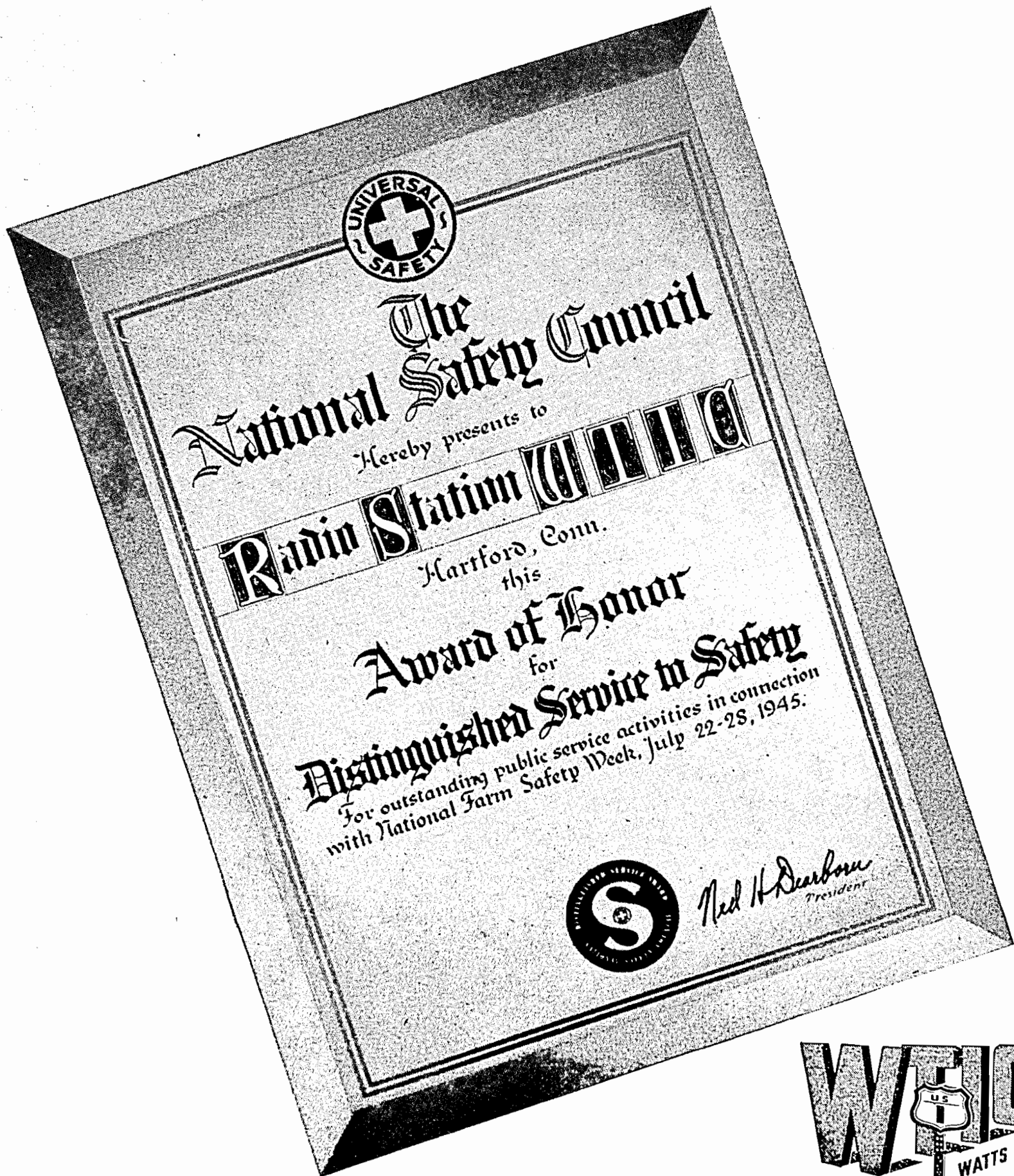
## THE JACK KIRKWOOD SHOW

Procter & Gamble

World's Foremost Tobacco Center  
FIFTY MILLION TOBACCO DOLLARS  
turned loose in Winston, N. C., last  
year. MORE this year!

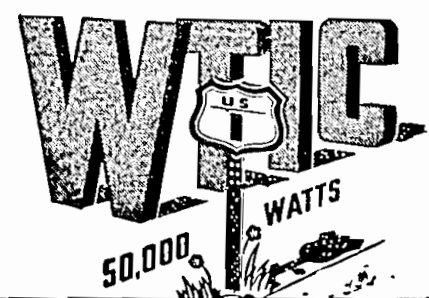
Represented by  
BURN-SMITH





"... The judges, who spent a day in Chicago reviewing the records submitted by the contestants, reported: 'Station WTIC presented the broadest, most well-rounded group of program features designed to appeal to a large portion of the farm listeners, and their program planning, preparation, and presentation were outstanding'."

From VARIETY, September 26, 1945



**DIRECT ROUTE TO SALES IN**  
*Southern New England*  
 The Travelers Broadcasting Service Corporation  
 Affiliated with NBC  
 and New England Regional Network  
 Represented by WEED & COMPANY,  
 New York, Boston, Chicago,  
 Detroit, San Francisco and Hollywood

# Arrange Heavy Sked For Navy Day; Radio, Wire Firms On Equal Terms

(Continued from Page 1)

expected to be broadcast by the four major webs, are the President's speech from Central Park, 1:30-2:00 p.m., EST, and his review of the fleet in the Hudson River from 3:30 to 5:30. Broadcasts will be made from vantage points along the Hudson River Drive and from the destroyer Welles, which will accompany the Presidential destroyer during the review.

It is expected that the four major web outlets in New York and many of the local indies will broadcast from the Navy Yard. All webs and local outlets will air President Truman's address to the nation from the Sheep Meadow in Central Park from 1:30 to 2:00 p.m., EST.

The Navy has rescinded its ruling which permitted only a pool broadcast from the Presidential ship, the Renshaw, and the four major webs will be permitted to broadcast direct from the destroyer. This change was apparently brought about by repeated protests from the webs, who felt that they were being denied equality with the wire services and newsreels.

## Many Web Broadcasts

Web broadcasts of the fleet review will be staggered throughout the afternoon because they will be squeezed in between halves of football games being aired. The reception quality of any broadcast from the Hudson is doubtful because each of the 50 ships in the review will fire a Presidential salute of 21 guns as the Renshaw passes. Adding to the noise will be 900 Navy planes scheduled to be overhead during the review.

WOR's plans include a description by Paul Killiam of the start of the parade from the Battery to City Hall, President Truman's address from the park, and a description of the review by Jack Mahon, Paul Schubert and Killiam. MBS is expected to pick up the latter two events.

## City Hall Ceremony on Air

American web's Gordon Fraser will describe the brief ceremonies to be held at City Hall, for WJZ only. The full net will come in for the President's speech, following which there will be a half-hour program entitled "The Third Fleet Returns Home" with pickups from the Pacific coast, Boston, Philadelphia and Norfolk. Don Hollenbeck will be behind the mike in New York. Between halves of the game, George Hicks and Bryson Rash will describe the review of the fleet from the Renshaw.

Talks by Admiral Chester W. Nimitz from the West Coast and by

Assistant Secretary of the Navy John L. Sullivan from Washington will feature a "Salute to Navy Day" from 8:30 to 9:00 p.m., EST, that evening. A pickup from Pearl Harbor and an Arch Oboler play also will be heard.

NBC will start its account of the celebration with a "Tribute to the Enterprise" at 11:00 a.m. W. W. Chaplin will interview crew members aboard the "Big E" and will relate the history of the proud old lady. A description of the scene on the Hudson will follow with Robert McCormick reporting from the Renshaw and Kenneth Banghart from the tower of the George Washington Bridge. McCormick and Banghart will remain at their posts to describe the Presidential review.

CBS will have a man aboard the Renshaw to do an on-the-spot description of the review. Other mikes will be at vantage points scattered along the river.

## Indies Make Plans

Local indies will plug the Navy all day long. WHN's "Gloom Dodgers" will continue its salute to the commanders of the fleet units in New York. Peggy Lloyd, early-morning disc jockey of WOV, has devoted her show to requests from the heroes in blue. WNEW's "High School Hour" press conference will honor a Navy man, ditto the outlet's "I'll Take Romance" stanza. Navy music is to be the order of the day on WQXR and WMCA.

WNYC and WINS, via mobile units, will broadcast details of the motorcade from the Battery to Central Park intermittently. After broadcasting Truman's address, they will follow him to the 79th Street Basin where he will board the U.S.S. Missouri for lunch. At 2:05, the city station will air a musical "Salute to the Navy." Both stations will broadcast descriptions of the review from the Welles, with possible pickups from a Navy blimp overhead. Joe Tobin of WINS will give a bird's eye description of the proceedings from a plane flying over the river.

## Salutes on All Webs

Salutes to the Navy will be heard on almost every network and local show throughout the day, and during the week preceding. CBS will air an hour show combining a star studded Victory Loan program with a Navy Day salute originating in the Los Angeles Coliseum the evening of the 27th. WOR broadcast last night by transcription, a description of a public all-faith memorial program for those who died at sea during the war. The program included description of

ceremonies at the Brooklyn Navy Yard and later at sea, from the deck of the destroyer Laub, from which flowers were cast upon the sea in tribute.

## Navy Role to Be Stressed

More than 300 outlets will broadcast an American Legion tribute to the Navy, a transcribed program prepared by NBC with pro talent used in casting. Featuring the show is a five-minute talk by National Commander Edward N. Scheiberling which emphasizes the Navy's role as the nation's "first line of defense." In New York, WNEW will broadcast the spot on Navy Day, 9:00-9:15 a.m.

Lt. Cmdr. Douglas Fairbanks, Jr. will be guest of honor officially representing the Navy on "The Music of Andre Kostelanetz" during the maestro's Navy Day salute Oct. 25, CBS, 9:00-9:30 p.m., EST. A tribute from the small-fry will be heard on WNYC's "Local Neighbors" on the 27th, 6:00-6:30 p.m., when four-year-old Josh White Jr. will sing some of the ageless sea chanties known to all bluejackets.

## Lomax Makes ET Series To Promote AAF Games

Stan Lomax, WOR sportscaster has completed a series of three special transcribed sports interviews for the First Air Force "Acces," one of the seven teams in the AAF's new football conference. Interviews, which feature former professional and college stars, will be used by First Air Forces Public Relations as "trailers" to promote the out-of-town games in such cities as Holyoke, Mass.; Baltimore and other Eastern towns.

## Canadian Excise Tax

Montreal—Excise taxes collected by the Dominion government on the sale of phonographs, radios and tubes have recovered from their 1943-44 dip it is revealed by a statistical table released in connection with Finance Minister J. L. Hsley's budget speech. In the fiscal year 1942-43 the tax collected totalled \$1,191,000, in 1943-44 it fell to \$491,000 and in 1944-45 it recovered to \$1,112,000.

# KCKN

The VOICE of  
GREATER KANSAS CITY

24 Hours a Day

BASIC MUTUAL  
2116 6 PM

## WANTED A WOMAN

(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

**CHIEF ANNOUNCER**, sports editor, news, commercial, of former CBS 1,000 watt affiliate, seeks future position in radio with progressive station. All offers considered. Willing to travel anywhere. Write: Serviceman's Want Ad, Box No. 55, RADIO DAILY, 1501 Broadway, New York City.

**Young, RADIO PLAYWRIGHT, CONTINUITY WRITER**, four years Canadian Broadcasting Corp., and others, wants writing job in New York radio or associated field. Write: Serviceman's Want Ad, Box No. 54, RADIO DAILY, 1501 Broadway, New York City.

**FORMER HEAD OF SCRIPT** and continuity for N. Y. station. . . . Writing commercials, spots, and dramatic shows. . . . Publicity, news, and special events. Advertising agency experience. Three and one half years with Army public relations. Want New York or West Coast opening with station or agency. Write: Serviceman's Want Ad, Box No. 53, RADIO DAILY, 1501 Broadway, New York City.

**Young veteran with EDITORIAL and PUBLIC RELATIONS background** seeks entry in radio writing. Capability and adaptability proven by references. Write: Serviceman's Want Ad, Box No. 52, RADIO DAILY, 1501 Broadway, New York City.

## Renew "Dr. Christian"

Chesebrough Manufacturing Co. for Vaseline Preparations, has renewed sponsorship of the "Dr. Christian" series on the full CBS web, for 52 weeks, effective Oct. 24.

# 1<sup>st</sup>

## CHOICE IN CHATTANOOGA IS

# WDDO

20th YEAR

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

OFF THE AIR

REFERENCE RECORDINGS  
IN CHICAGO

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



# FCC Grants Permits For 64 FM Stations

(Continued from Page 1)

was a declaration that the FCC satisfied itself with regard to qualifications of the applicants and has made channels available. Study of engineering and other data still to be undertaken. This procedure permits grantees to proceed with preliminary equipment purchase, programming details and other matters.

Of the 64 grants, 26 were to companies affiliated with, directly controlled by, or having principal stockholders who are also principal stockholders of, newspapers.

# House Of Commons Drops Quebec Radio Act Question

Montreal—A question on the apparent infringement of Federal jurisdiction by the Quebec Radio Act was dropped from the order paper in the Dominion House of Commons, after protest from Frederic Dorion, Charlevoix, Saguenay, but CCF Leader J.J. Coldwell said he would resubmit the question after it had been recorded.

The question was "(1) Has the Government referred the apparent infringement of Federal jurisdiction by the province of Quebec under its recently-enacted Provincial Radio Act to the law officers of the Crown? and (2) If so, what is their opinion?"

# Dwiles To Syndicate "Quoting America"

(Continued from Page 1)

Most of radio, newspaper and magazine opinion on important issues of the day. The program was tested on WOP, Boston; WOL Washington and WAX at Yankton, S. D. Other stations throughout the country already carrying the program are WHEC, Rochester; WTIC, Hartford; KCMO, Kansas City; WGBS, Miami; WHBF, Jacksonville; WDAS, Philadelphia and WAOA, Pensacola.

# Last Day For Filing In AFRA Election Wed.

Tomorrow is the last day for filing nominating petitions for election of AFRA's local board. Election of 21 members of the local's governing body will be held at the annual membership meeting Nov. 15 at the Hotel Edison, George Heller, New York executive secretary of AFRA, has announced.

## 64 Conditional FM Licenses Of FCC

Twenty-one states, from all sections of the country with the exception of the northeastern area, are represented in the permits granted yesterday by the Commission. The full list, geographically arranged is shown below. AM stations operated by the FM licensees are shown in parentheses.

<b>ALABAMA</b>		
Birmingham—Johnston Broadcasting Co., (WJLD)	Metropolitan	
<b>ARKANSAS</b>		
Fort Smith—Donald W. Reynolds	Metropolitan (Possibly Rural)	
<b>CALIFORNIA</b>		
Fresno—J. E. Rodman (KFRE)	Metropolitan (Possibly Rural)	
<b>FLORIDA</b>		
Ft. Lauderdale—Gore Publishing Co.	Metropolitan	
Jacksonville—Florida Broadcasting Co., (WMBR)	Metropolitan	
Miami—Miami Broadcasting Co., (WQAM)	Metropolitan	
Miami Beach—Frank Katzentine, (WKAT)	Metropolitan	
St. Petersburg—Pinellas Broadcasting Co., (WTSP)	Metropolitan	
Tampa—The Tribune Co., (WFLA)	Metropolitan	
<b>GEORGIA</b>		
Augusta—Augusta Broadcasting Co., (WRDW)	Metropolitan	
Columbus—Georgia-Alabama Broadcasting Corp.	Metropolitan	
Macon—Middle Georgia Broadcasting Co., (WBML)	Metropolitan	
Macon—Southeastern Broadcasting Co., (WMAZ)	Metropolitan	
Moultrie—Frank R. Pidecock, Sr., (WMGA)	Metropolitan	
<b>IDAHO</b>		
Boise—Georgia Phillips D/B as Boise Broadcast Station, (KIDO)	Metropolitan	
<b>IOWA</b>		
Burlington—Burlington Broadcasting Co., (KBUR)	Metropolitan (Possibly Rural)	
Des Moines—Central Broadcasting Co., (WHO)	Metropolitan	
Dubuque—Dubuque Broadcasting Co., (WKBB)	Metropolitan (Possibly Rural)	
<b>KANSAS</b>		
Lawrence—The World Co.	Metropolitan	
Wichita—The Farmers & Bankers Broadcasting Corp., (KFBI)	Metropolitan	
<b>LOUISIANA</b>		
Alexandria—Alexandria Broadcasting Co., Inc., (KALB)	Metropolitan	
New Orleans—The Times-Picayune Pub. Co.	Metropolitan	
New Orleans—Loyola University, (WWL)	Metropolitan	
<b>MAINE</b>		
Bangor—Portland Broadcasting System, Inc., (WGAN)	Metropolitan	
<b>MINNESOTA</b>		
Mankato—Southern Minn. Supply Co., (KYSM)	Metropolitan	
St. Paul—KSTP, Co., (KSTP)	Metropolitan (Possibly Rural)	
St. Paul—WMIN Broadcasting Co., (WMIN)	Metropolitan	
<b>MISSOURI</b>		
Kansas City—WHB Broadcasting Co., (WHB)	Metropolitan	
St. Louis—Missouri Broadcasting Corp., (WIL)	Metropolitan	
St. Louis—Thomas Patrick, Inc., (KWK)	Metropolitan	
<b>NEBRASKA</b>		
Omaha—Inland Broadcasting Co., (KBON)	Metropolitan	
<b>NEVADA</b>		
Las Vegas—Nevada Broadcasting Co., (KENO)	Community	
Reno—Reno Newspapers, Inc.	Metropolitan	
<b>NORTH CAROLINA</b>		
Burlington—Alamance Broadcasting Co., Inc., (WBBS)	Metropolitan	
Durham—Durham Radio Corp., (WDNC)	Metropolitan	
Greensboro—Greensboro News Co.	Metropolitan	
Roanoke Rapids—Telecast, Inc.	Metropolitan	
Roanoke Rapids—WCBT, Inc., (WCBT)	Metropolitan	
Rocky Mount—Josh L. Horne	Metropolitan	
Rocky Mount—William Avera Wynne, (WEED)	Metropolitan	
Washington—Tarheel Broadcasting System, Inc., (WRRF)	Metropolitan	
Winston-Salem—WAIR Broadcasting Co., (WAIR)	Metropolitan	
Salisbury—Piedmont Broadcasting Corp., (WSTP)	Metropolitan	
<b>OKLAHOMA</b>		
Oklahoma City—KOMA, Inc., (KOMA)	Metropolitan (Possibly Rural)	
Shawnee—KGFF Broadcasting Co., (KGFF)	Metropolitan	
Tulsa—Fred Jones Broadcasting Co.	Metropolitan	
<b>OREGON</b>		
Medford—Mrs. W. J. Virgin (KMED)	Metropolitan	
Portland—KXL Broadcasters, (KXL)	Metropolitan (Possibly Rural)	
Portland—KOIN, Inc., (KOIN)	Metropolitan	
Portland—Pacific Radio Advertising Service, a partnership composed of John C. Egan and Wilbur J. Jerman, (KWJJ)	Metropolitan	
<b>SOUTH CAROLINA</b>		
Columbia—Surety Life Ins. Co., (WIS)	Metropolitan	
Greenville—Textile Broadcasting Co., (WMRC)	Metropolitan	
Greenville—The Greenville News Piedmont Co., (WFBC)	Metropolitan	
<b>TEXAS</b>		
Beaumont—KRIC, Inc., (KRIC)	Metropolitan	
Brownsville—Brownsville Herald Pub. Co.	Community	
Galveston—The KLUF Broadcasting Co., Inc., (KLUF)	Metropolitan	
Houston—Houston Printing Corp., (KPRC)	Metropolitan	
Houston—KTRH Broadcasting Co., (KTRH)	Metropolitan	
San Antonio—The Walmae Co., (KMAC)	Metropolitan	
Texarkana—KCMC, Inc., (KCMC)	Metropolitan	
<b>VIRGINIA</b>		
Norfolk—WTAR Radio Corp., (WTAR)	Metropolitan	
Portsmouth—Portsmouth Radio Corp., (WSAP)	Metropolitan	
Richmond—Havens & Martin, Inc., (WMBG)	Metropolitan	
<b>WYOMING</b>		
Cheyenne—Frontier Broadcasting Co., (KFBC)	Metropolitan	

# WMCA Joins Network As New York Outlet

(Continued from Page 1)

five vice-president of ABC. The agreement is a standard network affiliation contract operating for a one year period. Under the terms of the agreement, WMCA has designated nine hours daily, between the hours of 9 a.m. and 12 o'clock midnight, for network programs, exclusive of the three minute New York Times hourly news bulletins. WMCA will also make available to the network its public service programs, including Labor Arbitration, conducted by Samuel R. Zack, "The Halls of Congress" and "When He Comes Home." Other similar features will be originated by WMCA for national release.

### Station Now Has Web Show

Although the contract does not become effective until November 5, WMCA is now carrying the first network commercial program which started on October 22 comprising a Monday night series of boxing matches originating from major arenas throughout the country. The series is sponsored by Adam Hat stores and will be heard weekly at 10:05 p.m. with Sam Taub, veteran sportscaster.

### Public Service to Fore

While the complete program structure has not yet been outlined for the affiliation, it is expected that the schedules will emphasize public service. Efforts will also be made to exchange musical features. WMCA will augment its orchestra to 20 men, and has set aside the hours from 10:45 p.m. to midnight daily for dance bands remotes from principal cities throughout the United States.

**HIS 21<sup>ST</sup> YEAR.**

**AND MORE POWERFULLY PROGRAMMED THAN EVER**

50,000 Watts • NBC Network  
Edward Petry & Co., National Representative

Certified

## SBC's Awards And Citations Scheduled Today In Chicago

(Continued from Page 1)

tors and radio executives of Chicago, with an advisory committee of about 50 school administrators and radio executives throughout the country, also made a blanket citation to the Philadelphia Public Schools and four Philadelphia stations for outstanding work in radio as an educational medium.

McCarty is associate professor and director of the division of radio education at the University, and founder of the Wisconsin School of the Air in 1931. He is national radio chairman of the National Congress of Parents and Teachers, member of the Federal Radio Education Committee, past-president of the National Association of Educational Broadcasters, and past-president of the Great Lakes Region Association for Education by Radio.

This is the sixth Annual Award of Merit. Former awards were made to Judith Waller; Sterling Fisher, NBC; Robert Hudson, CBS; Harold W. Kent and I. Keith Tyler.

### Citation to Phila. Schools

The citation to the Philly schools and outlets reads:

"The Executive Committee of the School Broadcast Conference makes this special citation to Miss Gertrude A. Golden, district superintendent of the Philadelphia Public Schools for her leadership and guidance in the preparation of the comprehensive in-school broadcast schedule of the Philadelphia Public Schools; to her radio assistant and committees for their thorough preparation of material and to stations KYW, WCAU, WFIL and WIP for their complete co-operation with Miss Golden and the Radio Committee in presenting outstanding educational radio programs to the teachers and students of the Philadelphia Public Schools."

### Teachers Get Awards

Eight Chicago teachers using programs released by stations WIND, WJJD, WLS, WBBM and WBEZ will receive citations as will teachers using programs aired by stations KOAC, Corvallis, Ore.; KMBC, Kansas City, Mo.; WBOE, Cleveland; WNYE and WNYC, New York City. The Chicago elementary school teachers honored are Mary Grace, Orr School; Mabel J. Norton, Ruggles School; Emilie B. Cuson, Irving School; Marie G. Kestly, Cameron School; Genevieve B. Watts, Ruggles School; Lucy J. Goodwin, Libby School; Adele M. Erickson, Fernwood School, Agnes A. Oliver, Sumner School.

The other teachers to receive cita-

tions are: Mabel Scott, East Mt. Scott School, Clackamas County, Ore.; Jane Hadden, Rollins Elementary School, Kansas City; Royal E. Bright, John B. Stetson Junior High School, Philadelphia; Gladys Lou Wright, Thomas Jefferson Junior High School, Cleveland, and Jean A. Eicks, Straubmuller Textile High School; Edith Dinkel and Van Rennselaer Brokhahne, "Know Your City" History Club; Mabel Kennedy and Mary Regan, Public School No. 31, all of New York City.

### BBC Official Heard

At yesterday's luncheon, Charles Brewer, North American Director of BBC, hailed radio as the greatest power for "bringing the nations of the world together." Urging continued international radio co-operation, Brewer said, "Certainly the Maintenance of peace is as good a reason for radio collaboration between nations as was the winning of the global war just ended."

Brewer said that it has always been BBC's aim that radio "be a vehicle for the furtherance of understanding between nations and for promoting freedom and liberty for the individual. Now that the war is over," he added, "it is our desire to continue to promote the widest possible exchange of programs between American and British radio."

### Swezey To Speak

Bob Swezey, MBS vice-president and general manager, will be the principal speaker at the fourth annual luncheon of Pulse, Inc. Oct. 25, at the Hotel Biltmore. His topic will be "Public Service and Commercial Radio."

### Hartley Script Again Chosen

A documentary, "Dr. Hopkins' Atomic Bomb," by Arnold Hartley, WOV program director, has been selected by the Writer's War Board and the Association for Education by Radio as the October Script of the Month. This is the second time that a script of Hartley's has been singled out by the War Board, the first being "Loving Cups for Murderers" as the selection for July. Script will be distributed to a national list of 700 station, little theaters, dramatic societies and similar organizations that can use it to best advantage.

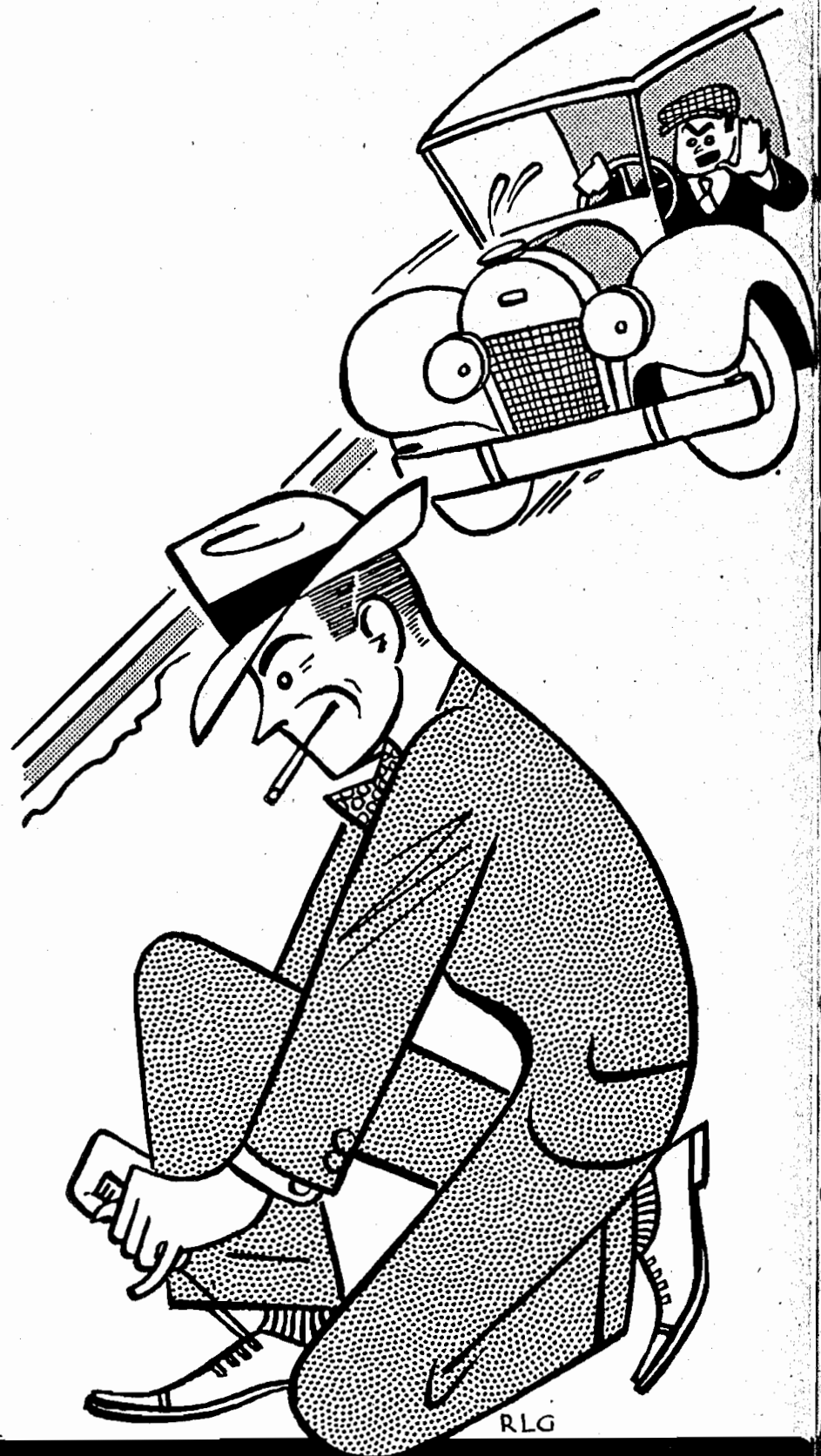
Send 'Birthday  
Greetings To -

October 23

Ford Bond                      Charlo Capps  
Lucy Monroe                  Margaret Spocks  
Colleen Ward                Frodoric A. Willis

### MR. PRODUCER!

Are you irritable, over-worked? Don't run to the nearest doctor, just answer this ad. Dynamic secretary, college degree, five years' radio experience. Write  
BOX 228, Radio Daily  
1501 Broadway              New York 18, N. Y.



**Cunctation\***  
is a wonderful **HOBBY**

But not for those who are planning post-war sales! With all available Time being grabbed up on WIP, fast action is indicated to cover the rich Philadelphia market!

**WIP**

610 K. C.  
5000 WATTS


\* Dictionary says—"hesitancy," "delay"

REPRESENTED BY GEO. P. HOLLINGBERY CO.



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



CL. 33, NO. 17

NEW YORK, N. Y., WEDNESDAY, OCTOBER 24, 1945

TEN CENTS

## CBC Chairman Is Named

### Public Units Would End 'Un-American' Probe

In a joint statement, 20 national, local educational, fraternal, civic, and trade union organizations yesterday urged abolishment of a House committee on Un-American Activities.

The statement, copies of which were forwarded to President Truman, Sen. Alben Barkley, Senate majority leader, Rep. Samuel Rayburn, House majority leader and all New York Congressmen and Senators, was unanimously adopted by the Radio

(Continued on Page 5)

### NAB Technical Committee Appoints 3 Sub Groups

Three sub committees to aid the technical research committee of the Broadcast Measurement Bureau were appointed Mon. at a meeting held at the BMB headquarters in New York. The committees, organized to work in separate phases of the development of the Bureau's technical procedures are:

Regulating Procedures: Edward F.

(Continued on Page 5)

### DuMont Production Plans Result In Expansion

Plans to expand production facilities for the building of television transmitters, camera chains and studio equipment in addition to production television sets were announced by the Allen B. Du Mont Laboratories at Passaic, N. J. yesterday. It was announced by Dr. Allen B. Du

(Continued on Page 2)

### Returning

Ezra Stone, original Henry Aldrich in "The Aldrich Family" on CBS, will return to the role created on Friday, Nov. 2, after spending four years in the Army. Since Stone's induction into the Army his Henry Aldrich role has been played successively by Norman Tokar, Dick Jones and Raymond Ives.

### Webs Complete Plans To Launch Bond Drive

Radio's participation in the vital Victory Loan will get under way Sunday night, Oct. 28, 7:30-8:00 p.m., EST, when the four major webs will broadcast special programs to keynote the Eighth War Loan drive which starts Oct. 29. The webs will join at 7:55 p.m. to pick up an address by Secretary of the Treasury Fred Vinson from Washington.

The MBS show, based on the rehabilitation of wounded servicemen,

(Continued on Page 7)

### Tele Bidding Forecast For Conn-Louis Fight

Television rights for the Joe Louis-Billy Conn fight for next June may lead to spirited bidding from New York stations and motion picture interests, it was learned yesterday. The tele crowd are awaiting confirmation from Mike Jacobs that the fistic classic will be held in New York before go-

(Continued on Page 6)

## Sees Radio's Educational Role As Its Finest Gift To Mankind

Chicago—Radio's most important "contribution to mankind in the brief period of its existence" is education, A. D. Willard, Jr., NAB executive vice-president, told the annual meeting of the School Broadcast Conference at the Morrison Hotel yesterday. Willard said this education was not of the classroom variety, but "the education of mankind on the broad principles of freedom and understanding . . . the breaking-down of

### A. D. Dunton, Newspaperman, Appointed Full-Time Head In Charge Of Policy; Frigon In Administrative Control

### Radio Relay System Not Adapted To Tele

The potentialities for network television existing in the recently announced super-high-frequency radio relay system developed by RCA, and which the Western Union Telegraph Company proposes to install within the next seven years, were explored yesterday by Dr. C. B. Joliffe, vice-president in charge of RCA Laboratories, who revealed that utilization of this method "is an eventuality, although this particular system is not

(Continued on Page 5)

### Plan For Commercial Web Studied By Allies In Japan

In an action which reaffirms the importance of a free radio to a democratic way of life, Allied authorities will soon permit the establishment of a commercial web in Japan to break

(Continued on Page 4)

### Navy Leaders Scheduled For CBS Shows On Sat.

Admiral William F. Halsey, Jr. and Vice Admiral Frederick C. Sherman will be heard on two CBS web shows

(Continued on Page 3)

Ottawa—A. Davidson Dunton, editor of the Montreal "Standard" and former general manager of the wartime information board, now discontinued, has been appointed first full-time chairman of the Canadian Broadcasting Corporation, it was announced here yesterday in the House of Commons by Hon. J. L. Ilsley, Acting Prime Minister. Dunton will take over his new post Nov. 15. The appointment is for three years.

Ilsley also tabled an order-in-coun-

(Continued on Page 7)

### Bright Tele Outlook Forecast By Speaker

Newark—Will Baltin, TBA secretary-treasurer, forecast a "new wave of prosperity" for radio next Spring "when television receivers begin to arrive in dealers stores in quantity," last night at a meeting of the "Civiceers," local business and civic group.

"The public," Baltin said, "is not going to be disappointed. The new

(Continued on Page 5)

### Coast Guard Gives Data On Radar Specifications

Specifications for three types of radar to be used among merchant vessels were forwarded yesterday by the United States Coast Guard to

(Continued on Page 6)

### Everybody's Giving

Mrs. Theodore Roosevelt, Jr., Jim Farley, Vincent Lopez and Nellie's Pickle Works, Brooklyn, are high on list of contributors to campaign for hospitalized veterans conducted by Margaret Arlen, commentator on WABC, New York. Contributions take the form of stamps—rare and otherwise—which are then donated to GIs for their collections.

### Baby Talk

Employees from the General Diaper Service in New York and the Wee Folks Diaper Service in Chicago will compete against each other on the "Quiz of Two Cities" program over Mutual on Nov. 4. Judges may bar baby talk answers to questions. Paradoxically, the contestants from this infant field may display more maturity in their answers than other groups.



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

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FINANCIAL

(Tuesday, Oct. 23)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Rows include Hazeltime Corp., Nat Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WR (Detroit).

New Musical Director

Los Angeles—KMPC announces the appointment of Sonny Burke as musical director. Mr. Burke is now the arranger for Jimmy Dorsey's orchestra and is also noted as a composer. He was formerly the arranger for Charlie Spivak's orchestra.

20 YEARS AGO TODAY

(October 24, 1925)

News-caster Harry C. Klemfuss instituted regular nightly reading of New York evening newspaper headlines over WMCA, then located in the McAlpin Hotel. The program went on the air for five minutes at 9:55 p.m. five times a week.

Certified

Coming and Going

GEORGE W. TRENDLE, president of the Michigan Radio Network, and H. ALLEN CAMPBELL, general and commercial manager of the organization, are in town from Detroit on a short business trip.

PHILLIPS CARLIN, MBS vice-president in charge of programs left Monday for Chicago on a brief business trip. He is expected back in New York Thursday.

JOHN MAYO has passed the half-way mark of an extensive business trip in the interest of the Lang-Worth Library.

GRANT F. ASHBACKER, president and general manager of WKBZ, Muskegon, Mich., and WKLA, Ludington, Mich., is in Gotham this week for conferences with officials of MBS and the American network, as well as with the national representatives.

MICHAEL R. HANNA, station manager of WHCU, Ithaca, N. Y., visited CBS headquarters yesterday for conferences with network officials.

BILL SHADEL, CBS correspondent who covered the landings in Normandie and reported actions of the 3rd, 7th and 12th Armies in Europe before returning to the States, spent last week-end in Richmond, where he delivered an address at the annual meeting of Cavalier Rifle and Pistol Club.

HOWARD MACK, personal manager of the Dinning Sisters, vocal trio, has returned from Detroit, where the girls are appearing at the Latin Quarter cafe.

JOHN T. MURPHY, of the NBC station relations department, has returned from a trip to Lancaster and York, Pa., where he visited with executives of the Mason-Dixon Radio Group.

CÉCIL BROWN, MBS commentator, is on a tour of the Eastern seaboard. He broadcast from Boston Monday and will be in Baltimore the rest of the week.

BARNEY CRAGSTON, sales manager of the co-operative program division of the American network, has returned from a business trip to Hartford, Springfield and Providence.

DON DOUGLAS, radio actor featured on the "Gang Busters" and other programs, is back from Boston, where he participated in a radio committee meeting for the "March of Dimes" campaign.

ALMA KITCHELL, commentator on WJZ, has left for Albany, where, with the New York Women's Council, she will visit Gov. Thomas E. Dewey.

MARY MacNEILL GRIFFIN, wife of Alexander Griffin, Mutual network commentator, is en route aboard the Queen Mary for Europe. She plans to write a book on Ireland.

WALTER WINCHELL now is broadcasting his programs from Florida.

STEVE WILLIS, secretary and manager of WJNO, West Palm Beach, up from Florida for a few days in Gotham. He plans to remain the rest of this week.

DuMont Production Plans Result In Expansion

(Continued from Page 1)

Mont, president of the company, that Ernest A. Marx will serve as general manager of the television division under the post-war plan of various divisions and divisional heads for the major activities of the organization. As head of the television division, Marx will be responsible for the manufacture and sale of all television receiving and transmission equipment.

RCA Service To Shanghai

RCA Communications, Inc., has resumed radiotelegraph service to Shanghai with a substantial reduction in message rates, Thompson H. Mitchell, vice-president and general manager, announced this week. The Shanghai circuit was opened by RCA in December, 1930, and continued in operation until December, 1941, when war interrupted commercial radiotelegraph communication with China.

Driscoll On World Tour Makes Report From Cairo

First of a series of reports by Dave Driscoll, WOR director of news and special features, who is making a round-the-world flight, was heard over the station last night at 11:30 p.m., EST. Driscoll was picked up live from Cairo earlier in the evening and transcribed for use at the later hour.

Driscoll reported on the Palestine situation for which he made a special detour. He also discussed the matter of the private airlines status in the Near East.

Joins Amer. Publicity Staff

Jack W. Pacey, formerly with the Wall Street Journal for eight years as radio and television editor, and recently discharged from the Army Air Forces, has joined the American Broadcasting Company's publicity department, it was announced yesterday. Pacey will handle trade news for the network.



Little people

They are the spirit of big harvests. Little people who work and sweat to bring in the harvests of the world.

We're little people, too.

We're a small station in the country's sixth largest market. We're only 1 in a 5 radio station town.

But . . . W-I-T-H, the successful independent, delivers more listeners - per - dollar - spent than any other station in town.

Facts are available to prove this.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-RE

Advertisement for WDAS in Philadelphia. Text: 'IN PHILADELPHIA Nearly everybody listens to WDAS BROADCASTS OF NEWS ON THE HOUR • EVERY HOUR That's why 78 percent of our sponsors renew regularly.' Includes image of a radio.



★ AGENCY NEWSCAST ★

**THE ADVERTISING AND SEL-**  
**LING COURSE** of the Advertis-  
ing Club of New York has closed its  
books for the year because of the  
limited seating capacity of the audi-  
torium. Paid registrations number  
186, of which 186 are men in service  
and returned servicemen.

**WELCH GRAPE JUICE COM-**  
**pany** announces the appointment of  
Mechan & Company, Inc. as its ad-  
vertising agency.

**THE J. P. SMITH SHOE COM-**  
**pany** announces that it has placed  
the advertising of its British Walker  
Women's Shoe Division in the hands  
of Goldman & Gross, Chicago adver-  
tising agency. G & G previously has  
handled only the British Walker  
Men's shoe account.

**GERALD L. SEAMAN**, formerly  
radio editor for the Agricultural Ex-  
tension Service, North Dakota Agri-  
cultural College, and more recently  
in charge of press and radio with the  
Milwaukee regional office of the U. S.  
Soil Conservation Service, has joined  
Hert S. Gittins, Advertising, Mil-  
waukee, as radio executive. One of his

assignments will be the National Farm  
and Home Hour, sponsored by the  
Allis-Chalmers Tractor Division.

**FRANCES E. KAYE**, formerly asso-  
ciated with Consolidated Radio Ar-  
tists, Inc., has joined the publicity  
staff of the USO-Camp Shows, Inc.

**ROBERT H. SCHMELZER**, recently  
advertising manager of North Amer-  
ican Aviation, Inc., has joined the  
creative staff of Batten, Barton, Dur-  
stine & Osborn.

**ALDEN JAMES**, New York repre-  
sentative for This Week Magazine,  
spoke last Thursday at the Engi-  
neering Societies Building on the  
subject "Careers in Advertising." The  
affair was conducted by the Adver-  
tising Club of New York.

**LINNEA NELSON** of J. Walter  
Thompson Company, will speak be-  
fore the Advertising Club of Syra-  
cuse, New York, Thursday, Oct. 25.  
Her talk will cover Radio's past stages  
and future possibilities. While up-  
state. Miss Nelson will visit various  
radio stations in Syracuse and Schen-  
ectady.

**Navy Leaders Scheduled  
For CBS Shows On Sat.**

(Continued from Page 1)

Oct. 28 in a furtherance of radio's  
Navy Day celebration.

Halsey, speaking from St. Louis, will  
appear on the "Family Hour," 5:00-  
5:30 p.m., EST. The Third Fleet Com-  
mander will talk on "The Significance  
of Navy Day."

In a broadcast from the U.S.S. Mis-  
souri in the Hudson River, "We the  
People" will present Admiral Sher-  
man, commander of the Pacific task  
force led by the carrier Enterprise,  
who will speak on the career of the  
"Big E" and introduce several of her  
crew members.

Other guests on the 10:30-11:00 p.m.  
spot from the Missouri will be tenor  
Danny O'Neil, who will sing "Nimitz,  
Halsey and Me," the song made fam-  
ous by Admiral Nimitz at his recent  
New York reception, and the "Jungle-  
ers" Army jive band just returned  
from the Pacific area.



Time for blasting sales curves upward  
is the kind of time Weed & Company  
representations offer and Weed men sell.  
Time buyers across the nation rely on  
Weed for help in spotting hot mar-  
kets and influencing them through  
spotnotch availabilities.

**WEED  
AND COMPANY**  
RADIO STATION REPRESENTATIVES.  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD

**KLZ**  
DENVER  
THE OHIO STATE UNIVERSITY  
COLUMBUS  
Ohio State First Award  
for outstanding educa-  
tional value and dis-  
tinguished production of a  
Children's Program.  
REPRESENTED BY  
THE KATZ AGENCY



KANSAS CITY HOOPER INDEX July-Aug. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	21.0	26.5	24.5	11.1	10.4	4.8
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	17.8	25.3	29.4	15.3	9.0	1.7
SUNDAY AFTERNOON 12 Noon—6 P.M.	18.6	34.3	23.3	11.4	9.0	2.9
SATURDAY DAYTIME 8 A.M.—6 P.M.	21.9	33.1	20.8	15.8	6.0	1.4



... and these are HALF of the  
National Advertisers who use WHB  
(Listing continued next month)

- CONFECTIONERY**  
Adams Clove Gum  
Chiclets  
Beechnut  
Dentyne  
Ivoryne  
Planter's Peanuts  
Whiz Candy  
Wilbur-Suehard  
Wrigley Gum
- ELECTRICAL**  
Hoover Company  
Bendix Washers  
Prest-o-Lite Batteries
- FINANCIAL**  
H. O. Peet & Company  
Household Finance  
National Small Business  
Real Estate Board
- FOOD PRODUCTS—GENERAL**  
Aristos Flour  
Butternut Bread  
Blue Bonnet Margarine  
Bond Bread  
Campbell Cereal
- Carey Salt  
Duff's Mixes  
Duffy Mott  
Edwards Coffee
- FOOD PRODUCTS**  
General Foods  
General Mills  
Dwarfies Wheat Germ  
Kellogg Company  
Kraft Products  
Lipton Soup  
Northwest Cherry Bureau  
Ovaltine  
Ralston Purina  
Roman Meal Bread  
Rutherford's Chill  
Pickwick Coffee  
Standard Brands  
Skinner Mfg. Co.  
Van Camp Tenderoni  
Quaker Oats  
Washington Apricots  
Wilson Milk  
Wonder Bread  
U. S. Breakfast Food  
Wheaties
- HEATING, ETC.**  
Sinclair Coal  
Bituminous Coal
- INSURANCE**  
Employer's Liability  
Lumberman's Mutual  
Westminster Insurance
- JEWELRY**  
American Safety Razor  
Gillette Safety Razor  
Helbros Watch  
Parker Pen
- MEDICAL**  
Absorbene  
Aspartane  
Anacin  
Baum Bengue  
Bromo Quinino  
Carter Pills  
Cystex  
Doan's Pills  
Dr. Edward's  
Olive Tablets  
Dr. Pierce's  
Ex-Lax  
Feenamint

For WHB Availabilities, 'phone DON DAVIS at any "Spot Sales" office

Fall schedules are still "fluid"... and we've room for more ad-  
vertisers who'd like to use programs or spots in the booming  
Kansas City market. 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. Swing along  
with the happy medium in the Kansas City area!

**WHB**  
KANSAS CITY  
This is Mutual  
1000 WATTS-880KC.

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**

## LOS ANGELES

By RALPH WILK

**L**EE BOLEN, recently stepped-up from his former position as technical engineer to that of staff producer for KHJ-Don Lee, has joined the "Queen for a Day" show, assisting producer Bud Ernst in his new capacity.

The only local program specializing in novelty music recordings, is now aired daily as KGFJ's "Notes To You." Ad lib repartee by disc jockey Kyle Thomas is centered around the novelty and wacky pressings of such artists as Spike Jones, Freddie Fisher, Betty Hutton, Rudy Vallee and Kay Kyser. Thomas also does a series of voice changes and imitations for the program. A veteran of the second world war, Thomas began in radio in Washington, D. C. and comes to KGFJ from Memphis.

George Burns and Gracie Allen have almost completed a book titled "Leave 'Em Laughing." It's a compendium of some of their best radio material, plus anecdotes and reminiscences of their comedy careers. It will be ready for the publishers this winter.

Jack Haley, popular comedy star of NBC's Sealtest Village Store heard Thursday nights, recently made his 100th broadcast for the Armed Forces Radio Service's "GI Journal."

## Plan For Commercial Web Studied By Allies In Japan

(Continued from Page 1)

the strangle-hold on the minds of the Japanese people now held by the government-controlled Radio Tokyo.

The proposed web would be backed by set and equipment manufacturers, record companies, newspapers and other business concerns directly or indirectly connected with radio. The set manufacturers involved have asked permission to import American receivers or to borrow patents for manufacture in Japan.

The government radio, formally known as the Japan Broadcasting Corp., would continue under the new plan. However, doubt that it could successfully compete for audience interest with commercially-sponsored programming was expressed by one of the proponents of the new plan.

"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.



## Notes From An Aisle Seat . . . !

● ● ● For the private info of the wiseguys who heckled us about our Oct. 8th item that Walter Winchell was interested in buying into the American network: WW offered Chet LaRoche cold cash for his 12½ per cent interest in the web some time ago, but was turned down. . . . Quent Reynolds burned at the B'way column item about his having all his molars yanked. He's only losing two of them. . . . Maybe they oughta call the Milton Berle show, "Spring in N. Y.," and open it in Brazil! . . . Attention: All couples who've been happily married for 10 years or more and who know the radio biz: Contact Phil Carlin at Mutual, but fast. He's got a honey of an idea lined up. . . . Best news of the week, so far as this corner is concerned, is Columbia Pictures' announcement of Al Rylander's promotion to head of special events and exploitation, with Frank Rosenberg shifting to the coast. To put it mildly, Al is one of the best-liked guys on the street. . . . If Lionel Barrymore arrives in the East as planned, he'll do his famous 'Scrooge' via video for the first time. . . . Oscar Levant calls Anna Sosenko—the Polish Kosciusko! . . . One of the hottest sales prospects on NBC, in this reporter's opinion: The Murphy Sisters, who are rarely less than sensash. . . . British movie star, Lillian Harvey, who had fantastic experiences during the war with the Paris underground, will be interviewed on the 31st by Alma Kitchell. . . . The snap in "Gertie's Garter" was put there by Joe Bigelow, who punched up the gags for Eddie Small. . . . It's Geo. Jessel's observation: If you have one Hungarian for a friend—you don't need any enemies!

★ ★ ★

● ● ● Thought "The Assassin," at the Nat'l Theater, rated a better deal from the drama-assassins; in fact, we enjoyed the show. What's more, most of the intermission-minglers liked it, too, altho' some admitted to it in a somewhat guilty fashion, as tho' ashamed to be caught liking something the critics rocked. Some of the critics condemned the proceedings because 'they couldn't work up much enthusiasm in the plot inasmuch as the end was so well-known to all by now.' Did you ever hear such double-talk? That makes about as much sense as walking out on "Lincoln" because somebody tipped off that he gets shot in the third act. Radio can take a major share of the bows, not only because of producer-director Marty Gabel, but also for the liberal sprinkling of air talent in the cast—Roger de Koven, Lesley Woods and Frances Chaney, to mention a few.

★ ★ ★

● ● ● Thoughts While Dialing: Nobody presents a guestar to greater advantage—both to themselves and the show itself—than Fred Allen. . . . Sophie Tucker reported interested in doing a daytime serial. Soapy Tucker? . . . Suggested tag for Eddie Cantor: Public Energy, No. 1. . . . R. Vallee's show reminds us of the old Tim & Irene stanzas in the 30's. . . . Asked what he thought would be a good rating for a beer account, Goody Ace cracked: Three point two! . . . Aside to Merrill Mueller: Niles Trammell will have a choice announcement to make any day now regarding your next assignment. Very good, me lad. . . . Ditto Geo. Washington Hill: Is it true you're plotting a big musical show for Pall Mall—and that's why you've got Peggy Mann under contract? . . . Dick Foran anxious for an eastern radio show—to be near Chill Williams who's in N. Y. to tour Dop't stores for the Polka Dot fashion king, Bill Schiller. . . . Fred Bethel has booked Jane Withers for "Powder Box Revue" Nov. 8th. . . . Norma Shearer in town at the Hampshire House. . . . Radio Execs Club holding Old-Timers' Day Nov. 1st in honor of radio's 25th anniversary. Art Kemp, of McCann-Erickson, has a half a dozen scouts out hunting up old-time talent for the occasion. What he wants are oldtimers in radio—but what he's been getting would baffle a Pete Smith. He even had an elephant act from the old Hippodrome apply. Seriously, tho', all you radio oldtimers contact Art if you wanna help him put this thing across in big league style.

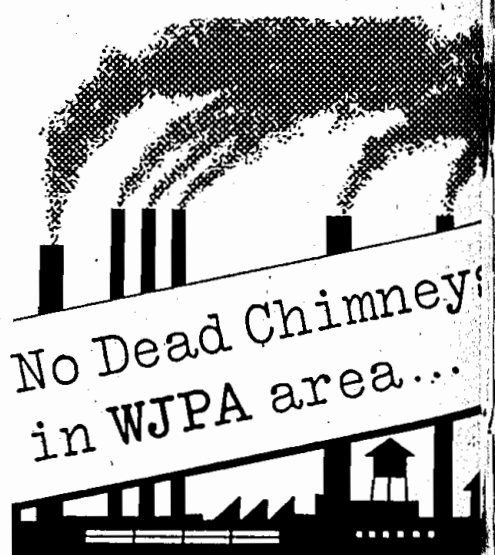
## SAN FRANCISCO

**T**HE Federal Stores have just bought KFRC's Man-On-The-Street program with Dean Maddox at the mic on a half hour Monday through Friday schedule for 52 weeks. Broadcasts will originate from in front of three of their stores in San Francisco and Oakland. Maddox claims to be the original "Man-On-The-Street'er" way back in 1926 in New York City. Maddox is also the Bud of the Marin Dell Amateur Hour with the highest rating of any local show (now in its thirteenth year).

Katherine Kerry, well known woman commentator, has joined the staff of KSFO and the Universal network. She was formerly featured on the NBC Albers program, and for several years was "Katherine Kitchen" on the McClatchy and Golden West networks. She will be featured on a new KSFO women's program, Monday through Friday, at 10 a.m.

Frank Samuels, American Western division sales manager, is in San Francisco conferring with network officials. He is very enthusiastic over the sales outlook here.

Members of the KGO staff are congratulating newscaster Tony Moran and wife on the birth of a new "mealtime announcer." Little Dan Brock Morse started making his first broadcasts on October 4th.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . . NO RETOOLING --- NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

## MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, New York, Chicago, San Francisco, Los Angeles.

WSTV - Steubenville, O.  
WFPG - Atlantic City, N. J.  
WJPA - Washington, Pa.  
WKNY - Kingston, N. Y.





# Civic Units Would End Un-American' Probe

(Continued from Page 1)

Division of the Independent Citizens Committee of the Arts, Sciences and Professions. Norman Corwin is division chairman.

In part, the statement reads:

The House Committee on Un-American Activities is trying to impose upon the American people the type of 'thought control' which we have ordered abolished in the Axis countries.

Through its drive against the freedom of the radio and film industries, and its threat against newspaper columnists, this committee is aiming to establish Fascism in America, to suppress minority groups, smash labor and destroy free enterprise, as Hitler did when he came into power in Germany.

Instead of attacking un-Americanism—the purpose for which it was established by Congress—this committee has made itself the spearhead of everything really un-American, everything subversive, everything leading toward vigilantism and the destruction of democratic processes.

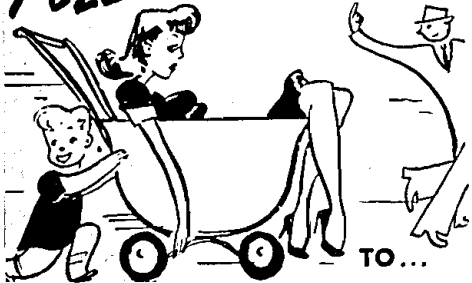
The continuance of this committee, dominated by Rep. Rankin of Mississippi and carrying on in the tradition of Martin Dies, constitutes the greatest single threat to freedom in America. Because of this, the unassigned organizations, whose membership totals millions, have taken the first steps in a fight-to-the-finish campaign to abolish the committee and make it impossible to revive it under another name."

## Police Dept. Development

Montreal—With the success of a three-way radio system recently installed in three radio cars and a wireless station in the Chalet on top of Mount Royal here, Provincial Police authorities have decided to install the system in 10 more vehicles operating throughout the province of Quebec.

FOR DIRECT CUT COPIES ACCURATELY DUPLICATED

*FOLLOW the CROWD*



U.S. RECORDING CO.

1121 VERMONT AVE.—WASH. 5, D. C.

Complete Recording Supplies

## BMB Technical Committee Appoints 3 Sub Groups

(Continued from Page 1)

Evans, W. J. Main and A. N. Halversadt.

Report Forms, Copy and Restrictions: H. M. Beville, Jr., Robert F. Elrick and Charles V. P. Pooler.

Statistical Bases (U. S. radio ownership, sample reliability): Frederick B. Manchee, Barry T. Rumble and Frederick Berner.

Meetings of these sub-committee are to be held frequently within the next few weeks in order to formalize definite recommendations to the Board Committee on Research for final action prior to the winter meeting of the complete Board in January. The committee reaffirmed the BMB minimum standard of 10 per cent for published station audience data, but is recommending to the Board that special confidential management reports be released to subscribing stations at the Bureau's discretion for counties and areas where the minimum standard is not reached.

Those in attendance at the conference, which met with a special technical advisory group of the Canadian BBM, were: A. N. Halversadt, chairman, Procter & Gamble; Robert F. Elrick, Pepsodent Co.; Frederick B. Manchee, BBD&O; W. J. Main, Ruthrauff & Ryan; Charles V. P. Pooler, Benton & Bowles; Edward F. Evans, American Broadcasting Co.; Barry T. Rumble, NAB; and H. M. Beville, Jr., NBC. Invited guests were: E. P. H. James, of Mutual; Richard Puff, Mutual; Harper Carraine, CBS, and Elmo Wilson of CBS. Bureau staff present were Hugh Feltis, John Churchill, Peter Paul and Richard Wyckoff.

Special guests representing the Canadian Bureau of Broadcast Measurement were Horace Stovin, Horace Stovin & Company; H. F. Chevrier, CBC, and Walter Elliott, Elliott-Haynes, Ltd. Mr. Stovin accepted the invitation of the Technical Research Committee for representatives of BBM to attend, when occasion arises, all BMB meetings dealing with matters pertinent to the exchange of Canadian and U. S. station data, and asked that, whenever possible, BMB representatives attend similar meetings in Canada.

## WJZ To Host Carrier Crew

WJZ will be host at a party to be given crew members of the U.S.S. Enterprise tomorrow night in the station's studios, complete with dancing and a stage show by WJZ-American network stars.

The festivities are scheduled to start at 10:30 p.m. with music furnished by the orchestra from the huge Pacific carrier. From 11:30 to 12 midnight, a special program "The Enterprise Entertains," will be aired over the station with songs by Vera Massey and Ilene Woods, WJZ stars. Also appearing on the program will be top ranking officers of the carrier, who will be officially welcomed back to the United States by Bess Myerson, who was recently crowned "Miss America." Models from the John Powers agency will be on hand as dancing partners for the crew.

## Bright Tele Outlook Forecast By Speaker

(Continued from Page 1)

receivers will provide pictures of superb quality, brightness and almost imperceptible line structure. They will be all-electronic, which guarantees reliable reception."

Television sets, he added, will be the "main attraction" in every store. Baltin claimed "sales resistance to television is likely to be non-existent, since no household item . . . has aroused the curiosity and purchase-temptation of the average person more than this miracle invention of the century."

## Stanley Promoted At WOR

Robert Stanley, a conductor for many years in WOR's music department, has been named associate conductor of music for the station, it was announced yesterday. Stanley will assist Sylvan Levin, WOR's music supervisor.

## Leigh Talks On Reconversion

N. J. Leigh, president of Einson-Freeman Company, Inc., will speak before the Advertising Club of New York on "Printed Salesmanship at Point of Sale," on Thursday. He will emphasize on displays in the reconversion period and will attempt to show displays as they are at the present time.

## Radio Relay System Not Adapted To Tele

(Continued from Page 1)

engineered to permit television transmission."

The present band employed in the microwave radio relay system is not wide enough to permit television transmission, Dr. Joliffe explained, pointing out that expansion of the radio band would necessitate larger transmitters and receivers. The new system of radio-relay-transmission, as reported in these columns yesterday, is capable of sending multiple telegraph messages over one circuit simultaneously, transmitting telephone calls, commercial high-speed facsimile, radio-photos, and FM broadcasts. An important feature of the system is its ability to achieve high-power performance with low-power input. This is accomplished by use of new design antennas, equipped with parabolic reflectors, which transmit the signal in a narrow beam directly to the point desired without waste of power. The principle is the same as that used in controlling radar beams, according to Dr. Joliffe.

## Porteous Promoted

Roy Porteous, assistant manager of the NBC Program Sales Division, has been named audience promotion manager.

**Your Favorite PIN-UP...**

- There are blonde pin-ups, brunette pin-ups, and just pin-ups . . . all have their special appeal.
- But one PIN-UP — a favorite every time — is the BMI PIN-UP SHEET you'll find in your station's music library.
- It's but another special service to broadcasters — program directors, musical directors, disc jockeys — to all who use music, recorded and transcribed.
- The BMI PIN-UP SHEET is a monthly bulletin—a convenient and timely reference to the current song hits and tunes coming up which are licensed by BMI.

*This B.M.I. service and many others are yours under your B.M.I. license.*

**BMI BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE · NEW YORK 19, N.Y.  
*New York · Chicago · Hollywood*

## PROMOTION

### Letters to Editors

"The American Mercury" has sent a letter to newspaper editors throughout the country on behalf of the magazine's MBS program "Meet the Press." The letter explains the show, asks for suggestions and extends an invitation to editors to appear on a future broadcast. The program is designed to show the public how a press conference is conducted and how newspapermen get their information.

### Big Scale Promotion

Kroger Grocery and Baking Company of Cincinnati, through the Ralph H. Jones Agency, has begun the biggest concentrated sales promotion in their history. More than a thousand newspapers, and approximately 30 radio stations, in an 18 state area are carrying the fall campaign. The entire promotion is built around the Company's oldest radio show, "Linda's First Love," aired five times weekly over 27 stations.

### Voice Of St. Louis

The story of St. Louis and the great Mississippi Valley region surrounding it supply the material of the KMOX, St. Louis, program "The Land We Live In." This eight year old show is being exploited by the station in a four-page folder-type brochure as a sample of their unusual and valuable programming, and the advantages offered to the sponsor.

### WIP-Phila. Airs Series Exposing "Hate Groups"

Philadelphia—WIP has joined forces with the Philadelphia Fellowship Commission to broadcast a series of exposes attacking certain "hate-mongering" groups throughout the country and to "eliminate prejudice, discrimination, segregation and quotas, all in an effort to establish equal opportunity and equal rights for every American." Under the title, "Hate, Incorporated," the program is broadcast every Friday from 10:00 to 10:30 p.m., EST.

The scripts, written by Caye Christian, who authors "Inner Sanctum," are all based on fact, but to protect the station from legal entanglements, names and locations are fictitious.

The Fellowship Commission, which helps make the series possible, consists of a number of outstanding citizens from all walks of life, in addition to eight city wide organizations, including Christian, Jewish, White and Negro,—whose primary work is the promotion of racial, religious and nationality understanding. Agencies included are: Race Relations Department of the Philadelphia Federation of Churches, Philadelphia Jewish Community Relations Council, National Association for the Advancement of Colored People, The International Institute, the Society of Friends and the National Conference of Christians and Jews.

## Heralds FM Prospects As Educational Aid

(Continued from Page 1)

for peace in the world to come."

Regarding educational radio, Willard said the development of FM "is the most important contribution . . . to the future of educational broadcasting along specialized lines." Declaring that almost all educational institutions in the country will eventually operate FM stations, he warned school authorities that they must "acquaint themselves fully with the obligations of their stewardship of this share of the public property." He said some schools may "stop short of the full realization" of the potentialities of the radio medium, and urged that schools about to enter the radio field seek the advice of a nearby commercial broadcaster.

The NAB executive said the commercial broadcasters would be able to advise school radio groups on budget matters, talent utilization, production techniques and many other prob-

lems of broadcasting. He cited the work of the Federal Radio Education Committee as a "co-operative effort of broadcasters and educators." For newcomers to educational radio, he added, "FREC holds . . . the key to sound program structure and a quicker realization of achievements by studying the methods of others."

Calling for a "program of co-operation between broadcasters and educators on a scale larger than ever before," Willard said, "techniques developed by commercial broadcasters, with the help of educators, over a period of years, must be carried into these new FM channels and constantly improved if the challenge is to be met." On behalf of the NAB he praised the work of various educational radio groups throughout the country, and pledged "the support of the radio industry in the important days to come."

### Coast Guard Gives Data On Radar Specifications

(Continued from Page 1)

manufacturers of electronic equipment. This information was sent out in advance of a meeting which will be held at Coast Guard headquarters in Washington on October 29 at which members of the FCC, the American Federation of Shipping, and other maritime interests and government agencies, have been invited to be present.

The three types of radar specified are Class "A" which will provide early warning of approaching vessels; Class "B", which will have less resolution and will only operate with the above navigational aid identification beacon and Class "C" which will be of value only as an anti-collision device.

Manufacturers who have received copies of the Coast Guard radar specifications have been invited to participate in the discussions planned for Oct. 29.

### New "Avenger" Series

Charles Michelson, Inc. of New York, distributor of "The Shadow," has released a companion series of half-hour, open end transcriptions entitled "The Avenger." Audition records of the new series are available to the trade for orders of 52 programs, with additional shows to be cut in the future. Michelson said the new series is an "adventure-mystery program with an appeal wide enough to include both adults and juveniles."

### New Recorded Commercial

Borden's Instant coffee, through Kenyon & Eckhardt, Inc., will sponsor "I've Got Your Number" a cash giveaway recorded show on WXYZ, Detroit, Tuesdays and Thursdays 12:45 p.m., EST, beginning Thursday, October 25.

### Tele Bidding Forecast For Conn-Louis Fight

(Continued from Page 1)

ing after the special events prize. In event the fight is staged in Chicago, it was pointed out, the Balaban and Katz station there would probably land the television cover.

A spokesman for the 20th Century Sporting Club, of which Mike Jacobs is president, said yesterday that no information was available on probable arrangements for radio and television broadcasting for the event,—and reports circulating to the contrary are "without substance." According to officials of the organization "no broadcast arrangements have been made regarding the fight" insofar as Jacobs is concerned, and even he was "not aware of the reported offer of \$100,000 from NBC or \$200,000 from Henry Kaiser until he saw the papers."

As reported earlier, the Louis-Conn fight is expected to draw the highest fees in the history of radio and television, and although the 20th Century Club official declined to quote probable figures, he made it clear that Promoter Jacobs would receive "whatever he thinks they're worth."

The Gillette Razor Company is said to have exclusive radio rights on all fights handled by Jacobs and the 20th Century Club by virtue of a contract between the two, and indications are that the June event is provided for under present commitments.

### Guy Beaudry

Montreal—Guy Beaudry, 40, chief sound technician of radio station CKAC died suddenly Monday at his home. A pioneer in the field of sound effects, he did much research work in perfecting methods producing around ten thousand different sounds. He joined CKAC 13 years ago.



COLONEL GRANT LAYNG, who, prior to his entering the Army was sales manager of Crosley distributing organization in New York City, has been named manager of the apartment house and building division of Bendix Home Appliances, Inc. His Headquarters will be in South Bend, Indiana.

CLARK GEORGE, former member of KNX-CBS Press Information staff, has been mustered out of the U. S. Navy. George served for almost four years, winding his navy career as a lieutenant, sea grade.

JERRY GATES has joined the staff of WFAA-KGKO following his discharge from the Army. Gates was a former composer, arranger and band leader. He worked with the Eighth Service Command here in Dallas.

S/SGT. LOUIS VALENTINE has received his honorable discharge from the army in San Antonio. Following a brief vacation he will join the Grant Advertising Agency in Chicago. Valentine was radio's original "Dr. I."

AUSTIN PETERSON, discharged from the Army as a major, has been appointed vice-president in charge of Hollywood radio activity for Ted Bates, Inc.

TIM O'SULLIVAN, ex-flight navigator has returned to radio as an announcer over WGL, Fort Wayne, Indiana after three years of active duty with the Eighth Air Force in England.

DAVID BARSKIN, who left Al Spalding's KNX-CBS sound effects department to join the Navy more than two years ago, has returned to Hollywood as a junior sound engineer.

After 40 months in service in the Air Force, FRANK McCALL has returned to the Belmont Radio Corporation, Chicago, to resume his former position in the sales department. McCall, who was a Major and gunner on a Liberator bomber, was listed as missing in action after his plane was forced down over France, joining his own forces when the Allied invasion reached St. Lo.

### Campbell To Give Report On European Radio Trade

Dallas — A report on English, French, German and Italian broadcasting methods will be given by Martin B. Campbell, managing director of WFAA-KGKO before members of the Dallas Advertising League at a luncheon on Friday.

Campbell was a recent guest of the War Department on the sponsored radio executive's group visit to Europe recently. Another speaker will be Lt. Col. Edward Kirby, chief of the radio branch, War Department Bureau of Public Relations.



## Webbs Complete Plans Launch Bond Drive

(Continued from Page 1)

entitled "Let's Go Visiting." Brian Arne will emcee a variety presentation from St. Albans Naval Hospital, which will feature a dramatic scene by Margo and Paul Savage, wounded dished man. Major Glenn Miller's band and Morton Downey will play the music. Allan Wagner, paralyzed naval veteran, will play polka-woogie piano from his bed which will be rolled onto the stage for the broadcast. Switching to Birm-

### Special Salesmen

Seven WOR broadcasters will be sworn in as special bond salesmen on the opening day of the Victory Loan, Oct. 29. John Gambling will devote part of his early morning "Musical Clock" program daily to news and announcements on the drive. The others, Dorothy Kilgallen, Dick Kollmar, Bessie Beatty, Martha Deane, Stan Lomax and Barry Gray will emphasize the importance of buying and keeping bonds throughout the six-week campaign.

erham General Hospital in Van Nys, Cal., Jack Bailey, "Queen for a Day" emcee, will pick a "King for a Day" from the wounded vets. The program will close from St. Albans following Vinson's speech. The program was written by Pvt. Larry Menick and will be produced by Capt. Robert Jennings, USAAF, assigned to Mutual by the Treasury Dept.

### Colonel Stewart Scheduled

actor James Stewart will narrate CBS "For Services Rendered." The program will feature pickups from various sections of the country to explain the uses to which the money sent on bonds will be put. Charles Anda will produce the script written by Millard Lampell.

Lady Liberty is the heroine of American web's "A Lady Takes a Walk." Discouraged by man's failure to maintain peace on earth, she is pleasantly surprised by the number of liberty-loving folk she meets. Ira Murion wrote the script.

NBC's tribute to the Victory Loan will be a special musical program by the Fred Waring organization which will be "augmented" for the occasion. Waring will emcee.

### Bond Song Announced

The Treasury's War Finance Committee has announced that the first song by an amateur song writer selected for the transcribed "Music for Millions" series is "Buy a Bond and Buy a Dream," written by S/Sgt. Wal-

### HURRY! HURRY! HURRY!

Breath-taking offer for limited time only. Secretary with unlimited assets soon available. College degree. Five years' radio experience. Write Radio Daily, Box No. 228, 1501 Broadway, New York 18, N. Y.

## WHO'S WHO IN RADIO

VICTOR A. BENNETT

**A**LTHOUGH lend-lease and reverse lend-lease were unheard of back in 1935, the United States in that year received an important and valuable gift from Great Britain. It was then that Victor A. Bennett, vice-president and national sales manager of WAAT, Newark, resigned his position as American representative of the Great Western Railway of England and applied for U. S. citizenship.

Bennett came to this country in 1930 as assistant to the general agent of the railway for the U. S. and Canada. After his promotion to manager of American representation in 1933, he traveled extensively throughout the U. S., primarily in the interests of promoting a better understanding between



"Varied Career"

the two countries, and to induce Americans to visit the British Isles. What he saw during his travels, impressed him so much that he decided to make his home here.

He joined the New York "Sun" in charge of transportation advertising. In 1936 he conceived and executed the idea of a special coronation issue devoted to the British Empire. The nation-wide circulation of the special issue was enormous. Copies of it were placed in the first-class cabins of every ship sailing for England. The special section alone consisted of 50 pages and carried more representative advertising from the British Isles and the Dominions than any other American newspaper had previously carried.

In 1938, Bennett was appointed head of the American office of the African Associated Newspapers, Ltd., where he handled advertising, market research and feature buying. When the office was closed after the start of hostilities in Europe in 1939, he launched his own aviation magazine, Flite Plan, which was terminated after Pearl Harbor.

Following this, he joined WOR as an account executive, and in March, 1943, he joined WAAT in his present position. The station has grown considerably since that time. The license for WAAW, the outlet's FM station has been granted, and approval of its tele application is expected soon.

Bennett was born in High Wycomb, England, in 1906 and was educated in private schools there. In 1931 he married Maxine Yorty of Pittsburgh. They make their home in South Orange, N. J. with their two sons, Duncan, 10, and Ian, five.

Next to his family, Bennett's main interest is the building up of WAAT. He is looking forward to the opening, next fall, of Newark's Radio Center, which WAAT is building in the old Mosque Theater to house its AM, FM and tele stations.

### Reynolds Will Narrate Tableau At Dinner

Quentin Reynolds will sound a key-note of democracy to more than 500 leaders of the Radio and Allied Trades at first industry-wide dinner in behalf of the Joint Defense Appeal on Thursday. The event will be held at the Hotel Commodore for the sole purpose of raising \$50,000 to support the fight against anti-Semitism waged by the American Jewish committee and the Anti-Defamation League of B'nai B'rith.

Mr. Reynolds will narrate "This Is Our Cause" a dramatic tableau to be presented as program feature. This presentation, chairman Arthur Freed pointed out, depicts the work of the American Jewish Committee and the Anti-Defamation League to uphold the rights of minority groups and safeguard the American way of life.

ter Meyer, AUS, Keesler Field, Miss. Singers Mary Small and Connee Boswell have offered their services to the Treasury Dept. during the drive. They will be on call, subject to their own schedules, for guest appearances on all sustaining web programs. Both stars have cut discs for the "Music for Millions" which is expected to be aired during the drive by 840 stations.

### Direct Mail Assn. Honors Promotional Work Of CBS

CBS has been awarded a plaque for "the most effective use of good showmanship in a direct mail campaign," and five Columbia-owned stations, one affiliate, and the Columbia Pacific Network received certificatory citations, in a contest sponsored by the Direct Mail Advertising Association, Inc.

CBS was cited as one of the nation's "Direct Mail Leaders"; Columbia Pacific Network was honored for its "Pacific Panorama," a book outlining post-war potentialities on the West Coast; the CBS affiliate WBT, Charlotte, received recognition for a series of public service folders.

WTOP, Washington, D. C., two certificates, one for a series of folders describing the station's programs, the other a sales promotion booklet titled "Zlotnick and the Bear," telling the story of a furrier client.

WABC, New York, for its promotion booklet "Morning Magic."

WBBM, Chicago, for its series of booklets and folders emphasizing the station's daytime listener leadership.

WCCO, Minneapolis-St. Paul, for its booklet "Nastasia Loves Cedric," about newscaster Cedric Adams.

WEEI, Boston, for its folder series "To Promote The General Welfare."

## CBC Names Dunton Full-Time Chairman

(Continued from Page 1)

oil transferring the CBC from the jurisdiction of the war services department to revenue Minister McCann.

Howard B. Chase, Montreal, chairman of the Brotherhood of Locomotive Engineers, has been part-time chairman of the CBC board of governors.

Dr. Augustin Frigon several months ago was named general manager of the CBC.

Appointment of Dunton to the permanent chairmanship of the board carries out last year's recommendations by the Commons committee. The committee recommended the executive responsibility of the CBC be split with a full-time chairman having charge of policy at a salary of \$15,000 a year and a general manager having charge of administration at a salary of \$13,000 a year.

### Loaned to WIB

Dunton recently retired as general manager of the information board, which was converted into an all-external affairs service and re-named the Canadian Information Service, with Geoffrey Andrew, former assistant to Dunton, as general manager. Dunton was loaned by his paper to the WIB to succeed John Grierson, who at the time had asked to relinquish the information post to give his full time to the National Film Board.

Grierson assumed the role when Charles Vining, retired from WIB association.

Chase, who devotes most of his time to labor activities of the powerful railway brotherhood, still continues as a member of the Board of Governors. His term was recently extended for three years.

### Reopen Chatham Station

Radiomarine Corporation of America yesterday announced the opening of the radiotelegraph coastal station at Chatham, Mass., for the handling of public radiotelegraph messages to and from ships at sea. The Chatham station, used by the U. S. Navy during the war, is known internationally by its peacetime call letters WCC and WIM.

Exclusive!

CHI' BEARS  
'45 FOOTBALL

W-I-N-D  
CHICAGO

560 Kc. 5000 WATTS

# ★ ★ ★ COAST - T O - COAST ★ ★ ★

## — SOUTH DAKOTA —

**R**APID CITY—Rolf Gertsgaard and Bill Van der Busch resigned to take other positions. Rolf was KOTA's program director and Bill was sales representative for the station. Al Paulson, veteran chief announcer at KOTA replaces Rolf. . . . South Dakota and mid-western radio people mourned the passing of Joe Henkin, owner of KSOO-KELO, Sioux Falls.

## — FLORIDA —

**DAYTONA BEACH**—Oliver Thornburg, formerly of WAGA, Atlanta, and WLW, Cincinnati, has been appointed new program director at WWFJ. He succeeds Crystal Palmer who is now in charge of station promotion. Jack Robbins, European war veteran, new to radio, has been named as Thornburg's assistant. . . . **WEST PALM BEACH**—Steve Willis, general manager of WJNO, was re-elected for the fourth consecutive year as a member of the board of directors of C of C.

## — CONNECTICUT —

**HARTFORD**—WDRG has made arrangements with the Hartford Courant to air Connecticut municipal election returns Nov. 6, direct from the paper's offices. . . . **NEW HAVEN**—Edwin H. Schweitzer has joined the staff of WELI in the capacity of sales manager. Schweitzer has been actively engaged in radio sales for the past six years. His station duties will consist of active direction of the sales force as well as charge of all national station business.

## — NORTH CAROLINA —

**GREENSBORO**—To back Paul A. Porter, chairman of the FCC, in his request that the American people come forth with what they want to hear on the air, WBIG is conducting a contest entitled "You Tell Us." Listeners are asked to write letters with suggestions for improving current programs, ideas for new shows and means of improving broadcasts.

## — UTAH —

**SALT LAKE CITY**—Members of the Salt Lake City Ministerial Association are co-operating with KALL, new Mutual-Intermountain web key, in bringing residents of the Utah capital a minute of prayer each day. Ministers, priests, rabbis, and leaders of all major denominations transcribe timely "minutes of prayer" at the KALL studios and the brief prayers for the day are used in rotation daily.

## — ILLINOIS —

**CHICAGO**—Frank Marshall Davis, editor of the Associated Negro Press and a distinguished authority on American jazz music, radio debuts with a jazz musicale titled, "Bronzeville Brevities" . . . Con-

tracts for a week's appearance at the Chicago theater, in addition to a week's contract to sing over WBBM, are grand prizes for top winners in the WBBM-Chicago Times five-week talent search which starts October 27.

## — INDIANA —

**FORT WAYNE**—Tim O'Sullivan, ex-flight navigator of the AUS, returned to radio after three years of active service. Tim is on the announcing staff of Farnsworth WGL. . . . WOWO arranged a special broadcast of the formal opening of Baer Field, First Troop Carrier Command Base, to the use of commercial airlines serving the city of Fort Wayne.

## — IOWA —

**CEDAR RAPIDS**—Al Haugner became state news editor at WMT on Oct. 22. Haugner, who has been in charge of WIBA, Madison, Wisconsin's news room, will handle and rewrite copy submitted by 25 regional correspondents sending news to WMT. . . . **WATERLOO**—"High Schools on the Air" is the theme of a new series of programs now being heard over KXEL under the direction of Hugh Muncy, station's farm director.

## — ARIZONA —

**PHOENIX**—O. W. "Pete" Bluemle, former Indiana and Florida newsman, has been added to the staff of the news department of KOY. Long experienced in paper work, he most recently worked on newspapers in Tampa, Fla. . . . **TUCSON**—Chuck Mather, mentor of the symphonies and creator of "Evening Concert" and the "Summer Symphony Hour" on KVOA, has resigned and gone to San Francisco.

## — NEBRASKA —

**OMAHA**—Mrs. George W. Young, widow of Doctor G. W. Young, pioneer broadcaster, announced the sale of radio station WDGY, Minneapolis, Minn. Purchaser was the Twin City Broadcasting Company which is owned entirely by Charles and James Stuart, operators of KOIL, and KFOR, Lincoln, Nebraska. WDGY is said to be the oldest commercial station in the U. S. Lee Whiting, commercial manager, was appointed to the post of station manager.

## — MASSACHUSETTS —

**WORCESTER**—Jule Chase, WTAG's women's features editor, is teaching scriptwriting and radio technique at the YWCA and also production, diction and writing at the Salter Secretarial School. . . . **BOSTON**—Lucien

E. Dumond has been named chief announcer at WCOP, replacing Paul Swimelar, transferred to the sales department. Before coming to WCOP, Dumond was with WHEB, Portsmouth, N. Y.

## — MISSOURI —

**ST. JOSEPH**—KFEQ, Inc., has purchased a five-story building in the central part of the city and will move its studios and business offices there next summer. KFEQ will occupy only the fifth floor of the structure, and arrangements will be made to provide present tenants on that floor quarters in other parts of the building. . . . **ST. LOUIS**—Walter Burks has joined the continuity department of KMOX after three years in the Army.

## — TEXAS —

**DALLAS**—At the close of Texas' two-day welcome to Admiral Nimitz, WFAA has a total of four hours and 22 minutes Nimitz time on the log. . . . **FORT WORTH**—Recently, as a public service feature, WBAP inaugurated a new sports feature, "Winkler's Sportschat." Sportscaster Ray Winkler includes general sports news, current sports events, as well as feature sports stories.

## — OREGON —

**PORTLAND**—Marc Bowman, who for almost two years was with the public relations department of the American Red Cross, stationed in London, has returned to his home in Portland, and has rejoined the staff of KOIN. Prior to his departure for the ETO, Bowman was continuity chief of that West Coast CBS affiliate. He now is to hold a new post, that of promotion director.

## — NEW YORK —

**WOODSIDE**—WWRL has received a special citation from the National Headquarters of the American Legion Auxiliary which reads: "This certificate is presented to radio station WWRL in recognition of its important contribution to the education, enter-

tainment and inspiration of this community, and in appreciation of courtesies and co-operation extended to the American Legion Auxiliary."

## — COLORADO —

**DENVER**—With the departure of Paul Smythe, who leaves radio to become dude rancher, KLZ has revamped program department, and two new assignments have been announced. Charles Roberts moves into the position of supervisor of announcers and production. Max Switzer takes over the enlarged department of special events and public service.

## — PENNSYLVANIA —

**PHILADELPHIA**—Open house with visual broadcasts of all major programs originating in its studios will mark KYW's part in National Radio Week, Nov. 4-10, winding up the celebration of radio's silver birthday. The Philadelphia station has announced plans to extend the celebration an extra day to November 11, when it will observe its own 24th anniversary.

**Now ABC's about KOA**

50,000 watts mean COVERAGE!  
Good programs mean LISTENER  
LOYALTY! Together they're an  
unbeatable combination that means  
RESULTS!

No Wonder KOA's FIRST!

**FIRST in DENVER**

**KOA**

50,000 watts 850 KC

Represented by NBC SPOT SALES

*Send Birthday  
Greetings To—*

October 24

B. A. Rolfe	Reginal Schuebel
Elinor Sherry	Russell Willis
Paul Lindsay	Perley Tribou
Rudie Harris	

**EASTERN TERRITORY**

for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with stations, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 233-A, Radio Daily, 1501 Broadway, New York 12, N. Y.

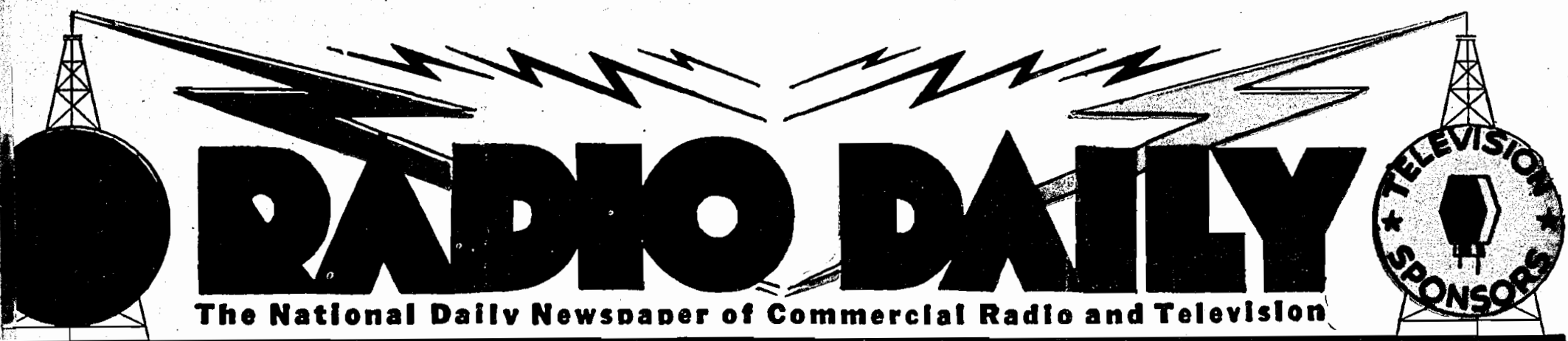
**BALTIMORE'S**  
*Listening Habit*

**W  
C  
B  
M**

**MUTUAL BROADCASTING SYSTEM**

<b>JOHN ELMER</b> President	<b>GEORGE H. ROEDER</b> General Manager
<b>FREE &amp; PETERS, Inc.</b> Exclusive National Representatives	





VOL. 33, NO. 18

NEW YORK, N. Y., THURSDAY, OCTOBER 25, 1945

TEN CENTS

# Nets Reject AFM Demand

## Spirited House Debate Hits 'Un-Amer.' Probe

*Washington Bureau, RADIO DAILY*  
 Washington—The rising resentment against the request of the House Un-American Activities Committee to review the scripts of liberal radio commentators erupted yesterday in a two hours of hot debate on the House floor.  
 For a time, the question of the radio scripts was obliterated by the general question of whether Jews and other minorities must be identified as such during the House debate, which Rep. John Rankin of Mississippi, ranking member of the House Committee on Un-American Activities, raised as a question. Rankin  
 (Continued on Page 9)

## NBC Series To Originate From Europe Next Month

NBC's "Our Foreign Policy" series, broadcast every Saturday evening 7:00-7:30 p.m., EST, will be produced from two European capitals during the month of November.  
 On November 3rd, the forum discussion will be broadcast from Paris, site of the United Nations Labor Organizations Conference, and will feature  
 (Continued on Page 11)

## Diathermy Control Being Studied By FCC

*Washington Bureau, RADIO DAILY*  
 Washington—Early publication of proposed standards of good engineering practice for the operation of medical diathermy equipment is now being planned, Chairman Paul A. Porter  
 (Continued on Page 11)

## Bunce For Nugent

Elliott Nugent, who has been playing the sergeant in "The Voice of the Turtle" on Broadway "since way back when," was indisposed last Tuesday night and his brother-in-law substituted for him. The B-I-L, by the way, is Alan Bunce, he of "The Private Lives of Ethel and Albert," Monday-thru-Friday serial of the American network's co-operative division.

### Picket Parade

Cincinnati—WLW staffers were surprised to find picket lines at headquarters yesterday with no strike in progress at the station. Investigation revealed that an employee's strike at the Crosley plant resulted in the striking union setting up a picket line on all properties operated by the parent company.

## Arrange Tele Cover Of President's Visit

For the first time since he became President, Harry S. Truman will appear on television when WNBT's cameras record his Navy Day address from Central Park, Oct. 27. The NBC outlet's tele crews will follow the Chief Executive throughout the day, from the commissioning ceremonies at the Navy Yard to his review of the fleet in the Hudson River in the late afternoon.  
 In the evening, WNBT plans a live  
 (Continued on Page 11)

## Web Programs Set For Victory Bond Drive

Secretary of the Treasury Fred Vinson will sell a \$200 Franklin Delano Roosevelt bond to General Omar N. Bradley on CBS "A Bond to Remember" program Oct. 29, 10:30-11:00 p.m., EST. The program, produced by Lee Bland, is a narrative  
 (Continued on Page 2)

# Westinghouse Gets FCC Okay For 5 'Stratovision' Stations

*Washington Bureau, RADIO DAILY*  
 Washington—Westinghouse "Stratovision" plans received the green light from the FCC yesterday with the granting of applications for five developmental stations. Four of the stations are to be installed in airplanes operating at 30,000 feet and the fifth on the ground for relaying test signals, programs or other communications to the planes. Two of the four flying transmitters will be used

## NBC And CBS Decline To Increase Musicians For FM Programs; Curtail FM Service

## Distinguished Group On Newspaper Forum

Army Chief of Staff Gen. George C. Marshall, Secretaries James F. Byrnes and Lewis B. Schwollenbach, Capt. Harold E. Stassen, Maj. Gen. Claire L. Chennault and Australian Foreign Minister Herbert V. Evatt will be among the speakers at the 14th annual New York Herald Tribune Forum whose speeches will be aired  
 (Continued on Page 11)

## Fleet Receives Copies Of CBS War Booklet

CBS has distributed 1,820 copies of "From Pearl Harbor into Tokyo" among wardroom and crew libraries of 45 units of the fleet assembled in the Hudson River for Navy Day. The book is a collection of the web's war  
 (Continued on Page 4)

## Permission To Sell KHQ Requested Of Commission

*Washington Bureau, RADIO DAILY*  
 Washington—Petition for permission to sell the Spokane, Wash., NBC outlet, KHQ, has been filed with the FCC, it was learned yesterday. The  
 (Continued on Page 2)

Declining to comply with James C. Petrillo's ultimatum that double crews of AFM musicians must be employed if AM broadcasts are carried simultaneously on FM stations, NBC, CBS and WOR yesterday issued orders discontinuing duplication of musical programs on their FM stations,  
 (Continued on Page 11)

## American Web Board Remains Unchanged

No further change in the setup of the board of directors of the American Broadcasting Company is contemplated following the reclamation of stock by Edward J. Noble from Chester La Roche and Roy Larsen, of Time magazine, according to network sources, and the present directors  
 (Continued on Page 2)

## FCC Proposes To Deny WORL, Boston, Renewal

*Washington Bureau, RADIO DAILY*  
 Washington—Again deciding upon the extreme penalty for concealment of ownership data, the FCC yesterday proposed to deny renewal of license to WORL, Boston, because of  
 (Continued on Page 9)

## He Was There!

WNYC will have authentic background on its Navy Day broadcast Saturday in the person of Hal Halpern, radioman 1st CL, ex-staff member who has returned from three years in the Pacific. Halpern, veteran of 11 battles, and who served on the carriers Essex, Bunker Hill, Lexington and Intrepid, will assist announcers Joe Fischler and Mike Jablons with coverage.

for FM broadcast tests, one for television tests and one for relaying tests to another plane.  
 Westinghouse hopes to demonstrate by means of its revolutionary experiments that several such stations located in cruising airplanes at a high altitude can be made into a network rendering television, FM and facsimile services to the entire nation. It is also believed that one station  
 (Continued on Page 9)



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**FRANK BURKE** : : : : : Editor  
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## FINANCIAL

(Wednesday, Oct. 24)

### NEW YORK STOCK EXCHANGE

	High	Low	Close	Net Chg.
Am. Tel. & Tel.	185 1/4	184 3/4	184 3/4	— 3/4
CBS A	43	43	43	— 3/8
Crosley Corp.	36	36	36	— 1
Farnsworth T. & R.	15 1/8	15	15	— 1/8
Gen. Electric	47 3/8	46 3/4	47	— 5/8
Philco	37 1/2	36 1/2	36 1/2	— 1 1/8
RCA Common	15 1/8	15	15	— 1/4
RCA First Pfd.	88	88	88	— 1/2
Stewart-Warner	21 3/4	21 1/2	21 5/8	— 3/8
Westinghouse	35	34 3/8	34 3/4	— 5/8
Zenith Radio	38	37 5/8	38	— 1/4

### NEW YORK CURB EXCHANGE

Hazeltine Corp.	45	45	45	— 1
Nat. Union Radio	6 1/8	6 1/8	6 1/8	....

### OVER THE COUNTER

	Bid	Asked
Du Mont Lab.	8 1/2	9 1/4
Stromberg-Carlson	21 3/4	22 3/4
WCAO (Baltimore)	28	....
WJR (Detroit)	28 1/2	29 1/2

### Sylvia Diamond At New School

Sylvia Diamond, publicist associated with Dave Alber, will deliver a lecture next Tuesday at the New School. Her subject will be "Public Relations Technique."

## 20 YEARS AGO TODAY

(October 25, 1925)

The first real super power broadcasting station will serve New York next week when WJZ, veteran station of Radio Corporation of America, broadcasts from the new super transmitter at Bound Brook, N. J. which is reputed to be of 50,000 watts power.

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

## Coming and Going

**NILES TRAMMELL**, president of NBC, is in Milwaukee, where today he will address the Advertising Club of that city on the subject, "Radio Has Reached a New Starting Point." He will be introduced by Russ Winnie, president of the club and manager of WTMJ, NBC affiliate in the Wisconsin metropolis.

**GEORGE SCHREIER**, director of the Bureau of Information for the Scholastic Sports Institute, left by plane on Tuesday for Boston, from which point he will go on to several cities in Massachusetts.

**GRANT PARR**, NBC correspondent who covered the war for the network in Italy and the Middle East, has returned to the States following five years abroad.

**BENEDICT GIMBEL, JR.**, president and station manager of WIP, Mutual outlet in Philadelphia, arrived yesterday in New York on business. He plans to be here until this evening.

**GEORGE HAMILTON COMBS** and **JOHANNES STEEL**, commentators on WHN, have returned from short visits to Washington, D. C.

**ALEX LEFTWICH**, American network director, is in St. Paul, Minn., where tonight he will produce "America's Town Meeting of the Air."

**PVT. BERNARD DUDLEY**, formerly announcer for the program of the N. Y. Philharmonic-Symphony, is spending a few days in New York on furlough.

### Web Programs Set For Victory Bond Drive

(Continued from Page 1)

of events leading up to the U. S. declaration of war on Japan, Dec. 8, 1941. Mark Warnow's orchestra will supply the music.

NBC's Ralph Edwards will take his "Truth or Consequences" show on a bond tour Oct. 29, with a goal of \$100,000,000 in bond sales. The first stop will be at Wichita, on the 29th with others scheduled for Des Moines, Oct. 31; Omaha, Nov. 3; Salt Lake City, Nov. 6; Reno, Nov. 7; Detroit, Nov. 19; Flint, Nov. 20; Milwaukee, Nov. 21; Chicago, Nov. 24; Tulsa, Nov. 26; Dallas, Nov. 27; Spokane, Dec. 3; Seattle, Dec. 4; and Portland Dec. 5.

Don McNeill's "Breakfast Club" jumps on the bondwagon the opening two days of the forthcoming Victory Loan drive with broadcasts before audiences of bond buyers in Detroit's Masonic Temple Oct. 29, and Cadle Auditorium in Indianapolis on the 30th, American web, 9:00-9:30 a.m., EST. On Nov. 1, the show will greet KOIL, Omaha, which joins the web that day, with a broadcast from the Paramount Theater, leading playhouse in that city.

### Permission To Sell KHQ Requested Of Commission

(Continued from Page 1)

Spokane "Chronicle," headed by W. H. Cowles, Jr., proposes to pay about \$1,295,000 for all stocks and assets of KHQ. Cowles is a distant relative of Gardner and John Cowles of Cowles Broadcasting Co.

### American Web Board Will Remain Unchanged

(Continued from Page 1)

tors are expected to remain status quo.

As reported in these columns yesterday, Noble now controls approximately 90 per cent of the network's stock.

Present members of the board under the new setup are as follows: Edward J. Noble, chairman of the board; Mark Woods, president of the network; Franklin S. Wood, attorney; C. Nicholas Priaulx, vice-president and treasurer, and Earl E. Anderson, attorney.

### Rishworth Rejoins NBC

Thomas D. Rishworth has returned to NBC from the armed forces to assume the position of assistant manager in the package sales division, it was announced yesterday by C. L. Menser, network's vice-president in charge of programs. He succeeds Roy Porteous who has recently been named audience promotion manager, as noted, in NBC's advertising and promotion department.

Prior to his service in the Army Air Corps, Rishworth was manager of public service programs for the network.

Certified



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



## Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swing around her cage.

The jungle wariness and survival may not be an exact analogy for business and the battle for brand that's just ahead. But it's close.

If your plans of not letting anybody get near your baby indicate radio, we'd like to tell you about W-I-T-H in Baltimore.

It's the successful independence that produces more listeners-per-dollar-spent than any other station in this big five-station town.

These are the facts to clutch onto. Glad to show them to you.



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

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REID



# Time Buyers!



## CALL ON "Spot" FOR NEW ANGLES

- WEAF.....New York
- WBZ & WBZA.....Boston, Springfield
- WNGY.....Schenectady
- WYW.....Philadelphia
- WRC.....Washington
- WDKA.....Pittsburgh
- WTAM.....Cleveland
- WOWO.....Ft. Wayne
- WMAQ.....Chicago
- WKOA.....Denver
- WKPO.....San Francisco

FEEL THE NEED OF A FRESH VIEWPOINT—a different slant? Why not let "Spot" help you tackle time problems? He can't promise to supply the exact time you had in mind—NBC time is too popular for *that*—but he can point out some mighty solid and interesting new angles on available time.

Call on "Spot" today for new angles on available time on one or all of NBC's key stations—stations which blanket 55% of the radio families in the U. S. with incomes 34.2% higher than the national average. Today with reconversion going full blast, farsighted buyers know . . . more than ever . . . the importance of catering to this huge audience in America's richest market.



# NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700  
 Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161  
 Denver, Maine 6211 . . . Boston, Hancock 4261



Bob Morrison, manager of our San Francisco office, received a letter recently from KOIN, Portland, Oregon. It was about one of the newest NBC Syndicated shows:

"For your information, we are starting *Playhouse of Favorites* as purely a community service job, and offering the commercial interlude on the program to outstanding community public service organizations such as United War Chest, the Portland Public Schools, etc.

"After talking it over we decided not to offer the series for sale, but because of the material in the series, present it purely as an addition to our public service schedule."

It's strictly an objective epistle . . . not loaded down with rose buds . . . but in that last phrase lie volumes of praise for *The Playhouse of Favorites*. Note that KOIN says "because of the material in the series" they have decided to "present it purely as an addition to our public service schedule."

The *Playhouse of Favorites* has quickly taken its place as one of the outstanding syndicated productions of the year. Each half-hour dramatization brings to life one of the time-tested tales of romance, adventure, comedy, pathos . . . from the prolific pens of such great writers as Dickens, Longfellow, Irving and Melville. David Copperfield, Rip Van Winkle, Evangeline, Little Women . . . are but a few of the world-famous stories that relive under the guiding genius of Director Bert Wood.

Great names of stage, screen and radio are represented in leading roles throughout the series. Signe Hasso, Wendy Barrie, Will Geer, Karl Swenson and many others give these immortal stories the vibrant, realistic characterizations that make these real "listening experiences."

Send for audition records of *The Playhouse*. You will enjoy hearing the superb dramatizations of *Treasure Island* and *Rip Van Winkle*. Your nearest NBC Radio-Recording Division office can supply you.

**NBC**  
Radio-Recording Division



AMERICA'S NO. 1 SOURCE OF RECORDED PROGRAMS  
New York • Chicago • Washington • Hollywood • San Francisco

A SERVICE OF RADIO CORPORATION OF AMERICA



### Windy City Wordage . . .!

● ● ● Biggest radio news hereabouts is George Jennings' School Broadcast Conference held early this week at the Hotel Morrison. . . . Event attracted more than 500 educators, broadcasters and teachers of the Chicago public schools and discussions covered all phases of educational radio. . . . Consensus of opinion seems to be that FM

Chicago holds a lot of immediate potentialities in the educational broadcasting field and that television with its sight as well as sound appeal will revolutionize tomorrow's educational planning. . . . Affable Mr. Jennings was everywhere during the Morrison Hotel sessions and everyone agreed that he is still the greatest one man operator in the radio educational field.

★ ★ ★

● ● ● Tom Morrow, for the past three years radio director and account executive of Bozell and Jacobs' Chicago office, has resigned to form his own radio production agency. . . . Bill Kutsch, former radio director for Swift, already functioning for the North Central Broadcasting Company as executive vice-president. . . . Kutsch, who handled Swift's portion of the "Breakfast Club," ranks high on radio row and knows the midwest market. . . . Christopher Cross, BBC public relations director for North America, in Chicago on a swing through the middle west. . . . Cross will visit Detroit, Des Moines, Kansas City and the Twin Cities. . . . Jim Bennett, Don McNeill's personal rep, caught studying timetables at the transportation desk of the Merchandise Mart. . . . Lieut. Harry Miller of the Navy back from some rugged seagoing experiences is taking up where he left off as a public relations executive with the Louis G. Cowan office. . . . "AFRA Antics," the eighth annual dance of the American Federation of Radio Artists, will be held Saturday, Nov. 10, in the Grand Ballroom of the Stevens Hotel. Proceeds will go to the federation's Sick and Benefit Fund. Members of the committee in charge of the event are Virginia Payne (radio's Ma Perkins), chairman; Vincent Pelletier, vice-chairman; Raymond A. Jones, executive director, and Gerry W. Revzin, assistant to the executive director. . . . Floyd Van Etten has been named co-ordinator of American Sales Activities, Central Division, according to an announcement by E. R. Borroff, vice-president of the American Central Division. Formerly sales traffic supervisor for NBC, Van Etten was recently discharged from the Navy with the rank of lieutenant commander. . . . Earle Ludgin and Company, Chicago, have announced the appointment of Jack Sharp to their creative and contact staff. Sharp was formerly in charge of radio commercials at Ruthrauff & Ryan and a continuity writer at WGN, Chicago.

★ ★ ★

● ● ● WLS and the Chicago Daily Times are co-operating in presenting a new series of radio programs called "Times-WLS Quiz-Down," in which fourth, fifth and sixth grade pupils of Chicago's public and parochial schools are participating. The broadcasts, which started Saturday, Oct. 13, will be aired every Saturday from 10:15 to 10:45 a.m., CST (11:15 to 11:45 Chicago time) from the South Ballroom of the Stevens Hotel. The programs will feature Quiz Kid Harve Fischman as quizmaster. Jack Holden, WLS announcer, frequently heard on the Quiz Kid broadcasts, will handle the program's announcing duties. A well-known personality will lend Harve a helping hand during each broadcast. Little Genevieve, long time WLS National Barn Dance favorite, was guest star on the opening broadcast. She was followed on Oct. 20 by Breakfast Clubber Don McNeill. All questions asked during the broadcasts are submitted by Chicago school children. All children whose questions are used receive a pen and pencil set. The high point scorer among the six children on each broadcast will be auditioned for a spot on the Quiz Kids program. The programs are being publicized in the Times and by spot announcements over WLS.

## AGENCIES

ADVERTISING CLUB OF NEW YORK announces that thus far it has placed 150 veterans in advertising and selling jobs through its Veterans Guidance in Advertising Committee.

THE FICTION BOOK CLUB, recently organized, announces the appointment of the Raymond Specter Company, Inc., New York advertising agency, to direct its account. Sunday newspapers, magazines and radio will be utilized.

ROGER C. WHITMAN, who recently completed service in the U. S. Navy, has joined Bristol-Myers Company as assistant advertising manager.

EVANS COSMETICS has appointed Norman D. Waters & Associates to place its advertising.

FREDERICK W. HAUPT has rejoined Stromberg-Carlson Company as assistant advertising manager.

### Fleet Receives Copies Of CBS War Booklet

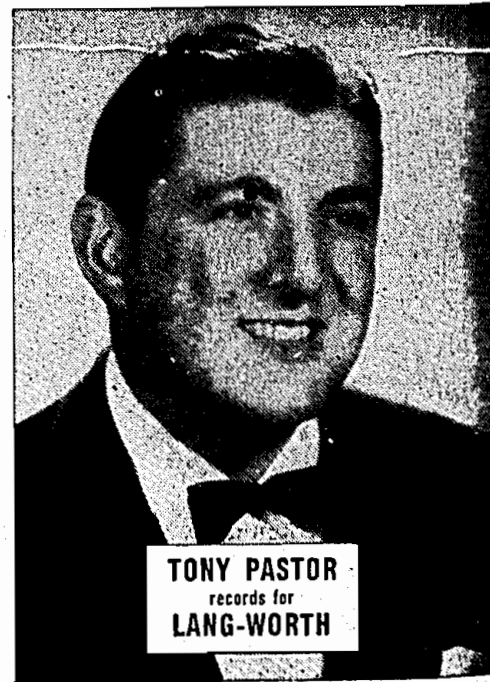
(Continued from Page 1)

broadcasts reflecting the fighting spirit of the armed services.

In a letter to the commanding officers of the 45 units, Paul M. Hollister, web vice-president said the booklet offers "a little glimpse of the way in which your country first got the news which you yourselves made in the Pacific action" and may reflect "some of the prayerful and electric tension which accompanied the announcement of the news."

### Grauer Still Announcing W.W.

Ben Grauer, announcer on the Walter Winchell program, is doing his stint on the show from New York while the commentator is heard from Miami.



TONY PASTOR  
records for  
LANG-WORTH



READY!

**4** Grand  
New  
Shows

from the House of Hits!

FREDERIC W. **ZIV** COMPANY

GREAT NEW RADIO PROGRAMS TRANSCRIBED FOR LOCAL SPONSORSHIP



# "EASY ACES"

AMERICA'S FAVORITE  
HUSBAND AND WIFE!

## RADIO'S HILARIOUS COMEDY OF DOMESTIC LIFE

Year after year voted among radio's top comedy teams, EASY ACES is one of radio's great comedy shows. Says Fred Allen, "Goodie Ace is America's greatest wit". Says Frank Fay, "Jane Ace is the best comedienne in the land". Everybody knows them. Everybody loves them. Now for the first time available to local and regional sponsors in a series of transcribed quarter hours.



IT'S A GREAT  
LIFE IF YOU  
DON'T WAKEN

**COMEDY!** In Jane's own words... she may belong to the "weeper sex" but NOT when it comes to the business of SELLING. Currently zooming sales on 100 stations for coffee, beer, bread, department stores, dry cleaners. Write for data.

ZIV



A NEW HIGH IN TRANSCRIBED ENTERTAINMENT

Sincerely-  
Kenny Baker

AMERICA'S FAVORITE TENOR



From his triumphs on the stage in "One of Venus" with Mary Martin . . . in the picture "The Harvey Girls" with Judy . . . on his own sponsored network . . . Kenny Baker lends his charming and elegant tenor voice to this brilliant series of quarter hour shows. Hear Kenny sing he's made famous on stage, on radio.

With



DONNA DAE  
Little Miss  
Rhythm Herself



JIMMY  
WALLINGTON  
Your Favorite  
Master of Ceremonies



BUDDY COLE  
And his men  
of music

**MUSIC!**

A grand new, brand-new show already being gobbled up by smart radio buyers. One brewery signed for 40 stations. One winery for 14 stations. An ice-cream firm on 5 stations. Our policy: First come, first served. Get your reservations in now.

ZIV

DESIGNED BY  
PRODUCED

# "PLEASURE PARADE"



VINCENT LOPEZ

A galaxy of stars in the most lavish quarter hour series ever recorded for regional and local sponsorship! A glorious array of Hit Parade tunes as well as song favorites from stage and screen. Jump tunes by The Modernaires and Paula Kelly . . . ballads by Dick Brown, Bob Kennedy and Lillian Cornell . . . the magic fingers of Vincent Lopez . . . backed by the brilliant PLEASURE PARADE orchestra.



DICK BROWN

PAULA KELLY

BOB KENNEDY



JIMMY WALLINGTON

LILLIAN CORNELL

MILTON CROSS

## VARIETY

Never before—perhaps never again—a transcribed series featuring such an array of artists. Already a sensational record of success for Groves Laboratories, Carlings Beer, department stores, bakeries, insurance.



THE MODERNAIRES AND THE GREAT PLEASURE PARADE ORCHESTRA

FREDERIC W.  
**ZIV**  
COMPANY

2436 READING ROAD  
CINCINNATI, OHIO

NEW YORK

HOLLYWOOD

RADIO'S BIGGEST POINT-PER-DOLLAR VALUE

# "BOSTON BLACKIE"

THE NUMBER 1  
ADVENTURE-DETECTIVE  
SHOW!

Amazing ratings on the network for Rinso! Currently beating its own rating successes on WJZ for R & H Beer . . . on WGN for Meister Brau . . . on 17 stations for one coal company . . . on 3 big stations for one coffee concern. 52 half hours already available.





# Westinghouse Given 'Stratovision' Okay

(Continued from Page 1)

able to serve extremely large areas by the use of plane-located transmitters.

Commission's chief engineer from time to time assign frequencies, and six kilowatt power has been specified.

Principal items of the initial program of experimentation were outlined by Westinghouse engineers as follows:

- Abundance of effects brought about by direct reflections on signals transmitted from moving planes, especially with respect to fading, fluttering and ghosting.
- Feasibility of relaying programs from one moving plane to another.
- Check on effectiveness of antenna designs and other compact equipment installed in planes.
- Determination of area served by transmission from 30,000 feet.
- Determination of best methods of transmitting programs and other communications from ground to plane in flight.

# FCC Proposes To Deny WJOL, Boston, Renewal

(Continued from Page 1)

of controlling stock in the Broadcasting Service Organization, licensee of WJOL. The station is owned by Harold Lafount and Sanford and George Cohen, radio associates of the Bulova.

the proposed conclusion announced by the Commission, no allowance is made for the contention of the parties involved on the stock transfer that no deceit was intended, nor any weight given the argument brought out at hearings on the case, last year, that in fact no individual acquired more than 50 per cent of the total stock and therefore a transfer of control was made.

**Purchase Made Jointly**

According to the findings by the Commission, no report was made of a sale of 70 per cent of the voting stock in Broadcasting Service to Harold A. Lafount and the Cohens, but made the purchase jointly.

Lafount and the Cohens have been the business associates for many years and this transaction indicated a mutuality of interest and a joint purpose in acquiring this stock," according to the FCC.

control over the physical operation of the station—its facilities and policies—has been exercised by Lafount and the Cohens, according to the proposed decision, since the sale.

**WANTED A WOMAN**

(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.

# House Commentator-Probe Draws Spirited Opposition

(Continued from Page 1)

did so by referring to Rep. Emanuel Celler of New York as "The Jewish Gentleman" after Celler had attacked the committee. When Celler made a point of order, Rankin shrugged it off, asking if Celler was objecting to being called Jewish, or to be called a gentleman.

Rep. Hugh DeLacy of Washington declared that the request by the committee for these scripts is "the smear and fear method for which Martin Dies became notorious. That is how Hitler made his beginning.

"The committee is setting itself up as a Congressional radio 'thought police.' Here is how the smear-fear technique works. Simply asking the radio stations for radio scripts spreads fear. Advising the press of the request spreads the smear.

"The commentators whose scripts are sent for are plainly warned that they are under Government surveillance, that their thoughts are under House arrest, that in the future they must carefully lean toward the thoughts of those controlling the Un-American Activities Committee.

"The radio stations and the sponsors of programs, who are in business to make money, are thus put on warning that if they wish to stay out of the center of a smear controversy, they had better get other commentators.

"Free speech on the air was thus to be suppressed, not by smashing people's heads or kidnapping them in the middle of the night into concentration camps or even lynching them as is still done in some parts of the country, but by the 'gentlemanly' method of pressuring those who dared to differ out of their jobs."

DeLacy reviewed the Martin Dies-Walter Winchell controversy of last year. He revealed also that "recently the Columbia Broadcasting System was requested to provide the House Committee on Un-American Activities with the script of the impromptu 'Take It Or Leave It' program, featuring Phil Baker, for September 30.

"Phil Baker asked what sort of unity was good for the American people. A Mr. Lavell, said to have represented a council for American Unity, answered that unity among

all the people of America, of people of different races and different national origins, was good for America. He answered that advocating the Fascist theory of racial supremacy was bad for America.

"I do not have his exact words and am not trying to quote him, but if his thought was monitored correctly, he was speaking as our forefathers spoke in the Declaration of Independence. He was setting forth the basic American teaching of the equal rights of citizens of this nation, without regard to whether they are Negroes or Jews or Catholics or Protestants or Italian-Americans or Scandinavian-Americans or Irish-Americans. Yet for this reason, apparently, for there is no other basic idea in Mr. Baker's \$64 program for that particular Sunday, the 'request' made in the name of a Congressional committee goes to the Columbia Broadcasting System, asking for Mr. Baker's script for review."

Rep. John Coffee of Washington spoke briefly on radio freedom, declaring that the House committee is merely seeking to supplement the control over what goes on the airwaves already enjoyed by the National Association of Manufacturers. He quoted figures on advertising support of radio and declared that the NAM already has far more control than is consistent with public interest.

Rep. Ellis E. Patterson of Los Angeles complained also about the committee tactics, charging it with smear attacks on both radio and motion pictures. In the case of Hollywood, he said, "I am sure this committee will come up with nothing."

Rankin charged opponents of the committee with slurring the D.A.R., the American Legion, the V.F.W., and other groups which have supported the idea of a House committee to investigate Un-American Activities. "In fact," he said, "they are slurring everyone except the PAC."

Rep. Vito Marcantonio of New York, charged that Rankin, himself, would be as fit a subject as anyone for investigation by the House committee, if it were truly interested in Un-American activities.



**BILL HERSON**  
Every WEEKDAY MORNING  
6 to 9 a.m.

**First CHOICE**  
of  
*Washington Agencies!*

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

**EXCLUSIVE!**

**WIBG**  
990 ON YOUR DIAL

**EAGLE PRO GAMES**  
**TEMPLE HOME GAMES**

PHILADELPHIA

**FIRST in WASHINGTON**

**WRC**

Presented by NBC SPOT SALES

## Code Of Ethics Set By News Analysts

The Association of Radio News Analysts has gone on record in firm opposition to "all censorship of broadcast material" in its recently-adopted code of ethics. The thirty-one members of the group, all leading commentators, concurred in adoption of the code.

Here is the text of the code:

The Association of Radio News Analysts, desiring to maintain the independence and prestige of the profession and to improve the standards of analytical broadcasting and to protect the best interests of the public and the industry, has adopted the following Code of Ethical Practice:

I. The Association expects and requires of the radio news analyst painstaking accuracy in his public statements.

II. The Association expects and requires of the radio news analyst the exercise of sound judgment and good taste, and the avoidance of sensationalism in both the substance of his broadcast material and the manner of its presentation.

III. The Association believes that the inclusion in any radio news analysis of commercial, or "institutional" advertising material in the guise of news or personal opinion is undesirable.

IV. The Association believes the reading of commercial announcements by radio news analysts is against the best interests of broadcasting. It requires its own members to refrain from this practice. The Association deprecates the interruption of a news analysis by commercial announcements.

V. The Association endorses the standards of the National Association of Broadcasters restricting the time allotted to commercial announcements in connection with news broadcasts.

VI. The Association opposes all censorship of broadcast material.

Members of ARNA are: Lowell Thomas, president; H. V. Kaltenborn, executive committee chairman; John W. Vandercook and H. R. Baukhage, vice-presidents; Max Hill, treasurer; W. W. Chaplin, secretary; Johannes Steel, associate secretary, and Cecil Brown, Upton Close, George Hamilton Combs, Jr., John Daly, George Fielding Elliot, John Gunther, Bill Henry, William S. Hillman, Charles Hodges, Quincy Howe, Ernest K. Lindley, Carey Longmire, Edward R. Murrow, Waverley Root, Robert St. John, Paul Schubert, Cesar Saerchinger, Eric Sevareid, William J. Shirer, Leland Stowe, Raymond Gram Swing, Robert Trout, Leigh White, and Gregor Ziemer.

## WORDS AND MUSIC

By HERMAN PINCUS

**DRAMA:**—Joseph Katz, the Baltimore Agency tycoon, sent us a copy of a letter he received from his son Richard A. Katz, S 1/c, pianist with the U.S.S. Montpelier, anchored at Wakayama, Japan . . . the following paragraph will tear at your heartstrings:—quote: The most dramatic incident that happened all day was when a group of prisoners watching us play suddenly brought forth a most happy man. He was a Chief Bandmaster in the Navy who had been taken prisoner at Guam shortly after Pearl Harbor was attacked. Our Chief recognized him as an old friend he had given up as being dead. The reunion that followed was a spectacle. Our Chief handed the baton over to the ex-prisoner and he led our band in "Anchors Aweigh." It was the first time he had led a band in four years and he was filled with emotion. It would have made a fine "picture of the week" in Life. As it was, there were no photographers around. Your son, "Dickie-Boy" sensing the significance of the event quickly saved the day by rounding up two Navy photographers and letting them in on the 'scoop' unquote.

☆ ☆ ☆

**RADIOLOGY:**—Roger Bower resigns from the "NBCan You Top This" program Wednesday to devote entire time to directing and producing. . . Ward Wilson will succeed him starting Friday. . .

● Tim Gayle, publisher of the new mag 'Pre-View,' has persuaded WJR chanteuse, Marian Morgan to bring her talents to Gotham. . .

● It's now Lt. Jack Egan, Chief of Radio Section, U. S. Coast Guard Hq. in Washington, D. C. . . ● When Edward Everett Horton returns East early next month to re-open his "Springtime For Henry" clickee, he'll be heard on the "Armstrong Theater of the Air," Nov. 3. . .

● Norman Tokar, one of the Three "Henrys" heard on the "Aldrich Family," is back at Ft. Bragg, awaiting discharge from the service. . . Norman saw action in France and Germany. . .

● Lt. George Putnam USMC will soon be discharged from the service to return to radio. . . ● Did you know that Ozzie Nelson made his stage debut at the age of four in a presentation written and produced by his father and that his wife, Harriet Hilliard was a 'carried-on' at the ripe old age of six weeks? . . .

● Margarita, Latin-American vocalovely, heard via WIPhiladelphia is a great bet for teleVISION. . . ● We like listening to the "Jubilaires," CBSongsters heard on Arthur Godfrey's program. . .

● Mildred Joseph, heard via WELI, will resign end of this week. . . Mildred is the gal who recently succeeded in becoming the only distaffer ever to have broken through into the sacred portals of the press box at the Yale Bowl. . .

● Martin Block is suffering from a severe case of eye-strain. . . ● Lt. Ray Heatheron of the USMC will be in civvies any day now.

☆ ☆ ☆

**TIN PAN ALLEY-OOPS:**—Richard B. Morros, son of Boris Morros, just released from the Army, will head the talent division for American Recording Artists. . . Proxy of ARA, Boris, will arrive in Gotham in a fortnight. . .

● Bob Thiele will form a new publishing firm as a subsidiary of Signature Records. . . ● Dick Liobert signed to record a new album for Victor. . . ● Ed East and J. Fred Coots have honored the ex-serviceman with a ditty titled, "The Little Golden Eagle," published by Bob Miller. . .

● Maurice Roffman and J. P. Fox have a likoly little tuno titled, "Harvest Soronado." . . ● The Loods tuno, "Along the Navajo Trall," will be the title of Roy Rogers' next flicker. . . ● Jack Robbins didn't invest a hundred grand as rumored, on George Paxton's Band . . . It was only \$35,000. . .

● Hollywood Moguls are oyoing Jane Wilson, NBCanary. . . "Bunk" Johnson, 66-year-old hot trumpeter from down 'N'orlins way' is highlighted in the current "New Yorker." . . ● Latest addition to the Viking contact staff is the former Capt. Irwin Garr, wearor of the Purple Heart. . .

● Count Banto and his manager Mill Ebblins will form their own publishing firm when his contract with Brogman, Vocco & Conn expires end of the year. . . ● Allico Romson has a cute novelty titled, "The Bicycle Saddle and Bill," penned by Elulo Simmons, Charlio Touchotto and John Murdock.

## Receiver Production Awaits OPA Pricing


Publication of OPA's pricing regulation covering pricing of both war and new model sets is still held up, although both wholesale and retail industry advisory groups have conferred with OPA. The only of the components industries which has made any industry protest of the increased factors as announced last week was the variable condenser group, which met with the OPA electrical parts people last Thursday.

Wholesale and retail prices have not been announced as yet although confirmation of the general OPA absorption policy accompanied the announcement of the increased factors. Eugene Smallwood of the OPA's retail division would not say when regulation would definitely be made. No formal complaints have been made to the division about the prices, but it is expected that objections are merely waiting for publication of the regulation, with full statement of the wholesalers and retailers ceilings as well as the procedure for pricing of new models.

RMA reports continued complaints from set manufacturers about delivery of some components. Among them are variable condensers, in production of which only about four manufacturers are engaged. Some satisfactory adjustment of the factors established for this industry is expected to result from Thursday's meeting.

No industry wide action has been taken by the speaker manufacturer or the ceramics industry, both of whom have also expressed private dissatisfaction with the price as announced, but OPA revealed that individual adjustments have already been granted a number of the speaker and speaker parts manufacturers. Action has been taken in individual cases involving ceramics firms.

RMA reports indications that 10 AM dual sets will not be on the market on any quantity until after the first of the year, and then only in higher brackets.



**VERNON SNELL**  
Oklahoma sports fans get it right out of the feed box when they listen to his weekly sports roundup.

**WKY**  
OKLAHOMA CITY  
The Katz Agency Representative

OFF THE AIR  
**REFERENCE RECORDINGS**  
IN CHICAGO

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



## Distinguished Group at Newspaper Forum

(Continued from Page 1)  
network programs. The Forum  
held in the grand ballroom  
of the Waldorf-Astoria from Oct. 29  
to Oct. 31. Mrs. Ogden Reid, vice-presi-  
dent of the paper, will preside and  
introduce the speakers.

Mr. C. will broadcast Gen. Marshall's  
opening address at the opening ses-  
sion on the 29th, 8:30-9:00 p.m., EST.  
A narrative dramatization by Nor-  
man Corwin also is scheduled for the  
evening.

Later that evening, American web  
will broadcast the speeches of Dr.  
Chennault and Gen. Chennault, 9:00-9:30  
p.m. MBS will take up at 10:30 to  
11:00 p.m. Capt. Stassen and Sgt. Ben.  
Snyder, USAAF hero of Japanese  
prisoners, who will speak on "Respon-  
sibility for Japan."

**Talks on Russia Scheduled**  
On the 31st, two talks on Russia  
will be heard, 2:30-3:00 p.m., Amer-  
ican Institute at Cornell Univer-  
sity will speak on "Mutual Under-  
standing, Difficulties and Opportuni-  
ties" and Maj. Gen. John R. Deane,  
head of the American Military Mis-  
sion, recently returned from Moscow,  
will discuss "The Red Army."

At 8:15 that evening, Maj. Gen.  
H. Hilldring, chief of the Army's  
Public Affairs Division, will speak on  
"Military Government in Italy and  
Germany" over American.

The hour program starting at 9:30  
will be aired by Mutual with the fol-  
lowing speakers: Sylvia Sprigge,  
The Chester Guardian; Prof. Berg-  
er, German democratic leader  
who will speak from Germany; a  
German POW now in this country;  
Saul K. Padover, formerly with  
the Germans.

The final session, on the 31st, will  
feature Secretary of State Byrnes,  
who will speak on "What is Amer-  
ican Foreign Policy?" and Secretary  
of Labor Schwelmbach, who will  
discuss "A New Approach to Man-  
agement."

## Series To Originate From Europe Next Month

(Continued from Page 1)  
outstanding labor delegates from  
allied countries. The following  
Saturdays, the program will  
be to London. At this time, the  
program will feature discussions by  
delegates to the United Nations Edu-  
cation, Science and Cultural Organi-  
zations Conference to be held in that

**Acoustic OFF-THE-AIR RECORDINGS RECORDING STUDIO**  
Day and Night Service  
Telephone 7-2965  
**CARL FISCHER, INC.**  
119 West 57th Street  
New York 19, N.Y.

## Webs Reject AFM Demands, Institute Cut In FM Service

(Continued from Page 1)  
effective Monday. The Petrillo de-  
mand, came as a sequel to conferences  
being conducted by the networks with  
the American Federation of Musi-  
cians, in an effort to work out a solu-  
tion of the union's FM demands.  
Upon receipt of the order both NBC  
and CBS executives issued state-  
ments to manager of network affil-  
iates clarifying their stand on the  
musicians' demands.

Both NBC and CBS regard the  
Petrillo ultimatum as a step which  
will impede the progress of FM pro-  
gramming. It had been the custom of  
the network to make available to  
affiliate FM stations such programs  
as the New York Philharmonic Sym-  
phony, Arturo Toscanini and the NBC  
symphony, the Philadelphia orches-  
tra, Andre Kostelanetz orchestra and  
"The Telephone Hour." Stations re-  
ceiving formal notice not to duplicate  
programs unless they paid for a  
double crew of musicians were  
WEAF, NBC outlet in New York;  
WABC and WBBM, CBS outlets in  
New York and Chicago; WOR, WGN  
and KHJ, the New York, Chicago and  
Los Angeles outlets of Mutual.

### Kesten's Statement

The following telegram has been  
sent to all Columbia stations yester-  
day by Paul W. Kesten, CBS execu-  
tive vice-president:

"As the press services reported last  
night James C. Petrillo wired CBS  
and other networks as follows:

"This is to advise you that after the  
meeting between your company and  
the American Federation of Musi-  
cians held in my office, the matter  
was further discussed and we came  
to the final conclusion that begin-  
ning Monday, October 29, 1945 where-  
ever musicians play for FM broad-  
casting and AM broadcasting simul-  
taneously, the same number of men  
must be employed for FM broad-  
casting as are employed for AM broad-  
casting, which means a double crew  
must be employed. Kindly govern  
yourself accordingly."

"We regret premature break of  
story as we were still hopeful for  
last minute reconsideration by musi-  
cians union of these demands. De-  
tails of demands for double crew of  
musicians not yet clarified by union  
but regardless of same feel com-  
pelled to advise you this move by  
musicians, unless withdrawn later,  
makes it necessary for us to re-ap-  
praise our entire position concerning  
FM broadcasting. As you know CBS  
has taken initiative in pointing out

that if broadcasters were willing to  
assume double transmission costs dur-  
ing transition period from AM to FM,  
same could be accomplished only by  
sparing broadcasters double program  
costs, since each FM listener is sub-  
tracted from total AM audience.  
Recent FCC rules and regulations  
recognize fairness and advantages of  
this position both from public and  
industry standpoints. Our recommen-  
dations to affiliated stations and plans  
for accelerated development of FM  
during transition period for our own  
stations at all times contemplated  
duplication of programs without addi-  
tional talent costs. Action of musi-  
cians' union in our opinion will seri-  
ously retard development of FM  
broadcasting. Unless listeners can re-  
ceive by FM their favorite radio pro-  
grams, there will be little incentive  
for buying the new FM receivers and  
broadcasting cannot assume the im-  
possible economic burden which  
would result from musicians de-  
mands. While we will continue our  
attempts for reconsideration of the  
demands by union, we must mean-  
while cancel effective Monday, Octo-  
ber 29, present feeding Columbia net-  
work programs to FM stations oper-  
ated in conjunction with Columbia's  
AM affiliates. We regret very much  
that union position makes this ac-  
tion necessary, and will of course  
keep you advised promptly of any  
further developments.

"Paul W. Kesten."

### NBC Executive's Comment

Easton C. Woolley, NBC's director  
of stations, issued a statement to  
manager of all network affiliates.  
The statement, in part, follows:

"We have no alternative, under Mr.  
Petrillo's order, but to discontinue,  
effective Monday, Oct. 29, 1945, the  
duplication of our AM programs con-  
taining music on our FM transmitters.  
The effect of Mr. Petrillo's  
order also is to prohibit the carry-  
ing out of our previously announced  
policy of permitting complete dupli-  
cation by NBC affiliates of our AM  
network service on their FM trans-  
mitters. We regret exceedingly these  
restrictions impeding the progress of  
FM, the benefits of which we are

## Arrange Tele Cover Of President's Visit

(Continued from Page 1)  
pickup of the Navy League Dinner  
at the Waldorf-Astoria. Cabinet mem-  
bers Forrestal and Patterson are  
slated to appear before the video  
cameras as they deliver their ad-  
dresses.

Films taken during the day will  
be broadcast that night.

## Diathermy Control Being Studied By FCC

(Continued from Page 1)  
ter of the FCC revealed. In a letter  
to the H. G. Fischer Company, Chi-  
cago manufacturers of this equip-  
ment, Porter repeated the Commis-  
sion's earlier position that specific  
bands will have to be allocated for  
this equipment and maintained. Pend-  
ing adoption of standards, the FCC  
will test product types submitted by  
manufacturers to make certain they  
are radiating within the prescribed  
bands.

## Douglas Lowrey

Montreal—Douglas Lowrey, 57,  
former secretary of Canadian Mar-  
coni Company, died suddenly Tues-  
day afternoon while holidaying at  
St. Sauvier Des Monts, Que.

anxious to make available to the pub-  
lic and the broadcast stations serving  
the public. If there are further devel-  
opments we will advise you."

It was generally agreed in radio  
circles yesterday that concessions, if  
any, will not be made by the broad-  
casters and that "FM will be seri-  
ously hampered if the condition is  
allowed to exist."

Theodore C. Streibert, president of  
WOR, said that "Petrillo is asking  
the impossible" indicating that the  
union has this time chosen a dif-  
ficult task.

**WDOD** SINCE 1925

THE BEGINNING OF  
RADIO IN CHATTANOOGA

**CBS** doing the

5,000 WATTS  
DAY AND NIGHT  
best job in  
Chattanooga

PAUL H. RAYMER CO.  
NATIONAL REPRESENTATIVE

First in Chattanooga

NEWS AND THE POPULAR CLASSICS WITH  
A BLEND OF THE MODERN  
NEW YORK'S  
**WLIB**  
THE VOICE OF LIBERTY  
1190 On Your Dial

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

# ★ ★ ★ COAST-TO-COAST ★ ★ ★

## — PENNSYLVANIA —

**SHARON**—The Rosenblum Grocery Company of Sharon, distributors of Golden Dawn Foods and the 8th largest wholesaler in the U. S., has begun its seventh year as sponsor of WPIC's hourly week-day newscasts.

**PHILADELPHIA**—Ex-sergeant Jane Durnin has shed her WAC uniform with four overseas stripes for civvies and has returned to her job in KYW's program department.

## — TEXAS —

**EL PASO**—Major Dorrance D. Roderick, owner of KROD, has returned to El Paso after 20 months overseas duty in the European theater. The Major is also president and publisher of the El Paso Times. . . .

**DALLAS**—"Red Arrow News" is now being heard daily over WFAA, under the sponsorship of Southwestern Drug Company, Dallas. . . . **SAN ANTONIO**—Dean Turner has been added to the KTSA announcing staff.

## — UTAH —

**SALT LAKE CITY**—Walker Bank and Trust Co. will sponsor Carveth Wells, noted traveler and commentator, each Sunday forenoon over KDYL. . . . **KALL**, in co-operation with the Junior Chamber of Commerce, is scheduling "Know Your Candidates" broadcast as part of the coverage of the city's municipal elections and primaries.

## — DISTRICT OF COLUMBIA —

**WASHINGTON**—With the conclusion of the baseball season, WOL has launched a new afternoon series heard daily, Monday through Friday. Russ Hodges, sportscaster, and Dale Morgan emcee, will conduct audience-participation quizzes and interviews, and show will include live talent as well as recordings. Tommy Johnson, staff organist, does tunes for shut-ins as well as a narrated musical travelogue.

## — MASSACHUSETTS —

**BOSTON**—Marie Houlahan, publicity and public relations director of WEEI, has been appointed National Chairman of the Publicity Committee for the Association of Women Directors of the NAB. . . . **WORCESTER**—Dol Brissette, acting program-production manager of WTAG, discussed "Radio From the Program Angles" in a talk before the Auburn, Mass. Rotary Club last week.

## — MARYLAND —

**BALTIMORE**—Ian Ross MacFarlane news analyst for station WITH, visited the coal mines and steel plants of Western Penn. to survey the industrial labor situation with plant executives, labor leaders, and workers. His broadcasts were heard over the American web and originated from station WWSW, Pittsburgh.

### Gabriel, Blow Your Horn!

Here's a gal worth tootin' about. Best radio secretary in town. Five years' experience. College degree. Answer today—tomorrow may be too late! Write Radio Daily, Box No. 228, 1501 Broadway, New York 18, N. Y.

## — MISSOURI —

**ST. LOUIS**—Lee Cavanagh, recently discharged from the Army Air Forces after serving three years, two and a half of them in the ETO, has joined KWK's announcing staff. . . . **KANSAS CITY**—Grace Johnson, director of women's and children's programs for the American web, was guest of the Radio Council of Greater Kansas City and KCMO, for a series of talks on various aspects of radio.

## — SOUTH CAROLINA —

**CHARLOTTE**—Charles H. Crutchfield, general manager of WBT, announced that WBT will assist actively in an area-wide farm conference to be held in Anderson, South Carolina, Nov. 14. Farmers will attend the conference conducted by Secretary of Agriculture, Clinton P. Anderson. In charge of WBT's participation will be Farm Editor Grady Cole. Southern States Governors, U. S. Senators and Commissioners of Agriculture are scheduled to appear.

## — INDIANA —

**FORT WAYNE**—During a recent Retail Sales Institute sponsored by the Fort Wayne C of C, WOWO presented an informal interview program featuring talks with the nationally prominent speakers on hand for the meeting. . . . **INDIANAPOLIS**—"Your Police Reporters" a weekly show covering highlights of Indianapolis police activity, has moved from WFBM to WIBC, where it is heard on Saturdays.

## — NEW YORK —

**NEW YORK**—Station WHOM will broadcast two N. Y. Herald-Tribune Forum talks of special appeal to two nationality groups, which are served by its foreign language programs as well as the general public. The first talk by Major-General Ilia M. Savaev, Russian Military Attache to the U. S. discusses "The Economics of Rehabilitation" Leo Viliani, editor of Italia Libera, famous liberal newspaper of Milan, will speak about the general topic, "Our Responsibility in Europe."

## — CANADA —

**TORONTO**—Backing Canada's Ninth Victory Loan, the Northern Electric Hour of October 29, heard over the Dominion network of the Canadian Broadcasting Corporation will feature a narrative poem by a Canadian fighting man and songs by famed Canadian Negro contralto, Portia White. All commercial time will be given over to campaigning on behalf of the billion and a half Loan.

## Send Birthday Greetings To

October 25

Vera Barton	Anita Boyer
Fanny Brice	Wallace Butterworth
Carl Calman	Anne Dall
Richard Gordon	Dan Landt
Cyril Pitts	

## — OHIO —

**CINCINNATI**—James D. Shouse, vice-president of the Crosley Corp. and Robert E. Dunville, general manager of WLW, announced last week the newly-created position of Director of News to Howard Chamberlain. Chamberlain's post is taken over by Eldon Park and Gilbert Kingsbury, editor-in-chief in the WLW newsroom heads the Washington News Bureau.

## — WASHINGTON —

**SEATTLE**—It was announced by O. W. Fisher, president of Fisher's Blend Station, Inc., that Richard E. Green, Spokane radio executive, has been appointed manager of National Sales and Sales Promotion for station KOMO, Seattle.

## — COLORADO —

**DENVER**—Ben Bezoff, former Regional Chief of OWI, has been appointed assistant station manager of radio station KMYR. Mr. Bezoff has been in charge of the Office of War Information for the Rocky Mountain Region, and was associated with station KMYR prior to holding this government position.

## — ILLINOIS —

**CHICAGO**—Billy Idelson, recently discharged from the Navy Air Corps is back in Chicago and again playing the role of "Rush" in CBS' "Vic Sade," the part he originated. Ray Jack Petruzzi, having been released from the Army, is now featured on WBBM-CBS "The First Line," "Five After the Hour."

## — OKLAHOMA —

**OKLAHOMA CITY**—Allen Page, formerly with KVOO, Tulsa, has joined KO as production manager and will work with KMOA Program Director Bill . . . Dick Reinhart, formerly with KAutry as a guitar player and composer, has joined KOMA's staff and heard regularly on its early morning programs.

## — FLORIDA —

**WEST PALM BEACH**—Five hundred and forty-eight returning veterans were the guests of the West Palm Beach Council 2075, Knights of Columbus and the Catholic Daughters of America, who welcomed them on WJNO's "GI Train Time."

## IT'S THE STATION THAT KNOWS HOW TO SAY GOODNIGHT



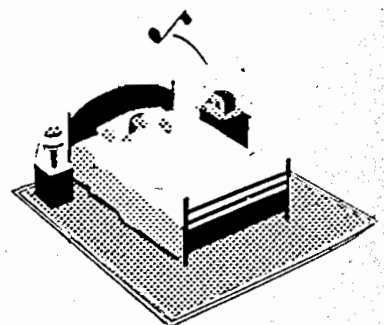
Not just another late hour filler, "Sleepy Serenade" is a top production, a WGAR nightcap of music and poetry which thousands of Clevelanders have learned to enjoy seven nights a week. We are fussy about "off-hours" because our audience has learned to expect good listening on WGAR at all hours.

CLEVELAND'S

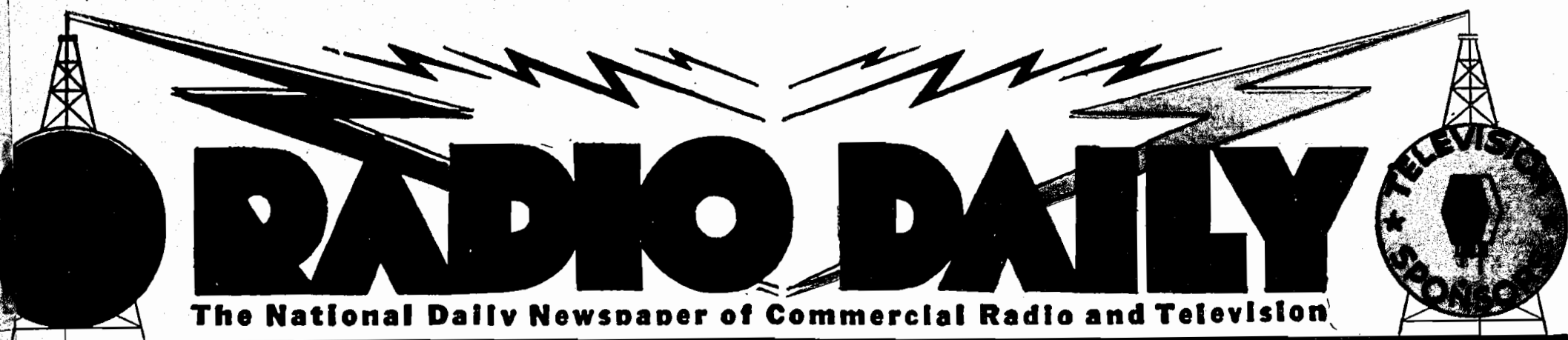
# WGAR

THE FRIENDLY STATION

FREE SPEECH MIKE RADIO'S XXV ANNIVERSARY







# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

VL. 33, NO. 19

NEW YORK, N. Y., FRIDAY, OCTOBER 26, 1945

TEN CENTS

# Reveal New Tele Camera

## FM-Tele Social Aspect Significant—Trammell

Milwaukee—The social significance of FM and television "will be their power to enrich the lives of millions of people, and to help them keep pace with the tempo of the new world that is arising from the devastation of war," Niles Trammell, NBC president, told a meeting of the Milwaukee Advertising Club yesterday.

Trammell outlined the functions and problems of radio and advertising during the reconstruction period. He said the nation is entering "the most glorious and fascinating—and at the same time the most challenging—period in the history of American industry."

(Continued on Page 7)

## Gimbels Television Debut Draws Phila. Crowd

Approximately 40,000 people were on hand to witness the first practical demonstration of intra-store television this week as Gimbels, Philadelphia, in conjunction with RCA Victor, opened a three-week showing to the public.

The construction and availability of sets took precedence over any other phase of the demonstration, David

(Continued on Page 3)

## FCC Given Nod For "Unattended" Stations

FCC's applications for eight Class 2 experimental fixed radio stations were granted yesterday by the FCC. The stations are to be used for research and development of practical automatic unattended radio relay

(Continued on Page 2)

### Marking Time

Washington—The House Appropriations Committee has not yet met on the question of additional funds to enlarge the FCC staff to enable the Commission to speed action on the more than 1,000 applications for new facilities now pending, it was learned here yesterday. Probability is, Radio Daily was told, that the FCC will get at least a major part of the deficiency fund it has asked.

## FCC Sets Hearings On AM Applications

Washington Bureau, RADIO DAILY

Washington—The FCC yesterday announced that 231 applications either for new AM facilities or for change of power or frequency assignment have been set down for hearing in the near future. This is nearly half of the pending AM applications. The hearings are ordered on the ground of possible interference with present signals, or in cases where the applications compete or conflict.

The applications have been grouped

(Continued on Page 6)

## Disney Makes Application For Coast Tele Station

West Coast Bureau, RADIO DAILY

Hollywood—Walt Disney Productions Inc. has applied to the FCC for a license to erect and operate a television station at the organization's studios in Burbank. Transmitter for the proposed station would be atop Mt. Lowe, approval for which has been granted by the Dept. of Agriculture Forest Service.

## Porter Sees Impending Boom In Eight-Billion-Dollar Market

Cleveland—Predicting a broadcasting boom which "in next few years will see a capital expenditure of \$8 billion on broadcasting and common carrier, FCC Commissioner Paul Porter called for a "social policy which will keep pace with the tremendous technical advances" in a talk before

## RCA Gives Showing Of Revolutionary Video Development Called "Image Orthicon"

## Complete Radio Plans For Navy Day Cover

Radio coverage of Navy Day tomorrow probably will be the most comprehensive ever given any great event in New York. Virtually every program on the air will pay tribute to the Navy, and there will be pickups of the celebration throughout most of the day.

First highlight of the day will be the commissioning of the giant carrier Franklin Delano Roosevelt in the

(Continued on Page 7)

## First Merger Meeting Of FMBI With NAB Set

Washington Bureau, RADIO DAILY

Washington—The first meeting of the joint FMBI-NAB committee, set up to guide the NAB board in governing the newly-created FM department, will be held Nov. 8 in the offices of Justin Miller, NAB president. The board is headed by FMBI President

(Continued on Page 2)

## Local FM Programming Reply To AFM Demand

Program schedules on FM stations throughout the country will probably be arranged locally and individually as a result of network instructions to discontinue duplication of web music

(Continued on Page 7)

A revolutionary new development in the camera technique of television was demonstrated to the press and electronic engineers yesterday by RCA using a super-sensitive pickup tube known as the "image orthicon."

The demonstration, staged in the NBC studios at Radio City,

(Continued on Page 3)

## Avoid Stodgy Radio, Swezey Tells Diners

Although the radio broadcasting industry has now reached the quarter century mark, and with it has acquired a certain technical and operational maturity, "it still lacks a complete consciousness of its responsibilities as a business affected with the public interest," Robert D. Swezey,

(Continued on Page 6)

## Sports Figures Featured In 3 New Treas. Shows

Washington Bureau, RADIO DAILY

Washington—Three entirely new broadcast features produced by the Treasury and being sent to radio stations for Victory Loan promotion are now completed.

"Sports Personalities Speak" pre-

(Continued on Page 2)

### John Doe's Opinion

Walter Kiernan will reveal the results of one of the first quizzes on public reaction to President Truman's request for military training tonight on his "Kiernan's News Corner," heard over the American network from 6 to 6:15 p.m. daily. On his Wednesday broadcast, Kiernan asked listeners to write him their opinions on the subject of compulsory training.

### Via Parachute

CBS television cameraman Alan Kleban will make full use of modern air-and-sea developments tomorrow when he photographs the Fleet from a Navy blimp. Kleban will take his pictures, encase the films in a watertight container, and drop them via parachute to a waiting tug. From there the films will be rushed to CBS studios for presentation that night.



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**MARVIN KIRSCH** : : : : : Business Manager

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**FINANCIAL**

(Thursday, Oct. 25)

**NEW YORK STOCK EXCHANGE**

	High	Low	Close	Net Chg.
Am Tel. & Tel.	185 3/4	184 7/8	185 3/4	+ 1
CBS A	42 3/8	42 3/8	42 3/8	- 5/8
CBS B	42 1/2	42 1/2	42 1/2	- 1/2
Crosley Corp.	36 1/2	36 1/2	36 1/2	+ 1/2
Farnsworth T. & R.	15 1/4	15	15 1/8	+ 1/8
Gen. Electric	47 1/2	47	47	...
Philco	37 1/4	37	37	+ 1/2
RCA Common	15 1/4	15	15 1/4	+ 1/4
Stewart-Warner	22 1/2	21 3/4	22 1/4	+ 5/8
Westinghouse	35	34 7/8	34 7/8	+ 1/8
Zenith Radio	38 1/4	38	38 1/4	+ 1/4

**NEW YORK CURB EXCHANGE**

Hazeltine Corp.	44 3/4	44 3/4	44 3/4	- 1/4
Nat. Union Radio	6 1/8	6	6 1/8	...

**OVER THE COUNTER**

	Bid	Asked
Du Mont Lab.	8 3/8	9 1/8
Stromberg-Carlson	21 7/8	23
WCAO (Baltimore)	28	...
WJR (Detroit)	28	29 1/2

**Navy Rites Overseas Via NBC**

NBC's international department will beam descriptions of Navy Day activities tomorrow all over the world, it was announced yesterday. Broadcasts will be made in English, Italian, Spanish, French, German, Swedish and Danish.

**20 YEARS AGO TODAY**

(October 26, 1925)

The 1925-26 season of the Lewisohn Free Chamber Music Concerts will get underway via WJZ directly from Hunter College.

**EASTERN TERRITORY**

for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with stations, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 233-A, Radio Daily, 1501 Broadway, New York 18, N. Y.

**Sports Figures Featured In 3 New Treas. Shows**

(Continued from Page 1)

sents all on one record, one-minute bond messages by Sports Announcers Bill Stern, Don Dunphy, Al Helfer, William Slater, Bill Corum, Harry Wismer, Red Barber, Boxers Joe Louis and Benny Leonard, baseball players Dixie Walker, Leo Durocher, Mel Ott, and Ford Frick. Tennis champion Alice Marble, football star Tuffy Lee-mans, Lachtsman Arthur Godfrey, Mutual's Tom Slater and Sports writer Stanley Woodward also are featured.

"Industrial Leaders Speak" presents also on one record in one-minute messages Edgar Kobak, president, the Mutual Broadcasting System; Randolph Burgess, vice-chairman of the board, National City Bank of New York; Thomas Watson, president, International Business Machines, New York; E. G. McKeever, president, American Oil Co. and Pan American Refining Corp.; James S. Adams, president, Standard Brands, Inc.; Niles Trammell, president, NBC; Benjamin Abrams, president, Emerson Radio & Phonograph Co.; Clarence Francis, president, General Foods Corp.; Edward O'Neill, president, American Farm Bureau Federation; Philip Murray, president, CIO; William Green, president, American Federation of Labor; Albert Goss, master of the National Grange; Eric Johnston, president, U. S. Chamber of Commerce; J. B. Hutson, Under-Secretary of Agriculture; James G. Patton, president, National Farmers Union.

Also due for shipping this week is a transcription carrying 36 30-second announcements beamed especially to the rural areas. These are for use at station discretion in place of the recorded bond messages on the "Treasury Salutes" and "Music for Millions" programs.

**Famous Navy Facts**

Joseph Nathan Kane, noted researcher who will present "Famous First Facts About the Navy" over WNEW on Navy Day, 4:30 p.m., EST, offers the following reasons for the feminine nomenclature applied to all ships: "She" requires constant painting, it takes men to handle her, and she won't stay under control unless urged. "She" has a waist, bonnets, laces, stays, scarfs, combings, jewels; she has a bustle about her, and she is the sailor's sweetheart.

**First Merger Meeting Of FMBI With NAB Set**

(Continued from Page 1)

Walter J. Damm, and composed of three NAB and also three FMBI members.

The FMBI representatives at the meeting, John Shepard, 3rd, Wayne Coy and Gordon Gray, will be instructed to "(1) endorse and support FMBI's plan for free radio through allocation of sufficient channels to FM broadcasting, (2) strive for clarification of existing rules to permit use of joint call letter announcement and joint logs for AM-FM broadcasting, (3) seek establishment of a three-year license period and (4) continued active promotion and research for FM broadcasting."

FMBI headquarters here will close Nov. 1. Under plans joining the two organizations, FMBI dues will be reduced from \$300 to \$60, a portion of which will be used to establish NAB memberships for eligible FMBI members until the two organizations can meet. FMBI files and records will be kept under the jurisdiction of the association's representatives on the joint committee until that time.

**RCA Given FCC's Nod For "Unattended" Stations**

(Continued from Page 1)

lines of communication. The eight microwave relay stations will be located in New York and Washington, with intermediate points at New Brunswick, N. J., Arney's Mount, N. J., Philadelphia, Wilmington, Havre de Grace and Baltimore.

The New York station will be located in the Continental Bank Building, 30 Broad St., and the Philadelphia unit at 1355 Walnut St. Exact locations of the other stations have not yet been determined.

The station grants were contingent on the Commission's approval of the sites selected and on other special provisions.

Determination of the feasibility of unattended relay stations to connect broadcast stations all over the country should be a valuable contribution of study to be conducted on the newly authorized relay stations, which have also been given permission to divert commercial international telegraph and telephone traffic handled by RCA to these facilities for experimental purposes only.



**How do Homing Pigeons do it?**

You've probably read of the almost incredible feats of speed flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to hit their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.

For the facts show that this successful independent produces the greatest number of listeners per dollar spent in this five-station big town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.



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

TOM TINSLEY, President  
 REPRESENTED BY HEADLEY-REI

**WDAS AUDIENCES HAVE BEEN Loyal FOR MORE THAN TWENTY YEARS**

This loyalty makes WDAS the best dollar buy in PHILADELPHIA. That's why sponsors renew regularly.



# RCA Demonstrates "Image Orthicon" Tele Camera Of Revolutionizing Type

(Continued from Page 1)

proved conclusively that a good image could be obtained through the use of the new electronic eye under ordinary lighting conditions. It proved too that many of the major difficulties of illumination in television are solved and that 'round-the-clock television coverage of news and special events is now practical.

In presenting the new television camera tube, a product of wartime and prewar research, the RCA-NBC engineers subjected it to comparison with the convention orthicon pickup tube. They declared it to be 100 times more sensitive than the pickup tubes in current usage and demonstrated by switching from one camera to another improvement in images reproduced on television receivers.

## Little Light Used

At yesterday's demonstration girl models were reproduced on television receivers in a darkened studio

## FBI Orders 12

Bearing out the vast possibilities of the RCA "image orthicon" as to crime detection, prevention, etc. it was revealed yesterday by an RCA official that the FBI had an order in for 12 of the new camera tubes. These are expected to be used with infra-red lighting for taking pictures via tele under darkened conditions.

with only a flashlight, a lighted candle or a lighted match as illumination. In another demonstration used "black light" or infra red and produced a fairly clear image of the girls on receivers in the studio.

Switching to Madison Square Garden for a remote pickup of rodeo performers in action, press viewers saw action shots picked up by the conventional orthicon camera and then in contrast the image as reproduced from scenes shot by the improved camera. The contrast was remarkable. Shots taken with the new camera were many times more clear and carried much more detail of the Garden and the artists. As was pointed out by Ben Grauer, master of ceremonies, these shots were taken under normal Garden lighting without benefit of special kleig lights.

## Adopted By NBC

"This is the Aladdin's lamp of television," John F. Royal, NBC vice-president in charge of television de-

clared, when he announced that the new cameras would be put into usage immediately for special events. The first important special event to be picked up by the "image orthicon" will be the Navy Day dinner at the Waldorf-Astoria on Saturday night. It will later be put to use on boxing, football and other sporting events and eventually will supplant present studio cameras.

"The new instrument is portable and suitable for use in every field of television," Mr. Royal continued. "It assures television of 24 hour coverage in daylight, twilight or moonlight—in good weather or in bad."

An explanation of the scientific development of the new pickup tube was given by E. W. Engstrom, research director of RCA Laboratories, Princeton, N. J. A military secret until now, Engstrom said, the tube embodies the use of the most advanced results of more than 20 years of research not only in television pickup tubes but in electron optics, photo-emission processes, electron multipliers and special materials.

## Early Production Hinted

Incorporation of the "image orthicon" in a new super-sensitive television camera to be manufactured by RCA Victor, was announced by Meade Brunet, general manager of the company's engineering products division. He said deliveries would be made to television broadcasters in about six months.

"The equipment is especially well suited for televising events remote from the studio and those where brilliant lighting is either impracticable or undesirable," Brunet said. "It is particularly adaptable for use in televising out-of-doors sports and

## Potentialities—

Uses the new television camera could be put too was the subject of discussion by RCA and NBC experts during a luncheon at Toots Shor's restaurant. One RCA executive opined the new tele camera will revolutionize plans for intra store development; another said they would be used by the FBI in a new method of electronic sleuthing and a third envisioned the day when a concealed television camera might be used for identification purposes in banks.

news events and for remote indoor pickups such as in theaters, concert halls, schools, churches, courtrooms and other public buildings."

## Fine Points Listed

RCA engineers listed these specific advantages in performance of the "image orthicon":

1. Ability to extend the range of operations to practically all scenes

of visual interest, particularly those under low-lighting conditions; 2. Improved sensitivity, permitting greater depth of field and inclusion of background that might otherwise be blurred; 3. Improved stability which protects images from interference due to exploding photo flash bulbs and other sudden bursts of brilliant light; 4. Smaller size of tube, facilitating use of telephoto lens; 5. Type of design that lends itself to use in lightweight, portable television camera equipment; 6. Improved gain control system that provides unvarying transmission, despite wide fluctuations of light and shadow.

## Resembles Large Flashlight

Resembling a large tubular flashlight in size and appearance, the advanced development model of the "image orthicon" has an overall

## Tele Leaders Present

RCA's demonstration of the new television camera attracted many from the radio and television field. Among those attending were Sam Cuff and Leonard F. Kramer and Commander Mortimer Loewi, of the Du Mont organization; Will Baltin, secretary of the TBA; Worthington Miner of CBS; Ralph Austrian of RKO Television Corp.; O. B. Hanson, NBC; Keith Kiggins, NBC; Charles Hammond, NBC; Dr. V. K. Zworykin, associate director of RCA Laboratories and Brig. Gen. David Sarnoff, RCA, board chairman of NBC.

length of about 15 inches, with the shank about two inches in diameter and the head about three inches in diameter and three inches long. It has three main parts: An electron image section, which amplifies the photoelectric current; and improved orthicon-type scanning section, smaller and simpler than those built before the war; and an electron multiplier section, the function of which is to magnify the relatively weak video signals before transmission.

## AGENCIES

THOMAS H. BROWN, JR., is joining Dancer-Fitzgerald-Sample, Inc. on Nov. 1st as executive assistant to Mr. Dancer. Brown was formerly vice-president and general manager of the Anacin Company and more recently secretary of the American Home Products Corporation.

EDWARD W. STEVENS, recently with the radio department of J. P. McKinney & Sons, Chicago office, has joined the Chicago office of Burn-Smith Company, Inc.

CAPT. JAMES L. HAMAR, JR., has returned to Charles W. Hoyt Company following three years service in the Army.

MADISON ADVERTISING COMPANY has been appointed as agency for the Cavendish Knitwear Corp.

## Gimbels Television Debut Draws Phila. Crowd

(Continued from Page 1)

Arons, sales manager of the store, said, but "the pulling power of television as a sales medium was certainly established beyond a doubt."

Customers displayed "great enthusiasm" about the new scheme, Arons revealed, although centering their attention on television receivers and when the average housewife would be able to have one in her living room. Arons also revealed that Gimbels would place heavy emphasis on the marketing of sets when the time comes, and he indicated that a huge business could be done immediately.

## STARS OVER KMBC



CAROLINE ELLIS

Like all KMBC personalities, Caroline Ellis is nationally publicized and nationally known! Caroline is KMBC's woman commentator with a daily "Happy Home" quarter-hour. Hitch your advertising to a "Star" Phone Free & Peters, Inc.

**KMBC**

OF KANSAS CITY

**SINCE 1928 BASIC CBS  
STATION for MISSOURI and KANSAS**

**CERTIFIED**

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

# It happened on NBC



**MAY 1932**—In 1932 NBC pioneered with a new type of satiric comedy program in contrast to the broader slapstick variety of air humor then prevalent. Its hero

was over-endowed with the most common failings of the man-on-the-street. He was vain, penurious, boastful, and absurdly anxious to please. His name was Benny.

- When Jack Benny plays his violin before an NBC mike it's "Love In Bloom."
- They love him in St. Joe—in New York, Yampa and Shirttail Canyon—in Italy, Germany, Africa, and the Islands of the Pacific—wherever American men and women have fought and served.

- So universally is Benny beloved as a great American jester that just as Lucky Strike Means Fine Tobacco—so does the Jack Benny Show Mean Laughs and Wholesome Comedy.
- With his gang—Mary Livingstone, Rochester, Phil Harris, Don Wilson and Larry Stevens—



...ry of the Waukegan Wag) NO. 6 OF A SERIES



**OCTOBER 7, 1945**—Jack Benny is starting his fourteenth year on NBC—the network's oldest comedian at this point of service.

**TO SUM IT UP**—During his thirteen years on NBC, Jack Benny has piled up more rating points than any other entertainer on the air.

Benny makes laughs pay dividends for American Tobacco Company; although sometimes the jokes behind the laughs are on the sponsor. In fact it was Jack who started this amusing business of kidding the commercial.

• During the 13 years Benny has been on NBC,

many little known personalities and shows have come to the network and achieved fame. They have accomplished this because they have been given the unsurpassed facilities of the NBC Network, the vast NBC audience, and the association of such GREAT NBC programs as the Jack Benny Show.

# National Broadcasting Company

America's No. 1 Network



## Avoid Stodgy Radio, Swezey Tells Diners

(Continued from Page 1)

vice-president and general manager of the Mutual Broadcasting System, said yesterday at the fourth annual luncheon meeting sponsored by Pulse, Inc., at the Hotel Biltmore.

### Warns on Complacency

"There is still too much inclination to follow the old tried and true patterns and to avoid unpleasantness at any cost," he said, and as a result, "it faces the peril of becoming so complacent and stodgy that it will not be able to meet the changing needs and demands of the public." He pointed out to broadcasters and agency executives the significance of radio as an advertising medium and as such, the importance of "selling ourselves to the public." "But on the other hand," he added, "we must not run the danger being too readily swayed by our own press releases."

Swezey agreed in part with recent criticisms from civic and government circles that radio is timid, and before the war had permitted itself to become "commonplace and lethargic." He blamed this condition on the fact that "the radio business grew up under a number of people who were fortunate enough to have made a timely investment in it." "Those people for the most part," he continued, "met no standard qualifications nor necessarily had any particular fitness for handling a radio service." He declared that these early operators entered the field when the great potential of radio broadcasting was not widely recognized.

### Discussing Programming

Directing his attack to the programming phase of radio, Swezey deplored the lack of progress in format and production quality. "Can it be true that there are only a dozen or so possible successful program formats?" he asked, "or that the far renowned American initiative, imagination and ingenuity are being amply displayed in our radio broadcast service?" He also refuted recent allegations that advertising agencies and other groups, by reason of their heavy resources, have taken over too much control of radio programming, emphasizing that real ability will come out in radio as it will in any other endeavor.

Swezey, who returned recently from a tour of the European theater radio situation with other American broadcasters, laid particular emphasis on the danger of government control of the airwaves. "It is my complete conviction that any such move would be disastrous, not only to radio, but to the American public as well and its democratic scheme of life."

### Ave Maria Hour

WMCA — Sunday — 6:30

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

IT'S A DONALD PETERSON PRODUCTION



## Memos Of A Midnigher . . . !

● ● ● Small Talk: Drew Pearson's new air pact with a hat manufacturer calls for a million and a half over a five-year period. . . . Some package producers are under the impression that Cities Service are looking for a replacement. Not so, but they may be in the market for another show. . . . Orson Welles will air for Chase & Sanborn. . . . Juke box tycoons puzzled over sudden slump in their biz throughout the country. . . . Ethel Barrymore guestarring on 'Hall of Fame' Sunday with Karl Swenson playing opposite her. . . . Marie Misiak quit her post as radio talent head of Wm. Morris after three years. . . . One day's ASCAP returns on 'Till the End of Time' are more than Chopin made on 'Polonaise' in his entire lifetime. . . . Who's writing those "Junior Miss" scripts lately? Plenty of zing to them. . . . When Morton Downey appears with Glenn Miller's AAF ork Sunday nite on Mutual's portion of the Victory Bond kick-off, it'll be their first time together since playing the battle-fronts. . . . Aside to Gordon Rowntree, of J. J. Gibbons, Ltd.: Your kind words went right to my head, natch, where there's the most room. . . . GAC priming Vickee Richards for radio and niteclub build-up. She opens at the Copa Thursday. . . . Dorothy Claire hosting 125 gobs on her show Sunday. . . . Lester Vail's new transcribed show, "World's Most Honored Flights," causing plenty of comment already. . . . Aside to Phil Carlin: With newscasting on the wane and sports coming up strong, somedy oughta grab Hearst editor Max Case, rated one of the best informed of the sports lads. . . . Wesley Edson resigned as public relations and sales promotion head of World Broadcasting. . . . Bill Lackenbauer sold out his interest in Jewel Music on account of ill health, but will be back in the music biz again after a little rest. He made such tunes as "Sunrise Serenade," "Lovers' Lullaby," "Moonlight Cocktail," and "Blue Champagne."

☆ ☆ ☆

● ● ● Bob Broder, attorney for Abbott & Costello, tells it. When Oscar Levant first came to N. Y. from his home town of Pittsburgh, he used to call up his mom regularly to tell her how things were. Like most mothers, she worried about her wandering boy, and never failed to ask him if he had practiced. Finally came the day when Oscar called to tell her he was getting married. "Dot's nice," said momma, "but tell me, Oscar, did you practice?"

☆ ☆ ☆

● ● ● Names 'n News: Myrt Damerl, of the famed Myrt and Marge skits, walking slowly by CBS headquarters without once looking at the building where she rose to fame. . . . Two 'Bills'—Bill Lewis, of Kenyon & Eckhardt, and Bill Nichols, of 'This Week,' stand on Vth Ave. in deep conversation. . . . Two more Bills, just in from Hollywood: Bill Johnson, who's glad to be in the Big Town, and Bill Gernannt, who can't wait till he gets back to the gold coast. . . . Going up in an NBC elevator: Eleven men with eleven newly polished 'homing-pigeon' discharge buttons in their lapels. Radio Row is beginning to take on a familiar hue again. . . . Tom Shirley with half a dozen scripts in hand dashing by on his way to "Try 'n Find Me." . . . Barry Wood standing in the rain looking at saxophones in a W. 48th St. music shop window. A musician who made a pile when he dropped the sax and began singing. . . . Reflections on a typewriter.

☆ ☆ ☆

● ● ● Our Hat's Off Dep't: Dick Todd's Sonora recording of "All Around the Christmas Tree," backed by M. Warnow's ork. . . . Judy Canova's Saturday nite NBC-esta. . . . Dick Byron's warbling as Mary Small's guest Sunday. . . . Stan Kenton's lively Capitol disc of "Tampico." . . . Radie Harris' weekly chatter series on American. . . . Evelyn Knight's smooth vocalizing on "Powder Box Revue." . . . Bill Williams' dally "Take It Easy" stint on WNEW. . . . Charlotte Manson's capable emoting on "Road of Life." . . . Milton Berle's fantasy, "Out Of My Trunk" . . . Larry Haines as the romantic lead on "Inner Sanctum"—and a mugg in "Grand Central."

## FCC Sets Hearings On AM Application

(Continued from Page 1)

for consolidated hearings with 61 consolidated hearings having been determined upon. Dates for them have not been set. It is believed that announcement may result in additional requests to intervene.

Although no definite decisions have yet been made, it is reliably reported here that at least several of the hearings may be held in the field rather than in Washington.

## Newspaper Guild's Dan Skeds 'Page One Awards'

Gen. Dwight D. Eisenhower, Eleanor Roosevelt, Frank Sinatra and Jo Davidson will receive "Page One Awards" at the 10th annual ball of the New York Newspaper Guild to be held at Madison Square Garden Dec. 6.

## Stork News

Jack W. Brooke, eastern spot manager of the American network, is the father of a son born this week to his wife, Anne, at Lawrence Memorial Hospital, Bronxville. The baby, named George Page, weighed in at 10 pounds.

## STUDIO

of

## DRAMATIC ARTS

STELLA RICHARD-HERLING

Director

announces

A COURSE IN

Television Acting

Especially designed for

RADIO ACTORS

under the direction of

JOHN REICH

former dramatic director

CBS TELEVISION

Course starts November 7

For information  
Call Circle 5-9276

151 W. 54th St., New York 19, N.Y.



# Radio Industry Boom Predicted By Porter

(Continued from Page 1)

if these new marvels in radio are going to be adapted to fully serve the people. Freedom from domination from the government or sponsor must be the fundamental policy to guide us," said Porter.

who de- fact that bit a half- men in advertising agencies in New York City more con- ver what programs are al over net- is than the tork offic- and the C."



PAUL PORTER

ating the 25th Anniversary of ab, Porter declared that "the tion now is not is radio here to but rather is the listener here ay." Better public service pro- gramming, continued the FCC chief, result from a vigilant and alert enny. The FCC, he promised, i continue to do what it can hrough its license renewal powers ais score.

While he felt strongly that the ed States had an international o job to do in the post-war world, er cautioned that we must go ply if we are to avoid serious mis- s. He said he is a member of ntee making report on this tion due December 1, revealed it will be his recommendation ait until the international situa- is more clarified before we com- pletely formulate our international o policies.

labor and other non-profit groups ested in getting FM licenses will e to act fast, warned Porter, or e the FCC will have no alterna- but to grant these channels to umerous holders of AM licenses e are deluging Commission for FM ases. From Ohio alone there are ndividual applications for FM ases, said Porter.

## Send Birthday Greetings To

- October 26
  - at Barnes Charlie Barnet
  - stelle Brenner Raymond Caddell
- October 27
  - lob Becker Kathryn Cravens
  - ack Kilmartin Mignon Schreiber
  - Jack Carson
- October 28
  - Madeline Lee Lou Bring
  - sydney B. Gaynor Joe Hasel
  - Herbert Butterfield

# FM And Tele Prospects Discussed By Trammell

(Continued from Page 1)

dustry." He expressed confidence "that the genius and creative ability of the men and women in the field of advertising will play an indispensable part in the gigantic tasks that lie ahead, and in proving to all the world that war has no victory to offer which can compare with the victory of peace."

Throughout his address, the network chief referred to the war just won and to the task ahead. "The hope for world peace in the future," he said, "and for a civilized approach to the settlement of international questions, lies in the widest possible dissemination of news, discussion of governmental problems, and understanding of the points of view of other nations. For these purposes, the development of new or improved methods of mass communication, such as FM and television, is of the utmost importance."

"In order to maintain our traditional freedom of the press, the radio, and other instruments of mass communication, and enable them to serve the public to the fullest extent, they must stand on a firm economic base. . . . That base is their power as a medium of distribution—their proven ability to distribute more goods to more people for less money. . . . The reason we have mass production is because we have mass demand, and the reason we have mass demand is because we know how to advertise what we produce."

"As the standards of American advertising have improved, the American standard of living has risen. This has been true for the past fifty years, and it will be true for the next fifty."

### Comments on FM Field

Trammell said NBC plans to make its web programs available to FM outlets operated by affiliated stations. In the future, he said, there will be as many FM frequencies "as there will be broadcasters to use them." He forecast also the formation of many new national FM networks. "NBC welcomes these new FM broadcasters and networks," he said. "We hope they will make valuable new contributions to the radio art and to the

enjoyment of the public through the creation of new programs. If they do, they will make all the present broadcasters hustle to hold their share of the national audience."

### Sees Bright Tele Outlook

Turning to television, Trammell said that new medium will be the "biggest and most fascinating" of the country's new industries. "It will provide new employment for many thousands of ex-service men and women," he said. "It will furnish a broad public service of information and entertainment that will be just as new and original and different from anything in the past as were the automobile, the airplane, the motion picture and the radio when they were introduced. Yet none of these important inventions, when first offered to the public had been so thoroughly tested, or had reached a degree of advanced technical development comparable to the television which now is ready for the people of the United States."

Networks will play a major role in television, Trammell said, perhaps more so than in present day radio operations. "It will be impossible," he said, "for an individual television station, even in New York or Chicago, to do full justice to the program possibilities of the new medium if it does not have affiliated network stations to deliver programs to a large audience—in other words, to provide advertisers with a large circulation."

"In view of the time required to develop network interconnections by coaxial cable or radio relay stations a coast-to-coast television network will not come into existence immediately. Initially, we contemplate that we shall operate regional networks which will later be linked together to form a national network."

Regarding sponsored tele programs Trammell said advertisers have shown "the keenest interest in the potentialities of television as an advertising medium. Already some 125 advertisers—in every conceivable line of business, from insurance to neckties—have experimented with television presentations over the NBC station."

## Local FM Programming Reply To AFM Demand

(Continued from Page 1)

programs, it was indicated yesterday, as no further developments occurred in radio's newest labor problem.

It was felt that records would supplant network music programs, while continuing to broadcast news programs from the webs, and some FM stations might possibly provide live music for their specific areas.

Network headquarters were at a loss as to what new move James C. Petrillo, president of the American Federation of Musicians, would make as a result of radio's refusal to comply with his order early this week. No

## Pres. Truman To Speak On Wage-Price Policies

President Truman will broadcast over the four major networks Tuesday night at 10:00 p.m., EST. The Chief Executive will discuss labor conditions and wage and price policies.

## Stern To Air Navy-N. D.

Bill Stern, NBC sportscaster, will report the Notre Dame-Navy game from Cleveland on Saturday, Nov. 3.

information, however, was forthcoming from the union's headquarters at a late hour yesterday.

# Complete Radio Plans For Navy Day Cover

(Continued from Page 1)

Brooklyn Navy Yard at 11:00 a.m. Most local stations will broadcast on-the-spot descriptions of the ceremonies. There is a White House ban on the airing of the President's remarks at the commissioning.

Mr. Truman's address from the Sheep Meadow in Central Park, 1:30-2:00 p.m., will be beamed throughout the country by all webs. New York's Mayor LaGuardia will preside at the ceremonies and will introduce the President. Music will be supplied by Bob Shaw's Collegiate Chorale, accompanied by the U. S. Marine Corps band.

Following a private luncheon aboard the U.S.S. Missouri, President Truman will board the destroyer Renshaw to review units of the fleet in the Hudson River. The four major webs will broadcast descriptions of the colorful event during the halves of their respective football games. Microphones will be set up on the Renshaw, on the destroyer Welles, which will accompany the Presidential ship, on the George Washington Bridge and other vantage points.

### Indies to Air Parade

WNYC and WINS, local indies, will broadcast the parade from the Battery to City Hall after the Navy Yard ceremonies. The two outlets will also air descriptions of the fleet review. Aside from the Central Park ceremonies, the other independent outlets will celebrate with studio presentations. WOV will do an Italian language broadcast of the motorcade to Central Park as it passes the station headquarters.

In the evening, broadcasts of the Navy League dinner at the Waldorf-Astoria are planned along with coast-to-coast web salutes to the Navy.

## Merle Oberon Guesting

Film actress Merle Oberon makes her first radio appearance during her current New York visit when she serves as chaperone on American web's "Blind Date" program Oct. 26, 8:00-8:30 p.m., EST. Elaine Williams, radio actress, sets a program record that night when she appears for the fourth time as one of the glamour gals who get "dated."

**You are in GOOD COMPANY when you advertise on . . .**

**KMPC**  
LOS ANGELES  
710 Kc.-10000 WATTS  
THE WEST'S GREATEST INDEPENDENT  
NATIONAL SALES REPRESENTATIVE • PAUL H. RAYMER COMPANY

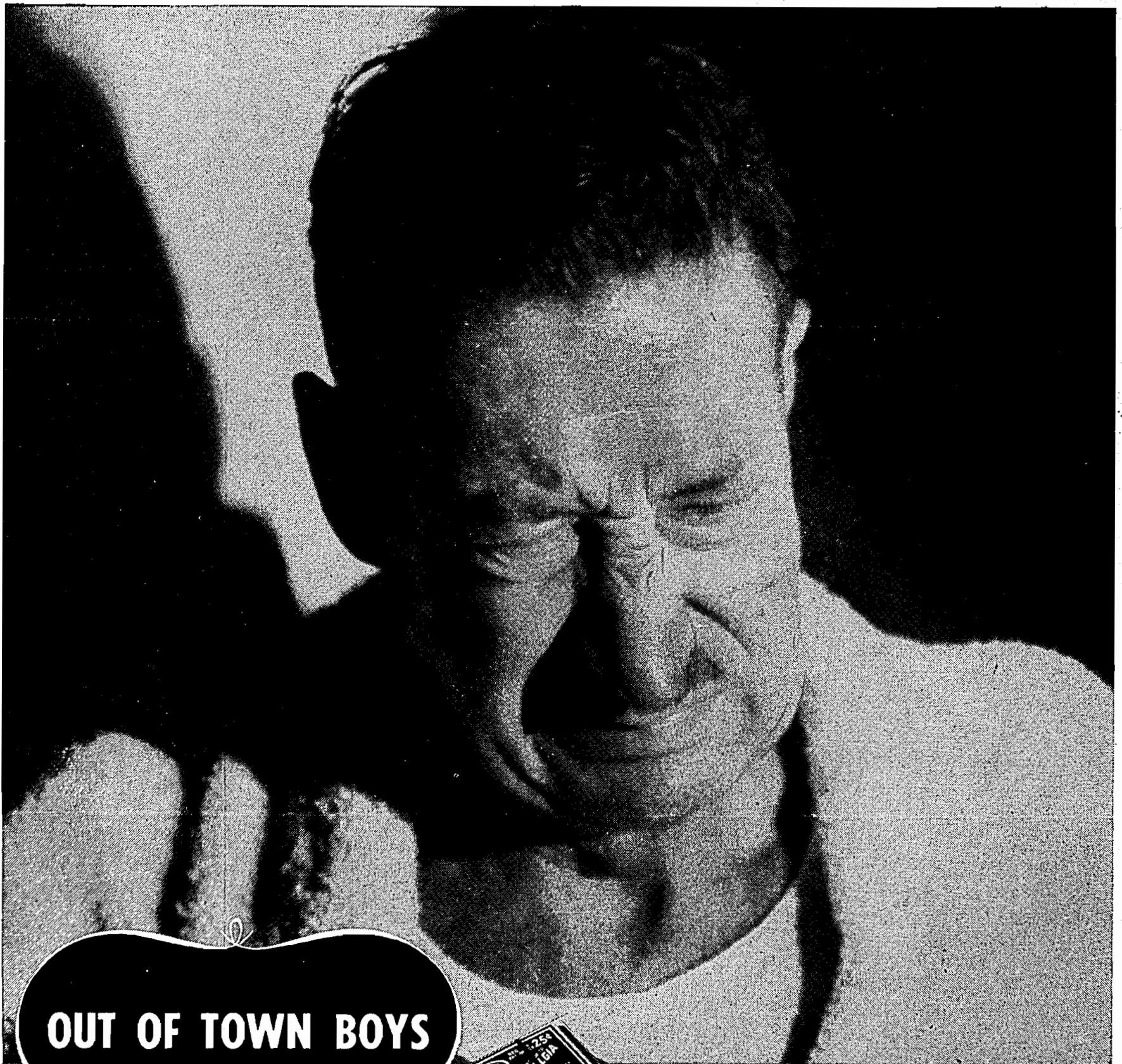


Photo by Leopold

**OUT OF TOWN BOYS  
MAKE GOOD**



**NO HEADACHES IN 10 YEARS**

Ten years without a headache is the record of B.C. Remedy Company\* on Baltimore's big Home Town Station—WFBR. Starting with one minute spots in 1935, this famous relief "B. C. for Headaches" has been continuously on WFBR since that time.

accounts on WFBR. They come—they test—they stay—year in and year out.

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 . . .

Long years of successful radio is typical of national

\*Agency: Harvey-Massengale Co., Inc.

MEMBER — AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.





# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



VOL. 33, NO. 20

NEW YORK, N. Y., MONDAY, OCTOBER 29, 1945

TEN CENTS

## Victory Bond Drive Opens

### Use War's Advances, Paley Tells Network

First official statement by William S. Paley, president of CBS upon his return to the network after two years of military service abroad, was directed to employees of the web and owned and operated stations, and concerned future planning as a result of wartime developments.

In his statement made Friday afternoon, Paley said in part: "Careful planning, intensive research, the highest degree of creative effort and a good deal of 'round ingenuity," was

(Continued on Page 4)

### Agencies Urged to Aid Merchandising Field

Cleveland—"The No. 1 job in America today—the job on which everything else is dependent—is the sale of goods," Paul B. West, ANA president, said Friday at a meeting of the Cleveland Advertising Club.

He said that advertising, which plays a large role in selling, must be directed to the people of the coun-

(Continued on Page 4)

### Miller Opens Own Office With Arthur H. Schroeder

Washington Bureau, RADIO DAILY

Washington—Neville Miller, former president of the NAB, has returned to private law practice in partnership with Arthur S. Schroeder, under the firm name of Miller & Schroeder, with offices in the Munsey

(Continued on Page 2)

### Artist

Handiwork of George Hicks, American web correspondent, as an artist with oils is revealed in the showing of his oil painting, "D-Day-Normandy," at the National Arts Club, New York. Hicks painted the picture from his impressions while covering the D-Day landings. His radio report of the action has taken its place as a broadcasting classic.

## CBS Allocations Suggestion Accepted For FM By FCC

Washington Bureau, RADIO DAILY

Washington—Adoption of the CBS plan for allocation of FM frequencies in the congested northeast area providing for more equal coverage by all New York stations, was announced Friday by the FCC. This is the plan proposed by CBS at the hearing held Oct. 15, as an alternative to the Commission's proposed allocations.

Decision of the Commission to adopt the CBS proposal as the basis for FM allocations in Area 1 does not

indicate, according to the FCC, that allocations will be made exactly as outlined in the CBS plan, which will, however, be used as a guide.

Examination of the supporting data presented with the CBS proposal convinced the Commission that more of the channels assignable to New York will have approximately the same coverage that is possible under the Commission's original proposal, though some of the channels assigned

(Continued on Page 7)

### Nets and Indies Set Heavy Schedule Of Programs

Radio's big job in the vital Victory Loan drive which begins today, will be one of personal salesmanship, with appeals beamed toward individuals in contrast to the mass appeal techniques used in other drives, War Finance Committee officials have announced. The medium's salesmen will be, for the most part, key personalities with established audiences. They will sell bonds and "pave the way" for door-to-door blue-star bond volunteers.

NBC, CBS, MBS, American and As-

(Continued on Page 6)

### Navy Day Coverage Broke All Records

New York broadcasting engineers achieved new heights of ingenuity and industry Saturday in bringing to the people of the city and the nation complete coverage of the Navy Day celebration.

The p.a. system set up by WNYC in Central Park boomed President Truman's voice throughout a 13-

(Continued on Page 7)

### AFN Chief To Be Guest At WOR Luncheon Today

Lt. Col. John S. Hayes, American Forces network chief, who returned to New York the past week-end from Paris, will be the guest of WOR at a press luncheon at the Hotel Astor today.

Coincident with the return of Col.

(Continued on Page 2)

### Sound Expert

Morris Novik, manager of WNYC, New York, qualified as sound expert the past week-end. It was Novik and Leonard Reinsch, radio adviser to President Truman, that planned the public address systems for President's appearance at Brooklyn Navy Yard and at Central Park. Much of the equipment was put in operation by WNYC engineers.



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FINANCIAL

(Oct. 26)

NEW YORK STOCK EXCHANGE

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

NEW YORK CURB EXCHANGE

Table with columns: Bid, Asked. Row: Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows: Du Mont Lab., Stromberg-Carlson, WCAO (Baltimore), WJR (Detroit).

Returns To Web Post

Los Angeles—James M. Cunningham, formerly with American's engineering department in Hollywood, returns to his post with the department Nov. 1.

20 YEARS AGO TODAY

(October 29, 1925)

Plans are being formulated for the big radio conference to be held in Washington on November 8, 9, 10 and 11 between the broadcast stations, the listening public, amateurs and the Secretary of Commerce, Herbert Hoover.

World's Foremost Tobacco Center FIFTY MILLION TOBACCO DOLLARS turned loose in Kingston, N. C., last year. MORE this year.

Represented by BURN-SMITH

McGrann Back From CBI After One Year Overseas

Frank McGrann, formerly head of the radio and television department of the Position Securing Bureau, is back in New York after a year's service with General "Wild Bill" Donovan's Office of Strategic Service unit in the China-Burma-India theater of operations. McGrann, who will resign from the OSS staff on November 1, will re-enter the radio field in New York within the next few weeks.



FRANK McGRANN

AFN Chief To Be Guest At WOR Luncheon Today

(Continued from Page 1)

Hayes it was announced that ships' public address systems will be used by AFN high point announcers returning to the States for the entertainment of the troops. Each announcer will board ship equipped with a week's supply of AFRS recordings of top American radio fare. There will be approximately eight hours of "broadcasting" per day, with news on the hour picked up via AFN's short-wave station in London.

First announcer to take AFN out to sea will be T/S Sig Smith one of the web's chief sports announcers in the European theater. He was formerly of WGR and KVV, Buffalo, and is returning to the States on points.

Col. Hayes, formerly a WOR executive before entering the Army, will discuss the service of the American Forces network abroad.

Miller Opens Own Office With Arthur H. Schroeder

(Continued from Page 1)

Building. Miller recently returned from the Near East where he represented the Army and Navy Liquidation Commission. Schroeder was a Lieut. Colonel in the AAF in which he served for three years and was formerly associated with George Sutton.

New firm will handle radio and general law practice.

Hearing On WSRR Sale Under Way Before FCC

Washington Bureau, RADIO DAILY Washington—"Less than 50 per cent of the broadcast time on any station should be sold; the remainder should be devoted to sustaining program," said Kingsley Alexander Gillespie, part owner of the Stamford Advocate and applicant to buy WSRR in Stamford, Conn., at the FCC hearing on the sale last week.

Gillespie said no tie-up between the station and the paper was contemplated, that the station would have a separate news gathering staff, different press services and no different treatment in the Advocate as to stories about programs than and other radio station.

"Radio should always scoop the newspapers," Gillespie said. He explained that he does not consider that either the Advocate or WSRR can monopolize their respective services in the Stamford area, as Stamford readers and listeners receive other Connecticut and New York papers and good signals from stations in other cities, especially New York, which is only 33 miles from Stamford.

Three other would-be buyers approached the present licensee of WSRR, Stephen R. Rintoul, he reported. These offers were refused, Rintoul said, because he did not know the applicants whereas he was well acquainted with Gillespie's reputation. Rintoul said WSRR had been losing money for some years but had made a profit in 1944.

This case is a test to determine whether the FCC shall deny a transfer when the station is the only one in its community and the buyer a publisher of the only newspaper in the same community. That is the only issue.



Spider kills snake with web!

That was a whale of a news story a couple of years ago.

It seems the snake made a pass at its natural prey in the web . . . got caught in the silky mesh and couldn't get out. Then the spider went to work on him . . . and really tied up the snake.

That's another example of the way that many times the little guy hangs one on a big fellow.

We've got a little radio station down here in Baltimore. It's the successful independent, W-I-T-H. But did you know that this station delivers more listeners-per-dollar-spent than any other outfit in this big five-station town?

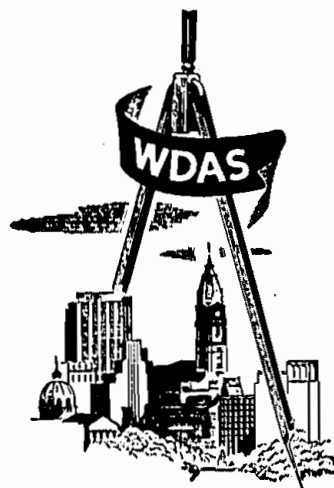
It's a fact . . . and there are facts that prove it. Glad to show them to you.



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-REI

Coverage ... in Philadelphia



WDAS covers the largest cross-section of the buying public in the Philadelphia area . . . at lowest cost.

Exclusive! CHI' BEARS '45 FOOTBALL W-I-N-D CHICAGO 560 Kc. 5000 WATTS



<b>FULLER BRUSHES</b>	<i>INTERNATIONAL SILVER</i>	<b>UNDERWOOD TYPEWRITERS</b>	<b>BIGELOW- SANFORD RUGS</b>
<b>J. B. WILLIAMS SHAVING PREPARATIONS</b>	<b>PRATT &amp; WHITNEY ENGINES</b>	<b>SILEX COFFEE MAKERS</b>	<b>STANLEY TOOLS</b>
<b>AMERICAN HARDWARE</b>	<b>UNIVERSAL HOME APPLIANCES</b>	<b>COLTS PLASTICS</b>	<b>ROYAL TYPEWRITERS</b>
<i>Cheney Silks</i>	<b>SETH THOMAS CLOCKS</b>	<b>GRAY TELEPHONE</b>	<b>NEW DEPARTURE BEARINGS</b>

**YOU'LL BE  
SEEING  
THEM—**

**IN ALL THE  
OLD FAMILIAR  
PLACES!**

During this period of reconversion, it's full steam ahead here! There's work to be done, and plenty of it. There will be no interruption in the operation of the 44 insurance companies with home offices in Hartford. Many familiar made-in-Connecticut products will become generally available again. Farming in the Connecticut Valley, and the financial and governmental activity in Hartford, Connecticut's capitol, will continue. It's this broad base of employment that assures the remarkable stability and prosperity of The Hartford Market. CONNECT IN CONNECTICUT by using WDRC. Write William F. Malo, Commercial Manager, for availabilities.

Shown above is an incomplete list of many of the famous names you'll find in WDRC's Primary Area — Connecticut's Major Market!



**WDRC**  
HARTFORD 4 CONNECTICUT  
WDRC-FM

BASIC CBS  
Connecticut's  
Pioneer  
Broadcaster

## Use War's Advances, Paley Tells Network

(Continued from Page 1)

needed to utilize wartime technical advances made in radio broadcasting. CBS prexy further stated:

"We also face the world-wide problems of peace, which no one can say are less serious than the problems of the war," he continued. "Never was it more important to furnish a people with all the facts, ideas and opinions as they emerge; to furnish them in a responsible, courageous and fair manner."

Left October 1943

The forepart of his message gave unstinted praise to homefront workers who, he said, "reached beyond their normal capacities and who often accomplished the impossible" to produce "better tools of warfare and in larger quantities than was ever before thought possible." To any of these employees who may be troubled because they did not participate in actual combat, he said: "I have a very strong feeling that you served your country in the best way you could—and no more can any man do. In many ways yours was a more difficult, more patient and equally courageous role."

On October 6, 1943, Paley asked the Columbia network's board of directors for leave of absence to accept a special assignment from the Office of War Information that would attach him to the Psychological Warfare Branch of Allied Forces Headquarters in the Mediterranean. His first task, begun a few weeks later, was to supervise the Allies' radio broadcasting activities in North Africa and Italy.

Followed Gen. "Ike" to London

Shortly after General Eisenhower was given supreme command of Allied Forces in Europe, Paley followed him to London to become Chief of Radio at Supreme Headquarters Allied Expeditionary Forces. All military broadcasting to enemy and enemy occupied territory, as well as control of radio units and public address systems in our own combat and consolidation zones were under his direction. The American Broadcasting Stations in Europe (ABSIE) were also made part of the CBS executive's responsibility.

Transferred from OWI to the Army in March, 1945, Paley was commissioned a Colonel and made Deputy Chief of all activities within the Psychological Warfare Division of SHAEF. He served in this capacity under General McClure in both liberated and occupied territories until his return to the United States.

# CERTIFIED



### A Reporter's Report Card . . . !

● ● ● **BING CROSBY:** When you arrive here next month, sports writers may get a story if they ask you about the Hollywood baseball club. . . . **NORMAN CORWIN:** Radio writers are banding together for court action against agencies which forced them to sign away rights to their scripts. . . . **WM. PALEY:** How soon are you going to come up with a show for Elmer Davis? The former OWI chief won't listen to any offers until he keeps his promise of listening to what you have to offer. . . . **H. V. KALTENBORN:** That frightening sound you hear is the voice of an unnamed commentator whose initials are WW, who'll soon be heard on his present American net PLUS a heap of Mutual stations from sea to sea. See? . . . **HENRY FORD II:** Is it true that you've notified your agency to get a Tommy Dorsey show readied within the next thirteen weeks? . . . **BILL SLATER:** Hasn't Larry MacPhail insisted upon you as the top-slot announcer for next year's Yankee ball game airings? . . . **HELEN HAYES:** Your radio show has changed your mind for you. Instead of waiting a year, you've decided to do another play—one by Anita Loos. . . . **FRED ALLEN:** Jack Benny will produce his own picture for United Artists. . . . **LEE SHUBERT:** Geo. Jean Nathan was complaining about things in general, lousy shows around, etc., to a pal the other day. The friend asked him why he didn't get out of town for a few days. "What," bellowed the critic, "and run into 'Spring In Brazil!'"

★ ★ ★

● ● ● **TOMMY ROCKWELL:** Frankie Carle is overdue for a commercial. The guy's hotter than a two-dollar pistol right now. . . . **TONY PROVOST:** Alan Courtney, generally credited with having put WOV on the map, will do his last broadcast from there Nov. 7th. . . . **NESTOR CHAYRES:** You've got the last laugh now on the guys who laughed when you bought stock in a Canadian mine some five years ago. They just found valuable uranium deposits on the property. . . . **BOB HAAG:** Your click show, "The Sheriff," rounds out its 15th birthday next Friday. Congrats, especially for the job you've done on the juve delinquency problem. . . . **BEN GRAUER:** Nice job you did as guest expert on that Trans-Atlantic Quiz last week. . . . **DICK LEIBERT:** Just figured out that you've played to over fifty million people during your 13 years as organ soloist at the Music Hall. . . . **LEW PARKER:** Charles Furey has resigned as radio director for Roy S. Durstine and leaves for the coast Nov. 7th. He'll announce his future plans from there. . . . **NBC:** "Susan and God," "Pride and Prejudice" and "Suspect" were televised as far back as '38 and '39.

★ ★ ★

● ● ● **ED SULLIVAN:** 'Hollywood Round Table', which auditions next month, would like you in the permanent emcee spot, on this column's suggestion. . . . **ED & PEGEEN FITZGERALD:** Hear you're slated for a big nighttime half-hour spot on American teeing off Jan. 1st. . . . **TOM HUDSON:** Is it true that you and a group of ex-GI's have filed an application for a license for a station near Houston, Texas? . . . **FRANK COOPER:** Understand that CBS is frantically looking for singers to build. . . . **WALTER CRAIG:** Austin Peterson's off to the coast as new V.P. with Ted Bates. . . . **ELYSE KNOX:** Don't fret, beautiful, your hubby, Tom Harmon, will soon be airing his Sat. nite Clippor Craft stints from Hollywood. . . . **MILTON BIOW:** Don't think the 'Purple Heart' idea is in the best of taste. . . . **DANNY O'NEIL:** Soc'y Vinson is going to love you before this Victory Drive is over, because millionaire Irving Gelst is working out a fleup with your sponsor, Bourjols, to put over a \$100,000,000 nite on Thanksgiving, with you as emcee. . . . **TOM McCRAY:** Howcum Mary Harkins never got that guest shot planned for her? It might interest you to know that Tommy Dorsey is crazy about the kid's singing and wants her with his ork.

## Agencies Urged to Aid Merchandising Field

(Continued from Page 1)

try as individuals. "When we become people-conscious and regard men and women as living human beings rather than as statistics, we understand the way they will behave or react tomorrow or a year from now will depend very largely on the conditions that will confront them and upon the environment to which they will have to adjust," he said.

Sees Confidence as Vital

"If jobs are scarce and the economic outlook grim," he added, "people will save as much as possible and buy only the bare necessities. . . . But if people have confidence in the future . . . they will feel that their backlog of war savings enables them to spend their current incomes and to buy on a quality basis. . . . We must create confidence because it is the indispensable ingredient of prosperity."

West said that proper advertising including ads of the public service variety, should inform and educate the people, thus creating confidence and interest in the manufacturer and his products. He said this advertising will be an integral part of a great selling job "to create vast new untapped markets both here and abroad" and to insure sustained high levels in the fields of production and employment.

## Durham

North Carolina's third largest city. (1940 U.S. Census) City-county is one compact unit with estimated population of 100,000. Steady demand for Durham products assures steady employment. Example:

## Cigarettes

Durham makes 25% of all cigarettes made in the United States. That's one reason Durham ranks as "most likely" of North and South Carolina cities to retain war-time growth.

# WDNC

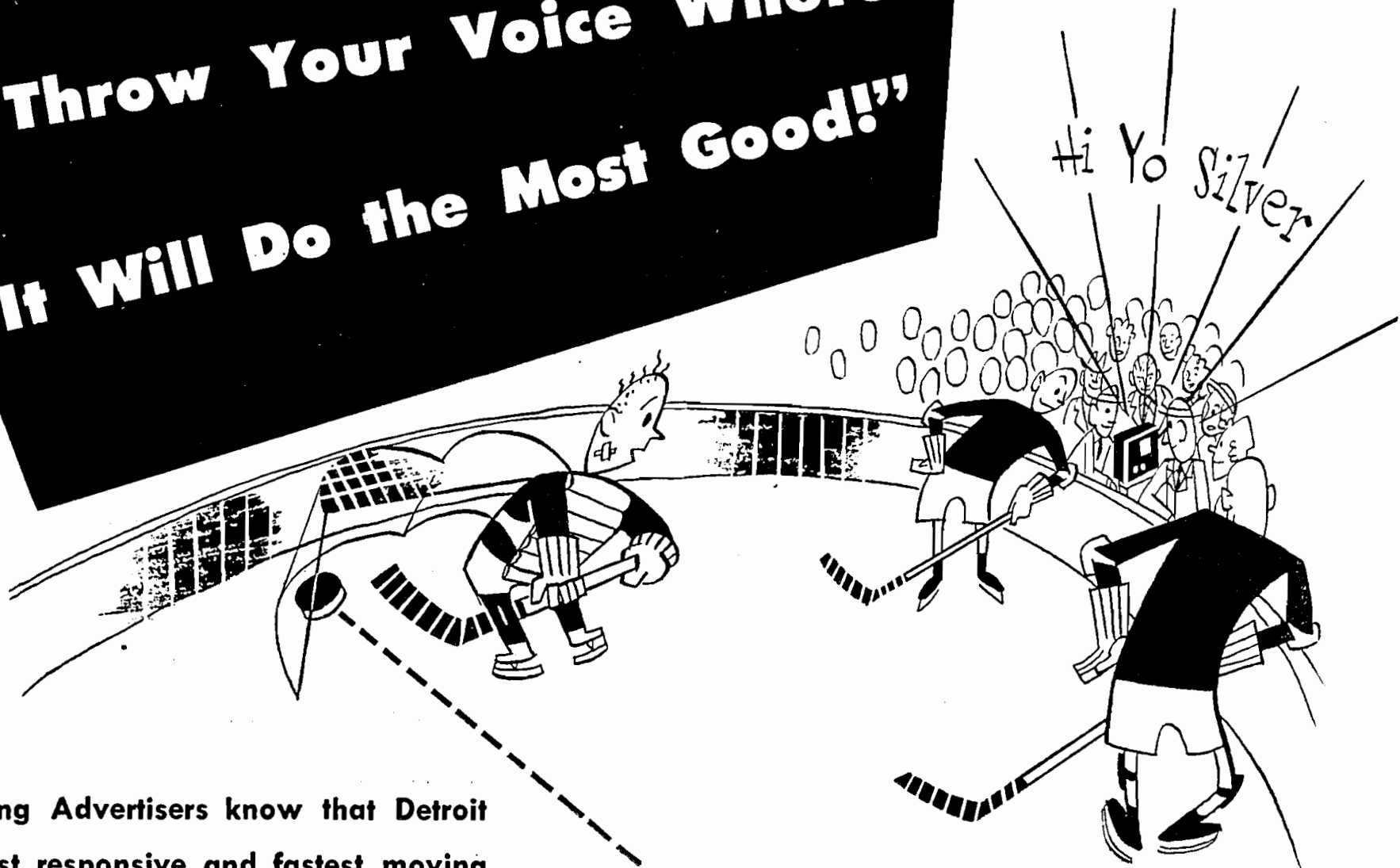


OWNED BY  
DURHAM HERALD-SUN  
NEWSPAPERS

Represented by Howard H. Wilson Co.



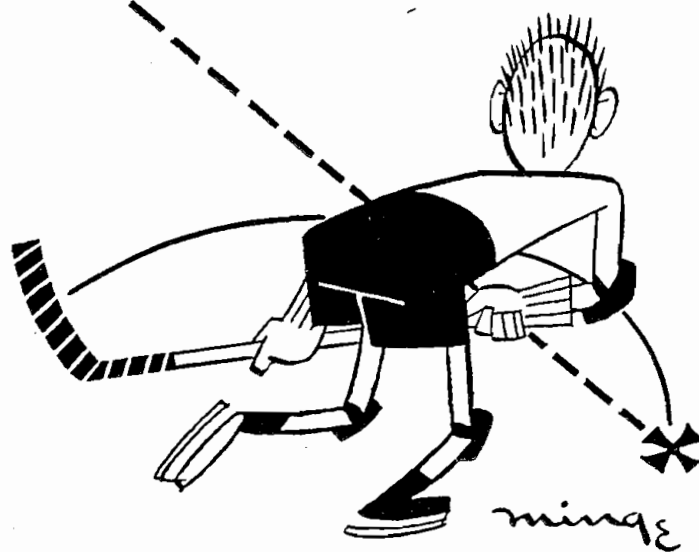
**"Throw Your Voice Where  
It Will Do the Most Good!"**



Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Go-getting merchandisemen promote the retail outlets right to the last customer. Tested types of promotion are used to insure the WXYZ advertiser the best possible results.



**WXYZ**

(Key Station of the Michigan Radio Network)  
Affiliated with the American Broadcasting Company, Inc.

Owned and Operated by the  
**KING-TRENDLE BROADCASTING CORPORATION**  
1700 Stroh Building • Detroit 26, Michigan

Represented by the Paul H. Raymer Co.

## THE WEEK IN RADIO

FM Hit By Petrillo Order

By JIM OWENS

RADIO was again beset with union problems last week when James C. Petrillo, president of the American Federation of Musicians, issued an order to broadcasters that double crews of musicians must be maintained if network music programs are duplicated simultaneously on FM transmitters. Considering the move a direct threat to the progress of frequency modulation, because of the economic burden it would thrust upon broadcasters, networks and independent stations instructed their respective outlets to discontinue duplication of music programs. Rather than conform to Petrillo's order, FM stations were directed to use recordings, while continuing to duplicate straight news programs from the webs.

RCA introduced a new type television camera, containing a super-sensitive electronic eye, which is considered by industry executives to be of revolutionary stature. Employing a tube known as "Image Orthicon," which is 100 times more sensitive than tubes in current use, the camera eliminates the difficulties of heavy illumination required by conventional tele cameras, can be used under ordinary lighting conditions, in darkness and in any weather. At the demonstration in NBC studios, comparisons were made between the new electronic eye and present-day cameras, and the result was termed "remarkable."

Edward J. Noble, chairman of the board of the American Broadcasting Company became owner of more than 90 per cent of the network's capital stock when he bought the holdings of Chester J. La Roche and Roy Larsen, of Time, Inc., each of whom controlled 12½ per cent. As a matter of course, La Roche and Larsen resigned their seats on the network's board, completely severing association with American's operational activities.

Hon. J. L. Ilsley, Acting Prime Minister of the Dominion of Canada, announced the appointment of A. Davidson Dunton, editor of the Montreal "Standard," as first full-time chairman of the Canadian Broadcasting Corporation. At the same time, Ilsley issued an order transferring the CBC from the jurisdiction of the war services department to the revenue department. Howard B. Chase, chairman of the Brotherhood of Locomotive Engineers, has been part-time chairman of the CBC board of governors.

### WANTED A WOMAN

(preferably) who through experience can handle commercial traffic and availabilities for large midwestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233 Radio Daily, 1501 Broadway, New York 18, N. Y.

# Nets, Indies Start Ball Rolling In Victory Bond Drive Today

(Continued from Page 1)

sociated webs started the ball rolling last night, 7:30-8:00, with special programs featuring a brief message by Secretary of the Treasury Fred Vinson from Washington.

### American Web Day

Today is American's Victory Loan day. All programs will air bond announcements and sales talks. Highlight of the day will be a special program from Hollywood featuring stars Alan Ladd, Jack Carson, Janet Blair, Virginia O'Brien, Dick Powell and Ken Carpenter in quiz program format. Bob Welch of AFRS is in charge of script with the web's Leonard Reeg handling production. Six quarter-hour programs based on case histories of wounded war heroes still in service hospitals will be presented with Neil Hamilton and Aline MacMahon sharing the narration. Series, entitled "Never Forget," will be heard at 2:45 p.m., with the first program scheduled for today and others on Nov. 1, 13, 15, 27 and 29.

Mutual has planned three special programs, two weekly and the other daily, to run until the end of the drive, Dec. 8. On Saturdays, 8:30-9:00 p.m., EST, "Let's Finish the Job," dramatic adaptations of war books and plays, will be heard. A special event, slanted for regional audiences, will be broadcast Saturdays, 12:45-1:00 p.m. A daily spot by Art Mooney's band, 3:15-3:30, will feature guest stars to tie-in with bond announcements. Armistice Day, Nov. 11, is the web's bond day with special programs planned.

Tomorrow night, 10:30 p.m., EST MBS will broadcast the "Story of Big Mo," the history of the U.S.S. Missouri, with Fredric March and Ellen Drew in the leads. The skipper of the ship is also slated to speak. Bol Stanley's band will supply the music. Script is by Rafael Hayes, production by Bob Novak and Herb Rice. At 4:30 p.m. tomorrow, "Here's Howe" will present the national winner of the Victory Loan slogan contest.

### MBC Sustainers Scheduled

All sustaining programs on NBC will board the bondwagon to build up to the web's bond day, Dec. 8, when all programs will pitch in for the sale of bonds. Many of the network's commercial programs, such as "Truth of Consequences," will tour the country to appear in Victory Loan shows.

CBS kicks off tonight with "A Bond to Remember," starring Gene Kelly, Barry Wood and Bea Wain, 10:30-11:00 p.m., EST. During the program, General Omar N. Bradley will buy a \$200 Roosevelt bond from Secretary of the Treasury Fred Vinson. The web's bond day is Thanksgiving, Nov. 22.

Among local stations, disc jockeys, women's shows and commentators will sell bonds and in other ways heavily plug the drive. WNEW's Martin Block and other personalities will offer war souvenirs to bond buyers.

Among these will be handkerchiefs made from a captured German parachute which were turned over to the outlet by the Treasury Dept. The outlet has also installed a line to the bond booth at Times Square where its hourly news broadcasts will be heard over a p.a. system.

WQXR will stage a Victory Bond concert in the Hunter College auditorium Nov. 13. Pianist Rudolf Serkin, Bob Shaw's Collegiate Chorale, and the National Orchestral Association symphony conducted by Leon Barzin will be heard. An expected 2,000 bond buyers are expected to attend. Daily spot announcements and the transcribed "Treasury Salute" round out the station's program.

Commentator J. Raymond Walsh, platter-spinners Jerry Lawrence and Steve Ellis, and Isabella Beach will spearhead WMCA's activities. Lawrence's "Air Theater" will feature interviews with "name" stars. War souvenirs also will be offered.

### "Language" Programs Set

The Italian language programming of WOV will air the stories of wounded Italian-American servicemen and will explain how bonds help their rehabilitation. Another series will tie-in the anniversaries of famous battles fought by the Allies in Italy. Transcribed Treasury programs will be heard during the outlets English language broadcasts.

Tomorrow WHN's Dick Gilbert and the "Gloom Dodgers" cast will take part in the official opening of the drive in Brooklyn, when they entertain on the steps of the Borough Hall. All programs today will stump for bonds.

WINS will broadcast the complete series of transcribed shows prepared by the Treasury, in addition to special live programs. WLIB has been designated an official bond-selling agency and will solicit sales by phone. Estelle Sternberger, Clifford Evans, Lee Morrison, and Lillian Black will devote their programs to the drive. The outlet will also give records to bond buyers.

WNBT and WCBW, NBC and CBS tele outlets, will broadcast series of Victory Loan films distributed by the War Finance Committee. CBS presented the first in its series Friday night, with Bing Crosby singing "We've Got Another Bond to Buy." NBC's first offering goes on the air tonight, 8:00 p.m. Titled "Diary of a Sergeant," the film is the story of a soldier who learned to use artificial limbs when both his hands were lost in the war.

### Renew "Keep Ahead"

Edelbrew Beer has renewed "Keep Ahead" variety show on WOR for an additional 52 weeks, as of Friday, November 2. The account is handled by Roy S. Durstine, Inc. George Schmidt is the WOR account executive.

## AGENCIES

**D**UANE JONES COMPANY, broaden opportunities for agency's employees by giving them better understanding of package products advertising, in which this organization specializes exclusively, series of classes will be held every other Wednesday evening at the agency headquarters, at which department heads will explain various techniques in this highly specialized field.

**WESLEY EDSON**, for the past year in charge of public relations and sales promotion for the syndicated radio shows and wired music World Broadcasting System, subsidiary of Decca Records, has resigned. He will take a busman's holiday studying television operation before making another connection.

**M. A. D. PRODUCTS, INC.**, manufactures of MAD Powdered Nails Polish and MAD Skin Lotion, appointed the R. T. O'Connell Company their advertising agents.

**RADIO STATION WWPG, Fla.**, announces the appointment of Joseph Hershey McGillvra, Inc.

**BALTIMORE'S**  
*Listening Habit*

**W  
C  
B  
m**

**MUTUAL BROADCASTING SYSTEM**

**JOHN ELMER**      **GEORGE H. ROEDER**  
President      General Manager

**FREE & PETERS, Inc.**  
Exclusive National Representatives



# Why Day Coverage Broke All Records

(Continued from Page 1)

radius. Although only two radio sets were set up on the speaker's stand, all four major webs and all four indies aired the speech, through amplifiers and feeds.

CBS, NBC, MBS and American had their own stations broadcasting from Presidential destroyer Renshaw in the Hudson River via shortwave. WINS, WNYC and WJZ had similar setups aboard the USS Welles which accompanied the destroyer during the review of the fleet. The city station's description of the review was amplified to the thousands crowded along Riverside Drive.

### Blimps Participate

Overhead two Navy blimps followed the course of the review, with announcers and engineers from WJZ, WHN and WINS aboard. Shortwave equipment was used in the phase of coverage also.

On-the-spot descriptions of the commissioning of the Franklin Delano Roosevelt in the Brooklyn Navy Yard, Saturday morning, were aired by WJZ, WJZ and WNYC, all having equipment set up at the base.

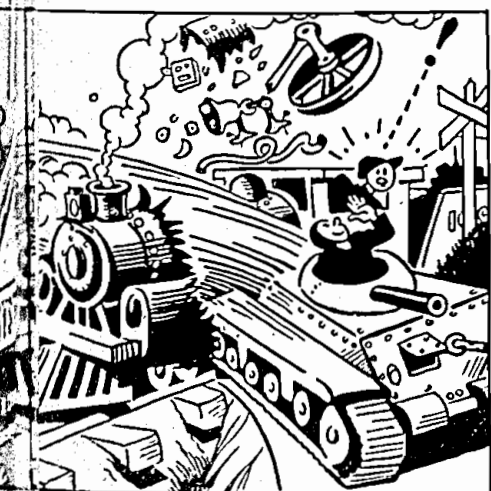
For the past three days, the Voice of America, the Government shortwave radio setup run by the Interim International Information Service, and the Navy Day material to the world in 18 languages over 23 stations.

On Friday they broadcast from units of the fleet, and Saturday they aired a description of the Navy Day ceremonies, the President's address and the review of the fleet. Broadcasts continued throughout the day.

# Send Birthday Greetings To—

October 29

- Virginia Clark
- John de Russy
- George Dilworth
- Arthur Kohl
- Jack Pearl
- Lew Rogers



You forgot those Safety First warnings for WFDF Flint."

# CBS Allocations Suggestion Accepted For FM By FCC

(Continued from Page 1)

to other cities will have a smaller service area beyond the 1,000 UV/M contour.

The CBS claim that the average coverage of FM stations outside of New York would be increased is not borne out by the data, according to the Commission's report. "On the basis of all the data," said the report, "it appears that there is no material difference between the Commission's proposal and that of CBS as far as

New York stations were assigned as follows: WGYN to Channel No. 41, Frequency 96.1; WFGG, Channel 59—99.7; WHNF, Channel 57—99.3; WNYC-FM, Channel 33—94.5; WBAM, Channel 43—96.5; WABC-FM, Channel 53—98.5, and the Jersey City Station WAAW to Channel 31—94.1.

Of these only WFGG, WHNF and WABF have the same assignments allotted to them under the Commission's plan.

All frequency allocations in Philadelphia were changed. The new assignments are as follows: KYW-FM, Channel 62—100.8; WCAU-FM, Channel 74—100.7; WFIL-FM, Channel 76—103.1; WIP-FM, Channel 48—97.5; WIBG-FM, Channel 46—97.1; WPEN-FM, Channel 58—99.5.

Allocation changes in other cities were the following: Binghamton—WNEF-FM, Channel 42; Boston—WBZ-FM, Channel 64; Schenectady—WGFM, Channel 64 and WBCA, Channel 66; Springfield, Mass.—WBZA-FM, Channel 46; Worcester, Mass.—WTAG-FM, Channel 74 and WGTR, Channel 76; Alpine, N. J.—WFMN, Channel 55, and Mount Washington, N. H.—WMTW, Channel 51.

All other allocations remain the same as announced previously by the Commission.

### Off The Air

Programs of WEA-FM ceased with the close of broadcasting Saturday night, and WABC-FM will discontinue operations today. In statements issued over the week-end, both stations declared that adoption by the FCC of the new allocations for the northeastern area made necessary certain alterations in mechanical equipment. No date for resumption of programs was given. WBAM, Mutual's FM station, also is expected to suspend operations today.

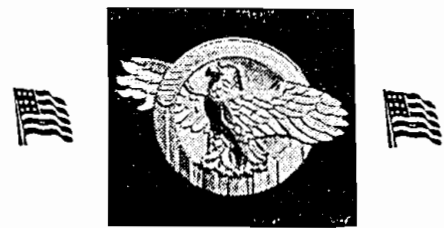
average of FM stations in Area 1 is concerned. However, it should be noted that the CBS proposal does have some advantages over the Commission proposal so far as interference within the 1,000 UV/M is concerned. Under the CBS proposal there are only three instances where interference will occur within the 1,000 UV/M contour, whereas under the Commission's proposal there are nine such instances."

Plea of the International Ladies Garment Workers Union, presented by Marcus Cohen, that all frequencies be thrown open to competition between new applicants and present licensees on an equal footing was denied by the Commission. Movement of the FM band to a higher frequency was not held to have any effect on the status of existing licensees and permittees.

Cohen also raised the point that the best assignments should not all be allotted to existing licensees. The Commission said in its report on the FM allocations, that all of the New York stations will have equal coverage within the 1,000 UV/M contour, which is the only coverage protected in that area by the Commission's rules, and that some of the "theoretically best" channels are still available in New York for new applicants.

### Hartmann On WHN Fights

Ernie Hartmann, program director at WSRR, American Broadcasting Company affiliate in Stamford, Conn., joins sportscaster Guy LeBow tomorrow night in the weekly fight broadcasts from the Park Arena over WHN at 10 o'clock. Hartmann will handle color descriptions with LeBow's blow-by-blow account.



MUSIC PUBLISHERS HOLDING CORP. announces the return of Manny Bisher to its sales staff. Mr. Bisher until recently a captain in the Army Air Corps was assistant advertising manager for the firm and his return marks the culmination of four years of military service. Commencing as a Private in the Infantry, he served two years in the European theater as a Captain with the Ninth Air Force.

N. C. "DUKE" RORABAUGH is back at National Radio Records after three and a half years Naval service in Africa and Italy.

JACK CAVANAUGH has returned to the Calgary office of All-Canada Program Division of All-Canada Radio Facilities, Ltd., after service as a pilot flying the North Atlantic on submarine patrol.

CARLTON WARREN has returned to the WOR, New York, program department having completed three and a half years in the Navy. He joined the Navy in 1942 with the rank of Lieutenant (jg) and in 1944 was made a Lieutenant Commander. Warren saw action during the campaigns of Saipan, Palau, Leyte, Luzon, Iwo Jima, Okinawa and Sakashima.

# FULL OF SALES VITAMINS

KQV's local commercial programs have leaped from 63 quarter hours per week in November, 1944, to the present total of 166. You can judge KQV's local sales value by this 163% increase.



ALLEGHENY BROADCASTING CORP.

National Representatives: WEED & CO.

# The Answer to Your Newscast Reconversion Problem



WESTINGHOUSE RADIO STATIONS INC. PORTLAND OREGON

October 2, 1945

Mr. George Scott  
International News Service  
Journal Building  
Portland, Oregon

Dear Mr. Scott:

Our new news setup has now been in operation for several weeks. At this point a word of appreciation seems in order on the contribution received from INS.

As you know, the sudden end of the war has posed a problem in the dispensing of news for radio. Emphasis now has shifted from the dramatic events of the war, with a ready-made audience, to the no less important affairs of reconversion and peace. The prosaic subject matter which will command the interest of the public in matters in which it is vitally concerned. I find the INS report of those veteran correspondents in Washington for the fine job of immense help in this respect, and thanks and elsewhere. Kudos are also due the members of your foreign staff for their fine job of detail coverage of the swiftly changing international picture.

As you are aware, our program of news coverage is not confined to general newscasts; rather emphasis is placed on locally slanted news reports and feature programs. In these departments also, we have come to rely heavily on INS. Your report carries a fine supply of feature material, and the cooperation received from the local bureau of INS is of the best.

Sincerely yours,

*Robert L. Thomas*  
Robert L. Thomas  
News Director, KEX

RLT:ow

INTERNATIONAL NEWS SERVICE



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television



PL. 33, NO. 21

NEW YORK, N. Y., TUESDAY, OCTOBER 30, 1945

TEN CENTS

## FM Situation Unchanged

### Army Revamps Series for Peacetime Shows

Peacetime radio plans of the Army Air Forces were outlined in New York this week by Lt. Col. Frederick Brisson, chief, Office of Radio Production, AAF, who announced that the Air Forces will inaugurate a new weekly series of half hour broadcasts in Washington, D. C. over the NBC network beginning December 8th.

Personnel of the AAF's New York office including the Glenn Miller band recently returned from overseas will be transferred to Bolling Field, Washington, on or about Nov. 17, where a peacetime of all men will take place, according to Brisson. "Those eligible

(Continued on Page 8)

### January 7 Deadline For Peabody Awards

Atlanta, Ga.—The deadline for entries for the 1945 George Foster Peabody Radio Award entries will be January 7, it was announced yesterday by the Henry W. Grady School of Journalism.

Entries this year will be considered in seven classifications as follows:

That program or series of programs

(Continued on Page 7)

### Collins Heads Committee for CBS Promotion Contest

Robert Collins, of N. W. Ayer & Sons, has been elected chairman of the committee of judges for the CBS \$2000 affiliated station promotion contest. Other members of the supervising committee are Linnea Nelson,

(Continued on Page 6)

### Good Neighbor

Tom Brenneman's "Breakfast in Hollywood" (American) is being studied by Dr. Pitram A. Sorokin, Harvard professor of sociology, because of its good "Good Neighbor" features. The professor is engaged in community research, and believes Brenneman's show possesses democracy-producing elements, and has asked information on the program for university study.

### Housing Shortage

Winnipeg—An indication of just how severe the housing shortage is in Winnipeg are bids from several people offering to rent a broadcasting booth erected at the city's main intersection for the Ninth Victory Loan campaign. Army equipment built the booth in two days.

### CBS Program Clinic Skedded For Spring

As the result of a questionnaire which registered "unanimous approval" of its program clinical sessions last Summer, CBS has decided to hold such meetings annually, Douglas Coulter, vice-president in charge of programs, has announced. The 1946 clinics will probably be held next Spring here and in Los Angeles.

According to the questionnaire, which was mailed to the 93 program managers who attended the last session

(Continued on Page 8)

### Manufacturer Delivering First Of New Receivers

Sunbury, Pa.—First Westinghouse post-war receivers were completed yesterday and shipments begun to dealers. A capacity of from 3,000 to 5,000 sets daily was foreseen from the Home Radio Division's seven-and-one-half acre plant here.

The company's new line consists of

(Continued on Page 2)

## Victory Loan Campaign Opens With Radio Participating 100%

Radio participation in the Victory Loan got under way yesterday, the official opening day of the drive, with broadcasts of opening ceremonies and special programs devoted to the last war loan.

Yesterday was also American web's bond "day" and all shows carried bond announcements and special tie-in features. First of the web's series of six special bond programs entitled "Never Forget," based on case his-

## New York Network Stations Shut Down Rather Than Comply With AFM's Demands

### New Tele Camera To Cover H.-T. Forum

RCA's new television camera with its ultra-sensitive "image-orthicon" tube will make its second public appearance Wednesday night when a WNBT crew will broadcast the closing session of the 14th annual New York Herald Tribune Forum at the Waldorf-Astoria. The camera performed its first stint at the Navy League dinner Saturday night.

The theme of the final session, parts

(Continued on Page 8)

### NAB Small Market Com. Meets In Washington

Washington Bureau, RADIO DAILY

Washington—The relaxation of rules on the use of first-class operators as outlined in FCC Order 91-C and its possible effects on post-war operation

(Continued on Page 2)

### Para. Asks Frisco Tele. Plans Coast Relay Web

West Coast Bureau, RADIO DAILY

Hollywood—Application for construction of a television transmitter and studios in San Francisco has been filed with the FCC by Television Pro-

(Continued on Page 2)

Negotiations between network operated FM stations and James C. Petrillo's AFM organization were at a standstill in New York City yesterday with web owned FM stations going off the air rather than submit to the union's demands for added musicians where AM musical shows were duplicated on FM outlets.

The decision of the FM broadcasters to shutdown rather than submit to the musician's demands came the past week-end. Operators of the FM stations felt that "live" musical pro-

(Continued on Page 8)

## Parts Shortage Delays Output Of Radio Sets

A shortage of parts is delaying volume production of home radio sets, Frank M. Folsom, vice-president of RCA in charge of the RCA-Victor division, declared last week in revealing that his company is about forty-five days behind its original production schedule.

According to Folsom, RCA could be

(Continued on Page 7)

## Former Coast OWI Office Will Close November 16

Los Angeles—Radio division of the local International Information Service office (formerly the Los Angeles Overseas Bureau of OWI) will close November 16, Jack Price, chief, an-

(Continued on Page 6)

### Happy Birthday!

WABC's Arthur Godfrey observed the birthday of his erstwhile competitor, John Reed King, last week in the manner of the immortal Bard (?), to wit: "Happy birthday, Johnny dear, I wish you loads of cheer; but if you get much fatter, you won't see your feet next year!" (Signed) Arthur Godfrey. It is reported that the two are the best of friends.



Vol. 33, No. 21 Tues., Oct. 30, 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

Monday, Oct. 29

NEW YORK STOCK EXCHANGE

Table with columns: Stock Name, High, Low, Close, Net Chg.

NEW YORK CURB EXCHANGE

Table with columns: Stock Name, Bid, Asked

Victory Loan Guest

Martha Raye will be the first guest on Art Mooney band's Victory Loan series on MBS tomorrow, at 3:15 p.m., EST. The series, which starts tomorrow, will run across the board for the duration of the bond drive, with guests to stump for bonds.

20 YEARS AGO TODAY

(October 30, 1925)

Station WEAF will broadcast the Harvard-Princeton game with Graham McNamee at the mike.

Certified

NAB Small Market Com. Meets In Washington

(Continued from Page 1)

of small market stations was the main topic of discussion at the two-day meeting of the NAB Small Market Committee last week.

BMB measurements of station listening areas were described by Paul Peter, BMB executive secretary, who said their use would benefit small market outlets which hitherto have been at a disadvantage because of tendencies by some time buyers to minimize coverage and influence of such stations. These measurements, he added, may prove to be a basis for progress towards rate readjustments, which he indicated might trend upward.

Other Subjects Discussed

Other items discussed were the position of small market stations on the clear channel problem; station rates and discounts; NAB standards of practice, involving limitation of commercial copy; a study of small market station management standards; post-war use of radio by governmental agencies; and a report of the Joske Clinical Test.

Attending the sessions were: Marshall H. Pengra, KRNR, Roseburg, Ore., chairman; Wayne W. Cribb, KRMO, Hannibal, Mo.; James R. Curtis, KFRO, Longview, Tex.; Monroe B. England, WBRK, Pittsfield, Mass.; William C. Grove, KFBC, Cheyenne, Wyo.; Glenn Marshall, Jr., WFOY, St. Augustine, Fla., and Robert T. Mason, WMRN, Marion, O.

Justin Miller Will Speak Before Capital Adv. Club

Washington Bureau, RADIO DAILY

Washington—NAB President Justin Miller will be the guest of honor at a luncheon to be given today by the advertising club of Washington. This will be the occasion for Miller's first important address to a non-industry group since his elevation to the NAB post a month ago.

LIFE CAN BE BEAUTIFUL!

Are you disillusioned, frustrated, heart-broken? Did your secretary run away with another man? Forget the faithless wench. With THIS secretary, life can—life WILL be beautiful! College degree. Five years in radio. Write RADIO DAILY, Box 228, 1501 Broadway, New York 18, N. Y.

Manufacturer Delivering First Of New Receivers

(Continued from Page 1)

four table models, of which one is a phonograph combination, and five consoles, four of which are combinations. One table model and all consoles will receive programs in the standard broadcast band and in the international shortwave band; three consoles will be equipped for FM reception between 88 and 106 megacycles.

New Feature Introduced

A new feature is the table combination set from which the radio receiver can be removed as a unit and used elsewhere. A new power circuit is expected to double the output of pre-war sets with the same number of tubes.

Although no tele receivers are included in the first run, Harold B. Donley, division manager, said these sets will be "ready for the market early next year."

Para. Asks 'Frisco Tele, Plans Coast Relay Web

(Continued from Page 1)

ductions, Inc., which operates W6XYZ at the Paramount studios here. The San Francisco studios will be located in the Paramount Theater Building.

Video Plans Impressive

Plans of the company also include a West Coast relay network embracing the Hollywood and San Francisco outlet as part of the nation-wide coast-to-coast television network which has been projected by Paramount.

Job Wanted advertisement for Ben Ludy, Gen'l. Mgr. of WIBW, Topeka.



Thanks

We're glad that smart tin buyers have a streak of some of that you-know-what that illustrated by the picture.

For they were the boys who scrapped to keep us on man a radio list.

They ignored the razzle-dazzle of big-name call letters... and stayed right in the saying, "But your big buy Baltimore is an independent Look at these W-I-T-H facts

Those facts are available anyone who has a sales problem in this, the country sixth largest city.

If you want to reach more listeners for every dollar you spend... W-I-T-H is your buy



W-I-T-H IN BALTIMORE

TOM TINSLEY, President REPRESENTED BY HEADLEY-R

Advertisement for WDAS in Philadelphia, featuring a radio and the text 'Nearly everybody listens to BROADCASTS OF NEWS... ON THE HOUR • EVERY HOUR'.





## WAR-GUILT TRIALS IN PHILADELPHIA

Listeners in the Philadelphia area will have seats well up front for the war-guilt trials of Nazi leaders at Nuremberg. WPEN will keep them in touch with day-by-day progress of the trials through exclusive broadcasts by Carl W. McCardle, diplomatic correspondent of *The Evening Bulletin*, largest evening newspaper in America.

McCardle's clear-cut analysis of diplomatic moves has given thousands of Philadelphians a better grasp of many world events—the history-

making conferences at Ottawa, Dumbarton Oaks, Bretton Woods and San Francisco. He stopped over in London on his way to Nuremberg to cover the meeting of the Big Five foreign ministers.

The exclusive broadcasts by McCardle are typical of the timely and interesting programs introduced by WPEN since ownership and operation of this independent station were assumed by *The Bulletin*. Every one is selected for its special appeal to Philadelphia listeners.

950

**WPEN...the Station  
for Philadelphians**

**And WPEN-FM—a PLUS value**

NATIONAL REPRESENTATIVES  
**HEADLEY-REED COMPANY**

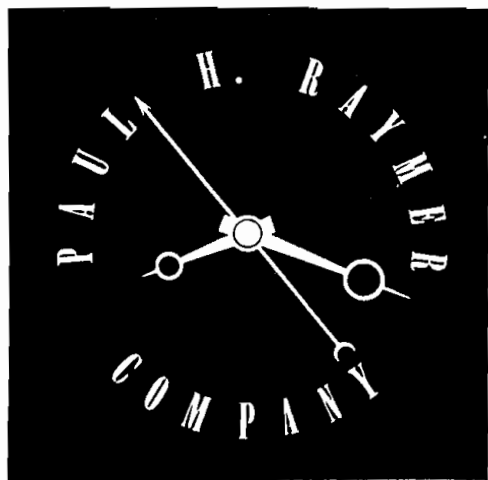
New York • Chicago • Detroit • Atlanta  
San Francisco • Los Angeles



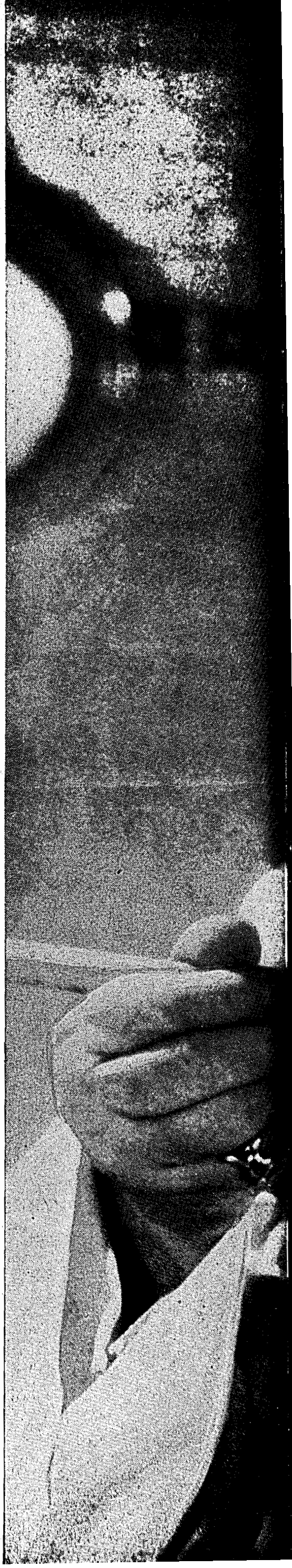
# It's not **WHAT** he cooks but **HOW** he cooks it

Whether it be *creamed chicken* or a sauce by Escoffier —it's not *what* he cooks but *how* he cooks it. Good taste, skill, years of practice and a natural aptitude are the ingredients for a good cook.

It's just like that in this business. The stations we represent know there is no place in it for beginners. Our people have those qualities that assure success. They give friendly, intelligent cooperation and they show skill that comes only from years of practice in the advertising business.



**PAUL H. RAYMER COMPANY • RADIO ADVERTISING**  
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO









## AGENCIES

**L. W. HUTCHINS**, president of Sheldon, Morse, Hutchins & Easton, Inc., and managing director of Safety Research Institute, and Lee Graves, formerly of Compton Advertising, Inc., and Foote, Cone & Belding, have formed a new advertising agency under the name of Hutchins & Graves, Inc., with offices at 420 Lexington Avenue, New York. The new company takes over the advertising accounts formerly handled by Sheldon, Morse, Hutchins & Easton, Inc., which continues as a public relations and publicity agency only. Hutchins & Graves, Inc., will handle all types of advertising, including radio.

**NEBLETT RADIO PRODUCTIONS** is turning out five minute and one minute spot programs which will be tested during November by the George M. Hartman agency. Johnnie Neblett is heard on the spots in stories taken from Popular Mechanics Magazine. Neblett is on the air now in narratives for another Hartman advertising agency account, Hartz Mountain Pet Food.

**FRED DODGE**, for the past three years associated with WKRC, Cincinnati, in the program and sales departments, has resigned effective November 5th to be radio director of The Fred A. Palmer Co., advertising and radio consultants. Dodge, before moving to Cincinnati, was program director of WBAL, Baltimore; program director and assistant manager of WFIL, Philadelphia, and was also associated with N. W. Ayer and Ward-Wheelock advertising agencies in Philadelphia.

### Former Coast OWI Office Will Close November 16

(Continued from Page 1)

nounces. The division was opened in October, 1942, to obtain special events programs and messages from personalities in this area. More than 1,200 broadcasts were recorded for short-waving around the world. In addition to programs recorded by motion picture and radio stars, 11 different service bands participated in a series of musical shows.

A Voice  
In Your Future

**John Tillman**

CBS Announcer  
Serving in the Army



OFF THE AIR  
**REFERENCE RECORDINGS  
IN CHICAGO**

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



### California Commentary !!!

● ● ● **E. H. "Buddy" Morris**, the song publisher, is in fine fettle these days. He captured top honors in the song writers and publishers golf tournament at the California Country Club with a low net 86-17-69. Bing

### Los Angeles

Crosby won the low gross prize with a 79. In a special nine-hole tournament, Johnny Mercer won with a 35 gross card. Other winners in the low-net 18-hole event were Rocco Vocco, Charlie Warren, Harold Arlen and Johnnie Lange. Ira Gershwin captured the senior low net division prize with a 75. Don Ameche is the new owner of the Los Angeles franchise of the All-American Football Conference, with Bing Crosby as one of the stockholders. Minnesota is well represented in the CBS-KNX personnel, with Jean Meredith, assistant publicity director; Keenie Purcell of the press department and Dave Vaile, the announcer, being from Minneapolis. Betty Bunn, of the press department, is a Duluth girl, and Janice Murray, of the production department, hails from St. Paul. Betty Hogan, a receptionist, is from Minneapolis. Maestro Frank DeVol, who batons the Ginny Simms show, is working on a series of comedy routines built around music which he plans for television broadcasts.

☆ ☆ ☆

● ● ● Two of Meredith Willson's tunes, written while he was a major in the army in charge of Armed Forces Radio Service orchestra and used in the famed "Dick Tracy" program on "Command Performance," will shortly be on the music stands in sheet form and on record counters with Bing Crosby vocalizing. They are "Whose Dream Are You?" and "Happy, Happy, Happy." Winding up her chores on Walt Disney's "Make Mine Music," cartoon by recording "Two Silhouettes" for the film, Dinah Shore is already talking a second deal for her voice with the famed cartoonist. Pretty Carol Stewart, the CBS sound effects girl who became a featured soloist on the network's "Marlin Hurt And Beulah" show, has been screen-tested for a role in a new 20th Century-Fox film. Petite Connie Haines, Abbott and Costello airshow songstress, can't explain it, but she's found that she has started to grow. Back with Bud and Lou after her 13 week "vacation" (11 of which were spent making theater and hospital appearances), Connie discovered that she has increased in height more than a half inch in the interim. She now "towers" four feet eleven-and-one-half inches in her stocking feet.

☆ ☆ ☆

● ● ● **Radio Row** moved to the Oakmont Country Club, Glendale, Oct. 23 for an afternoon of golf and an evening of eating and good-fellowship, sponsored by the Southern California Broadcasters Association. President Bob Reynolds, Bill Ryan, Sidney N. Strotz, Don Searle, Syd Gaynor, Harry W. Witt, Don Fedderson, Frank Samuels, Calvin Smith, Clyde Scott, Jack O'Mara, George Whitney, Frank Conrad, Gil Paultridge, Lee Wynne, Hal Bock, Frank Ford, Lew Frost, Bud Berend, Alex Robb, Ed Buckalew, Charles Ryder, Charles Morin, Norman Rogers, Bill Beaton, Bill Ray, Jennings Pierce, Lawrence McDowell, George Pierce, Bob Hall, Hal Carlock, H. Gerstenkorn, Clete Roberts, Bill Davidson, Jim Strain, Lloyd Brownfield and Al Span were among the broadcasters at the affair. L. A. Schamblin, C. C. Sturm and Art Mason of KPMC, came down from Bakersfield for the doings. Lex Fox, John A. Nelson, Fred Allen, Chet Matson, Tom Ray, John Livingston, Lincoln P. Simonds, Homer Griffith, Walter Miles, Harold Lindley and Carleton Coveny were among the agency representatives present. Ralph L. Power, radio veteran and M. M. Peterman also enjoyed the festivities. Russ Hudson, American sales service executive, has returned to his desk following a two weeks' vacation with a hair-raising tale of how he was struck by lightning, but escaped injury, at Glacier Point, Yosemite. Sid Dorais, auditor of American (then Blue) Western division, before entering the service, stowed his uniform away among the mothballs last week.

## SOUTHWEST

**ORA HARVEY** and Hattie Stanke have joined the staff of WBAP KGKO, Fort Worth as news rewriters. Another newcomer to the staff is Lois McBride who has joined the staff as receptionist.

Pat White, news editor of KTSJ San Antonio, has been named production manager for the station. Jo is a new one at the station.

Visitors to stations throughout the state were Sam Bennett of KMBH Kansas City, Mo. and Dr. George Haley of the Arthur B. Church Radio Productions.

Nick Lucas, the singing troubadour now appearing at a Dallas night club is being heard as guest artist in the weekly Interstate Theaters "It's Showtime" half-hour broadcasts over the Texas Quality Network.

The "Music Parade" formerly heard on the Texas Quality Network is now being heard on KRLD, Dallas and KTRH, Houston each Sunday. Programs are under sponsorship of the Employers Casualty Co.

The Carter Publications, Inc., owners and operators of WBAP and KGKO have filed with the FCC, application for an FM station here.

### Collins Heads Committee For CBS Promotion Contest

(Continued from Page 1)

of J. Walter Thompson Co., and Francis Silvernail of BBD&O.

The contest, which began Sept. 1 and runs through Nov. 17, will award a prize of \$10,000 to the web affiliate having the best all-around promotional effectiveness during the designated period. The winners will be announced Dec. 15.

Other judges are: Carlos A. Francis Young & Rubicam; C. T. Ayres, Ruthrauff & Ryan; Robert Buckley, Darcier, Fitzgerald & Sample; William Dekker, McCann-Erickson; John Hymes, The Blow Co.; Leonard Bush, Compton Advertising, and Francis Barton, Benton & Bowles.

44th Week

**THE  
JACK  
KIRKWOOD  
SHOW**

Procter & Gamble



# Radio Launches Drive to Sell Victory Bonds

(Continued from Page 1)

leads, 10:30-11:00 p.m. The skipper of the ship, Capt. S. S. Murray, also slated to speak.

Capt. Murray was heard yesterday when WNYC broadcast the ceremonies officially opening the drive in New York City, 12:00-12:30 p.m. Other speakers were Capt. Grayson B. Carle, skipper of the U.S.S. New York, Mayor F. H. LaGuardia, Frederick W. Gale, state chairman of the War Finance Committee, and William E. Cottrell, chairman for Greater New York. Music was supplied by the First Command Infantry Band and Lucy Monroe, who sang the National Anthem.

The city station also will air a series of five "Treasury Concerts," on Sundays, 12:15-1:00 p.m., which will feature a bond pitch by a Treasury official.

Secretary of the Treasury Fred Vinson is slated to broadcast over CBS Thursday night, 10:00-10:15 p.m. from the Waldorf-Astoria.

# Budget Bur. Holding Up Pricing Orders' Release

Washington Bureau, RADIO DAILY

Washington — Newest stumbling block which is detaining the radio pricing order is the budget bureau, it was learned yesterday. Although the industry has known the major provisions of the order for some weeks now, at least those prices which relate to manufacture of both parts and sets, the order has not been officially released. Still not generally known are the markups, if any, which are to be allowed to retailers and wholesalers, also the pricing procedure to be followed by manufacturers of new and changed models.

An announcement was made yesterday of a change in pricing methods for new models of all consumer goods covered by MPR 188. This regulation covered radio sets but the new order will remove receiving sets from this regulation and establish a separate regulation.

Any further delay holds up the pricing order, pricing of new radios under the revised MPR 188 will be based on current instead of a 1942 comparable costs.

**WEVD**  
5000 WATTS 1330 KC.

ENGLISH • JEWISH • ITALIAN

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

Send for WHO'S WHO on WEVD

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

# January 7 Deadline For Peabody Awards

(Continued from Page 1)

grams inaugurated and broadcast during 1945 by a regional station (above 1,000 watts) which made an outstanding contribution to the welfare of the community of region the station serves; 2. That program or series of programs inaugurated and broadcast during 1945 by a local station (1,000 watts or under) which made an outstanding contribution to the welfare of the community the station serves; 3. Outstanding reporting and interpretation of the news; 4. Outstanding entertainment in drama; 5. Outstanding entertainment in music; 6. Outstanding educational program; 7. Outstanding children's program.

### "Listing Posts" Established

Under the leadership of Mrs. Dorothy Lewis, Co-ordinator of Listener Activity, NAB, listening-post committees have been set up throughout the United States.

Recommendations of these groups will be made to the national board through the Henry W. Grady School of Journalism. Similar committees have been set up in many of the institutions affiliated with the American Association of Schools and Departments of Journalism. Their recommendations are handled in a similar manner.

# Parts Shortage Delays Output Of Radio Sets

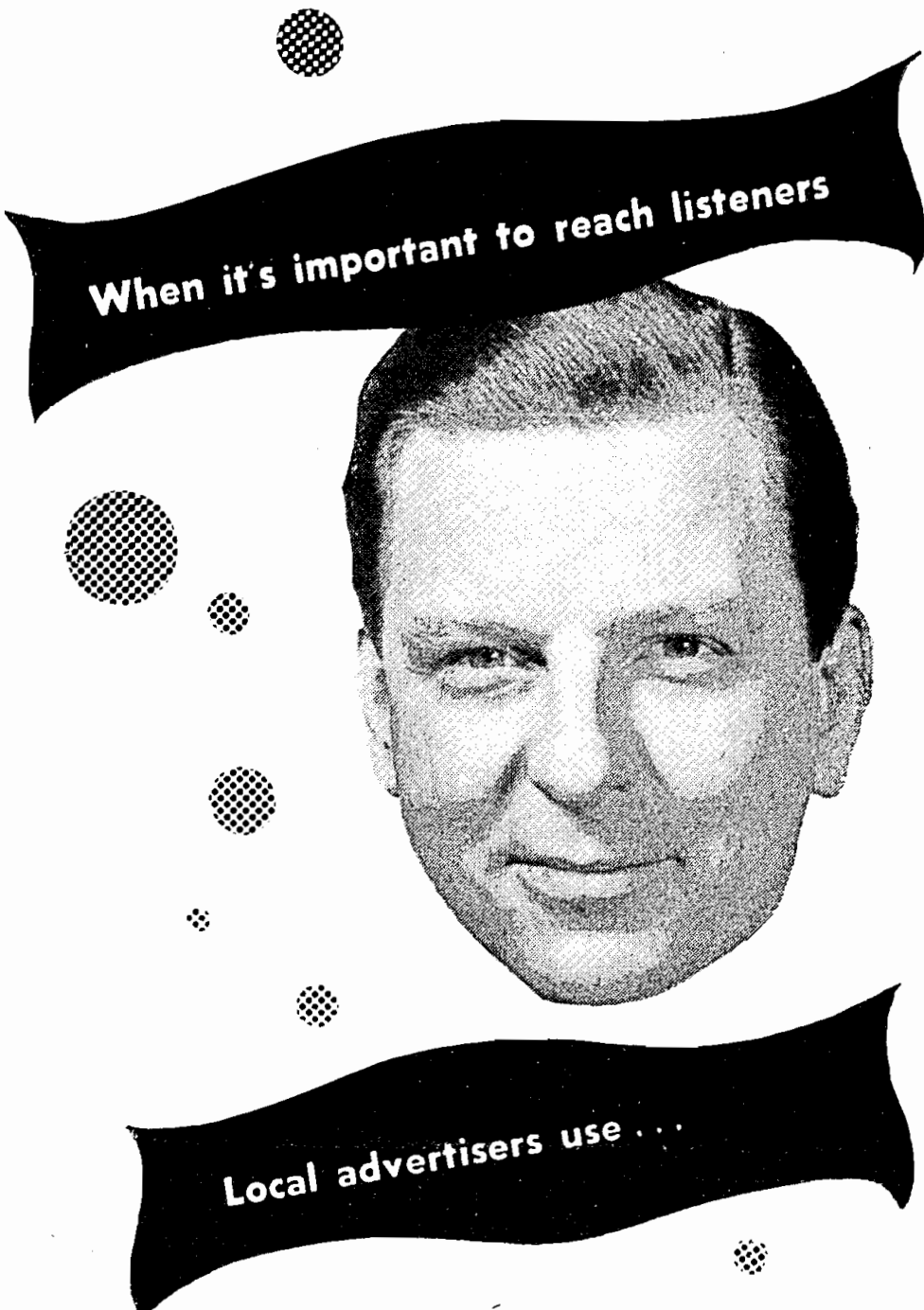
(Continued from Page 1)

in limited production in 30 days if it could get cabinets, condensers and other necessary parts, pointing out that deliveries of these parts were held up by the Office of Price Administration delay in giving parts manufacturers an increase in ceiling prices.

Employment should be maintained at a level 30 per cent higher than before the war as soon as the company can get into volume production, he said, adding that manufacture of television sets probably will not be started until next March.

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

first in Chattanooga in  
LISTENING AUDIENCE  
ADVERTISING VOLUME  
PUBLIC SERVICE



# Fulton Lewis, jr.

... because Fulton Lewis, jr., not only reports the news, but often makes it! That's why he reaches a vast audience and is the most widely sponsored "cooperative" on the air—

with 181 stations sold. He can do a selling job for you, too! Availabilities are going fast—act now! Originating from WOL, Washington, D. C. Write, Phone or Wire at once to—

Cooperative Program Department  
**MUTUAL BROADCASTING SYSTEM**  
1440 Broadway, New York 18, N. Y.

# AFM-Webs Stalled Re Net-Operated FM

(Continued from Page 1)

grams such as the symphonic groups were necessary to good programming. They also pointed to the FCC allocations which necessitated mechanical adjustments at the stations.

One spokesman for the FM crowd said yesterday that Petrillo's arbitrary action "sets FM back years." He pointed out that the union demanding extra musicians at this time is tantamount to stifling a new industry. Another FM broadcaster remarked that the AFM might have made a better case if they had allowed the frequency modulation forces to get in stride before making their demands.

Just how far reaching the shut-down of FM stations will affect the industry in New York is not known. It is believed, however, that with the production of new FM receivers delayed and the necessity for alterations due to the FCC allocations, that the delay will not be too costly.

### New York Shutdown

FM stations in New York operated by NBC, CBS and WOR ceased operation yesterday "for repair and installation purposes involved in the changeover to the new bands" it was formally announced yesterday, with no indication from any quarter as to how long a period would be required to complete the necessary changes.

With approval of the action by FCC, WEA-FM "temporarily" went off the air at the conclusion of its broadcast Saturday night, as reported in these columns yesterday, and WABC-FM, the CBS outlet, discontinued broadcasts yesterday. WBAM, the WOR station, ended operations at 12:01 a.m. yesterday morning, and it was reported that "several months" might be required before the mechanical changes would be completed.

### Jay Jostyn To Roxy

Jay Jostyn—"Mr. District Attorney" is booked for New York's Roxy theater starting Nov. 1. He plans to feature his well known monologue on the G.I. Bill of Rights.

Send Birthday Greetings To

October 30

Joan Banks Robert Monroe  
Carl Warron

### EASTERN TERRITORY

for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with stations, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 233-A, Radio Daily, 1501 Broadway, New York 10, N. Y.

# New Tele Camera To Cover 'Tribune' Forum Tomorrow

(Continued from Page 1)

of which will be aired by major webs, is "The United States in a United World," and speakers will include Secretary of State Byrnes, Secretary of War Patterson, Secretary of Labor Schwollenbach, and General Dwight Eisenhower, who will broadcast from Germany. The session will conclude with the reading of a message from President Truman.

Last night's opening session was heavily played by the nets. NBC broadcast the opening of the forum by Mrs. Ogden Reid, the keynote address by Gen. George C. Marshall, Army Chief of Staff, and "Responsibility of Victory," a narrative by Norman Corwin read by Paul Robeson, 8:30-9:00 p.m., EST.

### Webs Follow One Another

American web took over from 9 to 10, broadcasting the speeches of Dr. Herbert V. Evatt, Australian Minister for External Affairs; Maj. Gen. Claire L. Chennault; Hon. Sergio Osmena, president of the Philippines; and Gen. Jonathan M. Wainwright.

MBS came in at 10:30 to pickup the speeches of Sgt. Ben Kuroki, Nisei air hero, and Capt. Harold E. Stassen, former governor of Minnesota, who spoke on "Our Over-All Responsibility in the Pacific."

At this afternoon's session, which is devoted to the USSR, American will broadcast talks by Ernest Simmons, head of the Russian Institute at Cornell University, and Maj. Gen.

### REC Announces Guests For Old Timers Luncheon

Frankie (Himself) Sinatra, youngest member of the Radio Executives Club, will be appropriately dressed in diapers when he appears as one of the headliners at the REC's "Old Timers" luncheon, Nov. 1, at the Hotel Roosevelt. The festivities are in connection with radio's 25th anniversary celebration.

Veteran commentator Lowell Thomas will be emcee. Other radio "ancients" slated to appear are H. V. Kaltenborn, Paul Whiteman, "Uncle Don" Carney, Ray Knight, and Milton Cross.

John R. Deane, chief of the American military mission recently returned from Moscow, 2:30-3:00 p.m. CBS takes over for the rest of the afternoon, with speeches by Dr. Geroid T. Robinson, chief of the USSR division of OSS, and John Balfour, British Minister at Washington, 3:30-4:00; and Lt. Col. T. V. Smith, former director of re-education with the Allied Control Commission in Italy, from 4:45 to 5:00.

American resumes radio coverage tonight, with the speech of Maj. Gen. John H. Hilldring, chief of the Army's Civil Affairs Division, 8:15-8:30. At 9:30, MBS will air an hour of the session with the following speakers: Sylvia Sprigge, of the Manchester Guardian; Prof. Bergstrasser, German democratic leader who will speak from Germany; a German prisoner now in this country, and Saul K. Podover, formerly with AMG in Germany. From 10:45 to 11:00, CBS will air an address by William Benton, assistant secretary of state.

At the closing session, MBS will air the talks by Secretary Patterson and Bill Mauldin, famed soldier-cartoonist, 8:00-8:30. American will broadcast speeches by Secretaries Byrnes and Schwollenbach from 9:00 to 9:30, and CBS winds up radio coverage with the speech of Dr. Vannevar Bush, director of the Office of Scientific Research and Development, 10:00-10:30 p.m.

### CBS Program Clinic Skedded For Spring

(Continued from Page 1)

tion in New York, the following are main topics of interest; psychological continuity in programming, sound effects, techniques and equipment, the web's program analyzer laboratory, program construction, analysis of daytime serials, and administration of the network schedule.



TOBY TUTTLE

The man with a million laughs and a barrel of fun starts the day for WKY listeners with a smile every morning at 6:00.

**WKY**  
OKLAHOMA CITY  
The Katz Agency  
Representative

# Army Revamps Series For Peacetime Shows

(Continued from Page 1)

for discharge will be separated from the service," he said, "and others will be assigned to AAF duty throughout the country. The remainder will be combined with the Bolling Field band to make up the AAF's official radio and band unit which will operate in Washington."

Present AAF programs are "Roots of the AAF" (Mutual Broadcasting System) which leaves the air Nov. 11th; "Return to Duty," (MBS) completing its series Nov. 13th; "You AAF," (American) which finishes Nov. 15th, and "I Sustain the Wings" (NBC) concluding on Dec. 1st. The new single program will combine the features of the latter two shows in its format, Brisson said. Two hour concerts over one of the major networks are also in production at the moment.

The official AAF radio and band unit will be composed of regular army personnel, newly-inducted men and low point men who are slated to remain in the service from three to six months before being eligible for discharge.

### FCC Okays Texas Station

Washington—The FCC has granted a permit for a new AM station to be built in San Antonio, Texas. The applicant, Raoul A. Cortez, now owns and directs the "Mexican Commercial Hour" and the Cortez Spanish radio programs, an advertising program service in Spanish. He proposes to carry Spanish-language programs on the new station. Assignment is for 1,300 kc, one kilowatt, daytime only.

**HIS 21<sup>ST</sup> YEAR**

**AND MORE POWERFULLY PROGRAMMED THAN EVER**

50,000 Watts • NBC Network  
Edward Potry & Co., National Representatives

**Chicago's ONLY 24 HOUR STATION**

**W-I-N-D**

560 Kc. 5000 WATTS



# RADIO DAILY

The National Daily Newspaper of Commercial Radio and Television

Vol. 33, No. 22

NEW YORK, N. Y., WEDNESDAY, OCTOBER 31, 1945

TEN CENTS

## FCC Asks Research Fund

### NAB Pres. Reviews European Radio Trip

Washington Bureau, RADIO DAILY  
Washington—NAB President Justin Miller yesterday told the Advertising Club of Washington his impressions of the European trip he took last summer with the radio executives, as guests of the U. S. Army. Headlining a special "Radio Day" given by the club in honor of the 25th anniversary next week, Miller spoke generally of the need for feeding Europe, and of the sad state of French and Italian broadcasters, both in regard to equipment and personnel. The con-  
(Continued on Page 3)

### Independent FM Stations Will Continue Broadcasts

Five independent FM stations in New York City will continue to broadcast indefinitely despite recent action taken by network-owned and operated FM outlets to cease operations "for some time" it was learned yesterday.  
As reported in these columns, NBC, CBS and WOR announced that their stations would close down "for  
(Continued on Page 6)

### FM Use By Small Firms Subject Of Senate Study

Washington Bureau, RADIO DAILY  
Washington—A report on the opportunities in FM for small business— from the standpoint of actual broadcasting rather than purchase of advertising time—will be written by the Senate Small Business Commit-  
(Continued on Page 2)

### Navy Winners

Audience participation shows originating in New York this week are giving the Navy a break with sailors from the Missouri, Enterprise, and other ships getting the nod. Phil Baker let a Navy boy romp away with \$64 on "Take It Or Leave It" the other night and a boy nearly fainted. He was revived with a glass of water. Other programs are following suit.

### Midget

Chicago—A new pocket radio, three inches wide, 3/4 thick and 6 1/4 high, has been developed by Belmont Radio Corporation using the sub-miniature tubes of Raytheon which were originally used in VT-fuses. New set fits a pocket or purse and its reception is comparable to that of the usual five tube set.

### Radio Aids Movies In Bond Sales Drive

Radio co-operation with the War Activities Committee of the Motion Picture Industry on behalf of the Victory Loan drive "is being carried to a greater degree of coverage than ever before," Si Fabian, national chairman of the committee said yesterday. Webs and local outlets are co-operating with the film committees to provide a record-breaking "air screen" for the drive, he said.  
Many of the top entertainers and programs in radio are planning to broadcast messages urging listeners  
(Continued on Page 3)

### Seattle Symphony Series Opens On Associated Web

The Associated Broadcasting Corporation opened a series of symphonic music programs by the Seattle Symphony Orchestra yesterday through the facilities of KRSC, Seattle, Wash. The series, scheduled from Oct. 30th through Feb. 19, is the first symphonic  
(Continued on Page 3)

### Coverage For Election Day Set By New York Stations

New York's millions will be constantly informed of the progress of city elections throughout the eve and morning of Election Day (Nov. 6) next week by broadcasts from local network and independent stations, as plans were announced yesterday providing complete, up-to-the-minute coverage of developments in the races for the office of mayor and other municipal positions.  
The four network outlets, WJZ,

### Chairman Porter Requests Government To Foster Federal Research In Field Of Communication

### OPA Outlines Method For Receiver Pricing

Reconversion pricing methods for receiving sets were, at last, published in detail yesterday with the issuance of the long-awaited radio pricing regulation.  
Retail prices, by and large, are not materially affected by the new regulation, but some minor downward revisions are made. Distributors and  
(Continued on Page 8)

### Lyford Gets New Position With NBC Station Relations

E. B. Lyford, formerly NBC station relations department liaison man between the web's affiliated stations and the sales department, has been named to the newly created post of assistant manager of the station relations de-  
(Continued on Page 2)

### NAB Retail Program Test Has 16 Added Features

Sixteen additional 15-minute programs a week have been added on the San Antonio test plan for retail broadcasting. NAB has reported. Progress of the plan, known as the  
(Continued on Page 2)

Washington Bureau, RADIO DAILY  
Washington—FCC Chairman Paul A. Porter, testifying yesterday before sub-committees of the Senate Military Affairs and Commerce Committees sitting on the Kilgore-Magnuson Science bill, called for legislation authorizing extended federal research in the communications field. Both because of lack of funds and manpower, and because the FCC is not set up to delve into projects of the magnitude involved in some research he sees, the FCC has thus far been  
(Continued on Page 7)

### FM Impasse Discussed By NAB And FMBI

Washington Bureau, RADIO DAILY  
Washington—A "very preliminary and exploratory" session on the strike of FM staff musicians affiliated with James C. Petrillo's American Federation of Musicians was held here at the Hotel Statler yesterday, with  
(Continued on Page 8)

### BMB Approves Plans To Study Radio Audience

Acting on a resolution by the technical research committee of Broadcast Measurement Bureau, the newly appointed sub-committee on tabulating procedures met at BMB headquarters last week to review plans  
(Continued on Page 2)

### Record Audience

Five thousand persons—probably the largest television audience ever assembled under one roof—witnessed President Truman's address and the Navy Day activities last Saturday via 22 "telesites" in Gimbel's Philadelphia department store. Events were televised from NBC's television station WNBT in New York to WPTZ, Phila., and relayed to the store's receivers.



Vol. 33, No. 22 Wed., Oct. 31, 1945 Price 10 Cts.

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

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FINANCIAL

(Tues., Oct. 30)

NEW YORK STOCK EXCHANGE

Table with columns: High, Low, Close, Net Chg. Rows include Am. Tel. & Tel., CBS A, 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 Hazeltin Corp., Nat. Union Radio.

OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Du ont Lab., Stromberg-Carlson.

Hildy Hosting Lahr, Wheeler

Bert Lahr and Bert Wheeler, comedians, will be heard next Tuesday on Hildegard's "Raleigh Room" program, 10:30 p.m. over NBC.

20 YEARS AGO TODAY

(October 31, 1925)

According to an announcement made by Republican Citizens Candidate for Mayor Office extensive use will be made of radio facilities in bringing to the listening audience events of outstanding importance during the remainder of the campaign.

CALLING ALL MEN!

Is your secretary a witch? Turn her in for a bewitching replacement. Thorough understanding of male mind. Intricate foibles of feminism subtly applied to all situations. College degree. 5 years in radio. Write Radio Daily, Box 228, 1501 Broadway, New York 18, N. Y.

Coming and Going

JANE TIFFANY WAGNER, director of home economics for NBC, has returned from Washington, D. C., where she attended the annual meeting of the Council of Churchwomen, and Thursday was one of the White House guests of President Truman.

SKINNAY ENNIS was in San Pedro, Calif., Friday, where he led his orchestra in the "Spotlight Bands" show over the Mutual network. The program saluted the U. S. Navy from the armory of the Naval Operating Base, Terminal Island.

PHIL BAKER, quizmaster on "Take It or Leave It" over CBS, spent Saturday in Great Barrington, Mass., where he did a benefit show for Fairfield General Hospital.

LYMAN BRYSON, CBS director of education, who had spent last week in Chicago, remained over the week-end in the Windy City and from that point conducted the "People's Platform" Saturday and the "Problems of Peace" program on Sunday.

BETTY ROSEN has returned to WTOL, American network affiliate in Toledo, Ohio, after attending the Northwestern Summer Radio Institute in Chicago, and now is writing and voicing the Lion Store program, "Musical Memories."

RALPH PEARL, West Coast editor of the magazine "This Month," is in Gotham for a week of editorial conferences with Ada Siegel, editor-in-chief of the publication.

FM Use By Small Firms Subject Of Senate Study

(Continued from Page 1)

tee sometime before Christmas, it was said here yesterday. A study of small business opportunities in FM is going on now under direction of Sen. Glen Taylor of Idaho, successor to the former Senator, D. Worth Clark. Staff member of the committee assigned to this work is Attorney Jerry Spingarn, formerly of the FCC now on leave from the Navy.

FCC Chairman Paul Porter has already talked with Taylor and Spingarn, and further conferences with Porter and others of the FCC staff are contemplated. Porter is not believed to have painted too encouraging a picture of the opportunities for the "little man" to get into the FM business, but the committee has not yet reached any important conclusions.

Spingarn insists, and previous practice of the committee substantiates his claim, that the committee is in no way "investigating" the FCC.

Lyford Gets New Position With NBC Station Relations

(Continued from Page 1)

partment, Sheldon B. Hickox, Jr., manager of the NBC stations relations department, announced, John T. Murphy has been assigned to the post vacated by Lyford and replacing Murphy in the liaison post between affiliated stations and the program department is Carl Cannon, recently honorably discharged from the U. S. Navy.

BMB Approves Plans To Study Radio Audience

(Continued from Page 1)

for the mailing, coding, editing and tabulating plans to be used in the forthcoming nationwide study of radio station audiences. Upon approval of these plans, the committee announced that they were now ready for bids on this phase of the Bureau study.

Present at the meeting were A. N. Halverstadt, Procter & Gamble; W. J. Main, Ruthrauff & Ryan; Harper Carrairie, CBS; Richard Puff, Mutual; Gordon Buck, consultant; John Churchill, Paul Peter and Richard Wyckoff of BMB.

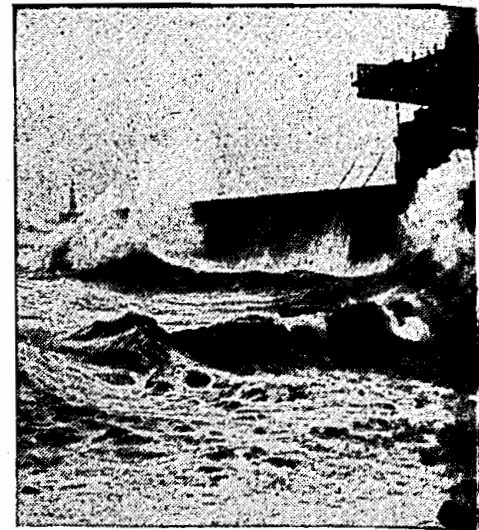
Mailing, research and tabulating organizations are invited to submit bids on the major subdivisions of this work: (1) mailing, (2) coding and editing, and (3) tabulating. Bids may be submitted on each one of the operations separately, or on any combination of the three steps.

Churchill, research director of BMB, has been appointed to furnish specifications to any interested group, and to handle all inquiries. Bids will be open until December 1st.

NAB Retail Program Test Has 16 Added Features

(Continued from Page 1)

Joske Clinic, is reported to be "gratifying" by Frank Pelligrin, NAB advertising director, who recently visited San Antonio. No final report on operations will be made, however, until December, which will complete a year's operation of the plan.



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-REE



MUSIC has power

WDAS is the only Philadelphia radio station featuring three hours of classical music daily

No wonder WDAS audiences say "Thank You!"



# Radio Aids Movies In Bond Sales Drive

(Continued from Page 1)

buy bonds at their neighborhood movie theaters. These include Bob Hope, Eddie Cantor, "Duffy's Tavern," "Honkie," Joan Davis, the Pabst Blue Ribbon show, "Kraft Music Hall," Jack Carson, "Request Performance," Lionel Barrymore, Frank Sinatra, "Sherlock Holmes," Dick Haymes, "The Great Gildersleeve," Ginny Sims, Abbott and Costello, Dinah Shore, Edgar Bergen and a host of others.

An estimated 6,000 bond announcements will be aired throughout the country on programs sponsored by film companies. Motion picture radio airmen have been appointed in every state to secure bond plugs on theater broadcast time in the territory and to arrange other program details.

On Nov. 11, Mutual's "day" in the eve, the web will carry a special show from Hollywood, 3:00-4:00 p.m., EST, on which Secretary of the Treasury Fred Vinson is slated to speak. On Thanksgiving Day, CBS will air a Victory Bond program with many film "names" featured. NBC is expected to broadcast a similar production on its "day," Dec. 8.

WNEW will broadcast Broadway's first large-scale film premiere since the war tonight, 9:15-9:30 p.m., from the lobby of the Astor theater. Among notables slated to be interviewed will be Sir Alexander Korda, Gene Tierney, Arlene Francis, Martin Maxwell Jinx Falkenburg and Patricia Hitchcock.

After two days of stumping for the Victory Loan on his 1:00 p.m. broadcast, Clifford Evans, commentator on WLIB, Brooklyn indie, has sold \$1,800 in bonds. The outlet is an official Treasury sales station.

# Seattle Symphony Series Opens On Associated Web

(Continued from Page 1)

group to be presented as a regular feature on the new network.

The Seattle Symphony will be heard over the full network throughout the series from 11:30 p.m. to 1:30 a.m., EST, featuring outstanding conductors and musicians. Yesterday's program was under the direction of Carl Ernest Bricken. Subsequent programs are scheduled to feature Gregor Matigorsky (Nov. 12), Joseph Szigeti (Nov. 27), Whitney Tustin (Dec. 11), Donald Phillips (Jan. 8th), Nathan Milstein (Jan. 22), Egon Petri (Feb. 5), and Ruth Krieger who will be heard on Feb. 19.

# Coverage For Election Day Set By New York Stations

(Continued from Page 1)

tional crews of radio reporters will be spotted at vantage points throughout the eve and early morning phase of the election. Special broadcasts are also being prepared to give listeners descriptive pictures of activities in offices of the political parties and the popular gathering places throughout the city. In order to provide complete coverage, major stations will remain on the air until the final results are made known.

Assigned to cover Election Day activities for WEF are commentators Don Goddard and James Stevenson, and newscasters Kenneth Banghart and Lyle Van, it was announced yesterday by William F. Brooks, NBC director of news and special events.

### WABC Makes Plans

Going on the air with election broadcasts at poll-closing time, 7:00 p.m., EST, WABC will broadcast a continuous flow of late tabulations from all areas, using more than 75 broadcasters, special events reporters, analysts, statisticians and technicians. One CBS studio will be converted into WABC's election headquarters. Analyzing the results and events of the day will be Quincy Howe, John Daly and Bill Costello. A battery of seven other reporters including John Reed King, Arthur Godfrey, Harry Marble, Margaret Arlen, Larry Lesueur, Tony Marvin and Sid Berry, will report the color and excitement of election night from various points. Bill Slocum, Jr., CBS special events, and J. E. "Dinty" Doyle, WABC special events director, will have overall direction of the broadcasts.

### Special Staff at WJZ

WJZ will go on the air at 6:00 p.m. EST, with the "Esso Reporter," and throughout the evening will continue election broadcasts. Special programs will be presented to the radio audience with reports from club headquarters, and other public gathering places throughout the city. WJZ's special feature staff, including Walter Kiernan, John B. Kennedy, George Hicks, Don Hollenbeck, Don Gardner, Gordon Fraser and others will be heard throughout the evening as returns are received in the station's newsrooms. Of the special programs

scheduled for the evening, a half-hour program will be presented over WJZ at 7:30 p.m., dramatizing the history of New York politics and previous important elections, complete with brass bands. Walter Kiernan will emcee this program.

WOR's coverage of the events in all quarters will be handled by Paul Killiam, Fred Van Devanter, Henry Gladstone and Leo Egan, who have been assigned to cover strategic points during the election activities, bringing intermittent reports throughout the night.

### Indies Well Organized

WINS will pick up reports from the Daily Mirror city room and Police Headquarters in New York, with running commentaries by Joe Tobin, Paul Sherman, Bob Donley and Art Scanlon. Bryce Oliver, Christopher Emmett and Dr. William Boone will make broadcasts for WEVD until close-down time for the station. WMCA has completed plans to air man-in-the-street reaction on Times Square and Broadway, together with analyses of the election returns by Dr. Frank Kingdon and J. Raymond Walsh.

Among tentative plans arranged by WNEW for election coverage are

# NAB Pres. Reviews European Radio Trip

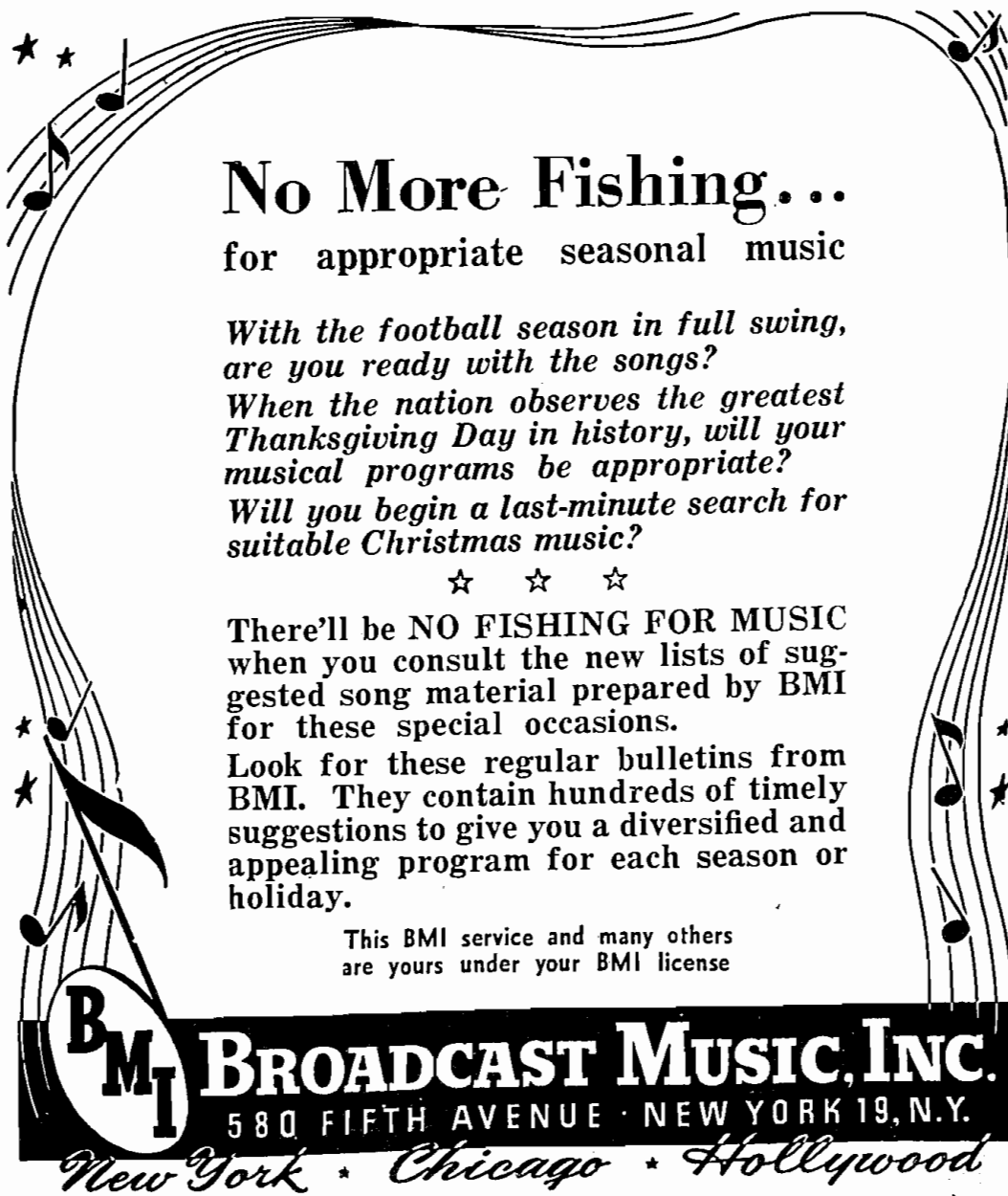
(Continued from Page 1)

trast between civilian broadcasting in the liberated areas and the programming done by the armed forces network is "pitiful," he said, praising the Army's broadcast activities for the troops.

broadcasts of returns in co-operation with the broadcast desk of the Daily News, street interviews by Jimmy Jemal, "the Inquiring Photographer;" George Brooks, station's commentator will provide up-to-the-minute analysis throughout the evening.

As in other years of local and national elections, WNYC's coverage will be comprehensive and semi-official. Broadcasts will be made from Police Headquarters and studios in the Municipal Building. The station will remain on the air beyond its usual sign-off time, it was announced yesterday, permission having been granted by FCC for the occasion.

WOV will not provide special broadcasts, but will air returns as received over a special United Press wire. WQXR will air the results as received from the city room of the N. Y. Times, which operates the station. WHN has announced that 15 minute broadcasts will be made throughout the evening from political headquarters.



**No More Fishing...**  
for appropriate seasonal music

*With the football season in full swing, are you ready with the songs?  
When the nation observes the greatest Thanksgiving Day in history, will your musical programs be appropriate?  
Will you begin a last-minute search for suitable Christmas music?*

★ ★ ★

There'll be NO FISHING FOR MUSIC when you consult the new lists of suggested song material prepared by BMI for these special occasions.

Look for these regular bulletins from BMI. They contain hundreds of timely suggestions to give you a diversified and appealing program for each season or holiday.

This BMI service and many others are yours under your BMI license

**BMI BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE · NEW YORK 19, N.Y.  
*New York · Chicago · Hollywood*

# Certified

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

# Credit 1945 with *Como!*



THIS **WAS** IMPOSSIBLE—  
ALL **FOUR** SIDES OF  
**TWO** CONSECUTIVE  
RECORDS . . .

VICTOR

20-1676 A—I'm Gonna Love That Gal  
B—If I Loved You

20-1709 A—Till The End of Time  
B—That Feeling In The Moonlight

**... HITS!**

IN VARIETY (Oct. 10) . . .

## 10 Best Sellers on Coin-Machines

(Records below are grabbing most nickels this week in jukeboxes throughout the country as reported by operators to "Variety." Names of more than one band or vocalist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listings and respective record companies.)

1. Till The End of Time (7) (Santly)..... { Perry Como..... Victor
2. If I Loved You (9) (T. B. Harms)..... { Perry Como..... Columbia
3. I'm Gonna Love That Gal (12) (Santly)..... { Perry Como..... Decca
4. Atchison, Topeka, Santa Fe (13) (Santly)..... { Perry Como..... Capitol
5. Along Navajo Trail (2) (Leeds)..... { Perry Como..... Victor
6. That Feeling In Moonlight (4) (Paull)..... { Perry Como..... Decca
7. Paper Moon (5) (Harms)..... { Perry Como..... Columbia
8. It's Long Long Time (1) (Morris)..... { Ella Fitzgerald..... Capitol
9. ... .. { Harry James..... Decca
10. ... .. { Bing Crosby..... Decca

(NOTE: Como's Disc All Competitive Rec.)

ON THE HIT PARADE (OCT. 6) . . .

- ★ 1. TILL THE END OF TIME
- ★ 2. IF I LOVED YOU
- ★ 3. I'M GONNA LOVE THAT GAL

... AND IN SHEET MUSIC SALES

THE BILLBOARD

### BEST-SELLING SHEET MUSIC

(These listed are the national best sellers according to greatest number of sheet music copies sold. List is based on reports of 20 leading music stores in 20 leading sections of the country. Songs are listed in order of greatest sales.)

POSITION	TITLE	ARTIST	COMPANY
1	TILL THE END OF TIME (R)	Santly	Victor
2	IF I LOVED YOU (M) (R)	T. B. Harms	Columbia
3	I'M GONNA LOVE THAT GAL (R)	Santly	Decca
4	ATCHISON, TOPEKA, SANTA FE (R)	Santly	Capitol
5	ALONG NAVAJO TRAIL (R)	Leeds	Victor
6	THAT FEELING IN THE MOONLIGHT (R)	Paull	Decca
7	PAPER MOON (R)	Harms	Columbia
8	IT'S LONG LONG TIME (R)	Morris	Capitol
9	... ..	... ..	... ..
10	... ..	... ..	... ..

VARIETY

### 10 Best Sheet Sellers

1. Till The End of Time..... Santly
2. If I Loved You..... T. B. Harms
3. I'm Gonna Love That Gal..... Santly
4. Atchison, Topeka, Santa Fe..... Santly
5. Along Navajo Trail..... Leeds
6. That Feeling In Moonlight..... Paull
7. Paper Moon..... Harms
8. It's Long Long Time..... Morris
9. ... ..
10. ... ..

ALL FOUR AGAIN—PIONEERED  
BY PERRY'S SMASH WAXINGS!

# Perry

INTRODUCED  
ALL FOUR TUNES  
ON VICTOR RECORDS

# First

BY WEEKS—MONTHS

# then . . .

General AMUS  
THOMAS  
NEW YORK CHICAGO



# Perry Como

FOR THE FIRST TIME  
IN MODERN  
RECORDING  
HISTORY . . .

IN BILLBOARD (Oct. 13) . . .

## BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers) according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in more than 700 dealers in all sections of the country. Records are listed numerically.

POSITION	RECORD	ARTIST	Label
1	TILL THE END OF TIME (Did You Ever Get) That Feeling in the Moonlight?	Perry Como	Victor 20-1700
2	PEKA AND SANTA FE (Conversation White Dancing Enlora)	Johnny Mercer	Capitol 195
3	IF I LOVED YOU (M)	Stan Kenton	Decca 18477
4	ON THE ATCHISON, TOPEKA AND SANTA FE	Perry Como	Victor 20-1700
5	ALONG THE NAVAJO TRAIL	Dick Haymes-Helen Forrest	Decca 23434
6	GOTTA BE THIS OR THAT	Bing Crosby-Andrews Slaters	Decca 23437
7	HONG KONG BLUES	Harry James	Columbia 34813
8	IT'S BEEN A LONG, LONG TIME	Tommy Dorsey	Columbia 34833
9	LOVE LETTERS	Charlie Spivak	Victor 20-1721

Both Discs Best Sellers on These Tunes!

NO BAND . . .  
NO SINGER . . .  
COULD DO THIS BEFORE

THE PHENOMENAL SUCCESS  
OF COMO'S TWO STRAIGHT,  
TWO-SIDED HITS IS AN  
UNPARALLELED RECORD MARK!

TODAY  
Como TOPS ALL!

# VARIETY

## COMO'S LAST 4 FOR VICTOR BECOME HITS

Perry Como has turned a trick that is unique in recording annals. The last four records he has turned out for Victor have all become sales hits. All are backed up on two

First click was the coupling of "If I Loved You" and "I'm Gonna Love That Gal," and then came "Till the End of Time," backed up with "That Feeling in the Moonlight." Both are close to the 1,000,000 copy mark in sales and have made the singer one of the hottest vocalists available today.

Jimmy Dorsey is probably the last backed-up sides at the same time. He did it in 1941 with "Green Eyes" and "Maria Elena," which ran one-two in coin-machine popularity at the time.

## BILLBOARD'S JUKE BOX CHART

Oct. 13 . . .

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 200 reports received direct from operators in all sections of the country. Listed under the title of each of the tunes played records are other available recordings of the same tune.

POSITION	RECORD	ARTIST	Label
1	TILL THE END OF TIME	Perry Como (Russell Case Ork)	Victor 20-1700
2	ON THE ATCHISON, TOPEKA AND SANTA FE	Perry Como	Victor 20-1700
3	IF I LOVED YOU (M)	Stan Kenton	Decca 18477
4	I'M GONNA LOVE THAT GAL	Perry Como	Victor 20-1700
5	ALONG THE NAVAJO TRAIL	Dick Haymes-Helen Forrest	Decca 23434
6	GOTTA BE THIS OR THAT	Bing Crosby-Andrews Slaters	Decca 23437
7	HONG KONG BLUES	Harry James	Columbia 34813
8	IT'S BEEN A LONG, LONG TIME	Tommy Dorsey	Columbia 34833
9	LOVE LETTERS	Charlie Spivak	Victor 20-1721

(NOTE: He Tops All on All Charts and Here He's 1! 3! 4! and 11!)

## ON THE AIR . . .

CHESTERFIELD SUPPER CLUB  
STARRING PERRY COMO  
MON. THRU FRI. 7:00-7:15 PM EST  
SECOND YEAR

## IN PICTURES . . .



COMING SOON  
20th CENTURY-FOX'S  
"DOLL FACE"  
FEATURING PERRY COMO

## ON RECORDS . . .

NOW ON ITS WAY . . . PERRY SINGS  
"HERE COMES HEAVEN AGAIN" and  
"DIG YOU LATER (A Hubba-Hubba-Hubba)"  
from "DOLL FACE"  
FOR ANOTHER VICTOR HIT!



KGW's "Remember Our Men" Campaign Marches On!



Rotund movie star, Eugene Pallette, signs the "Remember Our Men" pledge card presented by KGW's popular sports announcer, Rollie Truitt.

It's easy to forget — but we at home have the responsibility of remembering what our men and women did for us during the war period. Characteristically, KGW has accepted this challenge and has inaugurated a "Remember Our Men" campaign to continue to provide entertainment for men and women confined in veterans hospitals.

Write for free "Remember Our Men" pledge cards

ONE OF THE GREAT STATIONS OF THE NATION



MEMBER OF THE NATIONAL ASSOCIATION OF BROADCASTERS



Notes From An Aisle Seat . . . !

Has word been passed around NBC to cut down the budget on programming for the last quarter? Several late shows are being dropped (including CMH) and remotes such as 400 Club and Meadowbrook are being picked up. . . . Danny Kaye's sponsor thinks Danny is the greatest guy in the world no matter what the rating charts say. He gets a \$2,000 weekly tilt in pay starting Jan. 1st. . . . Deal being signed any day now to replace Tommy Dorsey on the RCA show with Raymond Paige's crew. . . . Ben Bodec is new radio director for Gen'l Amusements, with Doug Storer going into business on his own. . . . Earl Wilson, who has done as much to publicize the femme anatomy as anyone you can name, guests on "Leave It To The Girls" Nov. 10th. . . . Note from WOR's Charlie Oppenheim informs that Tiny Ruffner is leaving the staff to devote his full time to "The Better Half," which turns out to be a new quizzer starting in Nov. . . . When Beatrice Kay opens at the Roxy, she'll draw \$4,500 per. . . . "Exclusive," a new nat'l monthly picture mag, hits the stands around Feb. 1st. . . . Alan Young's first film for 20th Century will be penned by Ruth McKenney, author of "My Sister Eileen." . . . Art Miller, former head of mag publicity at CBS, opening his own flack offices on the 16th. . . . Joe Balaber, who used to toil for Dave Alber, also going out on his own.



When Toscanini gets excited, he's another Goldwyn. Recently his musicians and he couldn't get together and when the conductor angrily investigated, he discovered that his own music scores had an extra note that his men didn't have in theirs. The leader rapped for attention. Everybody erase the extra note that's not on their music," he shouted.



Thoughts While Dialing: Just for the winter months, at any rate, they oughta call that show, "Mr. and Mrs. South." . . . We love Lew Parker's story about the Hollywood producer who was raving about a new gal he'd just met. "Give me two years with her," he enthused, "and I'll make her a star overnight!" . . . Someone asked Moe Gale, the talent digger, howcum he stayed to the bitter end of a turkey that opened the other eve. "I wanted to avoid the crowd in the aisles," he explained. . . . Suggested Sound-in-the-Nite for WW: "He's the louse on 92nd Street." . . . Loved Fred Allen's description of a baldheaded pal. "From the neck up," insisted Fred, "the guy's positively indecent!" . . . Well, wha'd'ya know. Here we've been wandering out loud who's been responsible for those hypo'd "Junior Miss" scripts—and it turns out to be none other than Jack Rubin, who directs the piece. We might've guessed. 'Way back in 1929, at WBBC, Jackson was writing, directing, acting some 16 roles plus doing the sound effects, all at the same time, one might say. In sum., the guy's slightly prolific. . . . One of the outstanding announcing jobs on the air is being turned in by Kenny Delmar on the Fred Allan stanzas. His Sen. Claghorn kerrickter is out-of-the-world stuff. . . . We don't know Judy Lang—but her warm singing personality makes you wish you did know her. . . . Ted Mack's new idea for spot announcements is one of the greatest gimmicks since the jingle. . . . One of Doris Sharp's gals had a "blind" date and when the guy asked how he'd know her, she cracked: "I'll wear a hat that lights up and says, 'Call Radio Registry'."



Our Hat's Off Dept: The Murphy Sisters, who are wanted for a featured spot in a London musical. . . . Larry Douglas, who just won the lead in the musical, "The Duchess Misbehaves," and who is now being screen-tested by Warners. . . . Joan Edwards' high-class warbling at the Wedgewood Room. . . . Jimmy Savo the guy who was frightened by Caspar Milquetoast—on the Texaco Star Thitter Sunday nite. . . . Owen Jordan's big-time pretending on "Terry & The Pirates."

Indie FM Stations To Continue Show

(Continued from Page 1) repairs and installation purposes of the new band" earlier this week which action is reported to be strongly influenced by the demands made by James C. Petrillo and the American Federation of Musicians.

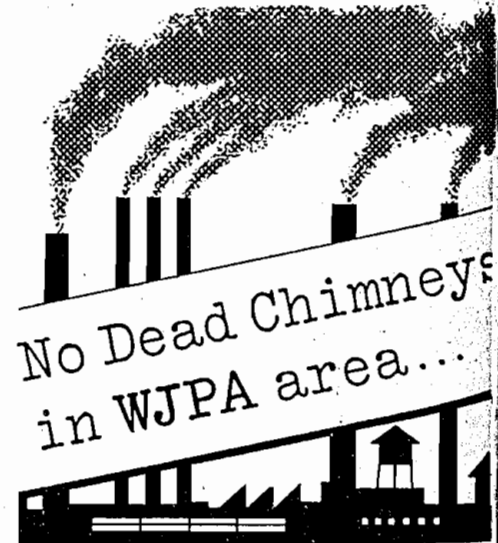
WNYC, the municipal station, expects to continue FM broadcasts of live musical programs from the Metropolitan Opera House and the City Center, it was learned yesterday, by WHN-WHNF, WABF and WGYN, us recorded music throughout the broadcast schedules together with news programs, WQXQ also uses live music programs, and will continue to do so indefinitely.

Parker To Canada

Frank Parker, tenor currently heard on NBC's "The American Album of Familiar Music" Sundays at 9:30 p.m. EST, will participate in the rally opening Canada's Ninth Victory Loan Drive in Montreal today.

Winning Bond Slogan Picked

Following two weeks of competition on "Here's Howe," heard daily over Mutual, a winning bond slogan was chosen last night and announced over the air. Carl R. Canterbury, Moline, Ill., gets a \$100 war bond for writing "Show you care; do your share; buy Victory bonds."



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals, and glass. . . NO RETOOLING . . . NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania --- SELL them through WJPA.

MUTUAL NETWORK

For further details on Friendly Group Stations, write SPOT SALES, JOHN LAUX, Managing Director, New York, Chicago, San Francisco, Los Angeles.

- WSTV - Steubenville, O.
WFPG - Atlantic City, N. J.
WJPA - Washington, Pa.
WKNY - Kingston, N. Y.





# Research In The Communication Field Requested Of Government By Porter

(Continued from Page 1)

to carry on only to a limited degree the 1937 Congressional direction that it shall investigate and study phases of communications with a view toward "obtaining maximum effectiveness from the use of radio and other communications."

Porter warned that patent snarls may tie up the development of radar for many years to come, and proposed a patent pool including both Federal and private patent claims of the U. S. and Britain may be the answer. The FCC, he said, plans a study of the progress in peacetime use of radar shortly.

### Spectrum Exploration Needed

The exploration of the upper reaches of the radio spectrum is "most and foremost" among recent examples of government-sponsored research, Porter said. Federal funds have opened up the spectrum from 100,000 to 30,000,000 kilocycles in recent years, he said, making possible such things as coast-to-coast relay lines, high-definition color tele, radar, walkie-talkies and other news services.

To explain why this was a government, rather than a private development, Porter pointed out that no private company could afford to spend large sums for research and development of tubes because there was no equipment on the market for them. This development would have come only if there is no telling whether it should have been held up 10 years or more.

He pointed out also that much work still to be done in developing the spectrum between 12 and 30 million kilocycles.

Another example of successful war research, he said, is the new designs of transmitter antennae. Even before the war, he said, some progress had been made in reducing the upward wastage of radiation and in directing signals.

### Antenna Advancement

Then came the war, and our radio engineers were really put to work on the antenna problem, especially in connection with radar. As a result, we now have antennas so efficient that a 100-watt transmitter beaming a signal to a fixed receiver may achieve an irradiated power equal to 100,000 watts. One practical advantage is that even with comparatively low-power transmitters, we can now relay telephone, telegraph, facsimile, television, and other types of signals across the continent along a beam from station to station at 30-mile intervals instead

of from telephone pole to telephone pole at intervals of a few hundred feet.

### FCC Needs Assistance

"Let me say here, parenthetically, that radar and all the other new applications of electronics are about to benefit practically everybody in the world except the Federal Communications Commission. For us in the FCC these developments mean a tremendously increased workload, the need for a considerable expansion of our technical staff, and a whole series of new problems so serious as to require our coming to Congress for a supplemental appropriation. Only a very small part of our request, or of our function generally, is research; but the magnificent results of wartime research have so expanded the field of usefulness of the radio spectrum which we administer as to make our own expansion not merely necessary but urgently required in a matter of weeks rather than months.

"During the past year, the FCC has reviewed all these wartime developments in detail, as part of its allocation studies, for the purpose of assigning to each type of radio service the portion of the spectrum best suited to its requirements. In the course of these allocation studies we faced scientific problems which underlined the need for government-financed research in no uncertain terms. I refer to research on the propagation characteristics of various radio frequencies. . . .

### Spectrum Is Challenging

"All radio communications—standard broadcasting, FM, television, international radio telephone, and radiotelegraph, and all miscellaneous radio services alike—depend on the ionosphere either to make long distance transmission possible or to prevent interference from distant transmitters. In other words, the whole group of radio industries—and Army and Navy communications as well—will benefit by every bit of information about the ionosphere which can be procured.

"Despite this dependence on what is happening many miles over our head, our ignorance of this strategic

area is overwhelming. No human being, of course, has ever been up there, and no instruments have ever been sent up there to get first-hand information. Substantially all we know about the ionosphere is merely second-hand knowledge derived from shooting radio waves up and then determining whether they bounce back, and how.

"With the development of the new jet-propelled and rocket-type projectiles, and with the design of automatic recording and transmitting devices, it may now be humanly possible actually to explore the ionosphere at first hand. Such exploration will give us knowledge which will profoundly affect the reliability of communications from one end of the radio spectrum to the other. Additional benefits still unimagined may result.

### Questions Private Interests

"Yet it seems clear that no one private company has the interest or the resources to undertake so vast a task as the direct exploration of the ionized layers upon which radio communications depend. In fact, the continuous determination of world wide ionospheric conditions appears to be practical only through the measurement and exchange of information by the larger and more advanced countries of the world. The benefit of such work will accrue to all the people, and it is only right that the cost should be borne by a government representing all the people. The benefit to any one industry from such a major project would not be sufficient to warrant the large costs involved; and so if we wait for private ionospheric research, we may have to wait indefinitely. Yet if the work is promptly undertaken with government funds, the total advantage to all the various radio services added together will far more than repay the costs."

RADIO DAILY, as a gesture to honorably discharged servicemen and women, offers free position want ads to those seeking employment in radio. Only restriction is that the copy be limited to 25 words or less.

DIRECTOR, PRODUCER, several years musical review and pageant director desires position in radio production with advertising agency. Excellent theatrical background. Write: Serviceman's Want Ad, Box No. 61, RADIO DAILY, 1501 Broadway, New York City.



Young ambitious college educated man, experienced in announcing, commercial copy writing, production, disc-jockeying desires position with radio station or progressive advertising agency in New York City. Write: Serviceman's Want Ad Box No. 20, RADIO DAILY, 1501 Broadway, New York City.

### Will Rebroadcast Hunt Talk

WINS, New York, will rebroadcast the address of Frazier Hunt before the Advertising Club of New York on this evening, from 8:30 to 9 p.m. Hunt will speak on "What About MacArthur?"



Time for blasting sales curves upward is the kind of time Weed & Company stations offer and Weed men sell. Time buyers across the nation rely on Weed for help in spotting hot markets and influencing them through topnotch availabilities.

**WEED AND COMPANY**  
RADIO STATION REPRESENTATIVES  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD

KNOW YOUR ABC'S about KOA

KOA's outstanding schedule is packed with good local commercial and sustaining studio programs. KOA is the only station in Colorado occupying quarters especially designed for broadcasting purposes. No Wonder KOA's FIRST!

FIRST in DENVER  
**KOA**  
50,000 watts 850 KC  
Represented by NAC SPOT SALES

"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.

**WANTED A WOMAN**  
(preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box No. 233, Radio Daily, 1501 Broadway, New York 18, N. Y.

## FM Impasse Discussed By NAB And FMBI

(Continued from Page 1)

members of the NAB and the expiring FMBI engaged mainly in acquainting NAB President Justin Miller with the situation, Miller said last night. No particular course of action was determined upon, Miller said, with the meeting concerned mainly and simply with "giving me background."

No further meeting on this topic was set, but Miller has taken on the job of familiarizing himself with the situation and trying to work out some form of solution which he might later present to the broadcasters.

Miller declared that the meeting was not consumed solely in attacks upon Petrillo, but that several statements on the merits of his case from the labor viewpoint were presented at the meeting.

On hand for the meeting were Jess Willard and C. E. Arney, Jr., of NAB; Frank Stanton and Earl Gammons, CBS; Frank Russell, NBC and four FMBI leaders—Wayne Coy, Walter Damm, John Shepard III, and Gordon Gray.

## COAST-TO-COAST

—NEW JERSEY—

**PATERSON**—After 40 months with the Navy, Lt. Comdr. James V. Cosman has returned to his duties as president of WPAT. . . . Sidney J. Flamm, managing director of WPAT, has been appointed chairman of its radio publicity by the Hackensack War Finance Committee for the 8th War Loan drive.

—MASSACHUSETTS—

**WORCESTER**—WAAB has been cooperating in the promotion of Worcester's Golden Rule and War Fund Drive, by using spot announcements every hour, on the hour, dedicated to the success of the drive. . . . WNAC and the Yankee Network news service, under the direction of Leland C. Bickford, editor-in-chief, gave its listeners full coverage of the first scheduled passenger air travel from Boston to Newfoundland, Ireland and England.

—CONNECTICUT—

**HARTFORD**—Gorden Bodenwein, publisher of the New London Day, was a guest on the Conn. College forum program over WDRG, which is produced by the college. . . . Both Democratic and Republican mayoralty candidates in Hartford are being interviewed on the "Headliner's Club" program by Jack Zaiman, political writer for the Hartford Courant.

—MICHIGAN—

**DETROIT**—George M. Millar, former Detroit manager for Pillsbury Mills Inc., has been appointed sales manager of radio station WIBX. He succeeds Irwin C. Stoll, who assumes other duties in the sales department. . . . John M. Carlisle and Russell Barnes, formerly of WWJ news bureau, have been signally honored by the War Department.

—UTAH—

**SALT LAKE CITY**—Wallace Lambourne, after being released from Navy duty, has rejoined KDYL's engineering staff. . . . Jan Pearce, Metropolitan Opera tenor, attended one of Eugene Jelesnik's broadcasts at the KDYL Radio Playhouse. Jelesnik, noted violinist and KDYL's new musical director, along with Utah University leaders, were house guests of S. S. Fox, president and general manager of KDYL.

—MASSACHUSETTS—

**WORCESTER**—Judith Atkinson, WAAB's woman commentator, has been chosen Miss New England to officiate at the New England Newspaper Mechanical Conference at the Hotel Statler. . . . Eliot Kunin, recently discharged from the Army, is back on the WAAB announcing staff.

—CALIFORNIA—

**LOS ANGELES**—A public-service presentation of the Los Angeles Chamber of Commerce, the weekly Thursday show over KHJ, features a three-voiced commentary, which deviates from the usual "run of the mill" roundtable, in combining color with informed-packed facts. Separate departments in civic enterprise are the topic from week to week, with accomplishments and drawbacks of each, carefully weighed by competent discussion experts.

—PENNSYLVANIA—

**PITTSBURGH**—Jacqueline Dodge, who was with the American Broadcasting Co., is replacing Betty Bischoff, Leonard Kapner's "write-hand" at WCAE. Betty, is waiting the arrival of her husband, Corp. Albert Bischoff from Europe. Priscella Dodge, Jacqueline's sister, is on her way overseas to entertain the troops as a special service actress.

—IOWA—

**DES MOINES**—Robert Tincher, former station manager of WNAX, with studios in Yankton, South Dakota and Sioux City, Iowa, is spending some time in Des Moines with Paul Hoffman, KRNT web manager and executive vice-president of the Cowles Broadcasting Co. Tincher has completed four and a half years in the Army. . . . Tom Dyer, of the KRNT promotion department, is back after three and a half years in the M. P. division overseas.

## OPA Outlines Method For Receiver Pricing

(Continued from Page 1)

dealers should be able to absorb the increases granted to manufacture without hardship, according to the OPA, which claims that 10 per cent absorption will leave many dealers with realized margins actually higher than they had in 1941.

Increased prices for manufacture previously reported, were included in the regulation. Pricing procedure for new or changed models was also provided.

Manufacturers of new models which are comparable to any produced from July to October, 1941, are to compute the new ceiling price of the comparable item, find the percentage mark-up over the current unit cost producing the item, and add this percentage to the cost of producing the new or changed model.

**Withdrawal a Penalty**

New manufacturers and old manufacturers of models not comparable to any they produced in the base period will apply for price approval to OPA.

Price increases may be withdrawn from manufacturers who fail to maintain their pre-war "product mix" high and low cost models.

The pricing revisions are made MPR No. 599, Amendment 70 to MPR 188 and revocation of MPR 431, effective immediately.

**BALTIMORE'S**  
*Listening Habit*

**W  
C  
B  
m**

**MUTUAL BROADCASTING SYSTEM**

**JOHN ELMER**      **GEORGE H. ROEDER**  
President          General Manager

**FREE & PETERS Inc.**  
Exclusive National Representatives

*Send Birthday  
Greetings To—*

October 31

Murray Carpenter      Douglas Hopo  
Grace Justico          Mary McCoy  
Art Pock

**NO SPEECHES!**

**PURE ENTERTAINMENT!**

Attend the "OLDTIMERS DAY" REC luncheon tomorrow, Thursday, Nov. 1st, 12:30 P.M. Hendrick Hudson Room, Hotel Roosevelt.

**JOIN**

**FRANK SINATRA**

**LOWELL THOMAS**

**PAUL WHITEMAN**

**H. V. KALTENBORN**

**FRANK PARKER**

**DAVID ROSS . . . and a host of**

**other names in Saluting the 25th Anniversary of the  
Radio Industry**

The four Networks have combined to make this a Gala Occasion.

**Chairman of the Day—**

**ROY C. WITMER—V.P. in charge of Sales—N.B.C.**

**His committee includes—**

**CLARENCE MENSER—V.P. in charge of programs—N.B.C.**

**PHILLIPS CARLIN—V.P. in charge of programs—M.B.S.**

**ADRIAN SAMISH—V.P. in charge of programs—A.B.C.**

**DOUGLAS COULTER—V.P. in charge of programs—C.B.S.**

**ADOLPH OPFINGER—Program director of M.B.S.**

**WILLARD EGOLF—Publicity director of—N.A.B.**

Luncheon for Members \$2.25

Guests with Members \$2.75

**Remember: 25th Anniversary of Radio Luncheon Thursday, Nov. 1st.**

**LOTS OF LAUGHS!**

**PLENTY OF FUN!**